

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
84,144 average circulation

MODERN MACHINE SHOP E-NEWSLETTERS



2 E-Newsletters in the period
77 total issued in the period
52,679 average per occurrence
52,548 average per occurrence

MODERN MACHINE SHOP WEBSITE



121,764 average users

MODERN MACHINE SHOP SOCIAL MEDIA



12,300 Twitter followers
15,572 Facebook followers
19,071 LinkedIn followers
519,200 YouTube views
3,139 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)	84,144	-	84,144
(See Paragraph 3b for Format Type and Source)			
MODERN MACHINE SHOP E-NEWSLETTERS			
a. MMS Extra (51 issued in the period)	52,679	-	52,679
b. The Shop - Blog (26 issued in the period)	52,548	-	52,548
MODERN MACHINE SHOP WEBSITE (Monthly Users with 221,696 average Pageviews)	121,764	-	121,764
MODERN MACHINE SHOP SOCIAL MEDIA			
a. Twitter followers	*12,300	-	*12,300
b. Facebook followers	*15,572	-	*15,572
c. LinkedIn followers	*19,071	-	*19,071
d. YouTube views	*519,200	-	*519,200
e. Instagram members	*3,139	-	*3,139

*Social Media claims are cumulative figures, not averages.

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	25
Advertiser and Agency	2,861
Allocated for Trade Shows and Conventions	108
All Other	884
TOTAL	3,878

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation Individual	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
	84,144	100.0	84,144	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	84,144	100.0	84,144	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Print	Digital	Total Qualified
January	85,720	-	85,720
February	85,579	-	85,579
March	85,681	-	85,681
April	80,255	847	81,102
May	80,100	3,318	83,418
June	80,141	3,226	83,367

