

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@gardnerweb.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
19,925 average circulation

MOLDMAKING TECHNOLOGY E-NEWSLETTERS



2 E-Newsletters in the period
32 total issued in the period
15,920 average per occurrence
15,953 average per occurrence

MOLDMAKING TECHNOLOGY WEBSITE



38,258 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)	19,925	-	19,925
MOLDMAKING TECHNOLOGY E-NEWSLETTERS			
a. MMT Insider (6 issued in the period)	15,920	-	15,920
b. MMT Blog (26 issued in the period)	15,953	-	15,953
MOLDMAKING TECHNOLOGY WEBSITE (Monthly Users with 77,890 average Pageviews)	38,258	-	38,258

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	7
Advertiser and Agency	1,408
Allocated for Trade Shows and Conventions	150
All Other	832
TOTAL	2,397

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	19,925	100.0	19,925	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,925	100.0	19,925	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Total Qualified
July	20,721
August	20,858
September	20,818
October	20,358
November	18,395
December	18,399

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018
 This issue is 9.1% or 1,836 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)
326	Plastics and Rubber Products Manufacturing								
326111	Plastics Bag Manufacturing	35	0.2	7	23	4	-	1	-
326112	Plastics Packaging Film and Sheet (including Laminated) Manufacturing	12	0.1	4	7	1	-	-	-
326113	Unlaminated Plastics Film and Sheet (except Packaging) Manufacturing	89	0.5	30	44	15	-	-	-
326121	Unlaminated Plastics Profile Shape Manufacturing	57	0.3	19	38	-	-	-	-
326122	Plastics Pipe and Pipe Fitting Manufacturing	72	0.4	16	45	11	-	-	-
326130	Laminated Plastics Plate, Sheet (except Packaging), and Shape Manufacturing	40	0.2	18	16	5	-	1	-
326140	Polystyrene Foam Product Manufacturing	11	-	4	6	1	-	-	-
326150	Urethane and Other Foam Product (except Polystyrene) Manufacturing	41	0.2	12	24	3	-	2	-
326160	Plastics Bottle Manufacturing	65	0.4	18	39	8	-	-	-
326191	Plastics Plumbing Fixture Manufacturing	29	0.1	11	14	4	-	-	-
326199	All Other Plastics Product Manufacturing	3,476	18.9	1,390	1,737	253	3	83	10
326211	Tire Manufacturing (except Retreading)	50	0.3	31	12	6	-	-	1
326212	Tire Retreading	11	-	11	-	-	-	-	-
326220	Rubber and Plastics Hoses and Belting Manufacturing	50	0.3	22	19	7	-	2	-
326291	Rubber Product Manufacturing for Mechanical Use	80	0.4	39	29	10	-	1	1
326299	All Other Rubber Product Manufacturing	251	1.4	134	87	14	-	15	1
	Subtotal 326	4,369	23.7	1,766	2,140	342	3	105	13
327	Nonmetallic Mineral Product Manufacturing	74	0.4	24	38	8	-	3	1
331	Primary Metal Manufacturing	242	1.3	73	118	22	1	27	1
332	Fabricated Metal Product Manufacturing	1,613	8.8	847	581	127	3	52	3
333	Machinery Manufacturing								
3331	Agriculture, Construction, and Mining Machinery Manufacturing	84	0.5	27	41	15	-	1	-
3332	Industrial Machinery Manufacturing	224	1.2	95	85	34	-	8	2
3333	Commercial and Service Industry Machinery Manufacturing	176	1.0	93	66	15	-	2	-
3334	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment	51	0.3	15	23	10	-	3	-
3335	Metalworking Machinery Manufacturing (not incl. 333511)	3,373	18.3	2,373	776	140	1	77	6
333511	Industrial Mold Manufacturing	2,260	12.3	1,201	806	171	-	73	9
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	47	0.2	14	28	5	-	-	-
3339	Other General Purpose Machinery Manufacturing	261	1.4	86	139	24	-	10	2
	Subtotal 333	6,476	35.2	3,904	1,964	414	1	174	19
334	Computer and Electronic Product Manufacturing								
3341	Computer and Peripheral Equipment Manufacturing	35	0.2	14	16	4	-	1	-
3342	Communications Equipment Manufacturing	55	0.3	19	31	5	-	-	-
3343	Audio and Video Equipment Manufacturing	19	0.1	5	10	4	-	-	-
3344	Semiconductor and Other Electronic Component Manufacturing	161	0.9	42	91	22	-	5	1
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	360	2.0	150	151	50	-	7	2
3346	Manufacturing and Reproducing Magnetic and Optical Media	8	-	1	5	1	-	1	-
	Subtotal 334	638	3.5	231	304	86	-	14	3
335	Electrical Equipment, Appliance, and Component Manufacturing								
3351	Electric Lighting Equipment Manufacturing	23	0.1	9	9	5	-	-	-
3352	Household Appliance Manufacturing	32	0.2	4	21	6	-	1	-
3353	Electrical Equipment Manufacturing	127	0.7	29	76	17	-	5	-
3359	Other Electrical Equipment and Component Manufacturing	157	0.8	29	96	23	-	8	1
	Subtotal 335	339	1.8	71	202	51	-	14	1
336	Transportation Equipment Manufacturing								
3361	Motor Vehicle Manufacturing	81	0.4	20	48	11	-	1	1
3362	Motor Vehicle Body and Trailer Manufacturing	55	0.3	12	34	9	-	-	-
3363	Motor Vehicle Parts Manufacturing	857	4.7	275	491	87	1	2	1
3364	Aerospace Product and Parts Manufacturing	399	2.2	97	253	44	1	2	2
3365	Railroad Rolling Stock Manufacturing	11	0.1	-	9	2	-	-	-
3366	Ship and Boat Building	51	0.3	23	16	10	-	2	-
3369	Other Transportation Equipment Manufacturing	27	0.1	12	12	3	-	-	-
	Subtotal 336	1,481	8.1	439	863	166	2	7	4
337	Furniture and Related Product Manufacturing	64	0.3	27	24	13	-	-	-
339	Miscellaneous Manufacturing								
33911	Medical Equipment and Supplies Manufacturing	343	1.9	130	161	43	-	9	-
3399	Other Miscellaneous Manufacturing	1,242	6.7	745	386	98	-	4	9
	Subtotal 339	1,585	8.6	875	547	141	-	13	9
311-325	Other Manufacturing, N.E.C.	470	2.6	178	212	65	-	11	4
42	Wholesale Trade	341	1.9	174	81	13	2	66	5
541	Professional, Scientific, and Technical Services	422	2.3	217	131	56	2	12	4
611	Educational Services	73	0.4	9	19	4	39	1	1
	Miscellaneous Others	208	1.1	119	71	8	2	8	-
	TOTAL QUALIFIED CIRCULATION	18,395	100.0	8,954	7,295	1,516	55	507	68

