

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

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

BRAND REPORT PURPOSE

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

CHANNELS

MOLDMAKING TECHNOLOGY MAGAZINE



6 issues in the period
 19,066 average circulation

MOLDMAKING TECHNOLOGY E-NEWSLETTER



53 issued in the period
 13,670 average per occurrence

MOLDMAKING TECHNOLOGY WEBSITE



32,041 average users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
MOLDMAKING TECHNOLOGY MAGAZINE (6 issues in the period)	19,066	-	19,066
(See Paragraph 3b for Format Type and Source)			
MOLDMAKING TECHNOLOGY E-NEWSLETTER			
MMT Today (53 issued in the period)	13,670	-	13,670
MOLDMAKING TECHNOLOGY WEBSITE (Monthly Users with 71,848 average Pageviews)	32,041	-	32,041

FIELD SERVED

MOLDBAKING TECHNOLOGY 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	-
Advertiser and Agency	958
Allocated for Trade Shows and Conventions	-
All Other	848
TOTAL	1,806

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	19,066	100.0	19,066	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,066	100.0	19,066	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Print	Digital	Unique Total Qualified*
July	16,722	11,098	18,004
August	16,991	11,694	18,672
September	17,083	7,563	18,842
October	17,116	7,623	18,919
November	17,982	7,930	19,956
December	18,027	7,888	20,003

*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 5.7% or 1,068 copies above the average of the other 5 issues reported in Paragraph 2.

