

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



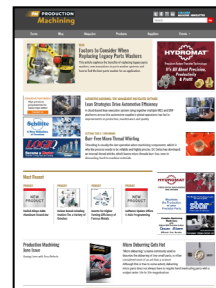
6 issues in the period  
19,259 average circulation

### PRODUCTION MACHINING E-NEWSLETTER



53 issued in the period  
12,465 average per occurrence

### PRODUCTION MACHINING WEBSITE



30,775 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)                     | 19,259   | -    | 19,259  |
| (See Paragraph 3b for Format Type and Source)                                     |          |      |         |
| <b>PRODUCTION MACHINING E-NEWSLETTER</b>  |          |      |         |
| PM Now (53 issued in the period)  | 12,465   | -    | 12,465  |
| <b>PRODUCTION MACHINING WEBSITE</b> (Monthly Users with 61,657 average Pageviews) | 30,775   | -    | 30,775  |

Publication Format: This publication is produced in both print and digital formats.

No attempt has been made to identify or eliminate duplication that may exist across media channels.

**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                    | -            |
| Advertiser and Agency                     | 1,118        |
| Allocated for Trade Shows and Conventions | -            |
| All Other                                 | 868          |
| <b>TOTAL</b>                              | <b>1,986</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                         | 19,259          | 100.0        | 19,259             | 100.0        | -              | -        |
| Sponsored Individually Addressed   | -               | -            | -                  | -            | -              | -        |
| Membership Benefit                 | -               | -            | -                  | -            | -              | -        |
| Multi-Copy Same Addressee          | -               | -            | -                  | -            | -              | -        |
| Single Copy Sales                  | -               | -            | -                  | -            | -              | -        |
| <b>TOTAL QUALIFIED CIRCULATION</b> | <b>19,259</b>   | <b>100.0</b> | <b>19,259</b>      | <b>100.0</b> | <b>-</b>       | <b>-</b> |

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

| 2020 Issue | Print  | Digital | Unique Total Qualified* |
|------------|--------|---------|-------------------------|
| July       | 17,939 | 11,866  | 18,833                  |
| August     | 18,017 | 12,110  | 19,124                  |
| September  | 18,111 | 12,141  | 19,290                  |
| October    | 18,142 | 12,173  | 19,331                  |
| November   | 18,230 | 12,384  | 19,485                  |
| December   | 18,237 | 12,325  | 19,493                  |

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020**  
 This issue is 1.4% or 271 copies above the average of the other 5 issues reported in Paragraph 2.

