

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
20,613 average circulation

PRODUCTION MACHINING E-NEWSLETTERS



2 E-Newsletters in the period
31 total issued in the period
13,398 average per occurrence
13,340 average per occurrence

PRODUCTION MACHINING WEBSITE



24,681 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)	20,613	-	20,613
PRODUCTION MACHINING E-NEWSLETTERS			
a. PM Inbox Insights (6 issued in the period)	13,398	-	13,398
b. PM Blog (25 issued in the period)	13,340	-	13,340
PRODUCTION MACHINING WEBSITE (Monthly Users with 51,263 average Pageviews)	24,681	-	24,681

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	5
Advertiser and Agency	1,901
Allocated for Trade Shows and Conventions	150
All Other	825
TOTAL	2,881

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	20,613	100.0	20,613	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,613	100.0	20,613	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Total Qualified
July	20,640
August	20,703
September	21,847
October	20,262
November	20,113
December	20,112

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017
This issue is 2.9% or 600 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)
332	FABRICATED METAL PRODUCT MANUFACTURING								
3321	Forging and Stamping	158	0.8	74	79	3	-	2	-
3322	Cutlery and Handtool Manufacturing	72	0.4	31	37	1	-	2	1
3323	Architectural and Structural Metals Manufacturing	525	2.6	360	146	13	-	6	-
3324	Boiler, Tank, and Shipping Container Manufacturing	11	0.1	5	5	1	-	-	-
3325	Hardware Manufacturing	28	0.1	8	14	2	-	3	1
3326	Spring and Wire Product Manufacturing	41	0.2	18	20	2	-	1	-
332710	Machine Shops	9,891	49.2	7,596	1,978	196	4	92	25
332721	Precision Turned Product Manufacturing	1,357	6.7	751	520	60	-	17	9
332722	Bolt, Nut, Screw, Rivet, and Washer Manufacturing	524	2.6	256	218	37	-	13	-
3328	Coating, Engraving, Heat Treating, and Allied Activities	107	0.5	58	34	8	-	7	-
3329	Other Fabricated Metal Product Manufacturing	656	3.3	307	298	27	-	16	8
	Subtotal 332	13,370	66.5	9,464	3,349	350	4	159	44
333	MACHINERY MANUFACTURING								
3331	Agriculture, Construction, and Mining Machinery Manufacturing	227	1.1	100	108	14	-	5	-
3332	Industrial Machinery Manufacturing	182	0.9	72	94	7	1	6	2
3333	Commercial and Service Industry Machinery Manufacturing	50	0.2	21	24	3	-	2	-
3334	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing	58	0.3	17	32	6	-	3	-
3335	Metalworking Machinery Manufacturing	1,600	8.0	978	468	73	2	74	5
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	130	0.6	62	56	6	-	6	-
3339	Other General Purpose Machinery Manufacturing	434	2.2	159	228	22	2	20	3
	Subtotal 333	2,681	13.3	1,409	1,010	131	5	116	10
334	COMPUTER AND ELECTRONIC PRODUCT MANUFACTURING								
3341	Computer and Peripheral Equipment Manufacturing	10	-	4	5	-	-	1	-
3342	Communications Equipment Manufacturing	37	0.2	7	27	-	-	2	1
3343	Audio and Video Equipment Manufacturing	4	-	-	3	1	-	-	-
3344	Semiconductor and Other Electronic Component Manufacturing	111	0.6	27	69	13	1	1	-
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	155	0.8	50	90	11	-	4	-
3346	Manufacturing and Reproducing Magnetic and Optical Media	3	-	-	3	-	-	-	-
	Subtotal 334	320	1.6	88	197	25	1	8	1
335	ELECTRICAL EQUIPMENT APPLIANCE AND COMPONENT MANUFACTURING								
3351	Electric Lighting Equipment Manufacturing	15	0.1	6	9	-	-	-	-
3352	Household Appliance Manufacturing	5	-	3	2	-	-	-	-
3353	Electrical Equipment Manufacturing	99	0.5	23	66	6	-	3	1
3359	Other Electrical Equipment and Component Manufacturing	79	0.4	17	55	1	-	4	2
	Subtotal 335	198	1.0	49	132	7	-	7	3
336	TRANSPORTATION EQUIPMENT MANUFACTURING								
3361	Motor Vehicle Manufacturing	35	0.2	10	21	2	-	2	-
3362	Motor Vehicle Body and Trailer Manufacturing	217	1.1	20	189	8	-	-	-
3363	Motor Vehicle Parts Manufacturing	788	3.9	329	403	48	1	6	1
3364	Aerospace Product and Parts Manufacturing	461	2.3	180	p244	32	-	4	1
3365	Railroad Rolling Stock Manufacturing	13	0.1	4	6	3	-	-	-
3366	Ship and Boat Building	23	0.1	12	10	1	-	-	-
3369	Other Transportation Equipment Manufacturing	26	0.1	19	7	-	-	-	-
	Subtotal 336	1,563	7.8	574	880	94	1	12	2
337	FURNITURE AND RELATED PRODUCT MANUFACTURING	33	0.2	16	16	-	-	-	1
339	MISCELLANEOUS MANUFACTURING								
33911	Medical Equipment and Supplies Manufacturing	261	1.3	66	172	20	-	-	3
3399	Other Miscellaneous Manufacturing	188	0.9	96	71	12	-	5	4
	Subtotal 339	449	2.2	162	243	32	-	5	7
311-331	MISCELLANEOUS MANUFACTURING OTHER	669	3.3	292	285	39	-	48	5
	Subtotal Manufacturing	19,283	95.9	12,054	6,112	678	11	355	73
42	WHOLESALE TRADE	497	2.4	210	116	17	-	146	8
541	PROFESSIONAL, SCIENTIFIC AND TECHNICAL SERVICES	135	0.7	81	40	4	-	10	-
	Miscellaneous Others	198	1.0	117	50	7	19	5	-
	TOTAL QUALIFIED CIRCULATION	20,113	100.0	12,462	6,318	706	30	516	81

