

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.

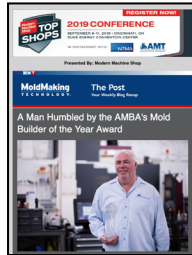
## CHANNELS

### MOLDMAKING TECHNOLOGY MAGAZINE



6 issues in the period  
18,426 average circulation

### MOLDMAKING TECHNOLOGY E-NEWSLETTERS



2 E-Newsletters in the period  
32 total issued in the period  
12,305 average per occurrence  
12,132 average per occurrence

### MOLDMAKING TECHNOLOGY WEBSITE



31,419 average users

## EXECUTIVE SUMMARY

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

|  | Non-Paid | Paid | Average |
|--|----------|------|---------|
| <b>MOLDMAKING TECHNOLOGY MAGAZINE</b> (6 issues in the period)                     | 18,426   | -    | 18,426  |
| <b>MOLDMAKING TECHNOLOGY E-NEWSLETTERS</b>   |          |      |         |
| a. MMT Insider (6 issued in the period)  | 12,305   | -    | 12,305  |
| b. MMT The Post (26 issued in the period)  | 12,132   | -    | 12,132  |
| <b>MOLDMAKING TECHNOLOGY WEBSITE</b> (Monthly Users with 67,488 average Pageviews) | 31,419   | -    | 31,419  |

**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, 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                    | 6            |
| Advertiser and Agency                     | 1,200        |
| Allocated for Trade Shows and Conventions | 183          |
| All Other                                 | 880          |
| <b>TOTAL</b>                              | <b>2,269</b> |

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

| Qualified Circulation              | Total Qualified |              | Qualified Non-Paid |              | Qualified Paid |         |
|------------------------------------|-----------------|--------------|--------------------|--------------|----------------|---------|
|                                    | Copies          | Percent      | Copies             | Percent      | Copies         | Percent |
| Individual                         | 18,426          | 100.0        | 18,426             | 100.0        | -              | -       |
| Sponsored Individually Addressed   | -               | -            | -                  | -            | -              | -       |
| Membership Benefit                 | -               | -            | -                  | -            | -              | -       |
| Multi-Copy Same Addressee          | -               | -            | -                  | -            | -              | -       |
| Single Copy Sales                  | -               | -            | -                  | -            | -              | -       |
| <b>TOTAL QUALIFIED CIRCULATION</b> | <b>18,426</b>   | <b>100.0</b> | <b>18,426</b>      | <b>100.0</b> | -              | -       |

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

| 2019 Issue | Total Qualified |
|------------|-----------------|
| July       | 18,593          |
| August     | 18,857          |
| September  | 18,466          |
| October    | 18,528          |
| November   | 18,058          |
| December   | 18,054          |