| NAICS Code     | Business and Industry  | Total Qualified | Percent of Total | Company Management; Purchasing | Production or Manufacturing Engineering | Quality; Design; Research | Educational or Government | Sales & Marketing | Other NEC  |
|----------------|--|-----------------|------------------|--------------------------------|---|---------------------------|---------------------------|-------------------|------------|
| <b>332</b>     | <b>FABRICATED METAL PRODUCT MANUFACTURING</b>  |                 |                  |                                |   |                           |                           |                   |            |
| 3321           | Forging and Stamping   | 180             | 0.9              | 87                             | 84                                      | 5                         | -                         | 4                 | -          |
| 3322           | Cutlery and Handtool Manufacturing   | 127             | 0.7              | 54                             | 62                                      | 5                         | -                         | 5                 | 1          |
| 3323           | Architectural and Structural Metals Manufacturing  | 740             | 3.8              | 510                            | 195                                     | 20                        | 1                         | 13                | 1          |
| 3324           | Boiler, Tank, and Shipping Container Manufacturing   | 21              | 0.1              | 11                             | 7                                       | 3                         | -                         | -                 | -          |
| 3325           | Hardware Manufacturing   | 39              | 0.2              | 20                             | 10                                      | 4                         | -                         | 5                 | -          |
| 3326           | Spring and Wire Product Manufacturing  | 58              | 0.3              | 31                             | 22                                      | 4                         | -                         | 1                 | -          |
| 332710         | Machine Shops  | 8,308           | 42.6             | 6,206                          | 1,790                                   | 167                       | 5                         | 125               | 15         |
| 332721         | Precision Turned Product Manufacturing   | 1,286           | 6.6              | 793                            | 427                                     | 47                        | 1                         | 17                | 1          |
| 332722         | Bolt, Nut, Screw, Rivet, and Washer Manufacturing  | 990             | 5.1              | 650                            | 293                                     | 37                        | -                         | 9                 | 1          |
| 3328           | Coating, Engraving, Heat Treating, and Allied Activities                                     | 179             | 0.9              | 91                             | 64                                      | 10                        | -                         | 11                | 3          |
| 3329           | Other Fabricated Metal Product Manufacturing   | 1,130           | 5.8              | 574                            | 468                                     | 57                        | 2                         | 25                | 4          |
|                | <b>Subtotal 332</b>  | <b>13,058</b>   | <b>67.0</b>      | <b>9,027</b>                   | <b>3,422</b>                            | <b>359</b>                | <b>9</b>                  | <b>215</b>        | <b>26</b>  |
| <b>333</b>     | <b>MACHINERY MANUFACTURING</b>   |                 |                  |                                |   |                           |                           |                   |            |
| 3331           | Agriculture, Construction, and Mining Machinery Manufacturing                                | 214             | 1.1              | 82                             | 113                                     | 17                        | -                         | 2                 | -          |
| 3332           | Industrial Machinery Manufacturing   | 209             | 1.1              | 84                             | 103                                     | 10                        | 1                         | 11                | -          |
| 3333           | Commercial and Service Industry Machinery Manufacturing                                      | 63              | 0.3              | 20                             | 33                                      | 3                         | -                         | 7                 | -          |
| 3334           | Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing | 35              | 0.2              | 9                              | 20                                      | 2                         | -                         | 4                 | -          |
| 3335           | Metalworking Machinery Manufacturing   | 1,377           | 7.1              | 749                            | 445                                     | 64                        | 3                         | 115               | 1          |
| 3336           | Engine, Turbine, and Power Transmission Equipment Manufacturing                              | 133             | 0.7              | 50                             | 72                                      | 5                         | -                         | 6                 | -          |
| 3339           | Other General Purpose Machinery Manufacturing  | 456             | 2.3              | 145                            | 250                                     | 30                        | 3                         | 26                | 2          |
|                | <b>Subtotal 333</b>  | <b>2,487</b>    | <b>12.8</b>      | <b>1,139</b>                   | <b>1,036</b>                            | <b>131</b>                | <b>7</b>                  | <b>171</b>        | <b>3</b>   |
| <b>334</b>     | <b>COMPUTER AND ELECTRONIC PRODUCT MANUFACTURING</b>   |                 |                  |                                |   |                           |                           |                   |            |
| 3341           | Computer and Peripheral Equipment Manufacturing  | 6               | -                | 5                              | 1                                       | -                         | -                         | -                 | -          |
| 3342           | Communications Equipment Manufacturing   | 27              | 0.1              | 5                              | 21                                      | 1                         | -                         | -                 | -          |
| 3343           | Audio and Video Equipment Manufacturing  | 8               | 0.1              | 1                              | 6                                       | 1                         | -                         | -                 | -          |
| 3344           | Semiconductor and Other Electronic Component Manufacturing                                   | 150             | 0.8              | 44                             | 87                                      | 15                        | -                         | 4                 | -          |
| 3345           | Navigational, Measuring, Electromedical, and Control Instruments Manufacturing               | 188             | 1.0              | 47                             | 120                                     | 13                        | -                         | 7                 | 1          |
