

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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PRODUCTS FINISHING is a business-to-business media brand that produces a monthly print magazine, digital media, research and live events for the field of finishing. Products Finishing's editorial team and expert contributors produce information on new product technology, operational best practices, market intelligence and industry news.

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

PRODUCTS FINISHING MAGAZINE



6 issues in the period
25,266 average circulation

PRODUCTS FINISHING E-NEWSLETTERS



2 E-Newsletters in the period
24 total issued in the period
16,209 average per occurrence
17,160 average per occurrence

PRODUCTS FINISHING WEBSITE



68,319 average users

PRODUCTS FINISHING SOCIAL MEDIA



1,780 Twitter followers
1,373 Facebook likes
79,511 YouTube views

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
PRODUCTS FINISHING MAGAZINE (6 issues in the period)	25,266	-	25,266
PRODUCTS FINISHING E-NEWSLETTERS			
a. PF Latest News Alert (18 issued in the period)	16,209	-	16,209
b. PF Upcoming Issue Alert (6 issued in the period)	17,160	-	17,160
PRODUCTS FINISHING WEBSITE (Monthly Users with 121,872 average Pageviews)	68,319	-	68,319
PRODUCTS FINISHING SOCIAL MEDIA			
a. Twitter followers	*1,780	-	*1,780
b. Facebook followers	*1,373	-	*1,373
c. YouTube views	*79,511	-	*79,511

*Social Media claims are cumulative figures, not averages.

FIELD SERVED

PRODUCTS FINISHING serves the finishing field. Included are plants whose products fall in manufacturing industries. Also served are wholesale trade firms, and professional, scientific and technical services.

PURPOSE

Included herein is a supplementary analysis of recipients who responded to the question "Which of the following markets do you manufacture for?"

DEFINITION OF RECIPIENT QUALIFICATION

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

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	12
Advertiser and Agency	1,402
Allocated for Trade Shows and Conventions	108
All Other	869
TOTAL	2,391

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	25,266	100.0	25,266	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,266	100.0	25,266	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Total Qualified
January	25,204
February	25,138
March	25,166
April	25,374
May	25,302
June	25,411

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

This issue is 0.2% or 43 copies above the average of the other 5 issues reported in Paragraph 2.