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2019**  
 This issue is 2.4% or 442 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) |
|----------------|--|-----------------|------------------|--------------------------------|---|----------------------------------|-------------------------------|-------------------------|-----------------|
| <b>326</b>     | <b>Plastics and Rubber Products Manufacturing</b>                              |                 |                  |                                |   |                                  |                               |                         |                 |
| 326111         | Plastics Bag Manufacturing   | 25              | 0.1              | 8                              | 15  | 2                                | -                             | -                       | -               |
| 326112         | Plastics Packaging Film and Sheet (including Laminated) Manufacturing          | 11              | 0.1              | 3                              | 7   | 1                                | -                             | -                       | -               |
| 326113         | Unlaminated Plastics Film and Sheet (except Packaging) Manufacturing           | 83              | 0.4              | 30                             | 39  | 12                               | -                             | 2                       | -               |
| 326121         | Unlaminated Plastics Profile Shape Manufacturing                               | 43              | 0.2              | 10                             | 33  | -                                | -                             | -                       | -               |
| 326122         | Plastics Pipe and Pipe Fitting Manufacturing                                   | 68              | 0.4              | 13                             | 44  | 11                               | -                             | -                       | -               |
| 326130         | Laminated Plastics Plate, Sheet (except Packaging), and Shape Manufacturing    | 41              | 0.2              | 19                             | 17  | 4                                | -                             | 1                       | -               |
| 326140         | Polystyrene Foam Product Manufacturing   | 13              | 0.1              | 4                              | 8   | 1                                | -                             | -                       | -               |
| 326150         | Urethane and Other Foam Product (except Polystyrene) Manufacturing             | 46              | 0.3              | 19                             | 21  | 4                                | -                             | 2                       | -               |
| 326160         | Plastics Bottle Manufacturing  | 50              | 0.3              | 20                             | 25  | 5                                | -                             | -                       | -               |
| 326191         | Plastics Plumbing Fixture Manufacturing  | 29              | 0.2              | 15                             | 13  | 1                                | -                             | -                       | -               |
| 326199         | All Other Plastics Product Manufacturing                                       | 4,008           | 22.2             | 1,564                          | 2,038   | 288                              | 1                             | 108                     | 9               |
| 326211         | Tire Manufacturing (except Retreading)   | 35              | 0.2              | 21                             | 8   | 6                                | -                             | -                       | -               |
| 326212         | Tire Retreading  | 11              | 0.1              | 11                             | -   | -                                | -                             | -                       | -               |
| 326220         | Rubber and Plastics Hoses and Belting Manufacturing                            | 44              | 0.2              | 22                             | 14  | 6                                | -                             | 2                       | -               |
| 326291         | Rubber Product Manufacturing for Mechanical Use                                | 64              | 0.4              | 36                             | 20  | 7                                | -                             | -                       | 1               |
| 326299         | All Other Rubber Product Manufacturing   | 261             | 1.4              | 141                            | 91  | 13                               | -                             | 16                      | -               |
|                | <b>Subtotal 326</b>  | <b>4,832</b>    | <b>26.8</b>      | <b>1,936</b>                   | <b>2,393</b>  | <b>361</b>                       | <b>1</b>                      | <b>131</b>              | <b>10</b>       |
| <b>327</b>     | <b>Nonmetallic Mineral Product Manufacturing</b>                               | 89              | 0.5              | 36                             | 37  | 11                               | -                             | 5                       | -               |
| <b>331</b>     | <b>Primary Metal Manufacturing</b>   | 231             | 1.3              | 79                             | 101   | 23                               | 1                             | 27                      | -               |
| <b>332</b>     | <b>Fabricated Metal Product Manufacturing</b>                                  | 1,791           | 9.9              | 934                            | 667   | 122                              | 1                             | 61                      | 6               |
| <b>333</b>     | <b>Machinery Manufacturing</b>   |                 |                  |                                |   |                                  |                               |                         |                 |
| 3331           | Agriculture, Construction, and Mining Machinery Manufacturing                  | 98              | 0.6              | 35                             | 48  | 14                               | -                             | 1                       | -               |
| 3332           | Industrial Machinery Manufacturing   | 202             | 1.1              | 90                             | 83  | 21                               | -                             | 8                       | -               |
| 3333           | Commercial and Service Industry Machinery Manufacturing                        | 134             | 0.8              | 65                             | 52  | 14                               | -                             | 3                       | -               |
| 3334           | Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment | 46              | 0.3              | 12                             | 22  | 9                                | -                             | 3                       | -               |
| 3335           | Metalworking Machinery Manufacturing (not incl. 333511)                        | 2,084           | 11.5             | 1,360                          | 545   | 102                              | 1                             | 68                      | 8               |
| 333511         | Industrial Mold Manufacturing  | 3,060           | 16.9             | 1,712                          | 973   | 201                              | 1                             | 144                     | 29              |
| 3336           | Engine, Turbine, and Power Transmission Equipment Manufacturing                | 37              | 0.2              | 12                             | 20  | 5                                | -                             | -                       | -               |
| 3339           | Other General Purpose Machinery Manufacturing                                  | 260             | 1.4              | 92                             | 139   | 19                               | -                             | 9                       | 1               |
|                | <b>Subtotal 333</b>  | <b>5,921</b>    | <b>32.8</b>      | <b>3,378</b>                   | <b>1,882</b>  | <b>385</b>                       | <b>2</b>                      | <b>236</b>              | <b>38</b>       |
