

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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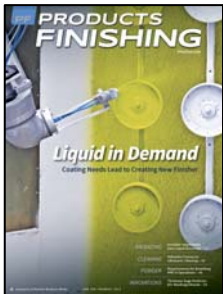
PRODUCTS FINISHING is a business-to-business media brand that produces a monthly print magazine, digital media, research and live events for the field of finishing. Products Finishing's editorial team and expert contributors produce information on new product technology, operational best practices, market 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
28,346 average circulation

PRODUCTS FINISHING E-NEWSLETTERS



2 E-Newsletters in the period
18 total issued in the period
15,737 average per occurrence
15,840 average per occurrence

PRODUCTS FINISHING WEBSITE



41,675 average
unique browsers

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)	28,346	-	28,346
PRODUCTS FINISHING E-NEWSLETTERS			
a. PF Latest News Alert (12 issued in the period)	15,737	-	15,737
b. PF Upcoming Issue Alert (6 issued in the period)	15,840	-	15,840
PRODUCTS FINISHING WEBSITE (Monthly Unique Browsers with 79,888 average Page Impressions)	41,675	-	41,675

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.

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, company copies and other qualified personnel.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	18
Advertiser and Agency Allocated for Trade Shows and Conventions	1,721
	167
All Other	821
TOTAL	2,727

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	28,346	100.0	28,346	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	28,346	100.0	28,346	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Total Qualified
January	28,369
February	28,417
March	28,304
April	28,306
May	28,337
June	28,341

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

This issue is -% or 10 copies below the average of the other 5 issues reported in Paragraph two.

The North American Industry Classification System (NAICS) was adopted in 2003 by the Office of Management and Budget (OMB) to replace the SIC system.

For additional information on NAICS including details on purchasing a copy of the NAICS manual, go to www.census.gov/epcd/www/naics.html

(Classification based on 2002 NAICS Manual).