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020

This issue is 1.0% or 872 copies below 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 (B, L)	Manufacturing		Product Design, R&D, QA/QC (H,I,J,P,Q)	Educational or Government (N)	Sales & Marketing (X,Z)	Other NEC (A,U)
					Production	Engineering				
325	CHEMICAL MANUFACTURING	406	0.5	142	82	131	32	-	18	1
326	PLASTICS AND RUBBER PRODUCTS MANUFACTURING									
326 (Excl. 326199)	Plastics and Rubber Products Manufacturing	410	0.5	122	117	125	40	-	5	1
326199	All Other Plastics Product Manufacturing	1,523	1.8	560	454	381	107	1	15	5
	Subtotal NAICS 326	1,933	2.3	682	571	506	147	1	20	6
327	NONMETALLIC MINERAL PRODUCT MANUFACTURING	289	0.3	95	79	74	29	1	7	4
331	PRIMARY METAL MANUFACTURING									
3311	Iron and Steel Mills and Ferroalloy Manufacturing	303	0.4	128	88	56	20	-	9	2
3312	Steel Product Manufacturing from Purchased Steel	187	0.2	61	54	45	12	1	12	2
3313	Alumina and Aluminum Production and Processing	192	0.2	54	57	60	11	-	5	5
3314	Nonferrous Metal (except Aluminum) Production and Processing	152	0.2	50	50	38	8	-	6	-
3315	Foundries	572	0.7	159	179	172	42	3	14	3
	Sub-Total NAICS 331	1,406	1.7	452	428	371	93	4	46	12
332	FABRICATED METAL PRODUCT MANUFACTURING									
33211	Forging and Stamping	1,257	1.5	574	350	232	76	-	21	4
33221	Cutlery and Handtool Manufacturing	602	0.7	321	134	92	28	1	17	9
33231	Plate Work and Fabricated Structural Product Manufacturing	1,734	2.1	1,114	316	190	63	2	40	9
33232	Ornamental and Architectural Metal Products Manufacturing	1,392	1.7	876	278	143	46	2	43	4
33241	Power Boiler and Heat Exchanger Manufacturing	76	0.1	26	21	18	10	-	1	-
33242	Metal Tank (Heavy Gauge) Manufacturing	74	0.1	35	16	13	5	-	4	1
33243	Metal Can, Box, and Other Metal Container (Light Gauge) Manufacturing	71	0.1	41	16	8	3	-	2	1
33251	Hardware Manufacturing (pt)	347	0.4	148	97	72	20	1	5	4
33261	Spring and Wire Product Manufacturing	403	0.5	231	69	56	27	-	16	4
33271	Machine Shops	25,231	30.2	16,912	4,738	1,883	857	34	685	122
33272	Turned Product and Screw, Nut and Bolt Manufacturing	1,997	2.4	1,157	465	238	73	5	51	8
33281	Coating, Engraving, Heat Treating, and Allied Activities	1,066	1.3	670	190	93	61	-	45	7
33291	Metal Valve Manufacturing	982	1.2	254	386	255	63	1	18	5
332991	Ball and Roller Bearing Manufacturing	193	0.2	36	63	76	10	-	7	1
332992	Small Arms Ammunition Manufacturing	68	0.1	28	13	17	8	-	-	2
332993	Ammunition (except Small Arms) Manufacturing	39	-	9	14	12	4	-	-	-
332994	Small Arms Ordnance, and Ordnance Accessories Manufacturing	343	0.4	182	79	54	23	-	2	3
332996	Fabricated Pipe and Pipe Fitting Manufacturing	221	0.3	102	63	34	11	-	11	-
332999	All Other Miscellaneous Fabricated Metal Product Manufacturing (pt)	1,420	1.7	848	294	174	59	4	34	7
	Sub-Total NAICS 332	37,516	45.0	23,564	7,602	3,660	1,447	50	1,002	191
333	MACHINERY MANUFACTURING									
333111	Farm Machinery and Equipment Manufacturing (pt)	437	0.5	191	102	97	38	-	6	3
333112	Lawn and Garden Tractor and Home Lawn and Garden Equipment Manufacturing	65	0.1	34	11	17	2	-	1	-
33312	Construction Machinery Manufacturing	356	0.4	102	102	111	34	-	6	1
333131	Mining Machinery and Equipment Manufacturing	144	0.2	53	45	29	13	-	3	1
333132	Oil and Gas Field Machinery and Equipment Manufacturing	398	0.5	143	136	90	22	2	5	-
333241	Food Product Machinery Manufacturing	217	0.3	98	55	53	9	-	1	1
333242	Semiconductor Machinery Manufacturing	40	-	13	12	12	2	-	1	-
333243	Sawmill, Woodworking, and Paper Machinery Manufacturing	258	0.3	128	66	45	11	-	7	1
333244	Printing Machinery and Equipment Manufacturing	101	0.1	49	29	14	5	-	4	-
333249	All Other Industrial Machinery Manufacturing	826	1.0	387	176	159	51	2	44	7
333314	Optical Instrument and Lens Manufacturing	153	0.2	44	39	46	20	1	1	2
333316	Photographic and Photocopying Equipment Manufacturing	54	0.1	20	17	13	4	-	-	-
333318	Other Commercial and Service Industry Machinery Manufacturing (pt)	433	0.5	229	82	89	20	1	9	3

