

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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MODERN MACHINE SHOP is a business-to-business media brand that produces a monthly print magazine, digital media, research and live events for the machining and metalworking market. With an emphasis on applications stories and case histories, Modern Machine Shop provides insight into real world applications of metalworking technology, helping the subscriber to discover not only what the technology can do, but how it can change their business, how it can help them serve their customers better and how they can be more profitable as a business enterprise. The parent company Gardner Business Media was established with the launch of Modern Machine Shop magazine in June of 1928. To this day, the Modern Machine Shop brand is recognized around the world as a resource for metalworking product and process technology.

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

MODERN MACHINE SHOP MAGAZINE



6 issues in the period
87,098 average circulation

MODERN MACHINE SHOP E-NEWSLETTERS



2 E-Newsletters in the period
77 total issued in the period
55,012 average per occurrence
55,061 average per occurrence

MODERN MACHINE SHOP WEBSITE



113,059 average users

MODERN MACHINE SHOP SOCIAL MEDIA



12,800 Twitter followers
17,324 Facebook followers
23,525 LinkedIn followers
571,207 YouTube views
3,934 Instagram members

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
MODERN MACHINE SHOP MAGAZINE (6 issues in the period)	87,098	-	87,098
(See Paragraph 3b for Format Type and Source)			
MODERN MACHINE SHOP E-NEWSLETTERS			
a. MMS Extra (52 issued in the period)	55,012	-	55,012
b. The Shop - Blog (25 issued in the period)	55,061	-	55,061
MODERN MACHINE SHOP WEBSITE (Monthly Users with 226,039 average Pageviews)	113,059	-	113,059
MODERN MACHINE SHOP SOCIAL MEDIA			
a. Twitter followers	*12,800	-	*12,800
b. Facebook followers	*17,324	-	*17,324
c. LinkedIn followers	*23,525	-	*23,525
d. YouTube views	*571,207	-	*571,207
e. Instagram members	*3,934	-	*3,934

*Social Media claims are cumulative figures, not averages.

Publication Format: This publication is produced in both print and digital formats.

No attempt has been made to identify or eliminate duplication that may exist across media channels.

FIELD SERVED

MODERN MACHINE SHOP serves the metalworking industry. Included are plants performing metalworking operations and whose products fall in manufacturing industries. Also served are other manufacturing, wholesale trade, and professional, scientific, technical, and educational services.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include corporate executives as well as company management, manufacturing production and manufacturing engineering management and departments, quality assurance and quality control management and department, product design management and department, research & development management and department, factory automation management and department, purchasing and other titled and non-titled personnel and company copies.

PURPOSE

Included herein is a supplementary analysis of recipients who responded to the question "Which of the following markets do you manufacture for?"

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	5
Advertiser and Agency	1,494
Allocated for Trade Shows and Conventions	-
All Other	987
TOTAL	2,486

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation Individual	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Sponsored Individually	-	-	-	-	-	-
Addressed Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	87,098	100.0	87,098	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Print	Digital	Unique Total Qualified*
July	80,357	49,546	84,371
August	80,504	50,105	85,196
September	80,544	50,160	85,554
October	80,591	50,228	85,643
November	85,763	50,668	90,896
December	85,777	50,418	90,927

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020
This issue is 5.3% or 4,558 copies above the average of the other 5 issues reported in Paragraph 2.