(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 2018

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	11,235	4,971	-	16,206	88.1
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	2,189	-	-	2,189	11.9
Association rosters and directories	-	-	-	-	-
*Business directories	2,189	-	-	2,189	11.9
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	13,424	4,971	-	18,395	100.0
PERCENT	73.0	27.0	-	100.0	

*See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	January – June 2016	July - December 2016	January – June 2017	July - December 2017	January – June 2018*	July - December 2018*
Total Audit Average Qualified:	20,402	20,766	20,456	20,670	20,262	19,925
Qualified Non-Paid:	20,402	20,766	20,456	20,670	20,262	19,925
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 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 NOVEMBER 2018*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	45		Kentucky	211	
New Hampshire	119		Tennessee	291	
Vermont	45		Alabama	143	
Massachusetts	394		Mississippi	56	
Rhode Island	78		EAST SO. CENTRAL	701	3.8
Connecticut	300		Arkansas	104	
NEW ENGLAND	981	5.3	Louisiana	64	
New York	663		Oklahoma	101	
New Jersey	353		Texas	638	
Pennsylvania	870		WEST SO. CENTRAL	907	4.9
MIDDLE ATLANTIC	1,886	10.3	Montana	22	
Ohio	1,487		Idaho	49	
Indiana	674		Wyoming	7	
Illinois	1,338		Colorado	138	
Michigan	2,151		New Mexico	27	
Wisconsin	970		Arizona	203	
EAST NO. CENTRAL	6,620	36.0	Utah	117	
Minnesota	588		Nevada	55	
Iowa	211		MOUNTAIN	618	3.4
Missouri	353		Alaska	11	
North Dakota	17		Washington	225	
South Dakota	44		Oregon	176	
Nebraska	105		California	1,288	
Kansas	137		Hawaii	8	
WEST NO. CENTRAL	1,455	7.9	PACIFIC	1,708	9.3
Delaware	21		UNITED STATES	16,590	90.2
Maryland	100		U.S. Territories	21	
Washington, DC	2		Canada	1,635	
Virginia	147		Mexico	149	
West Virginia	25		Other International	-	
North Carolina	421		APO/FPO	-	
South Carolina	169				
Georgia	255				
Florida	574				
SOUTH ATLANTIC	1,714	9.3			
			TOTAL QUALIFIED CIRCULATION	18,395	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2018	MMT Insider	MMT Blog
JULY		
July 6	-	15,334
July 10	15,322	-
July 13	-	15,309
July 20	-	14,749
July 27	-	15,098
AUGUST		
August 3	-	15,041
August 10	-	15,014
August 14	14,995	-
August 17	-	14,968
August 24	-	14,949
August 31	-	14,939
SEPTEMBER		
September 7	-	14,894
September 11	14,887	-
September 14	-	14,844
September 21	-	14,831
September 28	-	14,791
OCTOBER		
October 5	-	14,712
October 9	14,693	-
October 12	-	14,673
October 19	-	17,927
October 26	-	17,734
NOVEMBER		
November 2	-	17,149
November 9	-	17,678
November 13	17,793	-
November 16	-	16,816
November 23	-	16,730
November 30	-	16,653
DECEMBER		
December 7	-	17,474
December 11	17,830	-
December 14	-	17,583
December 21	-	17,442
December 28	-	17,448
AVERAGE:	15,920	15,953

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
July	78,771	53,242	39,955	1:26
August	82,854	53,944	40,604	1:28
September	73,144	49,328	36,999	1:30
October	86,369	56,412	42,604	1:32
November	78,278	50,850	37,567	1:32
December	67,926	44,069	31,822	1:38
AVERAGE:	77,890	51,307	38,258	1:31

July – December 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 1 source of circulation for a quantity of 2,189 copies or 11.9%, including MNI Directory.

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 25, 2019

State

Ohio

County

Hamilton

Received by BPA Worldwide

January 25, 2019

Type

BD

ID Number

M405B0D8

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 for the latest audit reports, membership information and publishing and advertising industry news.