

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  
20,262 average circulation

**MOLDMAKING TECHNOLOGY E-NEWSLETTERS**



2 E-Newsletters in the period  
32 total issued in the period  
14,624 average per occurrence  
14,646 average per occurrence

**MOLDMAKING TECHNOLOGY WEBSITE**



36,715 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)	20,262	-	20,262
<b>MOLDMAKING TECHNOLOGY E-NEWSLETTERS</b>			
a. MMT Insider (6 issued in the period)	14,624	-	14,624
b. MMT Blog (26 issued in the period)	14,646	-	14,646
<b>MOLDMAKING TECHNOLOGY WEBSITE</b> (Monthly Users with 77,298 average Pageviews)	36,715	-	36,715

**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, 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	6
Advertiser and Agency	1,476
Allocated for Trade Shows and Conventions	617
All Other	719
<b>TOTAL</b>	<b>2,818</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	20,262	100.0	20,262	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,262</b>	<b>100.0</b>	<b>20,262</b>	<b>100.0</b>	-	-

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

2018 Issue	Total Qualified
January	20,239
February	20,222
March	20,207
April	20,260
May	20,296
June	20,347

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018**  
 This issue is 0.2% or 41 copies above 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	71	0.4	21	43	4	-	3	-
326112	Plastics Packaging Film and Sheet (including Laminated) Manufacturing	15	0.1	4	10	1	-	-	-
326113	Unlaminated Plastics Film and Sheet (except Packaging) Manufacturing	190	0.9	37	142	9	-	2	-
326121	Unlaminated Plastics Profile Shape Manufacturing	154	0.8	35	106	9	-	4	-
326122	Plastics Pipe and Pipe Fitting Manufacturing	146	0.7	21	110	12	-	1	2
326130	Laminated Plastics Plate, Sheet (except Packaging), and Shape Manufacturing	88	0.4	23	59	4	-	2	-
326140	Polystyrene Foam Product Manufacturing	9	0.1	4	4	1	-	-	-
326150	Urethane and Other Foam Product (except Polystyrene) Manufacturing	28	0.1	9	15	3	-	1	-
326160	Plastics Bottle Manufacturing	189	0.9	28	152	8	-	1	-
326191	Plastics Plumbing Fixture Manufacturing	55	0.3	13	40	2	-	-	-
326199	All Other Plastics Product Manufacturing	3,777	18.6	1,482	1,849	309	5	107	25
326211	Tire Manufacturing (except Retreading)	87	0.4	55	21	9	-	1	1
326212	Tire Retreading	23	0.1	21	2	-	-	-	-
326220	Rubber and Plastics Hoses and Belting Manufacturing	67	0.3	32	26	5	-	4	-
326291	Rubber Product Manufacturing for Mechanical Use	119	0.6	56	47	13	-	2	1
326299	All Other Rubber Product Manufacturing	352	1.8	194	121	20	-	15	2
	<b>Subtotal 326</b>	<b>5,370</b>	<b>26.5</b>	<b>2,035</b>	<b>2,747</b>	<b>409</b>	<b>5</b>	<b>143</b>	<b>31</b>
<b>327</b>	<b>Nonmetallic Mineral Product Manufacturing</b>	<b>62</b>	<b>0.3</b>	<b>25</b>	<b>31</b>	<b>3</b>	<b>-</b>	<b>3</b>	<b>-</b>
<b>331</b>	<b>Primary Metal Manufacturing</b>	<b>249</b>	<b>1.2</b>	<b>62</b>	<b>136</b>	<b>21</b>	<b>-</b>	<b>30</b>	<b>-</b>
<b>332</b>	<b>Fabricated Metal Product Manufacturing</b>	<b>1,626</b>	<b>8.0</b>	<b>833</b>	<b>589</b>	<b>122</b>	<b>5</b>	<b>68</b>	<b>9</b>
<b>333</b>	<b>Machinery Manufacturing</b>								
3331	Agriculture, Construction, and Mining Machinery Manufacturing	104	0.5	30	47	22	-	2	3
3332	Industrial Machinery Manufacturing	314	1.6	132	126	42	-	13	1
3333	Commercial and Service Industry Machinery Manufacturing	207	1.0	91	88	27	-	1	-
