

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.

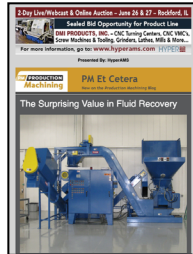
CHANNELS

PRODUCTION MACHINING MAGAZINE



6 issues in the period
18,415 average circulation

PRODUCTION MACHINING E-NEWSLETTERS



2 E-Newsletters in the period
33 total issued in the period
13,281 average per occurrence
15,105 average per occurrence

PRODUCTION MACHINING WEBSITE



29,941 average users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
PRODUCTION MACHINING MAGAZINE (6 issues in the period)	18,415	-	18,415
PRODUCTION MACHINING E-NEWSLETTERS			
a. PM Inbox Insights (7 issued in the period)	13,281	-	13,281
b. PM Blog (26 issued in the period)	15,105	-	15,105
PRODUCTION MACHINING WEBSITE (Monthly Users with 57,703 average Pageviews)	29,941	-	29,941

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	2
Advertiser and Agency	1,601
Allocated for Trade Shows and Conventions	150
All Other	879
TOTAL	2,632

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	18,415	100.0	18,415	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,415	100.0	18,415	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Total Qualified
January	18,224
February	18,346
March	18,352
April	18,566
May	18,458
June	18,543

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019
 This issue is 0.3% or 52 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 (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)
332	FABRICATED METAL PRODUCT MANUFACTURING								
3321	Forging and Stamping	187	1.0	86	95	4	-	2	-
3322	Cutlery and Handtool Manufacturing	107	0.6	47	53	3	-	2	2
3323	Architectural and Structural Metals Manufacturing	559	3.0	376	160	17	-	6	-
3324	Boiler, Tank, and Shipping Container Manufacturing	20	0.1	6	12	2	-	-	-
3325	Hardware Manufacturing	54	0.3	14	31	3	1	5	-
3326	Spring and Wire Product Manufacturing	35	0.2	19	14	1	-	1	-
332710	Machine Shops	8,949	48.5	6,855	1,834	169	2	75	14
332721	Precision Turned Product Manufacturing	1,254	6.8	683	501	49	1	15	5
332722	Bolt, Nut, Screw, Rivet, and Washer Manufacturing	573	3.1	283	238	39	1	12	-
3328	Coating, Engraving, Heat Treating, and Allied Activities	101	0.5	53	32	7	-	7	2
3329	Other Fabricated Metal Product Manufacturing	657	3.6	289	324	28	-	13	3
	Subtotal 332	12,496	67.7	8,711	3,294	322	5	138	26
333	MACHINERY MANUFACTURING								
3331	Agriculture, Construction, and Mining Machinery Manufacturing	221	1.2	93	111	14	-	3	-
3332	Industrial Machinery Manufacturing	182	1.0	75	92	7	1	7	-
3333	Commercial and Service Industry Machinery Manufacturing	55	0.3	22	30	1	-	2	-
3334	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing	50	0.3	15	28	6	-	1	-
3335	Metalworking Machinery Manufacturing	1,552	8.4	927	466	75	3	78	3
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	123	0.6	60	52	5	-	6	-
3339	Other General Purpose Machinery Manufacturing	457	2.5	178	232	29	-	17	1
	Subtotal 333	2,640	14.3	1,370	1,011	137	4	114	4
334	COMPUTER AND ELECTRONIC PRODUCT MANUFACTURING								
3341	Computer and Peripheral Equipment Manufacturing	14	0.1	6	8	-	-	-	-
3342	Communications Equipment Manufacturing	27	0.1	4	22	1	-	-	-
3343	Audio and Video Equipment Manufacturing	5	-	2	3	-	-	-	-
3344	Semiconductor and Other Electronic Component Manufacturing	130	0.7	31	80	16	-	2	1
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	163	0.9	41	101	14	-	6	1
3346	Manufacturing and Reproducing Magnetic and Optical Media	3	-	-	1	2	-	-	-
	Subtotal 334	342	1.8	84	215	33	-	8	2
335	ELECTRICAL EQUIPMENT, APPLIANCE, AND COMPONENT MANUFACTURING								
3351	Electric Lighting Equipment Manufacturing	14	0.1	7	7	-	-	-	-
3352	Household Appliance Manufacturing	5	-	2	3	-	-	-	-
3353	Electrical Equipment Manufacturing	112	0.6	23	81	5	-	3	-
3359	Other Electrical Equipment and Component Manufacturing	79	0.4	16	57	1	-	5	-
	Subtotal 335	210	1.1	48	148	6	-	8	-
336	TRANSPORTATION EQUIPMENT MANUFACTURING								
3361	Motor Vehicle Manufacturing	41	0.2	20	19	1	-	1	-
3362	Motor Vehicle Body and Trailer Manufacturing	64	0.4	12	42	8	-	2	-
3363	Motor Vehicle Parts Manufacturing	619	3.4	263	309	39	1	6	1
3364	Aerospace Product and Parts Manufacturing	394	2.1	128	240	22	-	3	1
3365	Railroad Rolling Stock Manufacturing	12	0.1	3	7	2	-	-	-
3366	Ship and Boat Building	25	0.1	16	7	2	-	1	-
3369	Other Transportation Equipment Manufacturing	22	0.1	12	8	1	-	1	-
	Subtotal 336	1,177	6.4	454	632	75	1	13	2
337	FURNITURE AND RELATED PRODUCT MANUFACTURING	38	0.2	19	18	1	-	-	-
339	MISCELLANEOUS MANUFACTURING								
33911	Medical Equipment and Supplies Manufacturing	267	1.5	63	183	19	-	-	2
3399	Other Miscellaneous Manufacturing	241	1.3	141	87	8	-	3	2
	Subtotal 339	508	2.8	204	270	27	-	3	4
311-331	MISCELLANEOUS MANUFACTURING OTHER	659	3.6	294	290	24	1	42	8
	Subtotal Manufacturing	18,070	97.9	11,184	5,878	625	11	326	46
42	WHOLESALE TRADE	236	1.3	116	30	3	-	86	1
541	PROFESSIONAL, SCIENTIFIC AND TECHNICAL SERVICES	86	0.5	45	30	5	-	6	-
	Miscellaneous Others	66	0.3	27	18	5	11	2	3
	TOTAL QUALIFIED CIRCULATION	18,458	100.0	11,372	5,956	638	22	420	50