NAICS	Business and Industry	Total Qualified	Percent of Total	Company Management, Corporate Executives and Purchasing	Manufacturing		Product Design, R&D, QA/QC	Educational or Government	Sales & Marketing	Other NEC
					Production	Engineering				
325	CHEMICAL MANUFACTURING	565	0.6	160	108	177	88	1	30	1
326	PLASTICS AND RUBBER PRODUCTS MANUFACTURING									
326 (Excl. 326199)	Plastics and Rubber Products Manufacturing	433	0.5	132	119	132	40	-	8	2
326199	All Other Plastics Product Manufacturing	2,013	2.2	749	586	501	143	2	26	6
	Subtotal NAICS 326	2,446	2.7	881	705	633	183	2	34	8
327	NONMETALLIC MINERAL PRODUCT MANUFACTURING	307	0.3	90	77	91	29	2	11	7
331	PRIMARY METAL MANUFACTURING									
3311	Iron and Steel Mills and Ferroalloy Manufacturing	340	0.4	149	100	56	18	-	14	3
3312	Steel Product Manufacturing from Purchased Steel	178	0.2	58	55	40	12	1	10	2
3313	Alumina and Aluminum Production and Processing	166	0.2	46	48	50	11	-	7	4
3314	Nonferrous Metal (except Aluminum) Production and Processing	140	0.1	40	39	47	7	-	7	-
3315	Foundries	626	0.7	178	208	174	45	3	15	3
	Sub-Total NAICS 331	1,450	1.6	471	450	367	93	4	53	12
332	FABRICATED METAL PRODUCT MANUFACTURING									
33211	Forging and Stamping	1,141	1.3	533	300	217	66	-	19	6
33221	Cutlery and Handtool Manufacturing	654	0.7	322	142	118	37	1	25	9
33231	Plate Work and Fabricated Structural Product Manufacturing	1,547	1.7	962	283	192	66	1	38	5
33232	Ornamental and Architectural Metal Products Manufacturing	1,730	1.9	1,099	363	162	58	1	42	5
33241	Power Boiler and Heat Exchanger Manufacturing	49	0.1	16	15	13	4	-	-	1
33242	Metal Tank (Heavy Gauge) Manufacturing	41	-	20	9	4	4	-	3	1
33243	Metal Can, Box, and Other Metal Container (Light Gauge) Manufacturing	62	0.1	31	15	10	2	-	2	2
33251	Hardware Manufacturing (pt)	186	0.2	102	38	30	12	-	3	1
33261	Spring and Wire Product Manufacturing	387	0.4	211	68	55	33	-	17	3
33271	Machine Shops	28,625	31.5	20,060	5,081	2,105	834	26	419	100
33272	Turned Product and Screw, Nut and Bolt Manufacturing	1,941	2.1	973	527	282	91	5	55	8
33281	Coating, Engraving, Heat Treating, and Allied Activities	1,236	1.4	639	283	155	113	-	39	7
33291	Metal Valve Manufacturing	1,081	1.2	287	404	287	79	1	17	6
332991	Ball and Roller Bearing Manufacturing	270	0.3	54	83	99	24	-	9	1
332992	Small Arms Ammunition Manufacturing	54	0.1	25	13	12	3	-	-	1
332993	Ammunition (except Small Arms) Manufacturing	28	-	10	9	6	3	-	-	-
332994	Small Arms Ordnance, and Ordnance Accessories Manufacturing	396	0.4	198	93	71	29	-	1	4
332996	Fabricated Pipe and Pipe Fitting Manufacturing	313	0.3	133	86	72	10	-	12	-
332999	All Other Miscellaneous Fabricated Metal Product Manufacturing (pt)	2,439	2.7	1,426	517	340	86	10	51	9
	Sub-Total NAICS 332	42,180	46.4	27,101	8,329	4,230	1,554	45	752	169
333	MACHINERY MANUFACTURING									
333111	Farm Machinery and Equipment Manufacturing (pt)	462	0.5	205	113	96	40	-	4	4
333112	Lawn and Garden Tractor and Home Lawn and Garden Equipment Manufacturing	101	0.1	45	20	27	8	-	1	-
33312	Construction Machinery Manufacturing	346	0.4	112	88	98	40	-	7	1
333131	Mining Machinery and Equipment Manufacturing	146	0.2	57	51	26	11	-	1	-
333132	Oil and Gas Field Machinery and Equipment Manufacturing	460	0.5	185	142	94	33	-	6	-
333241	Food Product Machinery Manufacturing	239	0.3	104	64	58	11	-	1	1
333242	Semiconductor Machinery Manufacturing	18	-	8	6	3	1	-	-	-
333243	Sawmill, Woodworking, and Paper Machinery Manufacturing	281	0.3	144	67	44	18	-	8	-
333244	Printing Machinery and Equipment Manufacturing	113	0.1	56	29	14	6	-	7	1
333249	All Other Industrial Machinery Manufacturing	966	1.1	452	188	199	70	2	49	6
333314	Optical Instrument and Lens Manufacturing	169	0.2	62	38	43	21	1	3	1
333316	Photographic and Photocopying Equipment Manufacturing	62	0.1	20	17	18	6	-	1	-
333318	Other Commercial and Service Industry Machinery Manufacturing (pt)	440	0.5	241	71	89	18	2	14	5