| 3346           | Manufacturing and Reproducing Magnetic and Optical Media                                     | 4               | -                | 1                              | 1                                       | 2                         | -                         | -                 | -          |
|                | <b>Subtotal 334</b>  | <b>383</b>      | <b>2.0</b>       | <b>103</b>                     | <b>236</b>                              | <b>32</b>                 | <b>-</b>                  | <b>11</b>         | <b>1</b>   |
| <b>335</b>     | <b>ELECTRICAL EQUIPMENT, APPLIANCE, AND COMPONENT MANUFACTURING</b>                          |                 |                  |                                |   |                           |                           |                   |            |
| 3351           | Electric Lighting Equipment Manufacturing  | 15              | 0.1              | 7                              | 8                                       | -                         | -                         | -                 | -          |
| 3352           | Household Appliance Manufacturing  | 12              | 0.1              | 4                              | 7                                       | 1                         | -                         | -                 | -          |
| 3353           | Electrical Equipment Manufacturing   | 107             | 0.5              | 25                             | 70                                      | 5                         | -                         | 5                 | 2          |
| 3359           | Other Electrical Equipment and Component Manufacturing                                       | 70              | 0.3              | 19                             | 46                                      | 1                         | -                         | 4                 | -          |
|                | <b>Subtotal 335</b>  | <b>204</b>      | <b>1.0</b>       | <b>55</b>                      | <b>131</b>                              | <b>7</b>                  | <b>-</b>                  | <b>9</b>          | <b>2</b>   |
| <b>336</b>     | <b>TRANSPORTATION EQUIPMENT MANUFACTURING</b>  |                 |                  |                                |   |                           |                           |                   |            |
| 3361           | Motor Vehicle Manufacturing  | 40              | 0.2              | 18                             | 18                                      | 4                         | -                         | -                 | -          |
| 3362           | Motor Vehicle Body and Trailer Manufacturing   | 64              | 0.3              | 17                             | 43                                      | 4                         | -                         | -                 | -          |
| 3363           | Motor Vehicle Parts Manufacturing  | 631             | 3.2              | 235                            | 336                                     | 46                        | 2                         | 12                | -          |
| 3364           | Aerospace Product and Parts Manufacturing  | 426             | 2.2              | 131                            | 258                                     | 30                        | -                         | 5                 | 2          |
| 3365           | Railroad Rolling Stock Manufacturing   | 10              | 0.1              | 3                              | 6                                       | -                         | -                         | 1                 | -          |
| 3366           | Ship and Boat Building   | 22              | 0.1              | 9                              | 12                                      | 1                         | -                         | -                 | -          |
| 3369           | Other Transportation Equipment Manufacturing   | 44              | 0.2              | 20                             | 19                                      | 4                         | -                         | 1                 | -          |
|                | <b>Subtotal 336</b>  | <b>1,237</b>    | <b>6.3</b>       | <b>433</b>                     | <b>692</b>                              | <b>89</b>                 | <b>2</b>                  | <b>19</b>         | <b>2</b>   |
| <b>337</b>     | <b>FURNITURE AND RELATED PRODUCT MANUFACTURING</b>   |                 |                  |                                |   |                           |                           |                   |            |
| 337            | Furniture Manufacturing  | 34              | 0.2              | 11                             | 20                                      | 3                         | -                         | -                 | -          |
| <b>339</b>     | <b>MISCELLANEOUS MANUFACTURING</b>   |                 |                  |                                |   |                           |                           |                   |            |
| 33911          | Medical Equipment and Supplies Manufacturing   | 270             | 1.4              | 56                             | 183                                     | 27                        | 1                         | 2                 | 1          |
| 3399           | Other Miscellaneous Manufacturing  | 214             | 1.1              | 104                            | 91                                      | 8                         | -                         | 10                | 1          |
|                | <b>Subtotal 339</b>  | <b>484</b>      | <b>2.5</b>       | <b>160</b>                     | <b>274</b>                              | <b>35</b>                 | <b>1</b>                  | <b>12</b>         | <b>2</b>   |
| <b>311-331</b> | <b>MISCELLANEOUS MANUFACTURING OTHER</b>   |                 |                  |                                |   |                           |                           |                   |            |
|                | <b>Subtotal Manufacturing</b>  | <b>18,680</b>   | <b>95.9</b>      | <b>11,230</b>                  | <b>6,169</b>                            | <b>712</b>                | <b>22</b>                 | <b>502</b>        | <b>45</b>  |
| <b>42</b>      | <b>WHOLESALE TRADE</b>   |                 |                  |                                |   |                           |                           |                   |            |
| 42             | Wholesale Trade  | 323             | 1.7              | 150                            | 64                                      | 5                         | -                         | 102               | 2          |
| <b>541</b>     | <b>PROFESSIONAL, SCIENTIFIC AND TECHNICAL SERVICES</b>                                       |                 |                  |                                |   |                           |                           |                   |            |
| 541            | Professional, Scientific and Technical Services  | 242             | 1.2              | 106                            | 85                                      | 31                        | 1                         | 19                | -          |
|                | Miscellaneous Others   | 240             | 1.2              | 81                             | 81                                      | 15                        | 50                        | 8                 | 5          |
|                | <b>TOTAL QUALIFIED CIRCULATION</b>   | <b>19,485</b>   | <b>100.0</b>     | <b>11,567</b>                  | <b>6,399</b>                            | <b>763</b>                | <b>73</b>                 | <b>631</b>        | <b>52</b>  |
|                | <b>PERCENT</b>   | <b>100.0</b>    |                  | <b>59.4</b>                    | <b>32.8</b>                             | <b>3.9</b>                | <b>0.4</b>                | <b>3.2</b>        | <b>0.3</b> |