NAICS	Business and Industry	Total Qualified	Percent of Total	Classification by Title						
				Company Management Purchasing (B,L)	Manufacturing Production (C,D,G,R,S)	Manufacturing Engineering (E,F,T,V)	Quality, Product Design & R&D (P,Q,H,I,J)	Educational or Government (N)	Sales & Marketing (X,Z)	Other NEC (A,U)
325	Chemical Manufacturing	1,806	7.1	1,131	165	158	159	-	188	5
326	Plastics and Rubber Products Manufacturing	460	1.8	217	109	81	36	-	16	1
327	Nonmetallic Mineral Product Manufacturing	165	0.7	86	34	23	10	-	12	-
331	Primary Metal Manufacturing	535	2.1	262	134	85	34	2	17	1
332	Fabricated Metal Product Manufacturing									
3321	Forging and Stamping	309	1.2	151	80	53	20	-	5	-
3322	Cutlery and Handtool Manufacturing	153	0.6	78	39	24	12	-	-	-
3323	Architectural and Structural Metals Manufacturing	1,335	5.3	909	237	115	51	-	22	1
3324	Boiler, Tank, and Shipping Container Manufacturing	75	0.3	41	15	10	5	-	4	-
3325	Hardware Manufacturing	121	0.5	44	32	31	11	-	3	-
3326	Spring and Wire Product Manufacturing	122	0.5	65	27	18	9	1	2	-
3327	Machine Shops; Turned Product; and Screw, Nut, and Bolt Manufacturing	2,836	11.2	1,714	590	303	170	1	55	3
332811	Metal Heat Treating	343	1.3	202	75	36	22	-	8	-
332812	Metal Coating, Engraving (except Jewelry and Silverware), and Allied Services to Manufacturers	1,803	7.1	1,285	269	95	85	-	66	3
332813	Electroplating, Plating, Polishing, Anodizing, and Coloring	3,566	14.1	2,289	607	219	309	1	136	5
3329	Other Fabricated Metal Product Manufacturing	1,232	4.9	701	240	187	76	-	27	1
	Sub-Total 332	11,895	47.0	7,479	2,211	1,091	770	3	328	13
333	Machinery Manufacturing									
3331	Agriculture, Construction, and Mining Machinery Manufacturing	359	1.4	144	86	91	33	-	5	-
3332	Industrial Machinery Manufacturing	546	2.1	349	59	74	30	-	31	3
3333	Commercial and Service Industry Machinery Manufacturing	269	1.1	184	32	34	12	-	7	-
3334	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing	247	1.0	148	45	37	9	-	8	-
3335	Metalworking Machinery Manufacturing	926	3.6	473	210	139	53	-	50	1
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	179	0.7	87	33	36	20	-	3	-
3339	Other General Purpose Machinery Manufacturing	573	2.3	218	124	130	41	1	57	2
	Sub-Total 333	3,099	12.2	1,603	589	541	198	1	161	6
334	Computer and Electronic Product Manufacturing									
3341	Computer and Peripheral Equipment Manufacturing	29	0.1	7	5	12	5	-	-	-
3342	Communications Equipment Manufacturing	55	0.2	16	10	21	8	-	-	-
3343	Audio and Video Equipment Manufacturing	12	0.1	8	1	2	1	-	-	-
3344	Semiconductor and Other Electronic Component Manufacturing	217	0.9	69	43	74	21	-	9	1
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	287	1.1	75	55	98	44	-	14	1
3346	Manufacturing and Reproducing Magnetic and Optical Media	2	-	1	-	1	-	-	-	-
	Sub-Total 334	602	2.4	176	114	208	79	-	23	2
335	Electrical Equipment, Appliance, and Component Manufacturing									
3351	Electric Lighting Equipment Manufacturing	61	0.2	25	24	9	2	1	-	-
3352	Household Appliance Manufacturing	34	0.1	8	5	15	6	-	-	-
3353	Electrical Equipment Manufacturing	144	0.6	34	38	61	8	-	3	-
3359	Other Electrical Equipment and Component Manufacturing	140	0.6	51	26	39	18	-	6	-
	Sub-Total 335	379	1.5	118	93	124	34	1	9	-
336	Transportation Equipment Manufacturing									
3361	Motor Vehicle Manufacturing	270	1.1	107	62	75	21	-	5	-
3362	Motor Vehicle Body and Trailer Manufacturing	417	1.6	225	82	77	24	1	7	1
3363	Motor Vehicle Parts Manufacturing	1,631	6.4	670	295	488	165	-	10	3
3364	Aerospace Product and Parts Manufacturing	1,228	4.9	359	293	425	135	1	13	2
3365	Railroad Rolling Stock Manufacturing	34	0.1	15	8	5	5	-	1	-
3366	Ship and Boat Building	128	0.5	82	26	13	7	-	-	-
3369	Other Transportation Equipment Manufacturing	175	0.7	118	28	15	11	-	3	-
	Sub-Total 336	3,883	15.3	1,576	794	1,098	368	2	39	6
337	Furniture and Related Product Manufacturing	239	0.9	111	62	42	21	-	3	-
339	Miscellaneous Manufacturing									
33911	Medical Equipment and Supplies Manufacturing	696	2.8	372	113	121	86	-	4	-
3399	Other Miscellaneous Manufacturing	527	2.1	311	96	76	26	-	18	-
	Sub-Total 339	1,223	4.9	683	209	197	112	-	22	-
311-324	Miscellaneous Manufacturing	299	1.2	186	49	26	24	-	14	-
42	Wholesale Trade	319	1.3	226	24	24	11	-	32	2
541	Professional, Scientific and Technical Svcs	208	0.8	108	19	53	18	2	7	1
	Miscellaneous Others	190	0.8	111	31	30	11	3	2	2
	TOTAL QUALIFIED CIRCULATION	25,302	100.0	14,073	4,637	3,781	1,885	14	873	39

(B,L) COMPANY MANAGEMENT; PURCHASING: titles include Chairman, Director, General Manager, Managing Director, Owner, President, Vice President, Purchasing Mgr, Buyer and other related titles.

(C,D,G,R,S) MANUFACTURING PRODUCTION titles include: Vice President of Manufacturing (or Production), CNC Programmer, District Production Manager, Inspector, Foreman, Leadman, Machinist, Manager of Manufacturing, Millwright, Automation Engineer, and other Manufacturing/Production titles.

(E,F,T,V) MANUFACTURING ENGINEERING titles include Vice President of Manufacturing (or Production) Engineering, Abrasive Engineer, Administrative Value Engineer, Control Engineer, Design & Tool Engineer, Environmental Engineer, Estimate Engineer, Finishing Engineer, Plant Services Engineer, and other Manufacturing/ Engineering titles.

