

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  
28,100 average circulation

**PRODUCTS FINISHING E-NEWSLETTERS**



2 E-Newsletters in the period  
24 total issued in the period  
17,089 average per occurrence  
17,204 average per occurrence

**PRODUCTS FINISHING WEBSITE**



63,844 average users

**PRODUCTS FINISHING SOCIAL MEDIA**



1,632 Twitter followers  
1,036 Facebook likes  
63,781 YouTube views

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>PRODUCTS FINISHING MAGAZINE</b> (6 issues in the period)	28,100	-	28,100
<b>PRODUCTS FINISHING E-NEWSLETTERS</b>			
a. PF Latest News Alert (18 issued in the period)	17,089	-	17,089
b. PF Upcoming Issue Alert (6 issued in the period)	17,204	-	17,204
<b>PRODUCTS FINISHING WEBSITE</b> (Monthly Users with 113,282 average Pageviews)	63,844	-	63,844
<b>PRODUCTS FINISHING SOCIAL MEDIA</b>			
a. Twitter followers	*1,632	-	*1,632
b. Facebook likes	*1,036	-	*1,036
c. YouTube views	*63,781	-	*63,781

\*Social Media claims are a cumulative figure, not an average.

**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	14
Advertiser and Agency	1,554
Allocated for Trade Shows and Conventions	267
All Other	792
<b>TOTAL</b>	<b>2,627</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	28,100	100.0	28,100	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>28,100</b>	<b>100.0</b>	<b>28,100</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