NAICS	Business and Industry	Total Qualified	Percent of Total	Company Management, Corporate Executives and Purchasing	Manufacturing		Product Design, R&D, QA/QC	Educational or Government	Sales & Marketing	Other NEC
					Management or Department	Management or Department				
333413	Industrial and Commercial Fan and Blower and Air Purification Equipment Manufacturing	172	0.2	79	29	48	8	-	7	1
333414	Heating Equipment except Warm Air Furnaces - Manufacturing (pt)	70	0.1	25	16	20	7	-	1	1
333415	Air-Conditioning and Warm Air Heating Equipment and Commercial and Industrial Refrigeration Equipment Manufacturing	241	0.3	109	36	68	22	-	6	-
333511	Industrial Mold Manufacturing	3,210	3.5	1,804	791	400	130	5	65	15
333514	Special Die and Tool, Die Set, Jig, and Fixture Manufacturing	664	0.7	359	161	87	26	-	27	4
333515	Cutting Tool and Machine Tool Accessory Manufacturing	985	1.1	438	144	163	58	-	170	12
333517	Machine Tool Manufacturing	1,907	2.1	832	360	375	100	4	229	7
333519	Rolling Mill and Other Metalworking Machinery Manufacturing	251	0.3	117	55	48	13	-	17	1
333611	Turbine and Turbine Generator Set Unit Manufacturing	159	0.2	49	36	60	12	-	1	1
333612	Speed Changer, Industrial High-Speed Drive, and Gear Manufacturing	240	0.3	86	63	69	17	-	3	2
333613	Mechanical Power Transmission Equipment Manufacturing	202	0.2	63	67	58	10	1	2	1
333618	Other Engine Equipment Manufacturing (pt)	341	0.4	154	59	86	38	1	2	1
333912	Air and Gas Compressor Manufacturing	165	0.2	47	50	45	19	1	3	-
333914	Measuring, Dispensing, and Other Pumping Equipment Manufacturing	298	0.3	86	93	90	20	-	8	1
333921	Elevator and Moving Stairway Manufacturing	33	-	15	4	11	2	-	-	1
333922	Conveyor and Conveying Equipment Manufacturing (pt)	232	0.2	80	80	44	14	-	12	2
333923	Overhead Traveling Crane, Hoist, and Monorail System Manufacturing (pt)	84	0.1	29	15	28	9	-	3	-
333924	Industrial Truck, Tractor, Trailer, and Stacker Machinery Manufacturing	142	0.2	47	34	49	9	2	1	-
333991	Power-Driven Handtool Manufacturing	130	0.1	57	15	38	8	-	11	1
333992	Welding and Soldering Equipment Manufacturing	85	0.1	28	28	18	5	1	5	-
333993	Packaging Machinery Manufacturing	164	0.2	37	75	43	8	-	1	-
333994	Industrial Process Furnace and Oven Manufacturing	114	0.1	37	23	36	14	-	3	1
333995	Fluid Power Cylinder and Actuator Manufacturing	257	0.3	82	83	69	15	2	5	1
333996	Fluid Power Pump and Motor Manufacturing	126	0.1	45	32	36	8	-	5	-
333997	Scale and Balance (except Laboratory) Manufacturing	28	-	8	8	10	2	-	-	-
333999	All Other Miscellaneous General Purpose Machinery Manufacturing (pt)	925	1.0	478	199	150	57	6	35	-
	Sub-Total NAICS 333	15,028	16.6	6,882	3,450	2,958	914	28	724	72
334	COMPUTER AND ELECTRONIC PRODUCT MANUFACTURING									
3341	Computer and Peripheral Equipment Manufacturing	119	0.1	47	22	31	13	1	5	-
3342	Communications Equipment Manufacturing	308	0.3	74	79	115	33	1	4	2
3343	Audio and Video Equipment Manufacturing	69	0.1	22	15	20	12	-	-	-
3344	Semiconductor and Other Electronic Component Manufacturing	889	1.0	249	222	282	115	2	15	4
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	1,943	2.2	763	458	515	155	4	42	6
3346	Manufacturing and Reproducing Magnetic and Optical Media	28	-	7	3	9	7	-	2	-
	Sub-Total NAICS 334	3,356	3.7	1,162	799	972	335	8	68	12
335	ELECTRICAL EQUIPMENT, APPLIANCE, AND COMPONENT MANUFACTURING									
33511	Electric Lamp Bulb and Part Manufacturing	9	-	2	4	2	1	-	-	-
33512	Lighting Fixture Manufacturing	152	0.2	65	45	28	11	-	1	2
33521	Small Electrical Appliance Manufacturing	54	0.1	9	17	19	7	-	-	2
33522	Major Household Appliance Manufacturing	37	-	9	10	15	3	-	-	-
33531	Electrical Equipment Manufacturing	763	0.8	205	175	297	69	-	15	2
33591	Battery Manufacturing	61	0.1	16	13	27	4	-	-	1
33592	Communication and Energy Wire and Cable Manufacturing	42	0.1	12	9	12	7	-	-	2
33593	Wiring Device Manufacturing	202	0.2	52	77	58	12	-	3	-
33599	All Other Electrical Equipment and Component Manufacturing	307	0.3	107	71	82	37	-	9	1
	Sub-Total NAICS 335	1,627	1.8	477	421	540	151	-	28	10
336	TRANSPORTATION EQUIPMENT MANUFACTURING									
336111	Automobile Manufacturing	551	0.6	224	92	164	58	1	9	3
336112	Light Truck and Utility Vehicle Manufacturing	22	-	14	2	3	1	-	2	-
336120	Heavy Duty Truck Manufacturing	87	0.1	59	11	10	6	-	1	-
336211	Motor Vehicle Body Manufacturing (pt)	592	0.7	352	120	83	29	-	7	1
336212	Truck Trailer Manufacturing	543	0.6	378	87	48	16	-	12	2
336213	Motor Home Manufacturing	47	0.1	27	7	9	4	-	-	-
336214	Travel Trailer and Camper Manufacturing (pt)	122	0.1	96	11	8	4	-	3	-
336310	Motor Vehicle Gasoline Engine and Engine Parts Manufacturing	382	0.4	183	73	83	31	-	12	-
336320	Motor Vehicle Electrical and Electronic Equipment Manufacturing	459	0.5	256	68	90	35	-	9	1
336330	Motor Vehicle Steering and Suspension Components (except Spring) Manufacturing	40	-	15	12	10	3	-	-	-
336340	Motor Vehicle Brake System Manufacturing	52	0.1	21	6	19	4	-	1	1
336350	Motor Vehicle Transmission and Power Train Parts Manufacturing	224	0.2	95	42	64	16	1	2	4