NAICS	Business and Industry	Total Qualified	Percent of Total	Company Management, Corporate Executives and Purchasing (B, L)	Manufacturing		Product Design, R&D, QA/QC (H,I,J,P,Q)	Educational or Government (N)	Sales & Marketing (X,Z)	Other NEC (A,U)
					Production	Engineering				
					Management or Department (C,D,G,R,S)	Management or Department (E,F,T,V)				
333413	Industrial and Commercial Fan and Blower and Air Purification Equipment Manufacturing	139	0.2	63	30	36	4	-	5	1
333414	Heating Equipment except Warm Air Furnaces - Manufacturing (pt)	74	0.1	31	16	18	7	-	1	1
333415	Air-Conditioning and Warm Air Heating Equipment and Commercial and Industrial Refrigeration Equipment Manufacturing	276	0.3	133	33	74	30	-	6	-
333511	Industrial Mold Manufacturing	1,554	1.9	812	406	212	70	3	46	5
333514	Special Die and Tool, Die Set, Jig, and Fixture Manufacturing	1,610	1.9	878	403	216	65	1	35	12
333515	Cutting Tool and Machine Tool Accessory Manufacturing	1,302	1.6	550	225	222	92	1	201	11
333517	Machine Tool Manufacturing	1,563	1.9	748	290	301	66	3	152	3
333519	Rolling Mill and Other Metalworking Machinery Manufacturing	300	0.3	127	78	61	11	-	22	1
333611	Turbine and Turbine Generator Set Unit Manufacturing	132	0.2	35	30	54	12	-	1	-
333612	Speed Changer, Industrial High-Speed Drive, and Gear Manufacturing	206	0.2	65	64	55	17	-	4	1
333613	Mechanical Power Transmission Equipment Manufacturing	222	0.3	71	63	71	13	1	3	-
333618	Other Engine Equipment Manufacturing (pt)	297	0.3	146	54	67	26	1	2	1
333912	Air and Gas Compressor Manufacturing	145	0.2	44	44	37	17	-	3	-
333914	Measuring, Dispensing, and Other Pumping Equipment Manufacturing	290	0.3	71	96	96	17	-	9	1
333921	Elevator and Moving Stairway Manufacturing	30	-	12	4	8	5	-	-	1
333922	Conveyor and Conveying Equipment Manufacturing (pt)	193	0.2	54	68	38	19	-	13	1
333923	Overhead Traveling Crane, Hoist, and Monorail System Manufacturing (pt)	80	0.1	22	19	30	8	-	1	-
333924	Industrial Truck, Tractor, Trailer, and Stacker Machinery Manufacturing	144	0.2	44	25	60	10	3	2	-
333991	Power-Driven Handtool Manufacturing	104	0.1	36	16	36	7	-	7	2
333992	Welding and Soldering Equipment Manufacturing	85	0.1	34	24	19	5	2	1	-
333993	Packaging Machinery Manufacturing	138	0.2	22	74	32	8	-	2	-
333994	Industrial Process Furnace and Oven Manufacturing	97	0.1	34	16	32	9	-	5	1
333995	Fluid Power Cylinder and Actuator Manufacturing	128	0.2	48	46	25	6	-	3	-
333996	Fluid Power Pump and Motor Manufacturing	149	0.2	35	44	54	11	-	5	-
333997	Scale and Balance (except Laboratory) Manufacturing	22	-	7	6	7	1	-	1	-
333999	All Other Miscellaneous General Purpose Machinery Manufacturing (pt)	1,010	1.2	555	219	159	45	1	29	2
Sub-Total NAICS 333		13,772	16.5	6,168	3,265	2,795	812	22	647	63
334	COMPUTER AND ELECTRONIC PRODUCT MANUFACTURING									
3341	Computer and Peripheral Equipment Manufacturing	154	0.2	49	37	44	19	-	5	-
3342	Communications Equipment Manufacturing	253	0.3	77	62	82	29	1	1	1
3343	Audio and Video Equipment Manufacturing	45	0.1	18	11	13	3	-	-	-
3344	Semiconductor and Other Electronic Component Manufacturing	765	0.9	223	195	234	98	-	12	3
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	2,926	3.5	1,517	549	620	188	1	45	6
3346	Manufacturing and Reproducing Magnetic and Optical Media	42	-	16	7	12	5	-	2	-
Sub-Total NAICS 334		4,185	5.0	1,900	861	1,005	342	2	65	10
335	ELECTRICAL EQUIPMENT, APPLIANCE, AND COMPONENT MANUFACTURING									
33511	Electric Lamp Bulb and Part Manufacturing	4	-	1	1	1	1	-	-	-
33512	Lighting Fixture Manufacturing	126	0.1	57	32	25	8	-	2	2
33521	Small Electrical Appliance Manufacturing	33	-	7	10	10	5	-	-	1
33522	Major Household Appliance Manufacturing	38	-	10	11	12	5	-	-	-
33531	Electrical Equipment Manufacturing	633	0.8	158	139	259	59	1	14	3
33591	Battery Manufacturing	52	0.1	15	13	20	3	-	-	1
33592	Communication and Energy Wire and Cable Manufacturing	172	0.2	101	24	37	7	-	2	1
33593	Wiring Device Manufacturing	165	0.2	33	67	51	12	-	2	-
33599	All Other Electrical Equipment and Component Manufacturing	389	0.5	171	89	91	22	1	13	2
Sub-Total NAICS 335		1,612	1.9	553	386	506	122	2	33	10
336	TRANSPORTATION EQUIPMENT MANUFACTURING									
336111	Automobile Manufacturing	435	0.5	195	75	120	34	1	5	5
336112	Light Truck and Utility Vehicle Manufacturing	30	-	14	3	9	2	-	2	-
336120	Heavy Duty Truck Manufacturing	126	0.2	66	19	26	13	-	1	1
336211	Motor Vehicle Body Manufacturing (pt)	497	0.6	309	94	60	27	-	7	-
336212	Truck Trailer Manufacturing	425	0.5	308	58	37	9	-	13	-
336213	Motor Home Manufacturing	39	-	22	7	8	1	-	-	1
336214	Travel Trailer and Camper Manufacturing (pt)	147	0.2	116	17	6	5	-	3	-
336310	Motor Vehicle Gasoline Engine and Engine Parts Manufacturing	369	0.5	196	57	78	28	1	9	-
336320	Motor Vehicle Electrical and Electronic Equipment Manufacturing	414	0.5	233	60	81	36	-	3	1
336330	Motor Vehicle Steering and Suspension Components (except Spring) Manufacturing	64	0.1	22	17	20	3	-	1	1
336340	Motor Vehicle Brake System Manufacturing	119	0.1	37	25	42	13	-	1	1
336350	Motor Vehicle Transmission and Power Train Parts Manufacturing	294	0.4	120	59	87	22	1	1	4