| <b>334</b>     | <b>Computer and Electronic Product Manufacturing</b>                           |                 |                  |                                |   |                                  |                               |                         |                 |
| 3341           | Computer and Peripheral Equipment Manufacturing                                | 34              | 0.2              | 9                              | 20  | 3                                | -                             | 2                       | -               |
| 3342           | Communications Equipment Manufacturing   | 48              | 0.3              | 13                             | 30  | 5                                | -                             | -                       | -               |
| 3343           | Audio and Video Equipment Manufacturing  | 13              | 0.1              | 3                              | 6   | 4                                | -                             | -                       | -               |
| 3344           | Semiconductor and Other Electronic Component Manufacturing                     | 148             | 0.8              | 38                             | 79  | 24                               | -                             | 6                       | 1               |
| 3345           | Navigational, Measuring, Electromedical, and Control Instruments Manufacturing | 341             | 1.9              | 130                            | 144   | 53                               | -                             | 9                       | 5               |
| 3346           | Manufacturing and Reproducing Magnetic and Optical Media                       | 6               | -                | -                              | 5   | 1                                | -                             | -                       | -               |
|                | <b>Subtotal 334</b>  | <b>590</b>      | <b>3.3</b>       | <b>193</b>                     | <b>284</b>  | <b>90</b>                        | <b>-</b>                      | <b>17</b>               | <b>6</b>        |
| <b>335</b>     | <b>Electrical Equipment, Appliance, and Component Manufacturing</b>            |                 |                  |                                |   |                                  |                               |                         |                 |
| 3351           | Electric Lighting Equipment Manufacturing                                      | 32              | 0.2              | 13                             | 13  | 6                                | -                             | -                       | -               |
| 3352           | Household Appliance Manufacturing  | 29              | 0.1              | 3                              | 16  | 9                                | -                             | 1                       | -               |
| 3353           | Electrical Equipment Manufacturing   | 132             | 0.7              | 24                             | 85  | 18                               | -                             | 5                       | -               |
| 3359           | Other Electrical Equipment and Component Manufacturing                         | 140             | 0.8              | 31                             | 85  | 18                               | -                             | 6                       | -               |
|                | <b>Subtotal 335</b>  | <b>333</b>      | <b>1.8</b>       | <b>71</b>                      | <b>199</b>  | <b>51</b>                        | <b>-</b>                      | <b>12</b>               | <b>-</b>        |
| <b>336</b>     | <b>Transportation Equipment Manufacturing</b>                                  |                 |                  |                                |   |                                  |                               |                         |                 |
| 3361           | Motor Vehicle Manufacturing  | 75              | 0.4              | 17                             | 50  | 7                                | -                             | -                       | 1               |
| 3362           | Motor Vehicle Body and Trailer Manufacturing                                   | 49              | 0.3              | 13                             | 27  | 9                                | -                             | -                       | -               |
| 3363           | Motor Vehicle Parts Manufacturing  | 832             | 4.6              | 255                            | 491   | 79                               | -                             | 5                       | 2               |
| 3364           | Aerospace Product and Parts Manufacturing                                      | 326             | 1.8              | 86                             | 189   | 43                               | 1                             | 4                       | 3               |
| 3365           | Railroad Rolling Stock Manufacturing   | 10              | 0.1              | -                              | 8   | 2                                | -                             | -                       | -               |
| 3366           | Ship and Boat Building   | 58              | 0.3              | 27                             | 17  | 12                               | -                             | 2                       | -               |
| 3369           | Other Transportation Equipment Manufacturing                                   | 27              | 0.1              | 14                             | 10  | 3                                | -                             | -                       | -               |
|                | <b>Subtotal 336</b>  | <b>1,377</b>    | <b>7.6</b>       | <b>412</b>                     | <b>792</b>  | <b>155</b>                       | <b>1</b>                      | <b>11</b>               | <b>6</b>        |
| <b>337</b>     | <b>Furniture and Related Product Manufacturing</b>                             | 60              | 0.3              | 27                             | 25  | 8                                | -                             | -                       | -               |
| <b>339</b>     | <b>Miscellaneous Manufacturing</b>   |                 |                  |                                |   |                                  |                               |                         |                 |
| 33911          | Medical Equipment and Supplies Manufacturing                                   | 903             | 5.0              | 519                            | 306   | 70                               | -                             | 3                       | 5               |
| 3399           | Other Miscellaneous Manufacturing  | 352             | 1.9              | 148                            | 151   | 44                               | -                             | 8                       | 1               |
|                | <b>Subtotal 339</b>  | <b>1,255</b>    | <b>6.9</b>       | <b>667</b>                     | <b>457</b>  | <b>114</b>                       | <b>-</b>                      | <b>11</b>               | <b>6</b>        |
| <b>311-325</b> | <b>Other Manufacturing, N.E.C.</b>   | 533             | 3.0              | 203                            | 241   | 72                               | -                             | 14                      | 3               |
| <b>42</b>      | <b>Wholesale Trade</b>   | 351             | 2.0              | 183                            | 89  | 14                               | 1                             | 61                      | 3               |
| <b>541</b>     | <b>Professional, Scientific, and Technical Services</b>                        | 419             | 2.3              | 216                            | 143   | 47                               | 1                             | 10                      | 2               |
| <b>611</b>     | <b>Educational Services</b>  | 61              | 0.3              | 10                             | 21  | 4                                | 25                            | -                       | 1               |
|                | <b>Miscellaneous Others</b>  | 215             | 1.2              | 125                            | 77  | 6                                | 2                             | 4                       | 1               |
|                | <b>TOTAL QUALIFIED CIRCULATION</b>   | <b>18,058</b>   | <b>100.0</b>     | <b>8,470</b>                   | <b>7,408</b>  | <b>1,463</b>                     | <b>35</b>                     | <b>600</b>              | <b>82</b>       |

