

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



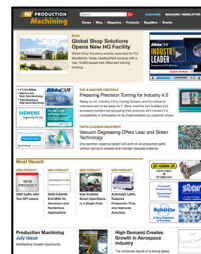
6 issues in the period
19,549 average circulation

PRODUCTION MACHINING E-NEWSLETTERS



2 E-Newsletters in the period
32 total issued in the period
16,211 average per occurrence
16,093 average per occurrence

PRODUCTION MACHINING WEBSITE



35,173 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)	19,549	-	19,549
PRODUCTION MACHINING E-NEWSLETTERS			
a. PM InBox Insights (6 issued in the period)	16,211	-	16,211
b. PM Blog (26 issued in the period)	16,093	-	16,093
PRODUCTION MACHINING WEBSITE (Monthly Users with 63,453 average Pageviews)	35,173	-	35,173

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	1,723
Allocated for Trade Shows and Conventions	150
All Other	884
TOTAL	2,760

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	19,549	100.0	19,549	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,549	100.0	19,549	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Total Qualified
July	20,187
August	20,182
September	20,216
October	20,217
November	18,246
December	18,248

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018
 This issue is 7.9% or 1,564 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	171	1.0	84	81	5	-	1	-
3322	Cutlery and Handtool Manufacturing	99	0.6	44	49	3	-	2	1
3323	Architectural and Structural Metals Manufacturing	554	3.0	373	160	15	-	6	-
3324	Boiler, Tank, and Shipping Container Manufacturing	20	0.1	6	12	2	-	-	-
3325	Hardware Manufacturing	49	0.3	13	28	3	1	4	-
3326	Spring and Wire Product Manufacturing	34	0.2	20	13	-	-	1	-
332710	Machine Shops	8,905	48.8	6,848	1,802	168	1	70	16
332721	Precision Turned Product Manufacturing	1,199	6.6	674	461	46	-	14	4
332722	Bolt, Nut, Screw, Rivet, and Washer Manufacturing	572	3.1	283	239	37	1	12	-
3328	Coating, Engraving, Heat Treating, and Allied Activities	97	0.5	54	28	8	-	7	-
3329	Other Fabricated Metal Product Manufacturing	604	3.3	278	282	26	-	15	3
	Subtotal 332	12,304	67.5	8,677	3,155	313	3	132	24
333	MACHINERY MANUFACTURING								
3331	Agriculture, Construction, and Mining Machinery Manufacturing	220	1.2	93	111	13	-	3	-
3332	Industrial Machinery Manufacturing	172	0.9	71	87	7	1	6	-
3333	Commercial and Service Industry Machinery Manufacturing	52	0.3	22	27	1	-	2	-
3334	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing	48	0.3	14	27	7	-	-	-
3335	Metalworking Machinery Manufacturing	1,496	8.2	925	424	69	3	73	2
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	115	0.6	57	48	4	-	6	-
3339	Other General Purpose Machinery Manufacturing	437	2.4	173	218	27	-	18	1
	Subtotal 333	2,540	13.9	1,355	942	128	4	108	3
334	COMPUTER AND ELECTRONIC PRODUCT MANUFACTURING								
3341	Computer and Peripheral Equipment Manufacturing	14	0.1	7	7	-	-	-	-
3342	Communications Equipment Manufacturing	28	0.2	4	22	1	-	1	-
3343	Audio and Video Equipment Manufacturing	5	-	2	3	-	-	-	-
3344	Semiconductor and Other Electronic Component Manufacturing	114	0.6	28	68	16	-	2	-
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	155	0.8	38	98	13	-	5	1
3346	Manufacturing and Reproducing Magnetic and Optical Media	3	-	-	1	2	-	-	-
	Subtotal 334	319	1.7	79	199	32	-	8	1
335	ELECTRICAL EQUIPMENT APPLIANCE AND COMPONENT MANUFACTURING								
3351	Electric Lighting Equipment Manufacturing	16	0.1	8	7	-	-	1	-
3352	Household Appliance Manufacturing	5	-	2	3	-	-	-	-
3353	Electrical Equipment Manufacturing	104	0.6	22	72	6	-	4	-
3359	Other Electrical Equipment and Component Manufacturing	71	0.4	16	50	1	-	4	-
	Subtotal 335	196	1.1	48	132	7	-	9	-
336	TRANSPORTATION EQUIPMENT MANUFACTURING								
3361	Motor Vehicle Manufacturing	39	0.2	19	18	1	-	1	-
3362	Motor Vehicle Body and Trailer Manufacturing	63	0.4	13	42	6	-	2	-
3363	Motor Vehicle Parts Manufacturing	588	3.2	265	277	39	1	5	1
3364	Aerospace Product and Parts Manufacturing	375	2.1	122	228	21	-	3	1
3365	Railroad Rolling Stock Manufacturing	10	0.1	1	7	2	-	-	-
3366	Ship and Boat Building	27	0.1	16	9	2	-	-	-
3369	Other Transportation Equipment Manufacturing	22	0.1	14	7	1	-	-	-
	Subtotal 336	1,124	6.2	450	588	72	1	11	2
337	FURNITURE AND RELATED PRODUCT MANUFACTURING	36	0.2	19	17	-	-	-	-
339	MISCELLANEOUS MANUFACTURING								
33911	Medical Equipment and Supplies Manufacturing	244	1.3	59	165	18	-	-	2
3399	Other Miscellaneous Manufacturing	212	1.2	131	69	8	-	2	2
	Subtotal 339	456	2.5	190	234	26	-	2	4
311-331	MISCELLANEOUS MANUFACTURING OTHER	608	3.3	277	262	28	-	34	7
	Subtotal Manufacturing	17,583	96.4	11,095	5,529	606	8	304	41
42	WHOLESALE TRADE	370	2.0	157	76	6	-	127	4
541	PROFESSIONAL, SCIENTIFIC AND TECHNICAL SERVICES	128	0.7	76	39	6	-	7	-
	Miscellaneous Others	165	0.9	103	38	6	12	4	2
	TOTAL QUALIFIED CIRCULATION	18,246	100.0	11,431	5,682	624	20	442	47