NAICS	Business and Industry	Total Qualified	Percent of Total	Company Management, Corporate Executives and Purchasing (B, L)	Manufacturing		Product Design, R&D, QA/QC (H,I,J,P,Q)	Educational or Government (N)	Sales & Marketing (X,Z)	Other NEC (A,U)
					Production	Engineering				
					Management or Department (C,D,G,R,S)	Management or Department (E,F,T,V)				
336360	Motor Vehicle Seating and Interior Trim Manufacturing	81	0.1	31	17	22	9	-	2	-
336370	Motor Vehicle Metal Stamping	281	0.3	112	68	68	27	-	2	4
336390	Other Motor Vehicle Parts Manufacturing	2,340	2.8	1,036	423	633	209	3	32	4
336411	Aircraft Manufacturing	516	0.6	198	102	167	42	4	2	1
336412	Aircraft Engine and Engine Parts Manufacturing (pt)	530	0.6	127	122	228	47	4	2	-
336413	Other Aircraft Parts and Auxiliary Equipment Manufacturing	1,890	2.3	693	495	498	163	1	33	7
336414	Guided Missile and Space Vehicle Manufacturing	112	0.1	26	34	40	10	-	1	1
336415	Guided Missile and Space Vehicle Propulsion Unit and Propulsion Unit Parts Manufacturing	69	0.1	13	27	23	6	-	-	-
336419	Other Guided Missile and Space Vehicle Parts and Auxiliary Equipment Manufacturing	68	0.1	19	18	24	7	-	-	-
3365	Railroad Rolling Stock Manufacturing	142	0.2	60	30	36	13	-	3	-
3366	Ship and Boat Building	430	0.5	264	80	55	23	2	5	1
3369	Other Transportation Equipment Manufacturing	401	0.5	261	64	55	16	-	4	1
Sub-Total NAICS 336		9,819	11.8	4,478	1,971	2,423	765	17	132	33
337	FURNITURE AND RELATED PRODUCT MANUFACTURING									
3371	Household and Institutional Furniture and Kitchen Cabinet Manufacturing	193	0.2	84	62	34	13	-	-	-
3372	Office Furniture (including Fixtures) Manufacturing	85	0.1	25	26	25	9	-	-	-
3379	Other Furniture Related Product Manufacturing	20	-	13	3	3	-	-	-	1
Sub-Total NAICS 337		298	0.3	122	91	62	22	-	-	1
339	MISCELLANEOUS MANUFACTURING									
339112	Surgical and Medical Instrument Manufacturing	1,311	1.6	429	333	366	151	1	24	7
339113	Surgical Appliance and Supplies Manufacturing	649	0.8	341	102	147	44	-	12	3
339114	Dental Equipment and Supplies Manufacturing	812	1.0	646	67	45	45	-	8	1
339115	Ophthalmic Goods Manufacturing	81	0.1	40	15	15	6	-	2	3
339116	Dental Laboratories	522	0.6	477	11	20	13	-	-	1
33991	Jewelry and Silverware Manufacturing	161	0.2	123	15	13	5	-	2	3
33992	Sporting and Athletic Goods Manufacturing	269	0.3	162	42	27	28	1	7	2
33993	Doll, Toy, and Game Manufacturing	64	0.1	46	8	7	2	-	1	-
33994	Office Supplies (except Paper) Manufacturing	60	0.1	38	12	5	2	-	2	1
33995	Sign Manufacturing	519	0.6	450	41	15	8	-	3	2
33999	All Other Miscellaneous Manufacturing	958	1.1	573	171	136	44	-	29	5
Sub-Total NAICS 339		5,406	6.5	3,325	817	796	348	2	90	28
311-324	OTHER MISCELLANEOUS MANUFACTURING	585	0.7	246	146	125	56	3	9	-
42	WHOLESALE TRADE	2,296	2.8	1,319	283	316	57	6	303	12
541	Professional, Scientific, and Technical Services	1,802	2.2	928	179	478	159	5	42	11
611	Educational Services	560	0.7	122	106	83	35	210	2	2
OTHER QUALIFIED NAICS, N.E.C.		1,533	1.8	885	259	260	72	14	36	7
TOTAL QUALIFIED CIRCULATION		83,418	100.0	44,981	17,126	13,591	4,538	339	2,452	391