**(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 NOVEMBER 2019**

| Qualification Source   | Qualified Within |              |         | Total Qualified | Percent      |
|--|------------------|--------------|---------|-----------------|--------------|
|  | 1 Year           | 2 Years      | 3 Years |                 |              |
| I. Direct Request:   | <b>10,653</b>    | <b>4,198</b> | -       | <b>14,851</b>   | <b>82.2</b>  |
| II. Request from recipient's company:  | -                | -            | -       | -               | -            |
| III. Membership Benefit:   | -                | -            | -       | -               | -            |
| IV. *Communication from recipient or recipient's company (other than request): | <b>1,518</b>     | -            | -       | <b>1,518</b>    | <b>8.4</b>   |
| V. <b>TOTAL</b> – Sources other than above (listed alphabetically):            | <b>1,689</b>     | -            | -       | <b>1,689</b>    | <b>9.4</b>   |
| Association rosters and directories  | -                | -            | -       | -               | -            |
| *Business directories  | 1,689            | -            | -       | 1,689           | 9.4          |
| Manufacturer's, distributor's, and wholesaler's lists                          | -                | -            | -       | -               | -            |
| Other sources  | -                | -            | -       | -               | -            |
| VI. Single Copy Sales:   | -                | -            | -       | -               | -            |
| <b>TOTAL QUALIFIED CIRCULATION</b>   | <b>13,860</b>    | <b>4,198</b> | -       | <b>18,058</b>   | <b>100.0</b> |
| <b>PERCENT</b>   | <b>76.8</b>      | <b>23.2</b>  | -       | <b>100.0</b>    |              |

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2019\***

| State                   | Total Qualified | Percent     | State                              | Total Qualified | Percent      |
|-------------------------|-----------------|-------------|------------------------------------|-----------------|--------------|
| Maine                   | 38              |             | Kentucky                           | 197             |              |
| New Hampshire           | 126             |             | Tennessee                          | 276             |              |
| Vermont                 | 44              |             | Alabama                            | 140             |              |
| Massachusetts           | 368             |             | Mississippi                        | 56              |              |
| Rhode Island            | 92              |             | <b>EAST SO. CENTRAL</b>            | <b>669</b>      | <b>3.7</b>   |
| Connecticut             | 282             |             | Arkansas                           | 90              |              |
| <b>NEW ENGLAND</b>      | <b>950</b>      | <b>5.3</b>  | Louisiana                          | 53              |              |
| New York                | 602             |             | Oklahoma                           | 103             |              |
| New Jersey              | 341             |             | Texas                              | 602             |              |
| Pennsylvania            | 861             |             | <b>WEST SO. CENTRAL</b>            | <b>848</b>      | <b>4.7</b>   |
| <b>MIDDLE ATLANTIC</b>  | <b>1,804</b>    | <b>10.0</b> | Montana                            | 23              |              |
| Ohio                    | 1,492           |             | Idaho                              | 55              |              |
| Indiana                 | 723             |             | Wyoming                            | 7               |              |
| Illinois                | 1,394           |             | Colorado                           | 145             |              |
| Michigan                | 2,072           |             | New Mexico                         | 26              |              |
| Wisconsin               | 934             |             | Arizona                            | 201             |              |
| <b>EAST NO. CENTRAL</b> | <b>6,615</b>    | <b>36.6</b> | Utah                               | 119             |              |
| Minnesota               | 576             |             | Nevada                             | 56              |              |
| Iowa                    | 203             |             | <b>MOUNTAIN</b>                    | <b>632</b>      | <b>3.5</b>   |
| Missouri                | 371             |             | Alaska                             | 7               |              |
| North Dakota            | 20              |             | Washington                         | 211             |              |
| South Dakota            | 32              |             | Oregon                             | 172             |              |
| Nebraska                | 99              |             | California                         | 1,240           |              |
| Kansas                  | 131             |             | Hawaii                             | 6               |              |
| <b>WEST NO. CENTRAL</b> | <b>1,432</b>    | <b>7.9</b>  | <b>PACIFIC</b>                     | <b>1,636</b>    | <b>9.0</b>   |
| Delaware                | 15              |             | <b>UNITED STATES</b>               | <b>16,224</b>   | <b>89.8</b>  |
| Maryland                | 95              |             | U.S. Territories                   | 10              |              |
| Washington, DC          | 1               |             | Canada                             | 1,555           |              |
| Virginia                | 144             |             | Mexico                             | 269             |              |
| West Virginia           | 15              |             | Other International                | -               |              |
| North Carolina          | 404             |             | APO/FPO                            | -               |              |
| South Carolina          | 179             |             |                                    |                 |              |
| Georgia                 | 261             |             | <b>TOTAL QUALIFIED CIRCULATION</b> | <b>18,058</b>   | <b>100.0</b> |
| Florida                 | 524             |             |                                    |                 |              |
| <b>SOUTH ATLANTIC</b>   | <b>1,638</b>    | <b>9.1</b>  |                                    |                 |              |

