

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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MOLDMAKING TECHNOLOGY is a business-to-business media brand that produces a monthly print magazine, digital media, research and live events for the die/mold machining and plastic injection molding market. MMT has been addressing the complete lifecycle of the design, manufacture and maintenance of a mold—from design to first shot—since its launch in 1998. MMT remains committed to bringing subscribers what's new and what works in mold manufacturing by focusing on the needs of today's mold builders when it comes to anything from successful business practices to manufacturing strategies. This might be in the form of a technology article, application story, shop profile or tip of the month that applies to today's mold shop owner, moldmaker, tooling engineer or CNC technician.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

MOLDMAKING TECHNOLOGY MAGAZINE



6 issues in the period
 17,980 average circulation

MOLDMAKING TECHNOLOGY E-NEWSLETTERS



52 issued in the period
 13,117 average per occurrence

MOLDMAKING TECHNOLOGY WEBSITE



31,295 average users

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
MOLDMAKING TECHNOLOGY MAGAZINE (6 issues in the period)	17,980	-	17,980
(See Paragraph 3b for Format Type and Source)			
MOLDMAKING TECHNOLOGY E-NEWSLETTERS			
MMT Today (52 issued in the period)	13,117	-	13,117
MOLDMAKING TECHNOLOGY WEBSITE (Monthly Users with 67,233 average Pageviews)	31,295	-	31,295

FIELD SERVED

MOLDBAKING TECHNOLOGY MAGAZINE serves the field of manufacturers, users and maintenance providers of industrial molds, as described in paragraph 3a. Also served are other manufacturing, wholesale trade, educational, professional, scientific, and technical services.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include corporate executives as well as company management, manufacturing production/engineering, design, quality assurance and quality control, research & development, purchasing, and other qualified personnel.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	2
Advertiser and Agency	1,076
Allocated for Trade Shows and Conventions	33
All Other	772
TOTAL	1,883

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	17,980	100.0	17,980	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	17,980	100.0	17,980	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Print	Digital	Total Qualified
January	18,038	-	18,038
February	18,073	-	18,073
March	18,336	-	18,336
April	16,577	1,179	17,756
May	16,622	1,205	17,827
June	16,640	1,211	17,851

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020
This issue is 1.0% or 184 copies below the average of the other 5 issues reported in Paragraph 2.