NAICS	Business and Industry	Total Qualified	Percent of Total	Company Management, Corporate Executives and Purchasing	Manufacturing		Product Design, R&D, QA/QC	Educational or Government	Sales & Marketing	Other NEC
					Management or Department	Management or Department				
336360	Motor Vehicle Seating and Interior Trim Manufacturing	99	0.1	29	21	37	11	-	-	1
336370	Motor Vehicle Metal Stamping	273	0.3	112	65	61	30	-	3	2
336390	Other Motor Vehicle Parts Manufacturing	2,933	3.2	1,175	543	854	291	7	52	11
336411	Aircraft Manufacturing	667	0.7	208	125	257	63	6	6	2
336412	Aircraft Engine and Engine Parts Manufacturing (pt)	483	0.5	114	105	216	41	2	4	1
336413	Other Aircraft Parts and Auxiliary Equipment Manufacturing	2,238	2.5	778	568	630	204	5	39	14
336414	Guided Missile and Space Vehicle Manufacturing	156	0.2	34	47	54	13	-	6	2
336415	Guided Missile and Space Vehicle Propulsion Unit and Propulsion Unit Parts Manufacturing	87	0.1	15	27	36	8	-	1	-
336419	Other Guided Missile and Space Vehicle Parts and Auxiliary Equipment Manufacturing	89	0.1	28	17	34	10	-	-	-
3365	Railroad Rolling Stock Manufacturing	132	0.1	55	22	41	11	-	3	-
3366	Ship and Boat Building	520	0.6	323	91	71	28	2	5	-
3369	Other Transportation Equipment Manufacturing	514	0.6	313	78	86	31	-	4	2
	Sub-Total NAICS 336	11,312	12.4	4,904	2,240	2,968	948	24	181	47
337	FURNITURE AND RELATED PRODUCT MANUFACTURING									
3371	Household and Institutional Furniture and Kitchen Cabinet Manufacturing	217	0.2	93	73	32	19	-	-	-
3372	Office Furniture (including Fixtures) Manufacturing	77	0.1	18	23	22	14	-	-	-
3379	Other Furniture Related Product Manufacturing	17	-	13	2	1	-	-	-	1
	Sub-Total NAICS 337	311	0.3	124	98	55	33	-	-	1
339	MISCELLANEOUS MANUFACTURING									
339112	Surgical and Medical Instrument Manufacturing	1,332	1.5	413	340	393	152	1	25	8
339113	Surgical Appliance and Supplies Manufacturing	763	0.8	367	130	177	67	1	16	5
339114	Dental Equipment and Supplies Manufacturing	418	0.5	281	55	41	36	-	3	2
339115	Ophthalmic Goods Manufacturing	50	0.1	27	8	9	3	-	1	2
339116	Dental Laboratories	464	0.5	425	11	18	9	-	-	1
33991	Jewelry and Silverware Manufacturing	158	0.2	117	15	16	5	-	2	3
33992	Sporting and Athletic Goods Manufacturing	285	0.3	154	50	40	31	1	7	2
33993	Doll, Toy, and Game Manufacturing	69	0.1	49	7	8	4	-	1	-
33994	Office Supplies (except Paper) Manufacturing	64	0.1	41	13	6	2	-	2	-
33995	Sign Manufacturing	498	0.5	428	45	16	5	-	2	2
33999	All Other Miscellaneous Manufacturing	1,036	1.1	551	188	180	58	2	40	17
	Sub-Total NAICS 339	5,137	5.7	2,853	862	904	372	5	99	42
311-324	OTHER MISCELLANEOUS MANUFACTURING	698	0.8	299	151	151	56	3	35	3
42	WHOLESALE TRADE	2,183	2.4	1,278	254	283	48	4	301	15
541	Professional, Scientific, and Technical Services	1,987	2.2	989	199	531	185	13	57	13
611	Educational Services	659	0.7	129	120	90	45	266	3	6
	OTHER QUALIFIED NAICS, N.E.C.	1,650	1.8	952	269	271	82	16	41	19
	TOTAL QUALIFIED CIRCULATION	90,896	100.0	48,752	18,532	15,221	5,116	421	2,417	437
	PERCENT	100.0		53.6	20.4	16.7	5.6	0.5	2.7	0.5