2018 Issue	Total Qualified
January	28,023
February	28,023
March	27,987
April	27,965
May	28,293
June	28,310

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018**  
 This issue is 0.8% or 231 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)
<b>325</b>	<b>Chemical Manufacturing</b>	1,066	3.8	523	96	97	142	2	196	10
<b>326</b>	<b>Plastics and Rubber Products Manufacturing</b>	558	2.0	274	119	99	46	-	16	4
<b>327</b>	<b>Nonmetallic Mineral Product Manufacturing</b>	121	0.4	53	28	18	13	-	8	1
<b>331</b>	<b>Primary Metal Manufacturing</b>	479	1.7	238	104	72	42	-	21	2
<b>332</b>	<b>Fabricated Metal Product Manufacturing</b>									
3321	Forging and Stamping	268	0.9	140	59	52	12	-	4	1
3322	Cutlery and Handtool Manufacturing	145	0.5	73	36	22	12	-	2	-
3323	Architectural and Structural Metals Manufacturing	1,387	4.9	965	235	111	47	-	28	1
3324	Boiler, Tank, and Shipping Container Manufacturing	74	0.3	45	12	11	4	-	2	-
3325	Hardware Manufacturing	113	0.4	41	26	30	12	-	3	1
3326	Spring and Wire Product Manufacturing	135	0.5	71	31	20	8	1	3	1
3327	Machine Shops; Turned Product; and Screw, Nut, and Bolt Manufacturing	2,793	9.9	1,676	609	320	152	1	28	7
332811	Metal Heat Treating	341	1.2	207	64	34	26	-	7	3
332812	Metal Coating, Engraving (except Jewelry and Silverware), and Allied Services to Manufacturers	2,046	7.2	1,424	323	123	93	-	61	22
332813	Electroplating, Plating, Polishing, Anodizing, and Coloring	4,472	15.8	3,145	573	231	313	4	175	31
3329	Other Fabricated Metal Product Manufacturing	1,274	4.5	724	243	182	71	2	46	6
	<b>Sub-Total 332</b>	13,048	46.1	8,511	2,211	1,136	750	8	359	73
<b>333</b>	<b>Machinery Manufacturing</b>									
3331	Agriculture, Construction, and Mining Machinery Manufacturing	401	1.4	164	92	97	38	1	7	2
3332	Industrial Machinery Manufacturing	539	1.9	337	69	72	32	1	26	2
3333	Commercial and Service Industry Machinery Manufacturing	288	1.0	180	35	40	18	-	15	-
3334	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing	261	1.0	152	42	37	13	-	16	1
3335	Metalworking Machinery Manufacturing	876	3.1	452	214	145	40	1	23	1
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	174	0.6	88	28	29	26	-	3	-
3339	Other General Purpose Machinery Manufacturing	536	1.9	214	96	130	46	-	45	5
	<b>Sub-Total 333</b>	3,075	10.9	1,587	576	550	213	3	135	11
<b>334</b>	<b>Computer and Electronic Product Manufacturing</b>									
3341	Computer and Peripheral Equipment Manufacturing	18	-	6	1	4	5	1	1	-
3342	Communications Equipment Manufacturing	76	0.3	20	12	32	11	-	1	-
3343	Audio and Video Equipment Manufacturing	17	-	5	3	5	4	-	-	-
3344	Semiconductor and Other Electronic Component Manufacturing	213	0.8	66	44	78	23	-	2	-
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	304	1.1	74	45	114	59	-	11	1
3346	Manufacturing and Reproducing Magnetic and Optical Media	3	-	1	-	1	1	-	-	-
	<b>Sub-Total 334</b>	631	2.2	172	105	234	103	1	15	1
<b>335</b>	<b>Electrical Equipment, Appliance, and Component Manufacturing</b>									
3351	Electric Lighting Equipment Manufacturing	66	0.2	30	17	15	2	-	2	-
3352	Household Appliance Manufacturing	33	0.1	8	8	14	3	-	-	-
3353	Electrical Equipment Manufacturing	137	0.5	35	32	52	12	1	4	1
3359	Other Electrical Equipment and Component Manufacturing	130	0.5	51	18	42	12	-	7	-
	<b>Sub-Total 335</b>	366	1.3	124	75	123	29	1	13	1
<b>336</b>	<b>Transportation Equipment Manufacturing</b>									
3361	Motor Vehicle Manufacturing	392	1.4	163	83	112	31	-	1	2
3362	Motor Vehicle Body and Trailer Manufacturing	664	2.3	324	143	132	56	-	6	3
3363	Motor Vehicle Parts Manufacturing	2,637	9.3	1,040	496	793	282	2	15	9
3364	Aerospace Product and Parts Manufacturing	1,984	7.0	649	440	660	209	4	10	12
3365	Railroad Rolling Stock Manufacturing	51	0.2	18	12	12	9	-	-	-
3366	Ship and Boat Building	152	0.5	85	30	25	12	-	-	-
3369	Other Transportation Equipment Manufacturing	274	1.0	182	39	33	18	-	2	-
	<b>Sub-Total 336</b>	6,154	21.7	2,461	1,243	1,767	617	6	34	26
<b>337</b>	<b>Furniture and Related Product Manufacturing</b>	238	0.8	109	60	41	23	-	4	1
<b>339</b>	<b>Miscellaneous Manufacturing</b>									
33911	Medical Equipment and Supplies Manufacturing	749	2.6	405	117	136	85	-	4	2
3399	Other Miscellaneous Manufacturing	388	1.4	203	90	63	17	-	13	2
	<b>Sub-Total 339</b>	1,137	4.0	608	207	199	102	-	17	4
<b>311-324</b>	<b>Miscellaneous Manufacturing</b>	184	0.7	101	44	10	18	-	10	1
<b>42</b>	<b>Wholesale Trade</b>	511	1.8	320	38	34	18	-	94	7
<b>541</b>	<b>Professional, Scientific and Technical Svcs</b>	300	1.1	142	21	81	38	3	12	3
	<b>Miscellaneous Others</b>	425	1.5	257	52	62	19	15	17	3
	<b>TOTAL QUALIFIED CIRCULATION</b>	<b>28,293</b>	<b>100.0</b>	<b>15,480</b>	<b>4,979</b>	<b>4,523</b>	<b>2,173</b>	<b>39</b>	<b>951</b>	<b>148</b>

