

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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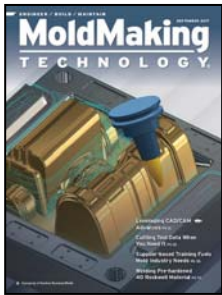
**MOLDMAKING TECHNOLOGY** is a business-to-business media brand that produces a monthly print magazine, digital media, research and live events for the die/mold machining and plastic injection molding market. MMT has been addressing the complete lifecycle of the design, manufacture and maintenance of 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  
20,670 average circulation

### MOLDMAKING TECHNOLOGY E-NEWSLETTERS



2 E-Newsletters in the period  
31 total issued in the period  
13,592 average per occurrence  
13,670 average per occurrence

### MOLDMAKING TECHNOLOGY WEBSITE



29,622 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)	20,670	-	20,670
<b>MOLDMAKING TECHNOLOGY E-NEWSLETTERS</b>			
a. MMT Insider (6 issued in the period)	13,592	-	13,592
b. MMT Blog (25 issued in the period)	13,670	-	13,670
<b>MOLDMAKING TECHNOLOGY WEBSITE</b> (Monthly Users with 68,960 average Pageviews)	29,622	-	29,622

**FIELD SERVED**

**MOLDBAKING TECHNOLOGY MAGAZINE** serves the field of manufacturers, users and maintenance providers of industrial molds, as described in paragraph 3a. Also served are other manufacturing, wholesale trade, and professional, scientific, and technical services.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include corporate executives as well as company management, manufacturing production/engineering, design, quality assurance and quality control, research & development, purchasing, and other qualified personnel.

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	5
Advertiser and Agency	1,566
Allocated for Trade Shows and Conventions	183
All Other	769
<b>TOTAL</b>	<b>2,523</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	20,670	100.0	20,670	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,670</b>	<b>100.0</b>	<b>20,670</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