(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 MAY 2019

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	12,829	5,309	-	18,138	98.3
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	320	-	-	320	1.7
V. TOTAL – Sources other than above (listed alphabetically):	-	-	-	-	-
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	13,149	5,309	-	18,458	100.0
PERCENT	71.2	28.8	-	100.0	

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE MAY 2019*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	80		Kentucky	212	
New Hampshire	152		Tennessee	277	
Vermont	40		Alabama	172	
Massachusetts	419		Mississippi	77	
Rhode Island	69		EAST SO. CENTRAL	738	4.0
Connecticut	364		Arkansas	90	
NEW ENGLAND	1,124	6.1	Louisiana	151	
New York	751		Oklahoma	183	
New Jersey	336		Texas	839	
Pennsylvania	1,054		WEST SO. CENTRAL	1,263	6.9
MIDDLE ATLANTIC	2,141	11.6	Montana	49	
Ohio	2,221		Idaho	79	
Indiana	639		Wyoming	31	
Illinois	1,218		Colorado	166	
Michigan	1,351		New Mexico	51	
Wisconsin	758		Arizona	219	
EAST NO. CENTRAL	6,187	33.5	Utah	97	
Minnesota	611		Nevada	54	
Iowa	283		MOUNTAIN	746	4.0
Missouri	347		Alaska	13	
North Dakota	39		Washington	263	
South Dakota	77		Oregon	186	
Nebraska	117		California	1,359	
Kansas	192		Hawaii	7	
WEST NO. CENTRAL	1,666	9.0	PACIFIC	1,828	9.9
Delaware	22		UNITED STATES	17,391	94.2
Maryland	124		U.S. Territories	10	
Washington, DC	4		Canada	1,030	
Virginia	234		Mexico	27	
West Virginia	71		Other International	-	
North Carolina	353		APO/FPO	-	
South Carolina	201				
Georgia	242				
Florida	447				
SOUTH ATLANTIC	1,698	9.2			
			TOTAL QUALIFIED CIRCULATION	18,458	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2019	PM Inbox Insights	PM Blog
JANUARY		
January 4	-	16,195
January 11	-	16,764
January 18	-	16,639
January 25	-	16,656
January 29	17,094	-
FEBRUARY		
February 1	-	16,521
February 8	-	16,470
February 14	-	16,257
February 22	-	16,294
February 26	8,379	-
February 27	8,361	-
MARCH		
March 1	-	16,370
March 8	-	16,063
March 15	-	16,235
March 22	-	16,204
March 26	16,766	-
March 29	-	16,132
APRIL		
April 5	-	16,122
April 12	-	16,073
April 19	-	16,028
April 26	-	15,991
April 30	16,545	-
MAY		
May 3	-	15,916
May 10	-	12,559
May 17	-	12,608
May 24	-	12,567
May 28	12,936	-
May 31	-	12,458
JUNE		
June 7	-	12,430
June 14	-	12,426
June 21	-	12,393
June 25	12,887	-
June 28	-	12,368
AVERAGE:	13,281	15,105

PM Inbox Insights (7 issued in the period)
PM Blog (26 issued in the period)

WEBSITE CHANNEL

WWW.PRODUCTIONMACHINING.COM

2019	Pageviews	Sessions	Users	Average Session Duration
January	63,758	43,308	34,373	1:22
February	62,447	42,741	33,835	1:12
March	62,257	43,382	34,163	1:10
April	58,679	37,591	28,529	1:19
May	52,658	35,572	26,681	1:14
June	46,424	30,202	22,067	1:22
AVERAGE:	57,703	38,799	29,941	1:16

January - June 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'd 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'd 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

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

July 11, 2019

State

Ohio

County

Hamilton

Received by BPA Worldwide

July 11, 2019

Type

BD

ID Number

P428B0J9

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.