

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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**PRODUCTION MACHINING** is a business-to-business media brand that produces a monthly print magazine, digital media, industry research and live events for the high volume precision turned parts market. Production Machining'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.

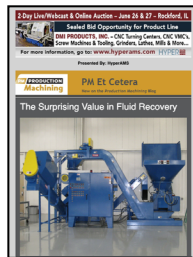
## CHANNELS

### PRODUCTION MACHINING MAGAZINE



6 issues in the period  
18,457 average circulation

### PRODUCTION MACHINING E-NEWSLETTERS



2 E-Newsletters in the period  
32 total issued in the period  
12,122 average per occurrence  
11,499 average per occurrence

### PRODUCTION MACHINING WEBSITE



28,745 average users

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>PRODUCTION MACHINING MAGAZINE</b> (6 issues in the period)	18,457	-	18,457
<b>PRODUCTION MACHINING E-NEWSLETTERS</b>			
a. PM Inbox Insights (6 issued in the period)	12,122	-	12,122
b. PM Et Cetera (26 issued in the period)	11,499	-	11,499
<b>PRODUCTION MACHINING WEBSITE</b> (Monthly Users with 54,690 average Pageviews)	28,745	-	28,745

**FIELD SERVED**

**PRODUCTION MACHINING** serves the high volume turned parts and precision machining industries, focused on production of discreet parts and components in general manufacturing industries, 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, production and manufacturing engineering, quality assurance and quality control, product design, research & development, purchasing and other qualified personnel.

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	3
Advertiser and Agency	1,448
Allocated for Trade Shows and Conventions	83
All Other	899
<b>TOTAL</b>	<b>2,433</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	18,457	100.0	18,457	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,457</b>	<b>100.0</b>	<b>18,457</b>	<b>100.0</b>	-	-

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

2019 Issue	Total Qualified
July	18,739
August	18,772
September	18,444
October	18,467
November	18,166
December	18,152

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2019**  
 This issue is 1.9% or 349 copies below the average of the other 5 issues reported in Paragraph 2.