(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 MAY 2018**

This is an analysis of 25,207 or 89.1% recipients who manufacture for the following industries. 17,061 are classified based on their response to the question 'Which of the following markets do you manufacture for?' and 8,146 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)
<b>Aerospace/Aviation</b>								
OEMs, Components & Parts	2,061	657	447	702	227	4	12	12
Captive Shops, Contract Shops & Job Shops	11,407	6,199	1,980	1,586	951	9	610	72
Other Qualified: R&D, Consultants, Testing & Design, Q/A	665	365	47	95	44	9	97	8
<b>Totals</b>	<b>14,133</b>	<b>7,221</b>	<b>2,474</b>	<b>2,383</b>	<b>1,222</b>	<b>22</b>	<b>719</b>	<b>92</b>
<b>Automotive/Transportation</b>								
OEMs, Components & Parts	3,693	1,527	722	1,037	369	2	22	14
Captive Shops, Contract Shops & Job Shops	12,932	7,297	2,291	1,590	999	8	663	84
Other Qualified: R&D, Consultants, Testing & Design, Q/A	836	504	68	97	45	10	104	8
<b>Totals</b>	<b>17,461</b>	<b>9,328</b>	<b>3,081</b>	<b>2,724</b>	<b>1,413</b>	<b>20</b>	<b>789</b>	<b>106</b>
<b>Medical/Dental</b>								
OEMs, Components & Parts	771	410	119	144	92	-	4	2
Captive Shops, Contract Shops & Job Shops	8,199	4,381	1,482	1,058	702	8	510	58
Other Qualified: R&D, Consultants, Testing & Design, Q/A	391	214	31	50	26	4	60	6
<b>Totals</b>	<b>9,361</b>	<b>5,005</b>	<b>1,632</b>	<b>1,252</b>	<b>820</b>	<b>12</b>	<b>574</b>	<b>66</b>
<b>Military/Defense</b>								
OEMs, Components & Parts	223	77	37	80	27	1	1	-
Captive Shops, Contract Shops & Job Shops	11,615	5,786	2,192	1,900	1,056	12	593	76
Other Qualified: R&D, Consultants, Testing & Design, Q/A	554	287	47	87	40	10	75	8
<b>Totals</b>	<b>12,392</b>	<b>6,150</b>	<b>2,276</b>	<b>2,067</b>	<b>1,123</b>	<b>23</b>	<b>669</b>	<b>84</b>
<b>Offroad/Construction/Agriculture</b>								
OEMs, Components & Parts	371	151	87	90	34	1	6	2
Captive Shops, Contract Shops & Job Shops	13,266	7,083	2,452	1,968	1,057	10	615	81
Other Qualified: R&D, Consultants, Testing & Design, Q/A	657	415	59	72	26	9	71	5
<b>Totals</b>	<b>14,294</b>	<b>7,649</b>	<b>2,598</b>	<b>2,130</b>	<b>1,117</b>	<b>20</b>	<b>692</b>	<b>88</b>

**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 2018**

This is an analysis of 6,859 recipients in the indicated NAICS classifications, of whom 5,717 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	4,045	2,526	651	283	353	4	189	39
Automotive/Transportation	4,809	3,139	753	311	353	3	205	45
Medical/Dental	3,350	2,088	543	236	274	4	171	34
Military/Defense	4,005	2,500	654	272	345	4	189	41
Offroad/Construction/Agriculture	4,055	2,586	674	249	318	2	187	39

