

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.

Gardner Business Media, Inc.
6915 Valley Avenue
Cincinnati, OH 45244-3029
Tel.: (513) 527-8800
Fax: (513) 527-8801
www.moldmakingtechnology.com
jball@gardenerweb.com


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
18,283 average circulation

MOLDMAKING TECHNOLOGY E-NEWSLETTERS



2 E-Newsletters in the period
32 total issued in the period
15,787 average per occurrence
15,563 average per occurrence

MOLDMAKING TECHNOLOGY WEBSITE



33,664 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)	18,283	-	18,283
MOLDMAKING TECHNOLOGY E-NEWSLETTERS			
a. MMT Insider (6 issued in the period)	15,787	-	15,787
b. MMT Blog (26 issued in the period)	15,563	-	15,563
MOLDMAKING TECHNOLOGY WEBSITE (Monthly Users with 74,184 average Pageviews)	33,664	-	33,664

FIELD SERVED

MOLDMAKING 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, and 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	5
Advertiser and Agency	1,313
Allocated for Trade Shows and Conventions	125
All Other	784
TOTAL	2,227

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	18,283	100.0	18,283	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,283	100.0	18,283	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Total Qualified
January	18,345
February	18,296
March	18,303
April	18,286
May	18,222
June	18,248

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019
 This issue is 0.4% or 74 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	35	0.2	7	23	4	-	1	-
326112	Plastics Packaging Film and Sheet (including Laminated) Manufacturing	11	0.1	4	6	1	-	-	-
326113	Unlaminated Plastics Film and Sheet (except Packaging) Manufacturing	87	0.5	30	43	14	-	-	-
326121	Unlaminated Plastics Profile Shape Manufacturing	56	0.3	21	34	-	-	1	-
326122	Plastics Pipe and Pipe Fitting Manufacturing	73	0.4	14	47	12	-	-	-
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	4	6	1	-	-	-
326150	Urethane and Other Foam Product (except Polystyrene) Manufacturing	41	0.2	12	24	3	-	2	-
326160	Plastics Bottle Manufacturing	63	0.3	18	38	7	-	-	-
326191	Plastics Plumbing Fixture Manufacturing	30	0.1	11	15	4	-	-	-
326199	All Other Plastics Product Manufacturing	3,485	19.1	1,377	1,763	247	3	84	11
326211	Tire Manufacturing (except Retreading)	50	0.3	31	12	6	-	-	1
326212	Tire Retreading	11	0.1	11	-	-	-	-	-
326220	Rubber and Plastics Hoses and Belting Manufacturing	50	0.3	22	19	7	-	2	-
326291	Rubber Product Manufacturing for Mechanical Use	80	0.4	39	29	10	-	1	1
326299	All Other Rubber Product Manufacturing	250	1.4	133	86	14	-	16	1
	Subtotal 326	4,375	24.0	1,753	2,163	334	3	108	14
327	Nonmetallic Mineral Product Manufacturing	70	0.4	24	35	7	-	3	1
331	Primary Metal Manufacturing	241	1.3	73	113	23	1	30	1
332	Fabricated Metal Product Manufacturing	1,617	8.9	856	582	121	2	53	3
333	Machinery Manufacturing								
3331	Agriculture, Construction, and Mining Machinery Manufacturing	86	0.5	30	40	15	-	1	-
3332	Industrial Machinery Manufacturing	231	1.3	97	90	33	-	9	2
3333	Commercial and Service Industry Machinery Manufacturing	178	1.0	94	67	15	-	2	-
3334	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment	49	0.3	15	23	8	-	3	-
3335	Metalworking Machinery Manufacturing (not incl. 333511)	3,298	18.1	2,311	767	139	1	74	6
333511	Industrial Mold Manufacturing	2,252	12.3	1,184	821	164	-	73	10
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	47	0.2	13	29	5	-	-	-
3339	Other General Purpose Machinery Manufacturing	267	1.5	86	145	23	-	10	3
	Subtotal 333	6,408	35.2	3,830	1,982	402	1	172	21
334	Computer and Electronic Product Manufacturing								
3341	Computer and Peripheral Equipment Manufacturing	35	0.2	14	16	4	-	1	-
3342	Communications Equipment Manufacturing	54	0.3	19	31	4	-	-	-
3343	Audio and Video Equipment Manufacturing	19	0.1	5	10	4	-	-	-
3344	Semiconductor and Other Electronic Component Manufacturing	166	0.9	42	95	23	-	5	1
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	358	2.0	148	147	52	-	9	2
3346	Manufacturing and Reproducing Magnetic and Optical Media	9	-	-	7	1	-	1	-
	Subtotal 334	641	3.5	228	306	88	-	16	3
335	Electrical Equipment, Appliance, and Component Manufacturing								
3351	Electric Lighting Equipment Manufacturing	23	0.1	9	10	4	-	-	-
3352	Household Appliance Manufacturing	32	0.2	4	21	6	-	1	-
3353	Electrical Equipment Manufacturing	126	0.7	28	76	18	-	4	-
3359	Other Electrical Equipment and Component Manufacturing	151	0.8	26	95	22	-	7	1
	Subtotal 335	332	1.8	67	202	50	-	12	1
336	Transportation Equipment Manufacturing								
3361	Motor Vehicle Manufacturing	81	0.4	19	50	10	-	1	1
3362	Motor Vehicle Body and Trailer Manufacturing	51	0.3	13	30	8	-	-	-
3363	Motor Vehicle Parts Manufacturing	863	4.7	277	494	87	-	3	2
3364	Aerospace Product and Parts Manufacturing	396	2.2	97	250	44	1	2	2
3365	Railroad Rolling Stock Manufacturing	12	0.1	-	10	2	-	-	-
3366	Ship and Boat Building	52	0.3	26	15	10	-	1	-
3369	Other Transportation Equipment Manufacturing	24	0.1	11	10	3	-	-	-
	Subtotal 336	1,479	8.1	443	859	164	1	7	5
337	Furniture and Related Product Manufacturing	63	0.3	27	23	13	-	-	-
339	Miscellaneous Manufacturing								
33911	Medical Equipment and Supplies Manufacturing	1,236	6.8	740	381	101	-	5	9
3399	Other Miscellaneous Manufacturing	343	1.9	129	162	44	-	8	-
	Subtotal 339	1,579	8.7	869	543	145	-	13	9
311-325	Other Manufacturing, N.E.C.	473	2.6	177	216	65	-	11	4
42	Wholesale Trade	321	1.8	167	79	14	1	57	3
541	Professional, Scientific, and Technical Services	402	2.2	211	133	47	2	8	1
611	Educational Services	55	0.3	8	18	5	24	-	-
	Miscellaneous Others	166	0.9	99	56	6	2	3	-
	TOTAL QUALIFIED CIRCULATION	18,222	100.0	8,832	7,310	1,484	37	493	66