(P,Q,H,I,J) QUALITY, PRODUCT DESIGN, & R&D titles include Vice President of Product Design & Development Engineering, Detailer, Development Engineer, Development & Project Engineer, Draftsman, Product Design Engineer, Product Design & Development Engineer, Product Designer, Product Planning Engineer, and other Product Design and Development Engineering titles.

(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.

SUPPLEMENTARY DATA FOR ISSUE OF MAY 2019

This is an analysis of 21,587 or 86.4% recipients who manufacture for the following industries. 15,749 are classified based on their response to the question 'Which of the following markets do you manufacture for?' and 5,838 are classified based on NAICS for their company indicating they are an OEM for the given market.

Business and Industry	Totals	Company Management Purchasing (B,L)	Manufacturing Production (C,D,G,R,S)	Manufacturing Engineering (E,F,T,V)	Quality, Product Design & R&D (P,Q,H,I,J)	Educational or Government (N)	Sales & Marketing (X,Z)	Other NEC (A,U)
Aerospace/Aviation								
OEMs, Components & Parts	1,298	373	300	456	150	1	16	2
Captive Shops, Contract Shops & Job Shops	11,333	6,237	2,092	1,492	932	2	565	13
Other Qualified: R&D, Consultants, Testing & Design, Q/A	387	253	30	51	17	3	31	2
Totals	13,018	6,863	2,422	1,999	1,099	6	612	17
Automotive/Transportation								
OEMs, Components & Parts	2,318	1,002	439	640	210	1	22	4
Captive Shops, Contract Shops & Job Shops	12,465	7,084	2,303	1,484	962	3	614	15
Other Qualified: R&D, Consultants, Testing & Design, Q/A	436	291	39	46	20	3	35	2
Totals	15,219	8,377	2,781	2,170	1,192	7	671	21
Medical/Dental								
OEMs, Components & Parts	709	375	115	125	90	-	4	-
Captive Shops, Contract Shops & Job Shops	7,997	4,332	1,498	1,005	691	3	457	11
Other Qualified: R&D, Consultants, Testing & Design, Q/A	226	152	12	25	13	2	22	-
Totals	8,932	4,859	1,625	1,155	794	5	483	11
Military/Defense								
OEMs, Components & Parts	173	67	38	45	23	-	-	-
Captive Shops, Contract Shops & Job Shops	10,899	5,595	2,125	1,638	995	3	533	10
Other Qualified: R&D, Consultants, Testing & Design, Q/A	314	195	26	46	18	3	25	1
Totals	11,386	5,857	2,189	1,729	1,036	6	558	11
Offroad/Construction/Agriculture								
OEMs, Components & Parts	311	126	76	79	27	-	3	-
Captive Shops, Contract Shops & Job Shops	12,873	7,070	2,465	1,763	1,002	4	558	11
Other Qualified: R&D, Consultants, Testing & Design, Q/A	343	238	35	31	12	2	24	1
Totals	13,527	7,434	2,576	1,873	1,041	6	585	12

OEMs, Components & Parts: Corresponding Industry NAICS

Captive Shops, Contract Shops & Job Shops: Respondents in Mfg NAICS (311-339) not Industry-Specific

Other Qualified: R&D, Consultants, Testing & Design, Q/A: Respondents in non-Mfg NAICS

SUPPLEMENTARY DATA FOR ISSUE OF MAY 2019

This is an analysis of 5,712 recipients in the indicated NAICS classifications, of whom 5,417 manufacture for the following industries based on their response to the question "Which of the following markets do you manufacture for?"

Contract Shops & Job Shops (NAICS 33281)	Totals	Company Management Purchasing (B,L)	Manufacturing Production (C,D,G,R,S)	Manufacturing Engineering (E,F,T,V)	Quality, Product Design & R&D (P,Q,H,I,J)	Educational or Government (N)	Sales & Marketing (X,Z)	Other NEC (A,U)
Aerospace/Aviation	3,997	2,481	707	280	360	1	166	2
Automotive/Transportation	4,686	3,017	820	308	351	1	184	5
Medical/Dental	3,287	2,031	594	228	282	1	149	2
Military/Defense	3,814	2,355	691	256	346	1	162	3
Offroad/Construction/Agriculture	4,052	2,575	728	245	331	1	171	1