2017 Issue	Total Qualified
July	20,756
August	20,940
September	21,086
October	20,643
November	20,297
December	20,298

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017**

This issue is 2.2% or 448 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	70	0.3	20	44	3	-	3	-
326112	Plastics Packaging Film and Sheet (including Laminated) Manufacturing	14	0.1	3	10	1	-	-	-
326113	Unlaminated Plastics Film and Sheet (except Packaging) Manufacturing	191	1.0	36	145	8	-	2	-
326121	Unlaminated Plastics Profile Shape Manufacturing	157	0.8	36	109	9	-	3	-
326122	Plastics Pipe and Pipe Fitting Manufacturing	146	0.7	21	111	12	-	1	1
326130	Laminated Plastics Plate, Sheet (except Packaging), and Shape Manufacturing	89	0.4	23	60	4	-	2	-
326140	Polystyrene Foam Product Manufacturing	8	0.0	3	4	1	-	-	-
326150	Urethane and Other Foam Product (except Polystyrene) Manufacturing	29	0.1	7	18	3	-	1	-
326160	Plastics Bottle Manufacturing	194	1.0	30	154	9	-	1	-
326191	Plastics Plumbing Fixture Manufacturing	56	0.3	13	41	2	-	-	-
326199	All Other Plastics Product Manufacturing	3,753	18.5	1,455	1,876	305	4	102	11
326211	Tire Manufacturing (except Retreading)	85	0.4	53	20	10	-	1	1
326212	Tire Retreading	23	0.1	21	2	-	-	-	-
326220	Rubber and Plastics Hoses and Belting Manufacturing	66	0.3	31	26	5	-	4	-
326291	Rubber Product Manufacturing for Mechanical Use	120	0.6	56	48	13	-	2	1
326299	All Other Rubber Product Manufacturing	353	1.8	198	118	20	-	15	2
	<b>Subtotal 326</b>	<b>5,354</b>	<b>26.4</b>	<b>2,006</b>	<b>2,786</b>	<b>405</b>	<b>4</b>	<b>137</b>	<b>16</b>
<b>327</b>	<b>Nonmetallic Mineral Product Manufacturing</b>	58	0.3	25	26	4	-	3	-
<b>331</b>	<b>Primary Metal Manufacturing</b>	243	1.2	62	131	22	-	28	-
<b>332</b>	<b>Fabricated Metal Product Manufacturing</b>	1,606	7.9	829	587	118	3	66	3
<b>333</b>	<b>Machinery Manufacturing</b>								
3331	Agriculture, Construction, and Mining Machinery Manufacturing	102	0.5	28	52	20	-	2	-
3332	Industrial Machinery Manufacturing	323	1.6	137	130	41	-	13	2
3333	Commercial and Service Industry Machinery Manufacturing	220	1.1	95	93	31	-	1	-
3334	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment	71	0.3	16	34	16	-	4	1
3335	Metalworking Machinery Manufacturing (not incl. 333511)	2,208	10.9	1,543	471	95	1	85	13
333511	Industrial Mold Manufacturing	2,528	12.5	1,370	895	176	-	77	10
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	64	0.3	15	34	15	-	-	-
3339	Other General Purpose Machinery Manufacturing	272	1.3	80	156	29	-	7	-
	<b>Subtotal 333</b>	<b>5,788</b>	<b>28.5</b>	<b>3,284</b>	<b>1,865</b>	<b>423</b>	<b>1</b>	<b>189</b>	<b>26</b>
<b>334</b>	<b>Computer and Electronic Product Manufacturing</b>								
3341	Computer and Peripheral Equipment Manufacturing	42	0.2	14	22	6	-	-	-
3342	Communications Equipment Manufacturing	68	0.3	22	40	5	-	1	-
3343	Audio and Video Equipment Manufacturing	12	0.1	2	9	1	-	-	-
3344	Semiconductor and Other Electronic Component Manufacturing	224	1.1	54	134	30	-	5	1
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	487	2.4	196	200	74	1	11	5
3346	Manufacturing and Reproducing Magnetic and Optical Media	7	-	-	4	2	-	1	-
	<b>Subtotal 334</b>	<b>840</b>	<b>4.1</b>	<b>288</b>	<b>409</b>	<b>118</b>	<b>1</b>	<b>18</b>	<b>6</b>
<b>335</b>	<b>Electrical Equipment, Appliance, and Component Manufacturing</b>								
3351	Electric Lighting Equipment Manufacturing	29	0.1	10	14	5	-	-	-
3352	Household Appliance Manufacturing	40	0.2	5	28	7	-	-	-
3353	Electrical Equipment Manufacturing	152	0.7	33	94	16	-	6	3
3359	Other Electrical Equipment and Component Manufacturing	178	0.9	28	114	26	-	9	1
	<b>Subtotal 335</b>	<b>399</b>	<b>1.9</b>	<b>76</b>	<b>250</b>	<b>54</b>	<b>-</b>	<b>15</b>	<b>4</b>
<b>336</b>	<b>Transportation Equipment Manufacturing</b>								
3361	Motor Vehicle Manufacturing	75	0.4	26	38	10	-	1	-
3362	Motor Vehicle Body and Trailer Manufacturing	63	0.3	13	39	11	-	-	-
3363	Motor Vehicle Parts Manufacturing	1,461	7.2	705	625	120	1	8	2
3364	Aerospace Product and Parts Manufacturing	672	3.3	163	427	74	1	7	-
3365	Railroad Rolling Stock Manufacturing	15	0.1	4	8	3	-	-	-
3366	Ship and Boat Building	60	0.3	23	18	15	-	4	-
3369	Other Transportation Equipment Manufacturing	37	0.2	11	19	7	-	-	-
	<b>Subtotal 336</b>	<b>2,383</b>	<b>11.8</b>	<b>945</b>	<b>1,174</b>	<b>240</b>	<b>2</b>	<b>20</b>	<b>2</b>
<b>337</b>	<b>Furniture and Related Product Manufacturing</b>	68	0.3	25	29	14	-	-	-
<b>339</b>	<b>Miscellaneous Manufacturing</b>								
33911	Medical Equipment and Supplies Manufacturing	1,525	7.5	895	477	128	-	12	13
3399	Other Miscellaneous Manufacturing	346	1.7	125	172	42	-	6	1
	<b>Subtotal 339</b>	<b>1,871</b>	<b>9.2</b>	<b>1,020</b>	<b>649</b>	<b>170</b>	<b>-</b>	<b>18</b>	<b>14</b>
<b>311-325</b>	<b>Other Manufacturing, N.E.C.</b>	388	1.9	167	145	59	-	13	4
<b>42</b>	<b>Wholesale Trade</b>	377	1.9	179	98	23	2	75	-
<b>541</b>	<b>Professional, Scientific, and Technical Services</b>	523	2.6	268	162	65	6	20	2
	<b>Miscellaneous Others</b>	399	2.0	166	140	25	48	15	5
	<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,297</b>	<b>100.0</b>	<b>9,340</b>	<b>8,451</b>	<b>1,740</b>	<b>67</b>	<b>617</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 QUALIFIED TITLES, N.E.C.**

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017**

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	<b>12,830</b>	<b>4,674</b>	-	<b>17,504</b>	<b>86.2</b>
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	<b>2</b>	-	-	<b>2</b>	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	<b>2,791</b>	-	-	<b>2,791</b>	<b>13.8</b>
Association rosters and directories	-	-	-	-	-
*Business directories	2,790	-	-	2,790	13.8
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	1	-	-	1	-
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,623</b>	<b>4,674</b>	-	<b>20,297</b>	<b>100.0</b>
<b>PERCENT</b>	<b>77.0</b>	<b>23.0</b>	-	<b>100.0</b>	