(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,G,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 2019

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	11,129	4,924	-	16,053	88.1
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	2,169	-	-	2,169	11.9
Association rosters and directories	-	-	-	-	-
*Business directories	2,169	-	-	2,169	11.9
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	13,298	4,924	-	18,222	100.0
PERCENT	73.0	27.0	-	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	46		Kentucky	212	
New Hampshire	117		Tennessee	290	
Vermont	46		Alabama	141	
Massachusetts	384		Mississippi	58	
Rhode Island	77		EAST SO. CENTRAL	701	3.9
Connecticut	296		Arkansas	102	
NEW ENGLAND	966	5.3	Louisiana	63	
New York	653		Oklahoma	102	
New Jersey	348		Texas	627	
Pennsylvania	865		WEST SO. CENTRAL	894	4.9
MIDDLE ATLANTIC	1,866	10.3	Montana	22	
Ohio	1,455		Idaho	48	
Indiana	664		Wyoming	6	
Illinois	1,332		Colorado	138	
Michigan	2,130		New Mexico	25	
Wisconsin	978		Arizona	202	
EAST NO. CENTRAL	6,559	36.0	Utah	115	
Minnesota	586		Nevada	54	
Iowa	207		MOUNTAIN	610	3.3
Missouri	351		Alaska	10	
North Dakota	16		Washington	219	
South Dakota	45		Oregon	174	
Nebraska	103		California	1,275	
Kansas	134		Hawaii	7	
WEST NO. CENTRAL	1,442	7.9	PACIFIC	1,685	9.2
Delaware	21		UNITED STATES	16,431	90.2
Maryland	100		U.S. Territories	20	
Washington, DC	2		Canada	1,614	
Virginia	144		Mexico	157	
West Virginia	23		Other International	-	
North Carolina	423		APO/FPO	-	
South Carolina	172				
Georgia	251				
Florida	572				
SOUTH ATLANTIC	1,708	9.4			
			TOTAL QUALIFIED CIRCULATION	18,222	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2019	MMT Insider	MMT Blog
JANUARY		
January 4	-	17,085
January 11	-	17,324
January 15	17,523	-
January 18	-	17,053
January 28	-	17,064
FEBRUARY		
February 1	-	17,056
February 8	-	16,948
February 12	17,187	-
February 15	-	16,761
February 22	-	16,769
MARCH		
March 1	-	16,822
March 8	-	16,529
March 12	16,999	-
March 15	-	16,675
March 22	-	16,641
March 29	-	16,615
APRIL		
April 5	-	16,581
April 9	16,830	-
April 12	-	16,525
April 19	-	16,495
April 26	-	16,439
MAY		
May 3	-	16,388
May 10	-	12,889
May 14	13,123	-
May 17	-	12,960
May 24	-	12,932
May 31	-	12,845
JUNE		
June 7	-	12,837
June 11	13,061	-
June 14	-	12,819
June 21	-	12,792
June 28	-	12,786
AVERAGE:	15,787	15,563

MMT Insider (6 issued in the period)
MMT Blog (26 issued in the period)

WEBSITE CHANNEL

WWW.MOLDMAKINGTECHNOLOGY.COM

2019	Pageviews	Sessions	Users	Average Session Duration
January	81,148	51,304	37,880	1:35
February	77,006	48,806	36,720	1:32
March	80,287	50,609	37,330	1:31
April	75,453	44,956	32,712	1:42
May	68,639	41,845	30,190	1:36
June	62,573	37,966	27,156	1:41
AVERAGE:	74,184	45,914	33,664	1:36

January – June 2019 data 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:

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 2,169 copies or 11.9%, including Hoovers database.

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 11, 2019

State Ohio

County Hamilton

Received by BPA Worldwide July 11, 2019

Type BD

ID Number M405B0J9

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.