(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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	12,682	5,248	-	17,930	98.3
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	316	-	-	316	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	12,998	5,248	-	18,246	100.0
PERCENT	71.2	28.8	-	100.0	

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	January – June 2016	July – December 2016	January – June 2017	July – December 2017	January – June 2018*	July – December 2018*
Total Audit Average Qualified:	20,503	20,551	20,474	20,613	20,072	19,549
Qualified Non-Paid:	20,503	20,551	20,474	20,613	20,072	19,549
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 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 NOVEMBER 2018*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	81		Kentucky	210	
New Hampshire	149		Tennessee	275	
Vermont	42		Alabama	171	
Massachusetts	428		Mississippi	76	
Rhode Island	68		EAST SO. CENTRAL	732	4.0
Connecticut	364		Arkansas	91	
NEW ENGLAND	1,132	6.2	Louisiana	151	
New York	738		Oklahoma	180	
New Jersey	334		Texas	849	
Pennsylvania	1,010		WEST SO. CENTRAL	1,271	7.0
MIDDLE ATLANTIC	2,082	11.4	Montana	50	
Ohio	1,970		Idaho	80	
Indiana	641		Wyoming	32	
Illinois	1,225		Colorado	170	
Michigan	1,318		New Mexico	54	
Wisconsin	764		Arizona	223	
EAST NO. CENTRAL	5,918	32.4	Utah	102	
Minnesota	630		Nevada	55	
Iowa	283		MOUNTAIN	766	4.2
Missouri	356		Alaska	14	
North Dakota	40		Washington	280	
South Dakota	78		Oregon	187	
Nebraska	115		California	1,379	
Kansas	194		Hawaii	8	
WEST NO. CENTRAL	1,696	9.3	PACIFIC	1,868	10.3
Delaware	22		UNITED STATES	17,167	94.1
Maryland	125		U.S. Territories	8	
Washington, DC	4		Canada	1,048	
Virginia	239		Mexico	23	
West Virginia	69		Other International	-	
North Carolina	355		APO/FPO	-	
South Carolina	199				
Georgia	249				
Florida	440				
SOUTH ATLANTIC	1,702	9.3			
			TOTAL QUALIFIED CIRCULATION	18,246	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2018	PM Inbox Insights	PM Blog
JULY		
July 6	-	13,942
July 13	-	13,947
July 20	-	13,494
July 27	-	13,742
July 31	13,688	
AUGUST		
August 3	-	13,675
August 10	-	13,668
August 17	-	13,621
August 24	-	13,626
August 28	13,562	
August 31	-	12,583
SEPTEMBER		
September 7	-	18,058
September 14	-	18,049
September 21	-	17,426
September 25	18,091	
September 28	-	20,641
OCTOBER		
October 5	-	17,844
October 12	-	17,773
October 19	-	17,689
October 26	-	17,037
October 30	17,369	
NOVEMBER		
November 2	-	16,933
November 9	-	17,344
November 16	-	16,641
November 23	-	16,679
November 27	17,052	
November 30	-	16,512
DECEMBER		
December 7	-	17,013
December 14	-	17,075
December 18	17,502	
December 21	-	16,672
December 28	-	16,729
AVERAGE:	16,211	16,093

PM Inbox Insights (6 issued in the period)

PM Blog (26 issued in the period)

WEBSITE CHANNEL

WWW.PRODUCTIONMACHINING.COM

2018	Pageviews	Sessions	Users	Average Session Duration
July	57,353	38,799	29,526	1:28
August	61,787	44,570	35,422	1:16
September	69,872	49,871	40,370	1:11
October	73,519	51,541	40,935	1:16
November	63,050	45,355	35,637	1:15
December	55,137	37,756	29,148	1:25
AVERAGE:	63,453	44,648	35,173	1:18

July – December 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'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.

Joseph A 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 25, 2019

State

Ohio

County

Hamilton

Received by BPA Worldwide

January 25, 2019

Type

BD

ID Number

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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.