(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 QUALIFIED TITLES, N.E.C.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	14,926	4,188	-	19,114	95.0
II. Request from recipient's company:	1	-	-	1	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	998	-	-	998	5.0
Association rosters and directories	-	-	-	-	-
*Business directories	997	-	-	997	5.0
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	1	-	-	1	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,925	4,188	-	20,113	100.0
PERCENT	79.2	20.8	-	100.0	

*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	Circulation Claim	Circulation Claim
	January – June 2015	July – December 2015	January – June 2016	July – December 2016	January – June 2017*	July – December 2017*
Total Audit Average Qualified:	20,586	20,838	20,503	20,551	20,474	20,613
Qualified Non-Paid:	20,586	20,838	20,503	20,551	20,474	20,613
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 – December 2017 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 NOVEMBER 2017*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	84		Kentucky	231	
New Hampshire	164		Tennessee	316	
Vermont	49		Alabama	206	
Massachusetts	473		Mississippi	86	
Rhode Island	64		EAST SO. CENTRAL	839	4.2
Connecticut	388		Arkansas	95	
NEW ENGLAND	1,222	6.1	Louisiana	187	
New York	796		Oklahoma	218	
New Jersey	347		Texas	919	
Pennsylvania	1,125		WEST SO. CENTRAL	1,419	7.1
MIDDLE ATLANTIC	2,268	11.3	Montana	56	
Ohio	2,154		Idaho	91	
Indiana	731		Wyoming	35	
Illinois	1,332		Colorado	183	
Michigan	1,485		New Mexico	53	
Wisconsin	883		Arizona	231	
EAST NO. CENTRAL	6,585	32.7	Utah	125	
Minnesota	716		Nevada	57	
Iowa	324		MOUNTAIN	831	4.1
Missouri	406		Alaska	14	
North Dakota	47		Washington	314	
South Dakota	85		Oregon	208	
Nebraska	134		California	1,472	
Kansas	203		Hawaii	2	
WEST NO. CENTRAL	1,915	9.5	PACIFIC	2,010	10.0
Delaware	24		UNITED STATES	18,950	94.2
Maryland	135		U.S. Territories	9	
Washington, DC	6		Canada	1,128	
Virginia	253		Mexico	26	
West Virginia	81		Other International	-	
North Carolina	409		APO/FPO	-	
South Carolina	207				
Georgia	279				
Florida	467				
SOUTH ATLANTIC	1,861	9.2			
			TOTAL QUALIFIED CIRCULATION	20,113	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2017	PM Inbox Insights	PM Blog
JULY		
July 7	-	12,591
July 14	-	12,625
July 21	-	12,605
July 25	12,590	-
July 28	-	12,554
AUGUST		
August 2	-	12,530
August 11	-	13,783
August 18	-	13,743
August 25	-	13,703
August 29	13,700	-
SEPTEMBER		
September 1	-	13,659
September 8	-	13,636
September 15	-	13,588
September 22	-	13,535
September 26	13,537	-
September 29	-	13,505
OCTOBER		
October 6	-	13,458
October 13	-	13,426
October 20	-	13,403
October 27	-	13,378
October 31	13,359	-
NOVEMBER		
November 3	-	13,342
November 10	-	13,296
November 17	-	13,261
November 27	-	13,753
November 28	13,710	-
DECEMBER		
December 1	-	13,708
December 8	-	13,515
December 15	-	13,488
December 21	13,489	-
December 22	-	13,410
AVERAGE:	13,398	13,340

PM Inbox Insights (6 issued in the period)
PM Blog (25 issued in the period)

WEBSITE CHANNEL

WWW.PRODUCTIONMACHINING.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
July	50,396	32,742	22,587	02:21
August	55,584	36,313	25,413	02:10
September	53,379	34,652	24,532	02:05
October	53,798	35,767	26,471	01:33
November	51,027	35,180	26,913	01:17
December	43,392	29,899	22,169	01:23
AVERAGE:	51,263	34,092	24,681	01:48

July – December 2017 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.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

ADDITIONAL DATA

PARAGRAPH 3b:

Business directories include 2 sources of circulation for quantities of 121 copies or 0.6% and 876 copies or 4.4%
Other sources include 1 source of circulation for a quantity of 1 copy or -%.

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.

Joseph A. Campise, 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 January 15, 2018

State Ohio

County Hamilton

Received by BPA Worldwide January 15, 2018

Type BD

ID Number P428B0D7

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.