

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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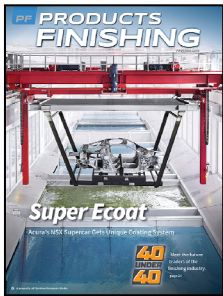
PRODUCTS FINISHING is a business-to-business media brand that produces a monthly print magazine, digital media, research and live events for the field of finishing. Products Finishing's editorial team and expert contributors produce information on new product technology, operational best practices, market 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
28,408 average circulation

PRODUCTS FINISHING E-NEWSLETTERS



2 E-Newsletters in the period
24 total issued in the period
15,743 average per occurrence
15,746 average per occurrence

PRODUCTS FINISHING WEBSITE



56,009 average users

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)	28,408	-	28,408
PRODUCTS FINISHING E-NEWSLETTERS			
a. PF Latest News Alert (18 issued in the period)	15,743	-	15,743
b. PF Upcoming Issue Alert (6 issued in the period)	15,746	-	15,746
PRODUCTS FINISHING WEBSITE (Monthly Users with 100,868 average Pageviews)	56,009	-	56,009

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		13
Advertiser and Agency		1,631
Allocated for Trade Shows and Conventions		50
All Other		864
TOTAL		2,558

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	28,408	100.0	28,408	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	28,408	100.0	28,408	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Total Qualified
July	28,505
August	28,507
September	28,852
October	28,376
November	28,104
December	28,104

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017
 This issue is 1.3% or 365 copies below 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)	Engineering 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	1,019	3.6	492	100	107	137	1	175	7
326	Plastics and Rubber Products Manufacturing	548	1.9	263	115	106	43	-	16	5
327	Nonmetallic Mineral Product Manufacturing	117	0.4	51	29	19	12	-	6	-
331	Primary Metal Manufacturing	474	1.7	236	104	70	42	-	22	-
332	Fabricated Metal Product Manufacturing									
3321	Forging and Stamping	268	1.0	135	62	56	10	-	4	1
3322	Cutlery and Handtool Manufacturing	143	0.5	71	34	22	14	-	2	-
3323	Architectural and Structural Metals Manufacturing	1,372	4.9	955	232	111	47	-	27	-
3324	Boiler, Tank, and Shipping Container Manufacturing	73	0.3	44	13	11	4	-	1	-
3325	Hardware Manufacturing	113	0.4	41	26	30	13	-	2	1
3326	Spring and Wire Product Manufacturing	130	0.5	66	33	20	7	1	3	-
3327	Machine Shops; Turned Product; and Screw, Nut, and Bolt Manufacturing	2,804	10.0	1,677	615	317	158	-	32	5
332811	Metal Heat Treating	340	1.2	207	65	34	25	-	6	3
332812	Metal Coating, Engraving (except Jewelry and Silverware), and Allied Services to Manufacturers	2,026	7.2	1,406	328	120	92	-	61	19
332813	Electroplating, Plating, Polishing, Anodizing, and Coloring	4,439	15.8	3,091	591	242	322	2	166	25
3329	Other Fabricated Metal Product Manufacturing	1,256	4.5	730	235	170	68	3	44	6
	Sub-Total 332	12,964	46.3	8,423	2,234	1,133	760	6	348	60
333	Machinery Manufacturing									
3331	Agriculture, Construction, and Mining Machinery Manufacturing	403	1.4	160	94	101	38	1	7	2
3332	Industrial Machinery Manufacturing	517	1.8	329	72	58	32	1	23	2
3333	Commercial and Service Industry Machinery Manufacturing	287	1.0	180	32	41	18	-	16	-
3334	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing	258	0.9	148	42	37	14	-	17	-
3335	Metalworking Machinery Manufacturing	872	3.1	446	219	143	41	1	21	1
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	177	0.6	91	30	28	26	-	2	-
3339	Other General Purpose Machinery Manufacturing	534	1.9	206	97	135	41	-	50	5
	Sub-Total 333	3,048	10.7	1,560	586	543	210	3	136	10
334	Computer and Electronic Product Manufacturing									
3341	Computer and Peripheral Equipment Manufacturing	17	0.1	5	1	4	5	1	1	-
3342	Communications Equipment Manufacturing	75	0.3	19	14	32	10	-	-	-
3343	Audio and Video Equipment Manufacturing	17	0.1	5	3	5	4	-	-	-
3344	Semiconductor and Other Electronic Component Manufacturing	205	0.7	61	39	83	21	-	1	-
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	300	1.1	72	44	114	59	-	9	2
3346	Manufacturing and Reproducing Magnetic and Optical Media	3	-	1	-	1	1	-	-	-
	Sub-Total 334	617	2.3	163	101	239	100	1	11	2
335	Electrical Equipment, Appliance, and Component Manufacturing									
3351	Electric Lighting Equipment Manufacturing	64	0.2	30	17	14	2	-	1	-
3352	Household Appliance Manufacturing	34	0.1	8	8	15	3	-	-	-
3353	Electrical Equipment Manufacturing	136	0.5	34	32	53	12	1	3	1
3359	Other Electrical Equipment and Component Manufacturing	124	0.4	47	16	40	13	-	8	-
	Sub-Total 335	358	1.2	119	73	122	30	1	12	1
336	Transportation Equipment Manufacturing									
3361	Motor Vehicle Manufacturing	388	1.4	165	87	107	26	-	2	1
3362	Motor Vehicle Body and Trailer Manufacturing	676	2.4	329	145	140	53	-	6	3
3363	Motor Vehicle Parts Manufacturing	2,650	9.4	1,040	509	796	287	2	11	5
3364	Aerospace Product and Parts Manufacturing	1,999	7.1	650	445	675	206	4	8	11
3365	Railroad Rolling Stock Manufacturing	51	0.2	18	12	13	8	-	-	-
3366	Ship and Boat Building	157	0.6	87	32	25	13	-	-	-
3369	Other Transportation Equipment Manufacturing	274	1.0	181	40	34	17	-	2	-
	Sub-Total 336	6,195	22.1	2,470	1,270	1,790	610	6	29	20
337	Furniture and Related Product Manufacturing	232	0.8	108	59	40	20	1	4	-
339	Miscellaneous Manufacturing									
33911	Medical Equipment and Supplies Manufacturing	742	2.6	407	113	132	86	-	3	1
3399	Other Miscellaneous Manufacturing	397	1.4	208	90	67	21	-	10	1
	Sub-Total 339	1,139	4.0	615	203	199	107	-	13	2
311-324	Miscellaneous Manufacturing	188	0.7	100	48	13	17	-	9	1
42	Wholesale Trade	493	1.8	320	32	33	14	-	88	6
541	Professional, Scientific and Technical Svcs	286	1.0	148	22	75	28	4	7	2
	Miscellaneous Others	426	1.5	263	52	64	19	11	15	2
	TOTAL QUALIFIED CIRCULATION	28,104	100.0	15,331	5,028	4,553	2,149	34	891	118