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

(C,R) 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.

(D,G,S) 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.

(E,V) 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.

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

(P,Q) 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.

(H,I,J) 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.

(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 QUALIFIED TITLES, N.E.C.

SUPPLEMENTARY DATA FOR ISSUE OF MAY 2020

This is an analysis of 71,799 or 86.1% recipients who manufacture for the following industries. 58,133 are classified based on their response to the question 'Which of the following markets do you manufacture for?' and 20,556 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 (B,L)	Manufacturing Production Management or Department (C,D,G,R,S)	Manufacturing Engineering Management or Department (E,F,T,V)	Product Design, R&D, QA/QC (H,I,J,P,Q)	Educational or Government (N)	Sales & Marketing (X,Z)	Other NEC (A,U)
Aerospace/Aviation								
OEMs, Components & Parts	3,498	1,151	884	1,091	316	9	41	6
Captive Shops, Contract Shops & Job Shops	31,851	15,348	7,964	5,233	1,846	42	1,281	137
Other Qualified: R&D, Consultants, Testing & Design, Q/A	3,331	1,728	462	630	153	77	266	15
Totals	38,680	18,227	9,310	6,954	2,315	128	1,588	158
Automotive/Transportation								
OEMs, Components & Parts	5,678	2,831	1,013	1,295	430	6	85	18
Captive Shops, Contract Shops & Job Shops	34,168	16,901	8,247	5,665	1,920	49	1,242	144
Other Qualified: R&D, Consultants, Testing & Design, Q/A	3,564	1,996	460	596	151	87	260	14
Totals	43,410	21,728	9,720	7,556	2,501	142	1,587	176
Medical/Dental								
OEMs, Components & Parts	3,512	1,985	575	623	267	1	49	12
Captive Shops, Contract Shops & Job Shops	24,283	11,365	6,075	4,213	1,457	38	1,032	103
Other Qualified: R&D, Consultants, Testing & Design, Q/A	2,661	1,374	352	480	133	65	244	13
Totals	30,456	14,724	7,002	5,316	1,857	104	1,325	128
Military/Defense								
OEMs, Components & Parts	731	283	195	186	59	-	4	4
Captive Shops, Contract Shops & Job Shops	31,661	14,147	8,106	5,920	2,061	51	1,254	122
Other Qualified: R&D, Consultants, Testing & Design, Q/A	2,820	1,411	409	553	135	55	246	11
Totals	35,212	15,841	8,710	6,659	2,255	106	1,504	137
Offroad/Construction/Agriculture								
OEMs, Components & Parts	864	330	219	223	75	-	13	4
Captive Shops, Contract Shops & Job Shops	36,428	18,213	8,818	5,909	1,996	54	1,287	151
Other Qualified: R&D, Consultants, Testing & Design, Q/A	2,893	1,591	407	486	107	63	226	13
Totals	40,185	20,134	9,444	6,618	2,178	117	1,526	168
Oil & Gas/Energy								
OEMs, Components & Parts	533	194	176	117	36	3	7	-
Captive Shops, Contract Shops & Job Shops	29,452	13,562	7,682	5,111	1,729	46	1,211	111
Other Qualified: R&D, Consultants, Testing & Design, Q/A	2,552	1,303	390	467	106	50	226	10
Totals	32,537	15,059	8,248	5,695	1,871	99	1,444	121
Electrical/Electronics								
OEMs, Components & Parts	5,740	2,437	1,248	1,475	462	3	101	14
Captive Shops, Contract Shops & Job Shops	19,904	9,387	5,147	3,285	1,172	35	799	79
Other Qualified: R&D, Consultants, Testing & Design, Q/A	2,203	1,144	294	412	104	73	166	10
Totals	27,847	12,968	6,689	5,172	1,738	111	1,066	103