**COMPANY MANAGEMENT; PURCHASING:** titles include Chairman, General MGR, Owner, Partner, President, Purchasing MGR, Buyer and other related titles.  
**PRODUCTION OR MANUFACTURING ENGINEERING:** titles include Director or Mfg. Engr, Plant Manager, Factory Manager, CNC Programmer, Foreman, Plant Supervisor and other related titles.  
**QUALITY; DESIGN; RESEARCH:** titles include Q/A MGR, Quality Supervisor, Dir. of Design Engr, Q/C Director and other related titles.  
**EDUCATIONAL or GOVERNMENT:** titles include Professor, Instructor and other Educational titles.  
**SALES & MARKETING:** titles include Regional Sales Director, National Sales Director, National Accounts Manager, Marketing Director, PR Director and other sales/marketing titles.  
**OTHER NEC** titles include other qualified titles.

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020**

| Qualification Source  | Print         | Digital       | Unique Total Qualified* | Percent      |
|---|---------------|---------------|-------------------------|--------------|
| I. Direct Request:  | <b>17,081</b> | <b>12,384</b> | <b>18,336</b>           | <b>94.1</b>  |
| II. Request from recipient's company:                               | -             | -             | -                       | -            |
| III. Membership Benefit:  | -             | -             | -                       | -            |
| IV. Communication (other than request):                             | -             | -             | -                       | -            |
| V. <b>TOTAL</b> – Sources other than above (listed alphabetically): | <b>1,149</b>  | -             | <b>1,149</b>            | <b>5.9</b>   |
| Association rosters and directories                                 | -             | -             | -                       | -            |
| **Business directories  | 1,149         | -             | 1,149                   | 5.9          |
| Manufacturer's, distributor's, and wholesaler's lists               | -             | -             | -                       | -            |
| Other sources   | -             | -             | -                       | -            |
| VI. Single Copy Sales:  | -             | -             | -                       | -            |
| <b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>                          | <b>18,230</b> | <b>12,384</b> | <b>19,485</b>           | <b>100.0</b> |
| <b>PERCENT</b>  | <b>93.5</b>   | <b>63.5</b>   | <b>100.0</b>            |              |

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

\*\*See Additional Data

Note: Although age is not reported, all qualified circulation must be sourced within 36 months of the analyzed issue.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE NOVEMBER 2020\***

| State            | Total Qualified | Percent | State                              | Total Qualified | Percent      |
|------------------|-----------------|---------|------------------------------------|-----------------|--------------|
| Maine            | 79              |         | Kentucky                           | 203             |              |
| New Hampshire    | 159             |         | Tennessee                          | 302             |              |
| Vermont          | 47              |         | Alabama                            | 165             |              |
| Massachusetts    | 441             |         | Mississippi                        | 80              |              |
| Rhode Island     | 72              |         | EAST SO. CENTRAL                   | 750             | 3.9          |
| Connecticut      | 406             |         | Arkansas                           | 100             |              |
| NEW ENGLAND      | 1,204           | 6.2     | Louisiana                          | 140             |              |
| New York         | 793             |         | Oklahoma                           | 184             |              |
| New Jersey       | 370             |         | Texas                              | 907             |              |
| Pennsylvania     | 1,105           |         | WEST SO. CENTRAL                   | 1,331           | 6.8          |
| MIDDLE ATLANTIC  | 2,268           | 11.6    | Montana                            | 51              |              |
| Ohio             | 2,366           |         | Idaho                              | 93              |              |
| Indiana          | 646             |         | Wyoming                            | 30              |              |
| Illinois         | 1,270           |         | Colorado                           | 207             |              |
| Michigan         | 1,361           |         | New Mexico                         | 56              |              |
| Wisconsin        | 749             |         | Arizona                            | 258             |              |
| EAST NO. CENTRAL | 6,392           | 32.8    | Utah                               | 113             |              |
| Minnesota        | 577             |         | Nevada                             | 69              |              |
| Iowa             | 268             |         | MOUNTAIN                           | 877             | 4.5          |
| Missouri         | 366             |         | Alaska                             | 11              |              |
| North Dakota     | 38              |         | Washington                         | 293             |              |
| South Dakota     | 79              |         | Oregon                             | 201             |              |
| Nebraska         | 113             |         | California                         | 1,475           |              |
| Kansas           | 202             |         | Hawaii                             | 6               |              |
| WEST NO. CENTRAL | 1,643           | 8.4     | PACIFIC                            | 1,986           | 10.2         |
| Delaware         | 22              |         | UNITED STATES                      | 18,246          | 93.6         |
| Maryland         | 129             |         | U.S. Territories                   | 7               |              |
| Washington, DC   | 1               |         | Canada                             | 963             |              |
| Virginia         | 228             |         | Mexico                             | 125             |              |
| West Virginia    | 67              |         | Other International                | 144             |              |
| North Carolina   | 370             |         | APO/FPO                            | -               |              |
| South Carolina   | 216             |         |                                    |                 |              |
| Georgia          | 244             |         |                                    |                 |              |
| Florida          | 518             |         |                                    |                 |              |
| SOUTH ATLANTIC   | 1,795           | 9.2     |                                    |                 |              |
|                  |                 |         | <b>TOTAL QUALIFIED CIRCULATION</b> | <b>19,485</b>   | <b>100.0</b> |