NAICS	Business/Industry	Total Qualified	Percent of Total	Company Mgmt; Purchasing (B,L)	Manufacturing Production/ Engineering (C,D,E,V,F,G, T,R,S)	Design; Quality; R&D (H,I,J,P,Q)	Educational or Government (N)	Sales & Marketing (X,Z)	Other NEC (A,U)
326	Plastics and Rubber Products Manufacturing								
326111	Plastics Bag Manufacturing	25	0.1	8	14	3	-	-	-
326112	Plastics Packaging Film and Sheet (including Laminated) Manufacturing	12	0.1	4	7	1	-	-	-
326113	Unlaminated Plastics Film and Sheet (except Packaging) Manufacturing	80	0.4	29	37	12	-	2	-
326121	Unlaminated Plastics Profile Shape Manufacturing	43	0.2	10	33	-	-	-	-
326122	Plastics Pipe and Pipe Fitting Manufacturing	66	0.4	13	43	10	-	-	-
326130	Laminated Plastics Plate, Sheet (except Packaging), and Shape Manufacturing	42	0.2	19	18	4	-	1	-
326140	Polystyrene Foam Product Manufacturing	11	0.1	2	8	1	-	-	-
326150	Urethane and Other Foam Product (except Polystyrene) Manufacturing	48	0.3	19	23	4	-	2	-
326160	Plastics Bottle Manufacturing	51	0.3	21	25	5	-	-	-
326191	Plastics Plumbing Fixture Manufacturing	27	0.1	14	12	1	-	-	-
326199	All Other Plastics Product Manufacturing	3,906	21.9	1,465	2,015	297	2	115	12
326211	Tire Manufacturing (except Retreading)	36	0.2	20	8	8	-	-	-
326212	Tire Retreading	11	0.1	11	-	-	-	-	-
326220	Rubber and Plastics Hoses and Belting Manufacturing	46	0.3	23	15	6	-	2	-
326291	Rubber Product Manufacturing for Mechanical Use	68	0.4	37	20	9	-	1	1
326299	All Other Rubber Product Manufacturing	262	1.5	140	94	13	-	15	-
	Subtotal 326	4,734	26.6	1,835	2,372	374	2	138	13
327	Nonmetallic Mineral Product Manufacturing	96	0.5	40	39	12	-	5	-
331	Primary Metal Manufacturing	246	1.4	77	115	26	1	26	1
332	Fabricated Metal Product Manufacturing	1,873	10.5	951	717	132	1	66	6
333	Machinery Manufacturing								
3331	Agriculture, Construction, and Mining Machinery Manufacturing	103	0.6	35	52	15	-	1	-
3332	Industrial Machinery Manufacturing	203	1.1	90	82	22	-	9	-
3333	Commercial and Service Industry Machinery Manufacturing	130	0.7	65	47	15	-	3	-
3334	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment	49	0.3	13	23	10	-	3	-
3335	Metalworking Machinery Manufacturing (not incl. 333511)	2,004	11.2	1,268	548	105	-	75	8
333511	Industrial Mold Manufacturing	2,669	15.0	1,450	896	167	2	132	22
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	42	0.2	15	22	5	-	-	-
3339	Other General Purpose Machinery Manufacturing	268	1.5	95	141	22	-	9	1
	Subtotal 333	5,468	30.6	3,031	1,811	361	2	232	31
334	Computer and Electronic Product Manufacturing								
3341	Computer and Peripheral Equipment Manufacturing	33	0.2	9	19	3	-	2	-
3342	Communications Equipment Manufacturing	54	0.3	14	34	6	-	-	-
3343	Audio and Video Equipment Manufacturing	14	0.1	3	7	4	-	-	-
3344	Semiconductor and Other Electronic Component Manufacturing	154	0.9	39	84	23	-	7	1
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	348	1.9	128	152	53	-	9	6
3346	Manufacturing and Reproducing Magnetic and Optical Media	6	-	-	5	1	-	-	-
	Subtotal 334	609	3.4	193	301	90	-	18	7
335	Electrical Equipment, Appliance, and Component Manufacturing								
3351	Electric Lighting Equipment Manufacturing	31	0.2	12	13	6	-	-	-
3352	Household Appliance Manufacturing	32	0.2	4	17	10	-	1	-
3353	Electrical Equipment Manufacturing	137	0.8	25	88	18	-	6	-
3359	Other Electrical Equipment and Component Manufacturing	155	0.8	37	92	19	-	7	-
	Subtotal 335	355	2.0	78	210	53	-	14	-
336	Transportation Equipment Manufacturing								
3361	Motor Vehicle Manufacturing	85	0.5	19	53	12	-	-	1
3362	Motor Vehicle Body and Trailer Manufacturing	48	0.3	12	27	9	-	-	-
3363	Motor Vehicle Parts Manufacturing	810	4.5	238	486	76	-	7	3
3364	Aerospace Product and Parts Manufacturing	357	2.0	90	204	56	-	4	3
3365	Railroad Rolling Stock Manufacturing	11	0.1	-	9	2	-	-	-
3366	Ship and Boat Building	64	0.3	27	22	14	-	1	-
3369	Other Transportation Equipment Manufacturing	29	0.2	13	11	5	-	-	-
	Subtotal 336	1,404	7.9	399	812	174	-	12	7
337	Furniture and Related Product Manufacturing	63	0.4	27	27	9	-	-	-
339	Miscellaneous Manufacturing								
33911	Medical Equipment and Supplies Manufacturing	901	5.1	510	306	75	-	4	6
3399	Other Miscellaneous Manufacturing	364	2.0	154	157	44	1	7	1
	Subtotal 339	1,265	7.1	664	463	119	1	11	7
311-325	Other Manufacturing, N.E.C.	547	3.0	202	250	74	-	18	3
42	Wholesale Trade	354	2.0	187	90	16	1	57	3
541	Professional, Scientific, and Technical Services	479	2.7	227	172	60	2	15	3
611	Educational Services	86	0.5	12	28	6	39	-	1
	Miscellaneous Others	248	1.4	137	86	10	1	12	2
	TOTAL QUALIFIED CIRCULATION	17,827	100.0	8,060	7,493	1,516	50	624	84