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 MAY 2020

This is an analysis of 33,615 recipients in the indicated NAICS classifications, of whom 26,856 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 (B,L)	Manufacturing Production Management or Department (C,D,G,R,S)	Manufacturing Engineering Management or Department (E,F,T,V)	Product Design, R&D, QA/QC (H,I,J,P,Q)	Educational or Government (N)	Sales & Marketing (X,Z)	Other NEC (A,U)
Aerospace/Aviation	16,912	9,479	4,172	1,832	795	23	536	75
Automotive/Transportation	17,760	10,188	4,239	1,966	768	23	497	79
Medical/Dental	13,017	7,076	3,289	1,541	607	21	424	59
Military/Defense	15,105	8,203	3,867	1,711	743	22	496	63
Offroad/Construction/Agriculture	17,035	9,899	4,134	1,715	699	27	486	75
Oil & Gas/Energy	14,099	7,816	3,620	1,490	619	20	473	61
Electrical/Electronics	10,329	5,577	2,727	1,166	476	16	314	53

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:	52,598	20,691	-	69,971	3,318	73,289	87.8
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. *Communication (other than request):	1,157	-	-	1,157	-	1,157	1.4
V. TOTAL – Sources other than above (listed alphabetically):	8,972	-	-	8,972	-	8,972	10.8
Association rosters and directories	-	-	-	-	-	-	-
*Business directories	8,972	-	-	8,972	-	8,972	10.8
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	62,727	20,691	-	80,100	3,318	83,418	100.0
PERCENT	75.2	24.8	-	96.0	4.0	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	367		Kentucky	894	
New Hampshire	665		Tennessee	1,432	
Vermont	203		Alabama	926	
Massachusetts	2,078		Mississippi	381	
Rhode Island	316		EAST SO. CENTRAL	3,633	4.4
Connecticut	1,672		Arkansas	513	
NEW ENGLAND	5,301	6.3	Louisiana	745	
New York	3,406		Oklahoma	921	
New Jersey	1,568		Texas	4,848	
Pennsylvania	4,579		WEST SO. CENTRAL	7,027	8.4
MIDDLE ATLANTIC	9,553	11.5	Montana	229	
Ohio	6,194		Idaho	407	
Indiana	2,797		Wyoming	130	
Illinois	5,115		Colorado	961	
Michigan	5,279		New Mexico	291	
Wisconsin	3,374		Arizona	1,158	
EAST NO. CENTRAL	22,759	27.3	Utah	709	
Minnesota	2,528		Nevada	311	
Iowa	1,253		MOUNTAIN	4,196	5.0
Missouri	1,808		Alaska	75	
North Dakota	203		Washington	1,637	
South Dakota	325		Oregon	1,039	
Nebraska	543		California	7,737	
Kansas	967		Hawaii	68	
WEST NO. CENTRAL	7,627	9.1	PACIFIC	10,556	12.7
Delaware	126		UNITED STATES	80,004	95.9
Maryland	771		U.S. Territories	96	
Washington, DC	25		Canada	3,204	
Virginia	1,126		Mexico	114	
West Virginia	277		Other International	-	
North Carolina	1,878		APO/FPO	-	
South Carolina	1,047				
Georgia	1,334				
Florida	2,768				
SOUTH ATLANTIC	9,352	11.2			
			TOTAL QUALIFIED CIRCULATION	83,418	100.0