COMPANY MANAGEMENT, CORPORATE EXECUTIVE, PURCHASING titles include Chairman, General Manager, Owner, Partner, President, Vice President, Buyer, Purchasing Manager and Procurement Chief.

MANUFACTURING PRODUCTION MANAGEMENT, FACTORY AUTOMATION MANAGEMENT titles include Factory Manager, Machine Shop Manager, Manufacturing Manager, Manufacturing Production Manager, Plant Manager, Production Manager, Shop Manager, Tool Room Manager, Works Manager, Factory Automation Manager, Chief Factory Automation Engineer, Manager of Systems Design and Chief Systems Engineer.

MANUFACTURING PRODUCTION DEPARTMENT, MANUFACTURING (OTHER MANUFACTURING PERSONNEL), FACTORY AUTOMATION ENGINEERS titles include Foreman, Department Supervisor, Manufacturing Supervisor, Master Mechanic, Plant Supervisor, Production Supervisor, Diemaker, Expediter, Leadman, Factory Automation Engineer, Automation Foreman, CNC Programmer, Systems Designer and Systems Engineer.

MANUFACTURING ENGINEERING MANAGEMENT titles include Chief Tool Engineer, Chief of Manufacturing Development, Director of Manufacturing Engineering, Chief Methods Engineer, Manager of Process Engineering, Director of Production Engineering, Manager of Tool Design and Head of Tool Engineering.

MANUFACTURING ENGINEERING (ENGINEERS) includes most engineering titles where the individual does not manage the department.