\*See Additional Data

# E-NEWSLETTER CHANNEL

| 2020             | PM Now        |
|------------------|---------------|
| <b>JULY</b>      |               |
| July 2           | 12,465        |
| July 7           | 12,468        |
| July 9           | 12,468        |
| July 14          | 12,474        |
| July 16          | 12,466        |
| July 21          | 12,475        |
| July 23          | 12,474        |
| July 28          | 12,477        |
| July 30          | 12,481        |
| <b>AUGUST</b>    |               |
| August 4         | 12,486        |
| August 6         | 12,482        |
| August 11        | 12,485        |
| August 13        | 12,483        |
| August 18        | 12,490        |
| August 20        | 12,484        |
| August 25        | 12,485        |
| August 27        | 12,484        |
| <b>SEPTEMBER</b> |               |
| September 1      | 12,485        |
| September 3      | 12,482        |
| September 8      | 12,478        |
| September 10     | 12,478        |
| September 15     | 12,484        |
| September 17     | 12,475        |
| September 22     | 12,482        |
| September 24     | 12,476        |
| September 29     | 12,486        |
| <b>OCTOBER</b>   |               |
| October 1        | 12,477        |
| October 6        | 12,474        |
| October 8        | 12,483        |
| October 13       | 12,480        |
| October 15       | 12,475        |
| October 20       | 12,482        |
| October 22       | 12,477        |
| October 27       | 12,483        |
| October 29       | 12,476        |
| <b>NOVEMBER</b>  |               |
| November 3       | 12,477        |
| November 5       | 12,471        |
| November 10      | 12,466        |
| November 12      | 12,451        |
| November 17      | 12,449        |
| November 19      | 12,441        |
| November 24      | 12,450        |
| November 27      | 12,448        |
| <b>DECEMBER</b>  |               |
| December 1       | 12,442        |
| December 3       | 12,432        |
| December 8       | 12,425        |
| December 10      | 12,419        |
| December 15      | 12,418        |
| December 17      | 12,421        |
| December 22      | 12,415        |
| December 24      | 12,418        |
| December 29      | 12,418        |
| December 31      | 12,412        |
| <b>AVERAGE:</b>  | <b>12,465</b> |

PM Now (53 issued in the period)

## WEBSITE CHANNEL

### WWW.PRODUCTIONMACHINING.COM

| 2020            | Pageviews     | Sessions      | Users         | Average Session Duration |
|-----------------|---------------|---------------|---------------|--------------------------|
| July            | 52,864        | 36,615        | 27,642        | 1:20                     |
| August          | 50,181        | 35,013        | 26,156        | 1:29                     |
| September       | 57,896        | 39,397        | 31,261        | 1:19                     |
| October         | 69,143        | 43,697        | 34,859        | 1:32                     |
| November        | 74,573        | 43,980        | 34,543        | 1:49                     |
| December        | 65,285        | 39,473        | 30,189        | 2:06                     |
| <b>AVERAGE:</b> | <b>61,657</b> | <b>39,695</b> | <b>30,775</b> | <b>1:35</b>              |

July - December 2020 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 cookieid 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 Cookieid 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

### MAGAZINE:

#### METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

#### STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

#### PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 1,149 copies or 5.9%, including D&B Hoovers.

#### GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter 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 21, 2021

State

Ohio

County

Hamilton

Received by BPA Worldwide

January 21, 2021

Type

BD

ID Number

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#### 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.