NAICS Code	Business and Industry	Total Qualified	Percent of Total	Company Management; Purchasing (B,L)	Production or Manufacturing Engineering (C,D,E,F,G,R,S,T,V)	Quality; Design; Research (H,I,J,P,Q)	Educational or Government (N)	Sales & Marketing (X,Z)	Other NEC (A,U)
<b>332</b>	<b>FABRICATED METAL PRODUCT MANUFACTURING</b>								
3321	Forging and Stamping	212	1.2	109	97	2	-	4	-
3322	Cutlery and Handtool Manufacturing	123	0.7	63	51	3	-	4	2
3323	Architectural and Structural Metals Manufacturing	773	4.2	547	188	21	1	16	-
3324	Boiler, Tank, and Shipping Container Manufacturing	34	0.2	20	11	3	-	-	-
3325	Hardware Manufacturing	80	0.4	27	40	5	1	7	-
3326	Spring and Wire Product Manufacturing	64	0.4	33	27	3	-	1	-
332710	Machine Shops	7,989	44.0	6,089	1,630	159	3	100	8
332721	Precision Turned Product Manufacturing	1,471	8.1	855	500	83	1	26	6
332722	Bolt, Nut, Screw, Rivet, and Washer Manufacturing	1,151	6.3	740	312	72	2	20	5
3328	Coating, Engraving, Heat Treating, and Allied Activities	177	1.0	108	41	14	-	10	4
3329	Other Fabricated Metal Product Manufacturing	679	3.7	323	309	31	-	13	3
	<b>Subtotal 332</b>	<b>12,753</b>	<b>70.2</b>	<b>8,914</b>	<b>3,206</b>	<b>396</b>	<b>8</b>	<b>201</b>	<b>28</b>
<b>333</b>	<b>MACHINERY MANUFACTURING</b>								
3331	Agriculture, Construction, and Mining Machinery Manufacturing	198	1.1	84	101	11	1	1	-
3332	Industrial Machinery Manufacturing	176	0.9	77	81	6	1	10	1
3333	Commercial and Service Industry Machinery Manufacturing	51	0.3	20	27	2	-	2	-
3334	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing	34	0.2	11	16	5	-	2	-
3335	Metalworking Machinery Manufacturing	1,322	7.3	762	411	58	3	86	2
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	103	0.6	43	51	4	-	5	-
3339	Other General Purpose Machinery Manufacturing	399	2.2	152	204	22	-	20	1
	<b>Subtotal 333</b>	<b>2,283</b>	<b>12.6</b>	<b>1,149</b>	<b>891</b>	<b>108</b>	<b>5</b>	<b>126</b>	<b>4</b>
<b>334</b>	<b>COMPUTER AND ELECTRONIC PRODUCT MANUFACTURING</b>								
3341	Computer and Peripheral Equipment Manufacturing	13	0.1	5	8	-	-	-	-
3342	Communications Equipment Manufacturing	21	0.1	3	18	-	-	-	-
3343	Audio and Video Equipment Manufacturing	4	-	1	3	-	-	-	-
3344	Semiconductor and Other Electronic Component Manufacturing	114	0.6	28	73	11	-	2	-
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	159	0.9	43	101	10	-	4	1
3346	Manufacturing and Reproducing Magnetic and Optical Media	4	-	1	1	2	-	-	-
	<b>Subtotal 334</b>	<b>315</b>	<b>1.7</b>	<b>81</b>	<b>204</b>	<b>23</b>	<b>-</b>	<b>6</b>	<b>1</b>
<b>335</b>	<b>ELECTRICAL EQUIPMENT, APPLIANCE, AND COMPONENT MANUFACTURING</b>								
3351	Electric Lighting Equipment Manufacturing	12	0.1	7	5	-	-	-	-
3352	Household Appliance Manufacturing	6	-	3	3	-	-	-	-
3353	Electrical Equipment Manufacturing	99	0.5	22	68	6	-	3	-
3359	Other Electrical Equipment and Component Manufacturing	71	0.4	16	50	-	-	5	-
	<b>Subtotal 335</b>	<b>188</b>	<b>1.0</b>	<b>48</b>	<b>126</b>	<b>6</b>	<b>-</b>	<b>8</b>	<b>-</b>
<b>336</b>	<b>TRANSPORTATION EQUIPMENT MANUFACTURING</b>								
3361	Motor Vehicle Manufacturing	32	0.2	16	15	1	-	-	-
3362	Motor Vehicle Body and Trailer Manufacturing	51	0.3	13	34	4	-	-	-
3363	Motor Vehicle Parts Manufacturing	534	2.9	221	267	34	2	9	1
3364	Aerospace Product and Parts Manufacturing	320	1.8	111	183	20	1	4	1
3365	Railroad Rolling Stock Manufacturing	10	-	2	7	1	-	-	-
3366	Ship and Boat Building	21	0.1	12	6	3	-	-	-
3369	Other Transportation Equipment Manufacturing	17	0.1	10	6	-	-	1	-
	<b>Subtotal 336</b>	<b>985</b>	<b>5.4</b>	<b>385</b>	<b>518</b>	<b>63</b>	<b>3</b>	<b>14</b>	<b>2</b>
<b>337</b>	<b>FURNITURE AND RELATED PRODUCT MANUFACTURING</b>	37	0.2	16	19	2	-	-	-
<b>339</b>	<b>MISCELLANEOUS MANUFACTURING</b>								
33911	Medical Equipment and Supplies Manufacturing	227	1.2	53	155	18	-	1	-
3399	Other Miscellaneous Manufacturing	228	1.3	129	79	7	-	12	1
	<b>Subtotal 339</b>	<b>455</b>	<b>2.5</b>	<b>182</b>	<b>234</b>	<b>25</b>	<b>-</b>	<b>13</b>	<b>1</b>
<b>311-331</b>	<b>MISCELLANEOUS MANUFACTURING OTHER</b>	669	3.7	274	298	43	1	47	6
	<b>Subtotal Manufacturing</b>	<b>17,685</b>	<b>97.3</b>	<b>11,049</b>	<b>5,496</b>	<b>666</b>	<b>17</b>	<b>415</b>	<b>42</b>
<b>42</b>	<b>WHOLESALE TRADE</b>	237	1.3	112	44	2	-	78	1
<b>541</b>	<b>PROFESSIONAL, SCIENTIFIC AND TECHNICAL SERVICES</b>	123	0.7	60	43	11	-	9	-
	Miscellaneous Others	121	0.7	55	39	7	15	3	2
	<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,166</b>	<b>100.0</b>	<b>11,276</b>	<b>5,622</b>	<b>686</b>	<b>32</b>	<b>505</b>	<b>45</b>

**(B,L) COMPANY MANAGEMENT; PURCHASING:** titles include Chairman, General MGR, Owner, Partner, President, Purchasing MGR, Buyer and other related titles.  
**(C,D,E,F,G,R,S,T,V) PRODUCTION OR MANUFACTURING ENGINEERING:** titles include Director or Mfg. Engr, Plant Manager, Factory Manager, CNC Programmer, Foreman, Plant Supervisor and other related titles  
**(H,I,J,P,Q) QUALITY; DESIGN; RESEARCH:** titles include Q/A MGR, Quality Supervisor, Dir. of Design Engr, Q/C Director and other related 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 NEC** titles include other qualified titles