3334	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment	70	0.3	16	33	16	-	5	-
3335	Metalworking Machinery Manufacturing (not incl. 333511)	2,166	10.7	1,516	460	90	-	82	18
333511	Industrial Mold Manufacturing	2,542	12.5	1,378	891	175	-	79	19
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	67	0.3	15	40	12	-	-	-
3339	Other General Purpose Machinery Manufacturing	275	1.4	80	156	32	-	7	-
	<b>Subtotal 333</b>	<b>5,745</b>	<b>28.3</b>	<b>3,258</b>	<b>1,841</b>	<b>416</b>	<b>-</b>	<b>189</b>	<b>41</b>
<b>334</b>	<b>Computer and Electronic Product Manufacturing</b>								
3341	Computer and Peripheral Equipment Manufacturing	40	0.2	14	17	9	-	-	-
3342	Communications Equipment Manufacturing	69	0.4	22	41	5	-	1	-
3343	Audio and Video Equipment Manufacturing	12	0.1	1	10	1	-	-	-
3344	Semiconductor and Other Electronic Component Manufacturing	229	1.1	53	136	31	-	5	4
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	487	2.4	193	199	77	2	10	6
3346	Manufacturing and Reproducing Magnetic and Optical Media	8	-	-	5	2	-	1	-
	<b>Subtotal 334</b>	<b>845</b>	<b>4.2</b>	<b>283</b>	<b>408</b>	<b>125</b>	<b>2</b>	<b>17</b>	<b>10</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	41	0.2	6	27	8	-	-	-
3353	Electrical Equipment Manufacturing	154	0.8	35	89	21	-	6	3
3359	Other Electrical Equipment and Component Manufacturing	183	0.9	30	113	25	-	11	4
	<b>Subtotal 335</b>	<b>407</b>	<b>2.0</b>	<b>81</b>	<b>243</b>	<b>59</b>	<b>-</b>	<b>17</b>	<b>7</b>
<b>336</b>	<b>Transportation Equipment Manufacturing</b>								
3361	Motor Vehicle Manufacturing	73	0.4	25	36	10	-	1	1
3362	Motor Vehicle Body and Trailer Manufacturing	64	0.3	15	35	12	-	-	2
3363	Motor Vehicle Parts Manufacturing	1,455	7.1	702	617	127	1	7	1
3364	Aerospace Product and Parts Manufacturing	662	3.3	157	420	75	1	7	2
3365	Railroad Rolling Stock Manufacturing	15	0.1	4	8	3	-	-	-
3366	Ship and Boat Building	59	0.3	24	19	12	-	4	-
3369	Other Transportation Equipment Manufacturing	38	0.2	10	19	9	-	-	-
	<b>Subtotal 336</b>	<b>2,366</b>	<b>11.7</b>	<b>937</b>	<b>1,154</b>	<b>248</b>	<b>2</b>	<b>19</b>	<b>6</b>
<b>337</b>	<b>Furniture and Related Product Manufacturing</b>	<b>68</b>	<b>0.3</b>	<b>24</b>	<b>29</b>	<b>15</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>339</b>	<b>Miscellaneous Manufacturing</b>								
33911	Medical Equipment and Supplies Manufacturing	1,503	7.4	880	476	125	-	10	12
3399	Other Miscellaneous Manufacturing	355	1.7	129	169	47	-	7	3
	<b>Subtotal 339</b>	<b>1,858</b>	<b>9.1</b>	<b>1,009</b>	<b>645</b>	<b>172</b>	<b>-</b>	<b>17</b>	<b>15</b>
<b>311-325</b>	<b>Other Manufacturing, N.E.C.</b>	<b>388</b>	<b>1.9</b>	<b>161</b>	<b>146</b>	<b>61</b>	<b>-</b>	<b>17</b>	<b>3</b>
<b>42</b>	<b>Wholesale Trade</b>	<b>387</b>	<b>1.9</b>	<b>182</b>	<b>94</b>	<b>22</b>	<b>2</b>	<b>83</b>	<b>4</b>
<b>541</b>	<b>Professional, Scientific, and Technical Services</b>	<b>531</b>	<b>2.6</b>	<b>249</b>	<b>173</b>	<b>76</b>	<b>8</b>	<b>22</b>	<b>3</b>
<b>611</b>	<b>Educational Services</b>	<b>78</b>	<b>0.4</b>	<b>11</b>	<b>11</b>	<b>8</b>	<b>47</b>	<b>1</b>	<b>-</b>
	<b>Miscellaneous Others</b>	<b>316</b>	<b>1.6</b>	<b>154</b>	<b>118</b>	<b>20</b>	<b>3</b>	<b>16</b>	<b>5</b>
	<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,296</b>	<b>100.0</b>	<b>9,304</b>	<b>8,365</b>	<b>1,777</b>	<b>74</b>	<b>642</b>	<b>134</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, N.E.C.**