(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,V,F,T) 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 QUALIFIED TITLES, N.E.C.

SUPPLEMENTARY DATA FOR ISSUE OF NOVEMBER 2017

This is an analysis of 23,688 or 84.3% recipients who manufacture for the following industries. 16,549 are classified based on their response to the question 'Which of the following markets do you manufacture for?' and 7,139 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)	MANU- FACTURING PRODUCTION (C, D, G, R, S)	MANU- FACTURING 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	2,074	658	450	714	227	4	10	11
Captive Shops, Contract Shops & Job Shops	10,877	5,773	1,971	1,571	944	5	560	53
Other Qualified: R&D, Consultants, Testing & Design, Q/A	610	352	46	82	32	10	81	7
Totals	13,561	6,783	2,467	2,367	1,203	19	651	71
Automotive/Transportation								
OEMs, Components & Parts	3,708	1,531	740	1,041	366	2	19	9
Captive Shops, Contract Shops & Job Shops	12,323	6,783	2,272	1,607	979	6	618	58
Other Qualified: R&D, Consultants, Testing & Design, Q/A	788	503	64	84	31	10	90	6
Totals	16,819	8,817	3,076	2,732	1,376	18	727	73
Medical/Dental								
OEMs, Components & Parts	765	412	115	141	93	-	3	1
Captive Shops, Contract Shops & Job Shops	7,570	3,911	1,441	1,029	691	5	449	44
Other Qualified: R&D, Consultants, Testing & Design, Q/A	346	201	23	40	21	4	54	3
Totals	8,681	4,524	1,579	1,210	805	9	506	48
Military/Defense								
OEMs, Components & Parts	221	77	38	76	28	1	1	-
Captive Shops, Contract Shops & Job Shops	10,752	5,181	2,095	1,854	1,019	8	538	57
Other Qualified: R&D, Consultants, Testing & Design, Q/A	501	272	42	82	28	6	65	6
Totals	11,474	5,530	2,175	2,012	1,075	15	604	63
Offroad/Construction/Agriculture								
OEMs, Components & Parts	371	149	87	94	33	1	5	2
Captive Shops, Contract Shops & Job Shops	12,313	6,357	2,350	1,949	1,022	9	564	62
Other Qualified: R&D, Consultants, Testing & Design, Q/A	599	384	50	68	20	9	64	4
Totals	13,283	6,890	2,487	2,111	1,075	19	633	68