QUALITY ASSURANCE/CONTROL MANAGEMENT, ENGINEERS titles include Quality Assurance Manager, Quality Control Director, Chief of Quality Engineering, Quality Assurance Engineer, Quality Control Foreman and Quality Supervisor.

PRODUCT DESIGN, RESEARCH and DEVELOPMENT MANAGEMENT, ENGINEERS, & OTHER DESIGN PERSONNEL titles include Director of Design Engineering, Chief Draftsman, Manager of Product Engineering, Director of Research, Design Project Engineer, Development Engineer, Research & Design Engineer, and Draftsman.

EDUCATIONAL or GOVERNMENT titles include Professor, Instructor and other Educational titles.

SALES & MARKETING titles include Regional Sales Director, National Sales Director, National Accounts Manager, Marketing Director, PR Director and other sales/marketing titles.

OTHER QUALIFIED TITLES, N.E.C.

SUPPLEMENTARY DATA FOR ISSUE OF NOVEMBER 2020

This is an analysis of 74,976 or 81.4% recipients who manufacture for the following industries. 61,056 are classified based on their response to the question 'Which of the following markets do you manufacture for?' and 13,920 are classified based on NAICS for their company indicating they are an OEM for the given market.

Business and Industry	Totals	Company Management, Corporate Executives, Purchasing	Manufacturing Production Management or Department	Manufacturing Engineering Management or Department	Product Design, R&D, QA/QC	Educational or Government	Sales & Marketing	Other NEC
Aerospace/Aviation								
OEMs, Components & Parts	4,042	1,276	957	1,352	365	14	59	19
Captive Shops, Contract Shops & Job Shops	33,385	16,145	8,166	5,603	1,939	44	1,323	165
Other Qualified: R&D, Consultants, Testing & Design, Q/A	3,429	1,737	433	653	167	115	302	22
Totals	40,856	19,158	9,556	7,608	2,471	173	1,684	206
Automotive/Transportation								
OEMs, Components & Parts	6,425	3,035	1,160	1,543	539	9	113	26
Captive Shops, Contract Shops & Job Shops	35,853	17,725	8,467	6,126	2,019	49	1,299	168
Other Qualified: R&D, Consultants, Testing & Design, Q/A	3,688	2,014	441	635	174	117	286	21
Totals	45,966	22,774	10,068	8,304	2,732	175	1,698	215
Medical/Dental								
OEMs, Components & Parts	3,165	1,570	572	676	279	2	48	18
Captive Shops, Contract Shops & Job Shops	25,640	12,046	6,295	4,560	1,493	39	1,081	126
Other Qualified: R&D, Consultants, Testing & Design, Q/A	2,678	1,372	321	495	140	80	254	16
Totals	31,483	14,988	7,188	5,731	1,912	121	1,383	160
Military/Defense								
OEMs, Components & Parts	858	323	220	232	68	-	8	7
Captive Shops, Contract Shops & Job Shops	33,262	14,873	8,313	6,404	2,162	55	1,305	150
Other Qualified: R&D, Consultants, Testing & Design, Q/A	2,839	1,403	375	569	138	75	265	14
Totals	36,959	16,599	8,908	7,205	2,368	130	1,578	171
Offroad/Construction/Agriculture								
OEMs, Components & Parts	909	362	221	221	88	-	12	5
Captive Shops, Contract Shops & Job Shops	38,017	19,009	9,007	6,344	2,110	48	1,326	173
Other Qualified: R&D, Consultants, Testing & Design, Q/A	2,874	1,575	394	481	112	73	220	19
Totals	41,800	20,946	9,622	7,046	2,310	121	1,558	197
Oil & Gas/Energy								
OEMs, Components & Parts	606	242	193	120	44	-	7	-
Captive Shops, Contract Shops & Job Shops	30,682	14,257	7,745	5,484	1,769	44	1,246	137
Other Qualified: R&D, Consultants, Testing & Design, Q/A	2,581	1,302	376	463	112	55	257	16
Totals	33,869	15,801	8,314	6,067	1,925	99	1,510	153
Electrical/Electronics								
OEMs, Components & Parts	4,983	1,639	1,221	1,512	486	8	96	21
Captive Shops, Contract Shops & Job Shops	20,935	9,848	5,296	3,565	1,251	33	851	91
Other Qualified: R&D, Consultants, Testing & Design, Q/A	2,256	1,165	275	433	112	82	177	12
Totals	28,174	12,652	6,792	5,510	1,849	123	1,124	124