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

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	<b>12,668</b>	<b>3,980</b>	-	<b>16,648</b>	<b>91.7</b>
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	<b>96</b>	-	-	<b>96</b>	<b>0.5</b>
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	<b>1,422</b>	-	-	<b>1,422</b>	<b>7.8</b>
Association rosters and directories	-	-	-	-	-
*Business directories	1,422	-	-	1,422	7.8
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,186</b>	<b>3,980</b>	-	<b>18,166</b>	<b>100.0</b>
<b>PERCENT</b>	<b>78.1</b>	<b>21.9</b>	-	<b>100.0</b>	

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE NOVEMBER 2019\***

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	74		Kentucky	188	
New Hampshire	144		Tennessee	265	
Vermont	34		Alabama	152	
Massachusetts	390		Mississippi	77	
Rhode Island	73		EAST SO. CENTRAL	682	3.8
Connecticut	412		Arkansas	88	
NEW ENGLAND	1,127	6.2	Louisiana	129	
New York	733		Oklahoma	171	
New Jersey	340		Texas	847	
Pennsylvania	1,002		WEST SO. CENTRAL	1,235	6.8
MIDDLE ATLANTIC	2,075	11.4	Montana	42	
Ohio	2,326		Idaho	88	
Indiana	602		Wyoming	30	
Illinois	1,166		Colorado	184	
Michigan	1,301		New Mexico	54	
Wisconsin	683		Arizona	227	
EAST NO. CENTRAL	6,078	33.5	Utah	100	
Minnesota	538		Nevada	62	
Iowa	263		MOUNTAIN	787	4.3
Missouri	320		Alaska	10	
North Dakota	38		Washington	258	
South Dakota	69		Oregon	194	
Nebraska	104		California	1,374	
Kansas	184		Hawaii	6	
WEST NO. CENTRAL	1,516	8.4	PACIFIC	1,842	10.1
Delaware	20		UNITED STATES	16,926	93.2
Maryland	110		U.S. Territories	7	
Washington, DC	3		Canada	1,082	
Virginia	203		Mexico	151	
West Virginia	64		Other International	-	
North Carolina	324		APO/FPO	-	
South Carolina	184				
Georgia	221				
Florida	455				
SOUTH ATLANTIC	1,584	8.7			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,166</b>	<b>100.0</b>

\*See Additional Data

# E-NEWSLETTER CHANNEL

2019	PM Inbox Insights	PM Et Cetera
<b>JULY</b>		
July 5	-	12,364
July 12	-	12,442
July 19	-	12,356
July 26	-	12,342
July 30	12,862	-
<b>AUGUST</b>		
August 2	-	12,330
August 9	-	12,292
August 16	-	12,275
August 23	-	12,243
August 27	12,768	-
August 30	-	12,215
<b>SEPTEMBER</b>		
September 6	-	8,504
September 13	-	8,484
September 20	-	8,469
September 24	9,126	-
September 27	-	9,123
<b>OCTOBER</b>		
October 4	-	10,003
October 11	-	10,843
October 18	-	12,164
October 25	-	12,138
October 29	12,713	-
<b>NOVEMBER</b>		
November 1	-	12,110
November 8	-	12,092
November 15	-	12,076
November 22	-	12,030
November 26	12,634	-
November 29	-	12,023
<b>DECEMBER</b>		
December 6	-	12,023
December 13	-	12,025
December 17	12,629	-
December 20	-	12,011
December 27	-	12,005
<b>AVERAGE:</b>	<b>12,122</b>	<b>11,499</b>

PM Inbox Insights (6 issued in the period)  
PM Et Cetera (26 issued in the period)

# WEBSITE CHANNEL

## WWW.PRODUCTIONMACHINING.COM

2019	Pageviews	Sessions	Users	Average Session Duration
July	48,964	33,078	23,947	1:21
August	52,890	35,683	26,711	1:22
September	55,302	37,771	28,911	1:20
October	67,084	46,717	36,419	1:11
November	56,132	38,532	30,744	1:10
December	47,771	33,045	25,740	1:14
<b>AVERAGE:</b>	<b>54,690</b>	<b>37,471</b>	<b>28,745</b>	<b>1:16</b>

July – December 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.

## ADDITIONAL DATA

### PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 1,422 copies or 7.8%.

### 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.

Joe Campise, 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 13, 2020

State

Ohio

County

Hamilton

Received by BPA Worldwide

January 13, 2020

Type

BD

ID Number

P428B0D9

#### 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.