		CLASSIFICATION BY TITLE							
		Engineering						OTHER QUALIFIED	
NAICS	BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	COMPANY MANAGEMENT (B)	MANUFACTURING PRODUCTION (C, D, G, R, S)	MANUFACTURING ENGINEERING (E, F, T, V)	QUALITY, PRODUCT DESIGN & R&D (P, Q, H, I, J)	PURCHASING (L)	TITLES, N.E.C. (A, N, U, X, Z)
325	Chemical Manufacturing	640	2.3	274	51	67	87	7	154
326	Plastics and Rubber Products Manufacturing	601	2.1	307	83	143	42	9	17
327	Nonmetallic Mineral Product Manufacturing	64	0.2	37	10	11	1	1	4
331	Primary Metal Manufacturing	495	1.7	248	74	120	28	10	15
332	Fabricated Metal Product Manufacturing								
3321	Forging and Stamping	321	1.1	152	61	70	21	12	5
3322	Cutlery and Handtool Manufacturing	162	0.6	78	21	40	13	8	2
3323	Architectural and Structural Metals Manufacturing	1,736	6.1	1,130	276	189	58	48	35
3324	Boiler, Tank, and Shipping Container Manufacturing	72	0.3	28	19	17	5	3	-
3325	Hardware Manufacturing	149	0.5	53	26	51	13	3	3
3326	Spring and Wire Product Manufacturing	159	0.6	80	24	42	8	-	5
3327	Machine Shops; Turned Product; and Screw, Nut, and Bolt Manufacturing	1,776	6.3	1,132	213	247	110	37	37
332811	Metal Heat Treating	645	2.3	423	87	68	44	9	14
332812	Metal Coating, Engraving (except Jewelry and Silverware), and Allied Services to Manufacturers	2,952	10.4	2,247	276	203	114	38	74
332813	Electroplating, Plating, Polishing, Anodizing, and Coloring	4,103	14.5	2,568	526	438	321	52	198
3329	Other Fabricated Metal Product Manufacturing	959	3.4	548	146	160	62	18	25
	Sub-Total 332	13,034	46.1	8,439	1,675	1,525	769	228	398
333	Machinery Manufacturing								
3331	Agriculture, Construction, and Mining Machinery Manufacturing	683	2.4	254	109	247	49	16	8
3332	Industrial Machinery Manufacturing	310	1.1	140	47	74	17	8	24
3333	Commercial and Service Industry Machinery Manufacturing	136	0.5	40	20	46	17	1	12
3334	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing	144	0.5	41	21	59	7	8	8
3335	Metalworking Machinery Manufacturing	1,161	4.1	369	303	386	67	11	25
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	122	0.4	42	16	43	15	2	4
3339	Other General Purpose Machinery Manufacturing	676	2.4	248	104	202	50	20	52
	Sub-Total 339	3,232	11.4	1,134	620	1,057	222	66	133
334	Computer and Electronic Product Manufacturing								
3341	Computer and Peripheral Equipment Manufacturing	38	0.1	13	2	18	3	-	2
3342	Communications Equipment Manufacturing	95	0.3	19	14	49	11	1	1
3343	Audio and Video Equipment Manufacturing	23	0.1	4	6	9	4	-	-
3344	Semiconductor and Other Electronic Component Manufacturing	244	0.9	63	39	108	22	9	3
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	322	1.2	75	45	143	39	9	11
3346	Manufacturing and Reproducing Magnetic and Optical Media	5	-	1	1	1	1	-	1
	Sub-Total 334	727	2.6	175	107	328	80	19	18
335	Electrical Equipment, Appliance, and Component Manufacturing								
3351	Electric Lighting Equipment Manufacturing	92	0.3	35	26	20	4	6	1
3352	Household Appliance Manufacturing	60	0.2	17	10	23	9	1	-
3353	Electrical Equipment Manufacturing	167	0.6	40	24	78	17	2	6
3359	Other Electrical Equipment and Component Manufacturing	153	0.6	39	22	67	15	3	7
	Sub-Total 335	472	1.7	131	82	188	45	12	14
336	Transportation Equipment Manufacturing								
3361	Motor Vehicle Manufacturing	561	2.0	178	72	234	53	14	10
3362	Motor Vehicle Body and Trailer Manufacturing	691	2.4	239	135	248	34	19	16
3363	Motor Vehicle Parts Manufacturing	3,271	11.5	1,228	446	1,240	255	62	40
3364	Aerospace Product and Parts Manufacturing	1,725	6.1	376	244	839	184	50	32
3365	Railroad Rolling Stock Manufacturing	42	0.1	10	6	16	8	2	-
3366	Ship and Boat Building	176	0.6	81	27	46	18	2	2
3369	Other Transportation Equipment Manufacturing	206	0.7	93	20	65	19	7	2
	Sub-Total 336	6,672	23.4	2,205	950	2,688	571	156	102
337	Furniture and Related Product Manufacturing	171	0.6	68	33	45	16	3	6
339	Miscellaneous Manufacturing								
33911	Medical Equipment and Supplies Manufacturing	724	2.6	190	120	303	85	19	7
3399	Other Miscellaneous Manufacturing	343	1.2	170	59	72	24	8	10
	Sub-Total 339	1,067	3.8	360	179	375	109	27	17
311-324	Miscellaneous Manufacturing	117	0.4	61	21	8	15	-	12
42	Wholesale Trade	339	1.2	204	9	20	13	7	86
541	Professional, Scientific and Technical Svcs	285	1.0	133	18	76	29	1	28
	Miscellaneous Others	421	1.5	240	30	82	34	3	32
	TOTAL QUALIFIED CIRCULATION	28,337	100.0	14,016	3,942	6,733	2,061	549	1,036

(B) Company Management: titles include Chairman, Director, General Manager, Managing Director, Owner, President, Vice President and other Company Management titles.

(C,D,G,R,S) Manufacturing Production: titles include: Vice President of Manufacturing (or Production), CNC Programmer, Die Designer, 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, Division Engineer, Engineering Planner, Draftsman, Product Design Engineer, Product Design & Development Engineer, Product Designer, Product Planning Engineer, Engineer, and other Product Design and Development Engineering titles.

(L) Purchasing: titles include Vice President of Purchasing, Buyer, Procurement Engineer, Purchaser and other Purchasing titles.