(B,L) COMPANY MANAGEMENT, PURCHASING: titles include Chairman, General Manager, Owner, President, Vice President, Purch Director, Sr Buyer, Purch Manager and related titles
(C,D,E,V,F,T,R,S) MANUFACTURING PRODUCTION/ENGINEERING: titles include Mold Coordinator, Mold Design Mgr, Advanced Mfg Director, Mold Dept Supv, Mfg Supervisor, Diemaker, Mold Maker, Machine Operator, Engr Mgr, Chief Engineer, Engr Dept Mgr, Plant Engineer, Process Engineer, Mfg Engineer, Factory Automation Mgr, Systems Design Mgr, Factory Automation Engr, Automn Foreman, CNC Programmer, Systems Engineer and related titles.
(H,I,J,P,Q) PRODUCT DESIGN/R&D; QUALITY ASSURANCE/CONTROL: titles include Design Engr Dir, R&D Director, Design Engineer, Development Engineer, R&D Engineer, Draftsman, Q/A Manager, Q/C Director, Q/C Foreman, Quality Supervisor
(N) EDUCATIONAL or GOVERNMENT titles include Professor, Instructor and other Educational titles.
(X,Z) SALES & MARKETING titles include Regional Sales Director, National Sales Director, National Accounts Manager, Marketing Director, PR Director and other sales/marketing titles.
(A,U) OTHER N.E.C.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	10,517	4,144	-	13,456	1,205	14,661	82.2
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. *Communication (other than request):	1,499	-	-	1,499	-	1,499	8.4
V. TOTAL – Sources other than above (listed alphabetically):	1,667	-	-	1,667	-	1,667	9.4
Association rosters and directories	-	-	-	-	-	-	-
*Business directories	1,667	-	-	1,667	-	1,667	9.4
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	13,683	4,144	-	16,622	1,205	17,827	100.0
PERCENT	76.8	23.2	-	93.2	6.8	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	42		Kentucky	204	
New Hampshire	123		Tennessee	284	
Vermont	46		Alabama	154	
Massachusetts	382		Mississippi	56	
Rhode Island	97		EAST SO. CENTRAL	698	3.9
Connecticut	295		Arkansas	96	
NEW ENGLAND	985	5.5	Louisiana	53	
New York	632		Oklahoma	104	
New Jersey	347		Texas	631	
Pennsylvania	875		WEST SO. CENTRAL	884	5.0
MIDDLE ATLANTIC	1,854	10.4	Montana	27	
Ohio	1,515		Idaho	62	
Indiana	744		Wyoming	8	
Illinois	1,391		Colorado	159	
Michigan	2,028		New Mexico	28	
Wisconsin	948		Arizona	207	
EAST NO. CENTRAL	6,626	37.2	Utah	124	
Minnesota	585		Nevada	57	
Iowa	210		MOUNTAIN	672	3.8
Missouri	382		Alaska	6	
North Dakota	21		Washington	225	
South Dakota	34		Oregon	169	
Nebraska	104		California	1,284	
Kansas	134		Hawaii	9	
WEST NO. CENTRAL	1,470	8.2	PACIFIC	1,693	9.5
Delaware	16		UNITED STATES	16,612	93.2
Maryland	102		U.S. Territories	10	
Washington, DC	1		Canada	1,063	
Virginia	153		Mexico	142	
West Virginia	20		Other International	-	
North Carolina	418		APO/FPO	-	
South Carolina	203				
Georgia	272				
Florida	545				
SOUTH ATLANTIC	1,730	9.7			
			TOTAL QUALIFIED CIRCULATION	17,827	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2020	MMT Today
JANUARY	
January 2	13,064
January 7	13,042
January 9	13,026
January 14	12,995
January 16	12,986
January 21	12,989
January 23	12,983
January 28	12,962
January 30	12,959
FEBRUARY	
February 4	12,936
February 6	12,943
February 11	12,943
February 13	12,946
February 18	12,936
February 20	12,933
February 25	12,919
February 27	12,908
MARCH	
March 3	12,901
March 5	12,889
March 10	12,869
March 12	12,860
March 17	12,850
March 19	12,844
March 24	12,830
March 26	12,794
March 31	12,789
APRIL	
April 2	12,779
April 7	12,775
April 9	12,756
April 14	12,701
April 16	12,720
April 21	13,167
April 23	13,175
April 28	13,191
April 30	13,190
MAY	
May 5	13,196
May 7	13,192
May 12	13,236
May 14	13,243
May 19	13,349
May 21	13,382
May 26	13,499
May 28	13,545
JUNE	
June 2	13,605
June 4	13,612
June 9	13,631
June 11	13,630
June 16	13,659
June 18	13,663
June 23	13,693
June 25	13,701
June 30	13,718
AVERAGE:	13,117

MMT Today (52 issued in the period)

WEBSITE CHANNEL

WWW.MOLDMAKINGTECHNOLOGY.COM

2020	Pageviews	Sessions	Users	Average Session Duration
January	70,255	44,138	32,656	1:36
February	67,955	44,247	33,516	1:19
March	68,508	43,189	31,570	1:28
April	71,127	44,423	31,810	1:29
May	64,663	41,193	29,807	1:24
June	60,890	39,438	28,414	1:19
AVERAGE:	67,233	42,771	31,295	1:25

January – June 2020 Odata was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

ADDITIONAL DATA

MAGAZINE:

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

PARAGRAPH 3b:

Communication (other than request) includes 5 sources of circulation for quantities of 105 copies or 0.3% to 860 copies or 2.6%. Business directories include 1 source of circulation for a quantity of 1,667 copies or 9.4%, including D&B Hoovers.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters and Website are not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Ryan Delahanty, Publisher

Julie Ball, Audience Development Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	July 24, 2020
State	Ohio
County	Hamilton
Received by BPA Worldwide	July 24, 2020
Type	BD
ID Number	M405B0J0

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.