OEM, Components & Parts: Corresponding Industry NAICS
Captive Shops, Contract Shops & Job Shops: Respondents in Mfg NAICS (311-339) not Industry-Specific
Other Qualified: R&D, Consultants, Testing & Design, Q/A: Respondents in non-Mfg NAICS

SUPPLEMENTARY DATA FOR ISSUE OF NOVEMBER 2020

This is an analysis of 38,378 recipients in the indicated NAICS classifications, of whom 24,802 manufacture for the following industries based on their response to the question "Which of the following markets do you manufacture for?"

Contract Shops & Job Shops (NAICS 326199, 33271, 33272, 33281, 333511, 333514, 333999)	Totals	Company Management, Corporate Executives, Purchasing	Manufacturing Production Management or Department	Manufacturing Engineering Management or Department	Product Design, R&D, QA/QC	Educational or Government	Sales & Marketing	Other NEC
Aerospace/Aviation	17,877	10,094	4,397	2,006	807	23	466	84
Automotive/Transportation	18,783	10,811	4,451	2,163	808	22	444	84
Medical/Dental	13,860	7,627	3,482	1,678	615	21	376	61
Military/Defense	16,017	8,767	4,079	1,894	757	22	430	68
Offroad/Construction/Agriculture	17,836	10,447	4,284	1,849	731	21	426	78
Oil & Gas/Energy	14,857	8,361	3,747	1,636	628	17	408	60
Electrical/Electronics	10,959	5,956	2,844	1,294	505	15	295	50

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

Qualification Source	Print	Digital	Unique Total Qualified*	Percent
I. Direct Request:	71,447	50,668	76,580	84.2
II. Request from recipient's company:	-	-	-	-
III. Membership Benefit:	-	-	-	-
IV. **Communication (other than request):	2,792	-	2,792	3.1
V. TOTAL – Sources other than above (listed alphabetically):	11,524	-	11,524	12.7
Association rosters and directories	-	-	-	-
**Business directories	11,524	-	11,524	12.7
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-
Other sources	-	-	-	-
VI. Single Copy Sales:	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	85,763	50,668	90,896	100.0
PERCENT	94.4	55.7	100.0	

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**See Additional Data

Note: Although age is not reported, all qualified circulation must be sourced within 36 months of the analyzed issue.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	411		Kentucky	991	
New Hampshire	750		Tennessee	1,559	
Vermont	254		Alabama	1,018	
Massachusetts	2,246		Mississippi	410	
Rhode Island	348		EAST SO. CENTRAL	3,978	4.4
Connecticut	1,854		Arkansas	597	
NEW ENGLAND	5,863	6.4	Louisiana	818	
New York	3,581		Oklahoma	966	
New Jersey	1,772		Texas	5,127	
Pennsylvania	4,854		WEST SO. CENTRAL	7,508	8.3
MIDDLE ATLANTIC	10,207	11.2	Montana	256	
Ohio	6,699		Idaho	434	
Indiana	3,047		Wyoming	137	
Illinois	5,517		Colorado	1,069	
Michigan	5,838		New Mexico	319	
Wisconsin	3,701		Arizona	1,233	
EAST NO. CENTRAL	24,802	27.3	Utah	771	
Minnesota	2,717		Nevada	313	
Iowa	1,352		MOUNTAIN	4,532	5.0
Missouri	1,981		Alaska	89	
North Dakota	234		Washington	1,766	
South Dakota	361		Oregon	1,070	
Nebraska	581		California	7,849	
Kansas	1,050		Hawaii	79	
WEST NO. CENTRAL	8,276	9.1	PACIFIC	10,853	11.9
Delaware	134		UNITED STATES	86,085	94.7
Maryland	822		U.S. Territories	95	
Washington, DC	24		Canada	3,792	
Virginia	1,173		Mexico	158	
West Virginia	308		Other International	766	
North Carolina	2,020		APO/FPO	-	
South Carolina	1,184				
Georgia	1,483		TOTAL QUALIFIED CIRCULATION	90,896	100.0
Florida	2,918				
SOUTH ATLANTIC	10,066	11.1			