\*See Additional Data

# E-NEWSLETTER CHANNEL

| 2019             | MMT Insider   | MMT The Post  |
|------------------|---------------|---------------|
| <b>JULY</b>      |               |               |
| July 5           | -             | 12,803        |
| July 9           | 13,187        | -             |
| July 12          | -             | 12,873        |
| July 19          | -             | 12,797        |
| July 26          | -             | 12,797        |
| <b>AUGUST</b>    |               |               |
| August 2         | -             | 12,815        |
| August 9         | -             | 12,781        |
| August 13        | 13,189        | -             |
| August 16        | -             | 12,778        |
| August 23        | -             | 12,771        |
| August 30        | -             | 12,786        |
| <b>SEPTEMBER</b> |               |               |
| September 6      | -             | 9,426         |
| September 10     | 9,753         | -             |
| September 13     | -             | 9,416         |
| September 20     | -             | 9,400         |
| September 27     | -             | 9,923         |
| <b>OCTOBER</b>   |               |               |
| October 4        | -             | 10,705        |
| October 8        | 11,483        | -             |
| October 11       | -             | 11,650        |
| October 18       | -             | 12,777        |
| October 25       | -             | 12,767        |
| <b>NOVEMBER</b>  |               |               |
| November 1       | -             | 12,740        |
| November 8       | -             | 12,724        |
| November 12      | 13,116        | -             |
| November 15      | -             | 12,698        |
| November 22      | -             | 12,667        |
| November 29      | -             | 12,670        |
| <b>DECEMBER</b>  |               |               |
| December 6       | -             | 12,668        |
| December 9       | 13,099        | -             |
| December 13      | -             | 12,673        |
| December 20      | -             | 12,667        |
| December 27      | -             | 12,661        |
| <b>AVERAGE:</b>  | <b>12,305</b> | <b>12,132</b> |

MMT Insider (6 issued in the period)  
MMT The Post (26 issued in the period)

# WEBSITE CHANNEL

## WWW.MOLDMAKINGTECHNOLOGY.COM

| 2019            | Pageviews     | Sessions      | Users         | Average Session Duration |
|-----------------|---------------|---------------|---------------|--------------------------|
| July            | 68,507        | 40,106        | 28,441        | 1:51                     |
| August          | 64,127        | 39,115        | 27,653        | 1:47                     |
| September       | 71,574        | 46,627        | 35,301        | 1:28                     |
| October         | 73,528        | 47,038        | 34,884        | 1:38                     |
| November        | 65,046        | 42,585        | 32,739        | 1:25                     |
| December        | 62,147        | 39,489        | 29,499        | 1:28                     |
| <b>AVERAGE:</b> | <b>67,488</b> | <b>42,493</b> | <b>31,419</b> | <b>1:36</b>              |

July – December 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:

Communication from recipient or recipient's company (other than request) includes 7 sources of circulation for quantities of 41 copies or 0.2% to 753 copies or 4.2%. Business directories include 1 source of circulation for a quantity of 1,689 copies or 9.4%.

### 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 January 13, 2020

State Ohio

County Hamilton

Received by BPA Worldwide January 13, 2020

Type BD

ID Number M405B0D9

### 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.