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	16,277	6,288	-	22,565	89.2
II. Request from recipient's company:	6	-	-	6	-
III. Membership Benefit:	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	1,279	-	-	1,279	5.1
V. TOTAL - Sources other than above (listed alphabetically):	1,452	-	-	1,452	5.7
Association rosters and directories	-	-	-	-	-
*Business directories	1,452	-	-	1,452	5.7
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
	TOTAL QUALIFIED CIRCULATION	19,014	6,288	25,302	100.0
	PERCENT	75.1	24.9	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	80		Kentucky	273	
New Hampshire	125		Tennessee	442	
Vermont	51		Alabama	276	
Massachusetts	543		Mississippi	106	
Rhode Island	119		EAST SO. CENTRAL	1,097	4.3
Connecticut	516		Arkansas	166	
NEW ENGLAND	1,434	5.7	Louisiana	151	
New York	1,010		Oklahoma	274	
New Jersey	474		Texas	1,198	
Pennsylvania	1,324		WEST SO. CENTRAL	1,789	7.1
MIDDLE ATLANTIC	2,808	11.1	Montana	54	
Ohio	2,404		Idaho	87	
Indiana	983		Wyoming	17	
Illinois	1,549		Colorado	204	
Michigan	1,764		New Mexico	73	
Wisconsin	1,124		Arizona	301	
EAST NO. CENTRAL	7,824	30.9	Utah	199	
Minnesota	702		Nevada	88	
Iowa	356		MOUNTAIN	1,023	4.0
Missouri	548		Alaska	22	
North Dakota	57		Washington	448	
South Dakota	103		Oregon	266	
Nebraska	209		California	2,088	
Kansas	305		Hawaii	11	
WEST NO. CENTRAL	2,280	9.0	PACIFIC	2,835	11.2
Delaware	43		UNITED STATES	23,859	94.3
Maryland	187		U.S. Territories	20	
Washington, DC	2		Canada	1,248	
Virginia	299		Mexico	175	
West Virginia	79		Other International	-	
North Carolina	594		APO/FPO	-	
South Carolina	336				
Georgia	446				
Florida	783				
SOUTH ATLANTIC	2,769	11.0			
			TOTAL QUALIFIED CIRCULATION	25,302	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2019	PF Latest News Alert	PF Upcoming Issue Alert
JANUARY		
January 9	-	18,402
January 16	18,018	-
January 23	18,120	-
January 30	17,942	-
FEBRUARY		
February 6	-	18,135
February 13	17,869	-
February 20	17,882	-
February 27	17,624	-
MARCH		
March 6	-	17,936
March 13	17,735	-
March 20	17,677	-
March 27	17,723	-
APRIL		
April 3	-	17,717
April 10	17,474	-
April 17	17,441	-
April 24	17,393	-
MAY		
May 1	-	17,504
May 8	13,242	-
May 15	13,177	-
May 22	13,112	-
JUNE		
June 5	-	13,265
June 12	13,129	-
June 19	13,089	-
June 26	13,106	-
AVERAGE:	16,209	17,160

PF Latest News Alert (18 issued in the period)
PF Upcoming Issue Alert (6 issued in the period)

WEBSITE CHANNEL

WWW.PFONLINE.COM

2019	Pageviews	Sessions	Users	Average Session Duration
January	146,506	102,281	82,974	1:11
February	138,728	97,517	78,318	1:08
March	130,599	91,952	74,204	1:11
April	111,718	78,212	61,814	1:12
May	103,582	72,318	57,169	1:12
June	100,101	69,727	55,439	1:14
AVERAGE:	121,872	85,334	68,319	1:11

January – June 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.

SOCIAL MEDIA CHANNEL

Products Finishing Social Media



Twitter followers

<http://twitter.com/ProductsFinMag>



Facebook followers

<http://facebook.com/ProductsFinishing>



YouTube views

<http://youtube.com/ProductsFinishing>

2019

	Twitter followers	Facebook followers	YouTube views
Beginning Balance	1,700	1,142	70,791
January	1,707	1,159	72,351
February	1,721	1,168	73,919
March	1,736	1,329	75,195
April	1,759	1,338	76,622
May	1,769	1,350	78,277
June	1,780	1,373	79,511

ADDITIONAL DATA

MAGAZINE: PARAGRAPH 3b:

Communication from recipient or recipient's company (other than request) includes 1 source of circulation for a quantity of 1,279 copies or 5.1%. Business directories include 1 source of circulation for a quantity of 1,452 copies or 5.7%.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters, Website and Social Media 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.

Todd Luciano, 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 11, 2019

State

Ohio

County

Hamilton

Received by BPA Worldwide

July 11, 2019

Type

BSD

ID Number

P141B0J9

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.