**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>17,483</b>	<b>6,554</b>	-	<b>24,037</b>	<b>85.0</b>
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	<b>2,404</b>	-	-	<b>2,404</b>	<b>8.5</b>
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>1,852</b>	-	-	<b>1,852</b>	<b>6.5</b>
Association rosters and directories	-	-	-	-	-
*Business directories	1,844	-	-	1,844	6.5
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	8	-	-	8	-
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>21,739</b>	<b>6,554</b>	-	<b>28,293</b>	<b>100.0</b>
<b>PERCENT</b>	<b>76.8</b>	<b>23.2</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:	28,268	28,346	28,443	28,293	28,408	28,100
Qualified Non-Paid:	28,268	28,346	28,443	28,293	28,408	28,100
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	94		Kentucky	299	
New Hampshire	139		Tennessee	534	
Vermont	57		Alabama	318	
Massachusetts	582		Mississippi	132	
Rhode Island	148		EAST SO. CENTRAL	1,283	4.5
Connecticut	605		Arkansas	179	
NEW ENGLAND	1,625	5.7	Louisiana	154	
New York	1,131		Oklahoma	293	
New Jersey	506		Texas	1,331	
Pennsylvania	1,398		WEST SO. CENTRAL	1,957	6.9
MIDDLE ATLANTIC	3,035	10.7	Montana	53	
Ohio	2,470		Idaho	94	
Indiana	1,173		Wyoming	24	
Illinois	1,723		Colorado	227	
Michigan	2,134		New Mexico	90	
Wisconsin	1,236		Arizona	360	
EAST NO. CENTRAL	8,736	30.9	Utah	220	
Minnesota	762		Nevada	98	
Iowa	420		MOUNTAIN	1,166	4.1
Missouri	634		Alaska	22	
North Dakota	54		Washington	521	
South Dakota	109		Oregon	319	
Nebraska	232		California	2,479	
Kansas	379		Hawaii	13	
WEST NO. CENTRAL	2,590	9.2	PACIFIC	3,354	11.9
Delaware	59		UNITED STATES	26,888	95.0
Maryland	227		U.S. Territories	22	
Washington, DC	3		Canada	1,218	
Virginia	343		Mexico	165	
West Virginia	85		Other International	-	
North Carolina	653		APO/FPO	-	
South Carolina	393				
Georgia	502				
Florida	877				
SOUTH ATLANTIC	3,142	11.1			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>28,293</b>	<b>100.0</b>

\*See Additional Data



## E-NEWSLETTER CHANNEL

2018	PF Latest News Alert	PF Upcoming Issue Alert
<b>JANUARY</b>		
January 3	-	15,471
January 10	15,431	-
January 17	15,130	-
January 24	15,368	-
<b>FEBRUARY</b>		
February 7	-	17,885
February 14	17,753	-
February 21	17,687	-
February 28	17,573	-
<b>MARCH</b>		
March 7	-	17,531
March 14	17,461	-
March 21	17,428	-
March 28	17,449	-
<b>APRIL</b>		
April 4	-	17,483
April 11	17,505	-
April 18	17,393	-
April 25	17,595	-
<b>MAY</b>		
May 2	-	17,533
May 9	17,356	-
May 16	17,476	-
May 23	17,409	-
<b>JUNE</b>		
June 6	-	17,323
June 13	17,231	-
June 20	17,192	-
June 27	17,169	-
<b>AVERAGE:</b>	<b>17,089</b>	<b>17,204</b>

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

## WEBSITE CHANNEL

### WWW.PFONLINE.COM

2018	Pageviews	Sessions	Users	Average Session Duration
January	102,349	70,016	55,089	1:19
February	106,475	71,827	56,572	1:23
March	115,414	82,487	65,468	1:11
April	118,308	84,159	65,752	1:09
May	122,738	90,106	73,198	1:08
June	114,412	83,152	66,988	1:14
<b>AVERAGE:</b>	<b>113,282</b>	<b>80,291</b>	<b>63,844</b>	<b>1:14</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.

# SOCIAL MEDIA CHANNEL

## Products Finishing Social Media



Twitter followers

<http://twitter.com/ProductsFinMag>



Facebook likes

<http://facebook.com/ProductsFinishing>



YouTube views

<http://youtube.com/ProductsFinishing>

2018

	Twitter followers	Facebook likes	YouTube views
Beginning Balance	-	-	-
January	1,533	982	57,474
February	1,557	990	58,560
March	1,571	994	59,773
April	1,596	1,005	61,014
May	1,622	1,016	62,436
June	1,632	1,036	63,781

## ADDITIONAL DATA

### MAGAZINE: PARAGRAPH 3b:

Communication from recipient or recipient's company (other than request) includes 1 source of circulation for a quantity of 2,404 copies or 8.5%. Business directories include 2 sources of circulation for quantities of 755 copies or 2.7% and 1,089 copies or 3.8%. Other sources include 1 source of circulation for a quantity of 8 copies or -%.

### 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 18, 2018

State

Ohio

County

Hamilton

Received by BPA Worldwide

July 18, 2018

Type

BSD

ID Number

P141B0J8

#### 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.