NAICS	Business/Industry	Total Qualified	Percent of Total	Company Mgmt; Purchasing	Manufacturing Production/Engineering	Design; Quality; R&D	Educational or Government	Sales & Marketing	Other NEC
326	Plastics and Rubber Products Manufacturing								
326111	Plastics Bag Manufacturing	38	0.2	12	21	4	-	1	-
326112	Plastics Packaging Film and Sheet (including Laminated) Manufacturing	14	0.1	8	6	-	-	-	-
326113	Unlaminated Plastics Film and Sheet (except Packaging) Manufacturing	49	0.3	15	25	7	-	2	-
326121	Unlaminated Plastics Profile Shape Manufacturing	44	0.2	7	34	2	-	1	-
326122	Plastics Pipe and Pipe Fitting Manufacturing	41	0.2	9	27	5	-	-	-
326130	Laminated Plastics Plate, Sheet (except Packaging), and Shape Manufacturing	32	0.2	8	19	3	-	2	-
326140	Polystyrene Foam Product Manufacturing	8	-	2	6	-	-	-	-
326150	Urethane and Other Foam Product (except Polystyrene) Manufacturing	5	-	3	2	-	-	-	-
326160	Plastics Bottle Manufacturing	46	0.2	15	26	3	-	2	-
326191	Plastics Plumbing Fixture Manufacturing	24	0.1	6	17	1	-	-	-
326199	All Other Plastics Product Manufacturing	4,076	20.4	1,665	1,967	293	5	131	15
326211	Tire Manufacturing (except Retreading)	35	0.2	20	7	8	-	-	-
326212	Tire Retreading	8	-	8	-	-	-	-	-
326220	Rubber and Plastics Hoses and Belting Manufacturing	30	0.2	13	13	3	-	1	-
326291	Rubber Product Manufacturing for Mechanical Use	64	0.3	37	20	4	-	2	1
326299	All Other Rubber Product Manufacturing	201	1.0	99	81	10	-	11	-
	Subtotal 326	4,715	23.6	1,927	2,271	343	5	153	16
327	Nonmetallic Mineral Product Manufacturing	73	0.4	27	33	11	-	2	-
331	Primary Metal Manufacturing	243	1.2	84	107	29	1	21	1
332	Fabricated Metal Product Manufacturing	2,507	12.6	1,506	760	150	4	80	7
333	Machinery Manufacturing								
3331	Agriculture, Construction, and Mining Machinery Manufacturing	102	0.5	28	57	16	-	1	-
3332	Industrial Machinery Manufacturing	255	1.3	115	95	27	1	17	-
3333	Commercial and Service Industry Machinery Manufacturing	109	0.5	56	38	13	-	2	-
3334	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment	64	0.3	16	34	12	-	2	-
3335	Metalworking Machinery Manufacturing (not incl. 333511)	1,354	6.8	898	318	51	1	75	11
333511	Industrial Mold Manufacturing	4,681	23.5	3,159	1,187	200	4	116	15
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	54	0.3	18	27	9	-	-	-
3339	Other General Purpose Machinery Manufacturing	278	1.4	107	130	23	1	16	1
	Subtotal 333	6,897	34.6	4,397	1,886	351	7	229	27
334	Computer and Electronic Product Manufacturing								
3341	Computer and Peripheral Equipment Manufacturing	25	0.1	10	11	2	-	2	-
3342	Communications Equipment Manufacturing	61	0.3	21	34	6	-	-	-
3343	Audio and Video Equipment Manufacturing	15	0.1	3	7	5	-	-	-
3344	Semiconductor and Other Electronic Component Manufacturing	195	1.0	53	110	24	1	6	1
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	319	1.6	110	148	47	-	9	5
3346	Manufacturing and Reproducing Magnetic and Optical Media	7	-	2	3	-	-	2	-
	Subtotal 334	622	3.1	199	313	84	1	19	6
335	Electrical Equipment, Appliance, and Component Manufacturing								
3351	Electric Lighting Equipment Manufacturing	38	0.2	13	19	4	1	1	-
3352	Household Appliance Manufacturing	37	0.2	4	24	8	-	1	-
3353	Electrical Equipment Manufacturing	142	0.7	27	86	20	-	9	-
3359	Other Electrical Equipment and Component Manufacturing	132	0.6	39	70	16	-	7	-
	Subtotal 335	349	1.7	83	199	48	1	18	-
336	Transportation Equipment Manufacturing								
3361	Motor Vehicle Manufacturing	95	0.5	25	55	14	-	-	1
3362	Motor Vehicle Body and Trailer Manufacturing	46	0.2	11	28	7	-	-	-
3363	Motor Vehicle Parts Manufacturing	827	4.2	261	480	72	-	10	4
3364	Aerospace Product and Parts Manufacturing	383	1.9	89	227	57	2	5	3
3365	Railroad Rolling Stock Manufacturing	6	-	-	5	1	-	-	-
3366	Ship and Boat Building	57	0.3	21	23	12	-	1	-
3369	Other Transportation Equipment Manufacturing	44	0.2	15	22	6	-	1	-
	Subtotal 336	1,458	7.3	422	840	169	2	17	8
337	Furniture and Related Product Manufacturing	59	0.3	23	26	10	-	-	-
339	Miscellaneous Manufacturing								
33911	Medical Equipment and Supplies Manufacturing	916	4.6	498	330	78	-	4	6
3399	Other Miscellaneous Manufacturing	421	2.1	181	166	56	1	15	2
	Subtotal 339	1,337	6.7	679	496	134	1	19	8
311-325	Other Manufacturing, N.E.C.	464	2.3	179	202	56	1	22	4
42	Wholesale Trade	337	1.7	166	79	14	1	75	2
541	Professional, Scientific, and Technical Services	522	2.6	235	188	68	8	20	3
611	Educational Services	122	0.6	14	36	10	60	-	2
	Miscellaneous Others	251	1.3	131	85	12	4	17	2
	TOTAL QUALIFIED CIRCULATION	19,956	100.0	10,072	7,521	1,489	96	692	86
	PERCENT	100.0		50.4	37.7	7.5	0.5	3.5	0.4

COMPANY MANAGEMENT, PURCHASING: titles include Chairman, General Manager, Owner, President, Vice President, Purch Director, Sr Buyer, Purch Manager and related titles
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.
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
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 N.E.C.