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 NOVEMBER 2017

This is an analysis of 6,805 recipients in the indicated NAICS classifications, of whom 5,379 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)	MANU- FACTURING PRODUCTION (C, D, G, R, S)	MANU- FACTURING 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	3,811	2,316	651	283	356	2	172	31
Automotive/Transportation	4,544	2,906	746	313	351	1	194	33
Medical/Dental	3,145	1,885	554	242	279	2	155	28
Military/Defense	3,702	2,245	630	276	343	2	173	33
Offroad/Construction/Agriculture	3,741	2,297	657	265	315	1	175	31

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:	17,366	6,510	-	23,876	85.0
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	2,388	-	-	2,388	8.5
V. TOTAL - Sources other than above (listed alphabetically):	1,840	-	-	1,840	6.5
Association rosters and directories	-	-	-	-	-
*Business directories	1,832	-	-	1,832	6.5
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	8	-	-	8	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,594	6,510	-	28,104	100.0
PERCENT	76.8	23.2	-	100.0	

*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:	28,060	28,268	28,346	28,443	28,293	28,408
Qualified Non-Paid:	28,060	28,268	28,346	28,443	28,293	28,408
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	104		Kentucky	310	
New Hampshire	141		Tennessee	518	
Vermont	63		Alabama	307	
Massachusetts	583		Mississippi	135	
Rhode Island	147		EAST SO. CENTRAL	1,270	4.5
Connecticut	604		Arkansas	178	
NEW ENGLAND	1,642	5.8	Louisiana	153	
New York	1,123		Oklahoma	290	
New Jersey	500		Texas	1,308	
Pennsylvania	1,372		WEST SO. CENTRAL	1,929	6.9
MIDDLE ATLANTIC	2,995	10.7	Montana	55	
Ohio	2,444		Idaho	90	
Indiana	1,167		Wyoming	24	
Illinois	1,717		Colorado	230	
Michigan	2,119		New Mexico	88	
Wisconsin	1,226		Arizona	358	
EAST NO. CENTRAL	8,673	30.9	Utah	220	
Minnesota	750		Nevada	99	
Iowa	424		MOUNTAIN	1,164	4.1
Missouri	642		Alaska	24	
North Dakota	55		Washington	526	
South Dakota	110		Oregon	316	
Nebraska	233		California	2,481	
Kansas	378		Hawaii	12	
WEST NO. CENTRAL	2,592	9.2	PACIFIC	3,359	11.9
Delaware	57		UNITED STATES	26,733	95.1
Maryland	229		U.S. Territories	22	
Washington, DC	3		Canada	1,187	
Virginia	341		Mexico	162	
West Virginia	84		Other International	-	
North Carolina	649		APO/FPO	-	
South Carolina	381				
Georgia	491				
Florida	874				
SOUTH ATLANTIC	3,109	11.1			
			TOTAL QUALIFIED CIRCULATION	28,104	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2017	PF Latest News Alert	PF Upcoming Issue Alert
JULY		
July 6	-	14,932
July 12	14,964	-
July 19	14,923	-
July 26	16,284	-
AUGUST		
August 2	-	16,219
August 9	16,183	-
August 16	16,140	-
August 23	16,082	-
SEPTMEBER		
September 6	-	16,063
September 13	16,022	-
September 20	15,980	-
September 27	15,931	-
OCTOBER		
October 4	-	15,909
October 11	15,857	-
October 18	15,835	-
October 25	15,658	-
NOVEMBER		
November 1	-	15,779
November 8	15,717	-
November 15	15,696	-
November 21	15,637	-
DECEMBER		
December 6	-	15,575
December 13	15,560	-
December 20	15,508	-
December 27	15,401	-
AVERAGE:	15,743	15,746

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

WEBSITE CHANNEL

WWW.PFONLINE.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
July	106,553	74,332	59,428	1:15
August	116,358	79,889	63,586	1:16
September	103,448	72,546	58,325	1:11
October	102,552	71,279	57,537	1:09
November	95,706	66,952	53,054	1:14
December	80,590	56,340	44,121	1:17
AVERAGE:	100,868	70,223	56,009	1:14

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

ADDITIONAL DATA

MAGAZINE:

PARAGRAPH 3b:

Communication from recipient or recipient's company (other than request) includes 1 source of circulation for a quantity of 2,388 copies or 8.5%. Business directories include 2 sources of circulation for quantities of 749 copies or 2.7% and 1,083 copies or 3.8%. Other sources include 1 source of circulation for quantities of 8 copies 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.

Todd Luciano, 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

Hamilton

Received by BPA Worldwide

January 15, 2018

Type

BSD

ID Number

P141B0D7

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.