\*See Additional Data

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	January - June 2015	July - December 2015	January - June 2016	July - December 2016	January - June 2017*	July - December 2017*
Total Audit Average Qualified:	20,127	20,338	20,402	20,766	20,456	20,670
Qualified Non-Paid:	20,127	20,338	20,402	20,766	20,456	20,670
Qualified Paid:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: January – December 2017 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017\***

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	44		Kentucky	238	
New Hampshire	140		Tennessee	339	
Vermont	50		Alabama	183	
Massachusetts	464		Mississippi	68	
Rhode Island	93		<b>EAST SO. CENTRAL</b>	<b>828</b>	<b>4.1</b>
Connecticut	351		Arkansas	125	
<b>NEW ENGLAND</b>	<b>1,142</b>	<b>5.6</b>	Louisiana	84	
New York	787		Oklahoma	133	
New Jersey	401		Texas	752	
Pennsylvania	912		<b>WEST SO. CENTRAL</b>	<b>1,094</b>	<b>5.4</b>
<b>MIDDLE ATLANTIC</b>	<b>2,100</b>	<b>10.4</b>	Montana	31	
Ohio	1,580		Idaho	47	
Indiana	780		Wyoming	16	
Illinois	1,515		Colorado	150	
Michigan	2,199		New Mexico	35	
Wisconsin	1,031		Arizona	247	
<b>EAST NO. CENTRAL</b>	<b>7,105</b>	<b>35.0</b>	Utah	142	
Minnesota	636		Nevada	75	
Iowa	264		<b>MOUNTAIN</b>	<b>743</b>	<b>3.7</b>
Missouri	430		Alaska	11	
North Dakota	24		Washington	280	
South Dakota	46		Oregon	211	
Nebraska	122		California	1,540	
Kansas	191		Hawaii	11	
<b>WEST NO. CENTRAL</b>	<b>1,713</b>	<b>8.4</b>	<b>PACIFIC</b>	<b>2,053</b>	<b>10.1</b>
Delaware	29		<b>UNITED STATES</b>	<b>18,765</b>	<b>92.5</b>
Maryland	131		U.S. Territories	23	
Washington, DC	3		Canada	1,375	
Virginia	195		Mexico	134	
West Virginia	36		Other International	-	
North Carolina	473		AP0/FPO	-	
South Carolina	214				
Georgia	314				
Florida	592				
<b>SOUTH ATLANTIC</b>	<b>1,987</b>	<b>9.8</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,297</b>	<b>100.0</b>

\*See Additional Data

**E-NEWSLETTER CHANNEL**

2017	MMT Insider	MMT Blog
<b>JULY</b>		
July 7	-	13,170
July 11	13,164	-
July 14	-	13,154
July 21	-	14,115
July 28	-	14,064
<b>AUGUST</b>		
August 4	-	13,990
August 8	13,959	-
August 11	-	13,973
August 18	-	13,932
August 25	-	13,855
<b>SEPTEMBER</b>		
September 1	-	13,861
September 8	-	13,850
September 12	13,822	-
September 15	-	13,812
September 22	-	13,781
September 29	-	13,728
<b>OCTOBER</b>		
October 6	-	13,683
October 10	13,698	-
October 13	-	13,670
October 20	-	13,637
October 27	-	13,624
<b>NOVEMBER</b>		
November 3	-	13,601
November 10	-	13,569
November 14	13,521	-
November 17	-	13,512
November 27	-	13,718
<b>DECEMBER</b>		
December 1	-	13,693
December 8	-	13,291
December 12	13,386	-
December 15	-	13,255
December 22	-	13,215
<b>AVERAGE:</b>	<b>13,592</b>	<b>13,670</b>

MMT Insider (6 issued in the period)  
MMT Blog (25 issued in the period)

# WEBSITE CHANNEL

## WWW.MOLDMAKINGTECHNOLOGY.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
July	70,102	42,116	28,811	2:18
August	75,488	44,526	30,791	2:15
September	71,178	41,824	29,271	2:15
October	70,748	42,590	31,281	1:48
November	68,371	42,504	31,265	1:41
December	57,870	35,685	26,315	1:46
<b>AVERAGE:</b>	<b>68,960</b>	<b>41,541</b>	<b>29,622</b>	<b>2:00</b>

July – December 2017 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.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit [www.adicompli.com](http://www.adicompli.com)

## ADDITIONAL DATA

### MAGAZINE:

#### PARAGRAPH 3b:

Business directories include 2 sources of circulation for quantities of 603 copies or 3.0% and 2,187 copies or 10.8%, including MNI Directory. Other sources include 1 source of circulation for a quantity of copy or -%.

### 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, Circulation 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 15, 2018
State	Ohio
County	Cincinnati
Received by BPA Worldwide	January 15, 2018
Type	BD
ID Number	M405B0D7

#### About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.