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018**

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	<b>12,829</b>	<b>4,674</b>	-	<b>17,503</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>15,622</b>	<b>4,674</b>	-	<b>20,296</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	Audited Data	Circulation Claim
	July - December 2015	January - June 2016	July - December 2016	January - June 2017	July - December 2017	January - June 2018*
Total Audit Average Qualified:	20,338	20,402	20,766	20,456	20,670	20,262
Qualified Non-Paid:	20,338	20,402	20,766	20,456	20,670	20,262
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 - June 2018 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 MAY 2018\***

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	46		Kentucky	235	
New Hampshire	140		Tennessee	339	
Vermont	50		Alabama	180	
Massachusetts	464		Mississippi	69	
Rhode Island	91		<b>EAST SO. CENTRAL</b>	<b>823</b>	<b>4.1</b>
Connecticut	351		Arkansas	125	
<b>NEW ENGLAND</b>	<b>1,142</b>	<b>5.6</b>	Louisiana	81	
New York	774		Oklahoma	133	
New Jersey	402		Texas	739	
Pennsylvania	915		<b>WEST SO. CENTRAL</b>	<b>1,078</b>	<b>5.3</b>
<b>MIDDLE ATLANTIC</b>	<b>2,091</b>	<b>10.3</b>	Montana	29	
Ohio	1,589		Idaho	46	
Indiana	780		Wyoming	15	
Illinois	1,497		Colorado	150	
Michigan	2,196		New Mexico	35	
Wisconsin	1,028		Arizona	247	
<b>EAST NO. CENTRAL</b>	<b>7,090</b>	<b>34.9</b>	Utah	142	
Minnesota	628		Nevada	75	
Iowa	261		<b>MOUNTAIN</b>	<b>739</b>	<b>3.6</b>
Missouri	425		Alaska	11	
North Dakota	24		Washington	276	
South Dakota	45		Oregon	208	
Nebraska	123		California	1,600	
Kansas	186		Hawaii	10	
<b>WEST NO. CENTRAL</b>	<b>1,692</b>	<b>8.3</b>	<b>PACIFIC</b>	<b>2,105</b>	<b>10.4</b>
Delaware	30		<b>UNITED STATES</b>	<b>18,758</b>	<b>92.4</b>
Maryland	131		U.S. Territories	24	
Washington, DC	3		Canada	1,372	
Virginia	195		Mexico	142	
West Virginia	37		Other International	-	
North Carolina	475		AP0/FPO	-	
South Carolina	214				
Georgia	320				
Florida	593				
<b>SOUTH ATLANTIC</b>	<b>1,998</b>	<b>9.9</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,296</b>	<b>100.0</b>

\*See Additional Data

**E-NEWSLETTER CHANNEL**

2018	MMT Insider	MMT Blog
<b>JANUARY</b>		
January 5	-	13,191
January 9	13,270	-
January 12	-	12,976
January 19	-	13,180
January 26	-	13,240
<b>FEBRUARY</b>		
February 2	-	14,641
February 9	-	14,570
February 13	14,554	-
February 16	-	14,503
February 23	-	14,457
<b>MARCH</b>		
March 2	-	14,442
March 9	-	14,354
March 13	14,374	-
March 16	-	14,295
March 23	-	14,572
March 30	-	14,518
<b>APRIL</b>		
April 6	-	14,050
April 10	14,373	-
April 13	-	14,323
April 20	-	13,711
April 27	-	15,795
<b>MAY</b>		
May 4	-	15,601
May 8	15,679	-
May 11	-	15,687
May 18	-	15,680
May 25	-	15,608
<b>JUNE</b>		
June 1	-	15,588
June 8	-	15,543
June 12	15,496	-
June 15	-	15,462
June 22	-	15,425
June 29	-	15,382
<b>AVERAGE:</b>	<b>14,624</b>	<b>14,646</b>

MMT Insider (6 issued in the period)  
MMT Blog (26 issued in the period)

# WEBSITE CHANNEL

## WWW.MOLDMAKINGTECHNOLOGY.COM

2018	Pageviews	Sessions	Users	Average Session Duration
January	72,967	43,598	32,879	1:44
February	72,975	44,876	33,042	1:57
March	81,936	52,830	39,108	1:39
April	76,305	49,750	37,230	1:34
May	81,907	53,059	39,817	1:32
June	77,701	51,598	38,219	1:36
<b>AVERAGE:</b>	<b>77,298</b>	<b>49,285</b>	<b>36,715</b>	<b>1:40</b>

January – June 2018 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:

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 quantity of 1 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, 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 18, 2018

State Ohio

County Cincinnati

Received by BPA Worldwide July 18, 2018

Type BD

ID Number M405B0J8

#### 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.