*See Additional Data

E-NEWSLETTER CHANNEL

2020	MMS Extra	The Shop - Blog
JULY		
July 1	54,360	-
July 3	-	54,247
July 6	54,398	-
July 8	54,410	-
July 10	-	54,315
July 13	54,423	-
July 15	54,449	-
July 17	-	54,391
July 20	54,506	-
July 22	54,533	-
July 24	-	54,460
July 27	54,547	-
July 29	54,511	-
July 31	-	54,497
AUGUST		
August 3	54,555	-
August 5	54,547	-
August 7	-	54,530
August 10	54,582	-
August 12	54,601	-
August 14	-	54,581
August 17	54,627	-
August 19	54,641	-
August 21	-	54,640
August 24	54,665	-
August 26	54,679	-
August 28	-	54,750
August 31	54,765	-
SEPTEMBER		
September 2	54,817	-
September 4	-	54,853
September 7	54,819	-
September 9	54,819	-
September 11	-	54,858
September 14	54,841	-
September 16	54,858	-
September 18	-	54,976
September 21	54,948	-
September 23	54,951	-
September 25	-	55,194
September 28	55,130	-
September 30	55,183	-
OCTOBER		
October 2	-	55,301
October 5	55,223	-
October 7	55,232	-
October 9	-	55,363
October 12	55,266	-
October 14	55,274	-
October 16	-	55,421
October 19	55,314	-
October 21	55,339	-
October 23	-	55,467
October 26	55,338	-
October 28	55,340	-
October 30	-	55,472
NOVEMBER		
November 2	55,355	-
November 4	55,357	-
November 6	-	55,504
November 9	55,369	-
November 11	55,365	-
November 13	-	55,503
November 16	55,357	-
November 18	55,358	-
November 20	-	55,542
November 23	55,371	-
November 25	55,385	-
November 27	-	55,568
November 30	55,393	-
DECEMBER		
December 2	55,404	-
December 4	-	55,622
December 7	55,444	-
December 9	55,477	-
December 11	-	55,701
December 14	55,485	-
December 16	55,518	-
December 18	-	55,779
December 21	55,517	-
December 23	55,488	-
December 28	55,478	-
AVERAGE:	55,012	55,061

MMS Extra (52 issued in the period)
The Shop - Blog (25 issued in the period)

WEBSITE CHANNEL

WWW.MMSONLINE.COM

2020	Pageviews	Sessions	Users	Average Session Duration
July	218,048	152,904	112,858	1:15
August	225,114	150,147	112,484	1:32
September	236,320	154,595	117,840	1:27
October	227,993	146,730	111,610	1:33
November	221,433	139,710	108,926	1:36
December	227,329	151,490	114,639	1:31
AVERAGE:	226,039	149,262	113,059	1:29

July – December 2020 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 Cookied Browser that accesses Internet content or advertising during a measurement period.

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

SOCIAL MEDIA CHANNEL

Modern Machine Shop Social Media

	 Twitter followers	 Facebook followers	 LinkedIn followers	 YouTube views*	 Instagram members
2020	http://twitter.com/mmsonline	http://www.facebook.com/mmsonline	http://www.linkedin.com/company/modernmachineshop/	https://www.youtube.com/user/mmsonlinevideos	https://instagram.com/modernmachineshop
Beginning Balance:	12,300	15,572	19,071	519,200	3,139
July	12,400	15,782	19,972	518,966	3,283
August	12,500	16,171	20,700	528,476	3,456
September	12,600	16,438	21,261	539,111	3,574
October	12,700	16,698	22,089	549,070	3,732
November	12,700	17,054	22,766	571,200	3,814
December	12,800	17,324	23,525	571,207	3,934

*YouTube data is cumulative views for all videos on the channel.

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 7 sources of circulation for quantities of 99 copies or 0.1% to 921 copies or 1.0%. Business directories include 1 source of circulation for a quantity of 11,524 copies or 12.7%, including D&B/Hoovers.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters, Website and Social Media 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.

Bryce Ellis, 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

State

County

Received by BPA Worldwide

Type

ID Number

January 21, 2021

Ohio

Hamilton

January 21, 2021

BD

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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.