*See Additional Data

2020	MMS Extra	The Shop - Blog
JANUARY		
January 3	-	51,902
January 6	52,262	-
January 8	52,215	-
January 10	-	51,842
January 13	52,165	-
January 15	52,115	-
January 17	-	51,787
January 20	52,076	-
January 22	52,034	-
January 24	-	51,724
January 27	51,899	-
January 29	51,856	-
January 31	-	51,600
FEBRUARY		
February 3	51,813	-
February 5	51,769	-
February 7	-	51,511
February 10	51,725	-
February 12	51,699	-
February 14	-	51,466
February 17	51,632	-
February 19	51,631	-
February 21	-	51,443
February 24	51,607	-
February 26	51,597	-
February 28	-	51,435
MARCH		
March 2	51,584	-
March 4	51,635	-
March 6	-	51,792
March 9	51,918	-
March 11	51,876	-
March 13	-	51,765
March 16	51,891	-
March 17	51,928	-
March 20	-	51,859
March 23	51,951	-
March 25	51,736	-
March 27	-	51,689
March 30	51,814	-
APRIL		
April 1	51,821	-
April 3	-	51,777
April 6	51,874	-
April 8	51,977	-
April 10	-	51,798
April 13	51,982	-
April 15	51,967	-
April 17	-	53,316
April 20	53,481	-
April 22	53,519	-
April 24	-	53,390
April 27	52,036	-
April 29	53,565	-
MAY		
May 1	-	53,453
May 4	53,606	-
May 6	53,660	-
May 8	-	53,527
May 11	53,730	-
May 13	53,777	-
May 15	-	53,641
May 18	53,891	-
May 20	53,887	-
May 22	-	53,710
May 26	53,967	-
May 27	53,947	-
May 29	-	53,783
JUNE		
June 1	54,029	-
June 3	54,059	-
June 5	-	53,856
June 8	54,065	-
June 10	54,083	-
June 12	-	53,949
June 15	54,159	-
June 17	54,188	-
June 19	-	54,059
June 22	54,297	-
June 24	54,307	-
June 26	-	54,171
June 29	54,341	-
AVERAGE:	52,679	52,548

MMS Extra (51 issued in the period)
The Shop - Blog (26 issued in the period)

WEBSITE CHANNEL

WWW.MMSONLINE.COM

2020	Pageviews	Sessions	Users	Average Session Duration
January	236,715	169,489	135,097	1:08
February	215,979	152,629	123,026	1:07
March	234,415	166,497	127,926	1:08
April	239,409	169,015	127,915	1:13
May	204,275	145,103	110,473	1:17
June	199,388	140,049	106,148	1:11
AVERAGE:	221,696	157,130	121,764	1:10

January – June 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 Cookie 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:	11,700	14,595	-	441,500	2,517
January	11,900	14,761	14,429	466,700	2,627
February	11,900	14,844	15,652	475,200	2,749
March	12,000	14,929	16,711	485,800	2,835
April	12,100	15,170	17,926	495,900	2,929
May	12,200	15,370	18,576	506,700	3,045
June	12,300	15,572	19,071	519,200	3,139

*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 54 copies or 0.1% to 795 copies or 1.0%. Business directories include 1 source of circulation for a quantity of 8,972 copies or 10.8%, 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

July 24, 2020

State

Ohio

County

Hamilton

Received by BPA Worldwide

July 24, 2020

Type

BD

ID Number

M102B0JO

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.