(A,N,U,X,Z) Other Qualified Titles, N.E.C.: titles include Apprentice Instructor, Chief Clerk, Sales, Marketing and other related titles.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	18,436	5,587	-	24,023	84.8
II. Request from recipient's company:	55	-	-	55	0.2
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	2,941	-	-	2,941	10.4
V. TOTAL - Sources other than above (listed alphabetically):	1,318	-	-	1,318	4.6
Association rosters and directories	-	-	-	-	-
Business directories	1,318	-	-	1,318	4.6
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,750	5,587	-	28,337	100.0
PERCENT	80.3	19.7	-	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	28,337	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	28,337	100.0

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 2013	January - June 2014	July - December 2014	January - June 2015	July - December 2015	January - June 2016*
Total Audit Average Qualified:	29,752	28,126	28,062	28,060	28,268	28,346
Qualified Non-Paid:	29,752	28,126	28,062	28,060	28,268	28,346
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 2016 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 2016*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	95		Kentucky	311	
New Hampshire	148		Tennessee	537	
Vermont	66		Alabama	344	
Massachusetts	589		Mississippi	134	
Rhode Island	157		EAST SO. CENTRAL	1,326	4.7
Connecticut	640		Arkansas	182	
NEW ENGLAND	1,695	6.0	Louisiana	150	
New York	1,134		Oklahoma	265	
New Jersey	478		Texas	1,381	
Pennsylvania	1,300		WEST SO. CENTRAL	1,978	7.0
MIDDLE ATLANTIC	2,912	10.3	Montana	52	
Ohio	2,154		Idaho	102	
Indiana	1,183		Wyoming	25	
Illinois	1,736		Colorado	289	
Michigan	2,216		New Mexico	73	
Wisconsin	1,248		Arizona	365	
EAST NO. CENTRAL	8,537	30.1	Utah	230	
Minnesota	773		Nevada	85	
Iowa	447		MOUNTAIN	1,221	4.3
Missouri	662		Alaska	13	
North Dakota	63		Washington	528	
South Dakota	114		Oregon	309	
Nebraska	276		California	2,510	
Kansas	370		Hawaii	11	
WEST NO. CENTRAL	2,705	9.5	PACIFIC	3,371	11.9
Delaware	39		UNITED STATES	26,789	94.5
Maryland	210		U.S. Territories	19	
Washington, DC	6		Canada	1,436	
Virginia	336		Mexico	93	
West Virginia	85		Other International	-	
North Carolina	630		APO/FPO	-	
South Carolina	368				
Georgia	478				
Florida	892				
SOUTH ATLANTIC	3,044	10.7			
			TOTAL QUALIFIED CIRCULATION	28,337	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2016	PF Latest News Alert	PF Upcoming Issue Alert
JANUARY		
January 6	-	15,568
January 13	15,478	-
January 27	15,442	-
FEBRUARY		
February 3	-	15,324
February 10	14,947	-
February 24	15,290	-
MARCH		
March 2	-	15,189
March 10	15,176	-
March 23	15,129	-
APRIL		
April 6	-	16,616
April 13	16,538	-
April 28	16,366	-
MAY		
May 4	-	16,260
May 11	16,224	-
May 25	16,150	-
JUNE		
June 1	-	16,081
June 8	16,091	-
June 22	16,017	-
AVERAGE:	15,737	15,840

PF Latest News Alert E-Newsletter (12 issued in the period)
 PF Upcoming Issue Alert E-Newsletter (6 issued in the period)

WEBSITE CHANNEL

WWW.PFONLINE.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	85,373	53,146	43,242	1.23	01:56	01:10
February	37,555	24,336	21,075	1.15	01:58	01:04
March	92,076	57,799	48,223	1.20	02:05	01:14
April	88,182	55,985	46,736	1.20	02:03	01:11
May	88,439	56,588	45,713	1.24	02:07	01:12
June	87,702	55,710	45,061	1.24	01:59	01:08
AVERAGE:	79,888	50,594	41,675	1.21	02:01	01:10

January – June 2016 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Page Impressions: A Page Impression 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.

User 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.

Unique Browsers: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Unique Browser Frequency: Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

Page Duration: The average time spent viewing any page on a web site.

User Session Duration: The average 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

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters and Website is 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

July 19, 2016

State

Ohio

County

Hamilton

Received by BPA Worldwide

July 19, 2016

Type

BD

ID Number

P141B0J6

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.