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

Qualification Source	Print	Digital	Unique Total Qualified*	Percent
I. Direct Request:	14,588	7,930	16,562	83.0
II. Request from recipient's company:	-	-	-	-
III. Membership Benefit:	-	-	-	-
IV. **Communication (other than request):	377	-	377	1.9
V. TOTAL – Sources other than above (listed alphabetically):	3,017	-	3,017	15.1
Association rosters and directories	-	-	-	-
**Business directories	3,017	-	3,017	15.1
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-
Other sources	-	-	-	-
VI. Single Copy Sales:	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	17,982	7,930	19,956	100.0
PERCENT	90.1	39.7	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	54		Kentucky	250	
New Hampshire	129		Tennessee	345	
Vermont	52		Alabama	161	
Massachusetts	435		Mississippi	63	
Rhode Island	101		EAST SO. CENTRAL	819	4.1
Connecticut	329		Arkansas	114	
NEW ENGLAND	1,100	5.5	Louisiana	54	
New York	698		Oklahoma	101	
New Jersey	378		Texas	666	
Pennsylvania	1,003		WEST SO. CENTRAL	935	4.7
MIDDLE ATLANTIC	2,079	10.4	Montana	28	
Ohio	1,663		Idaho	63	
Indiana	865		Wyoming	8	
Illinois	1,496		Colorado	176	
Michigan	2,218		New Mexico	33	
Wisconsin	1,068		Arizona	208	
EAST NO. CENTRAL	7,310	36.6	Utah	131	
Minnesota	616		Nevada	61	
Iowa	224		MOUNTAIN	708	3.6
Missouri	423		Alaska	7	
North Dakota	18		Washington	237	
South Dakota	46		Oregon	163	
Nebraska	120		California	1,249	
Kansas	148		Hawaii	9	
WEST NO. CENTRAL	1,595	8.0	PACIFIC	1,665	8.3
Delaware	14		UNITED STATES	17,996	90.2
Maryland	101		U.S. Territories	12	
Washington, DC	1		Canada	1,250	
Virginia	162		Mexico	298	
West Virginia	28		Other International	400	
North Carolina	453		APO/FPO	-	
South Carolina	194				
Georgia	272				
Florida	560				
SOUTH ATLANTIC	1,785	9.0			
			TOTAL QUALIFIED CIRCULATION	19,956	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2020	MMT Today
JULY	
July 2	13,739
July 7	13,781
July 9	13,793
July 14	13,839
July 16	13,880
July 21	13,900
July 23	13,899
July 28	13,955
July 30	13,966
AUGUST	
August 4	13,974
August 6	13,972
August 11	13,985
August 13	13,995
August 18	14,008
August 20	14,002
August 25	14,025
August 27	14,024
SEPTEMBER	
September 1	14,045
September 3	14,069
September 8	14,080
September 10	14,086
September 15	13,223
September 17	13,222
September 22	13,265
September 24	13,283
September 29	13,346
OCTOBER	
October 1	13,374
October 6	13,380
October 8	13,379
October 13	13,378
October 15	13,376
October 20	13,379
October 22	13,373
October 27	13,410
October 29	13,430
NOVEMBER	
November 3	13,498
November 5	13,500
November 10	13,558
November 12	13,568
November 17	13,581
November 19	13,581
November 24	13,584
November 27	13,582
DECEMBER	
December 1	13,642
December 3	13,642
December 8	13,635
December 10	13,637
December 15	13,623
December 17	13,621
December 22	13,617
December 24	13,608
December 29	13,604
December 31	13,597
AVERAGE:	13,670

MMT Today (53 issued in the period)

WEBSITE CHANNEL

WWW.MOLDMAKINGTECHNOLOGY.COM

2020	Pageviews	Sessions	Users	Average Session Duration
July	66,410	41,140	29,730	1:24
August	63,974	41,379	29,679	1:30
September	74,087	43,946	31,753	1:41
October	76,160	45,905	34,306	1:39
November	72,372	44,460	32,773	1:45
December	78,089	46,653	34,010	1:56
AVERAGE:	71,848	43,913	32,041	1:39

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 Cookie Browser that accesses Internet content or advertising during a measurement period.

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

ADDITIONAL DATA

MAGAZINE:

METHOD OF DISTRIBUTION:

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

STATEMENT OF CONTENT PLATFORM

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

PARAGRAPH 3b:

Communication (other than request) includes 7 sources of circulation for quantities of 11 copies or 0.1% to 229 copies or 1.1%. Business directories include 1 source of circulation for a quantity of 3,017 copies or 15.1%, including D&B Hoovers.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter 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 21, 2021

State Ohio

County Hamilton

Received by BPA Worldwide January 21, 2021

Type BD

ID Number M405B0D0

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.