

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.

Gardner Business Media, Inc.
6915 Valley Avenue
Cincinnati, OH 45244-3029
Tel.: (513) 527-8800
Fax: (513) 527-8801
www.productionmachining.com
JBall@gardnerweb.com

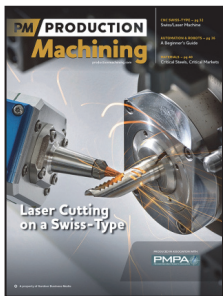
PRODUCTION MACHINING is a business-to-business media brand that produces a monthly print magazine, digital media, industry research and live events for the high volume precision turned parts market. Production Machining's editorial team and expert contributors produce information on new product technology, 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



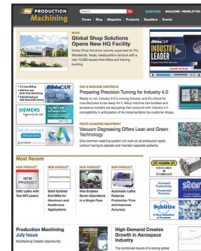
6 issues in the period
20,072 average circulation

PRODUCTION MACHINING E-NEWSLETTERS



2 E-Newsletters in the period
32 total issued in the period
14,123 average per occurrence
14,101 average per occurrence

PRODUCTION MACHINING WEBSITE



29,611 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)	20,072	-	20,072
PRODUCTION MACHINING E-NEWSLETTERS			
a. PM Inbox Insights (6 issued in the period)	14,123	-	14,123
b. PM Blog (26 issued in the period)	14,101	-	14,101
PRODUCTION MACHINING WEBSITE (Monthly Users with 57,090 average Pageviews)	29,611	-	29,611

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	1,793
Allocated for Trade Shows and Conventions	150
All Other	792
TOTAL	2,738

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	20,072	100.0	20,072	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,072	100.0	20,072	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Total Qualified
January	20,078
February	20,065
March	20,047
April	20,006
May	20,074
June	20,163

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018
 This issue is -% or 2 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	157	0.8	73	75	5	-	3	1
3322	Cutlery and Handtool Manufacturing	74	0.4	33	36	2	-	2	1
3323	Architectural and Structural Metals Manufacturing	525	2.6	356	152	11	-	5	1
3324	Boiler, Tank, and Shipping Container Manufacturing	11	0.1	5	5	1	-	-	-
3325	Hardware Manufacturing	30	0.1	8	16	2	-	4	-
3326	Spring and Wire Product Manufacturing	43	0.2	20	19	2	-	2	-
332710	Machine Shops	9,784	48.7	7,479	1,986	199	6	84	30
332721	Precision Turned Product Manufacturing	1,340	6.7	748	511	55	-	16	10
332722	Bolt, Nut, Screw, Rivet, and Washer Manufacturing	522	2.6	258	212	40	-	11	1
3328	Coating, Engraving, Heat Treating, and Allied Activities	111	0.5	62	33	8	-	8	-
3329	Other Fabricated Metal Product Manufacturing	661	3.3	309	298	30	-	16	8
	Subtotal 332	13,258	66.0	9,351	3,343	355	6	151	52
333	MACHINERY MANUFACTURING								
3331	Agriculture, Construction, and Mining Machinery Manufacturing	234	1.2	101	112	15	-	6	-
3332	Industrial Machinery Manufacturing	193	1.0	78	96	10	-	5	4
3333	Commercial and Service Industry Machinery Manufacturing	51	0.2	20	26	3	-	2	-
3334	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing	59	0.3	17	32	6	-	4	-
3335	Metalworking Machinery Manufacturing	1,604	8.0	991	462	67	-	79	5
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	131	0.6	59	58	8	-	6	-
3339	Other General Purpose Machinery Manufacturing	435	2.2	166	226	20	1	20	2
	Subtotal 333	2,707	13.5	1,432	1,012	129	1	122	11
334	COMPUTER AND ELECTRONIC PRODUCT MANUFACTURING								
3341	Computer and Peripheral Equipment Manufacturing	12	0.1	5	6	-	-	1	-
3342	Communications Equipment Manufacturing	37	0.2	8	27	-	-	1	1
3343	Audio and Video Equipment Manufacturing	4	-	-	3	1	-	-	-
3344	Semiconductor and Other Electronic Component Manufacturing	115	0.6	29	68	16	1	1	-
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	157	0.8	51	92	10	-	4	-
3346	Manufacturing and Reproducing Magnetic and Optical Media	3	-	-	2	1	-	-	-
	Subtotal 334	328	1.7	93	198	28	1	7	1
335	ELECTRICAL EQUIPMENT APPLIANCE AND COMPONENT MANUFACTURING								
3351	Electric Lighting Equipment Manufacturing	17	0.1	7	9	-	-	1	-
3352	Household Appliance Manufacturing	5	-	3	2	-	-	-	-
3353	Electrical Equipment Manufacturing	98	0.5	23	66	5	-	3	1
3359	Other Electrical Equipment and Component Manufacturing	86	0.4	20	58	1	-	5	2
	Subtotal 335	206	1.0	53	135	6	-	9	3
336	TRANSPORTATION EQUIPMENT MANUFACTURING								
3361	Motor Vehicle Manufacturing	37	0.2	10	22	2	-	2	1
3362	Motor Vehicle Body and Trailer Manufacturing	210	1.1	21	180	9	-	-	-
3363	Motor Vehicle Parts Manufacturing	792	3.9	329	403	52	-	6	2
3364	Aerospace Product and Parts Manufacturing	467	2.3	185	245	32	-	3	2
3365	Railroad Rolling Stock Manufacturing	13	0.1	5	6	2	-	-	-
3366	Ship and Boat Building	23	0.1	12	9	2	-	-	-
3369	Other Transportation Equipment Manufacturing	28	0.1	18	9	1	-	-	-
	Subtotal 336	1,570	7.8	580	874	100	-	11	5
337	FURNITURE AND RELATED PRODUCT MANUFACTURING	32	0.2	17	15	-	-	-	-
339	MISCELLANEOUS MANUFACTURING								
33911	Medical Equipment and Supplies Manufacturing	268	1.3	69	180	17	-	-	2
3399	Other Miscellaneous Manufacturing	181	0.9	95	65	12	-	7	2
	Subtotal 339	449	2.2	164	245	29	-	7	4
311-331	MISCELLANEOUS MANUFACTURING OTHER	676	3.4	295	285	41	-	50	5
	Subtotal Manufacturing	19,226	95.8	11,985	6,107	688	8	357	81
42	WHOLESALE TRADE	511	2.5	209	117	18	-	160	7
541	PROFESSIONAL, SCIENTIFIC AND TECHNICAL SERVICES	141	0.7	80	42	7	-	12	-
	Miscellaneous Others	196	1.0	109	51	3	22	9	2
	TOTAL QUALIFIED CIRCULATION	20,074	100.0	12,383	6,317	716	30	538	90

(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 MAY 2018

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	14,897	4,180	-	19,077	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):	996	-	-	996	5.0
Association rosters and directories	-	-	-	-	-
*Business directories	995	-	-	995	5.0
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	1	-	-	1	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,894	4,180	-	20,074	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	Audited Data	Circulation Claim
	July – December 2015	January – June 2016	July – December 2016	January – June 2017	July – December 2017	January – June 2018*
Total Audit Average Qualified:	20,838	20,503	20,551	20,474	20,613	20,072
Qualified Non-Paid:	20,838	20,503	20,551	20,474	20,613	20,072
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 – June 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 MAY 2018*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	84		Kentucky	230	
New Hampshire	162		Tennessee	318	
Vermont	47		Alabama	207	
Massachusetts	470		Mississippi	85	
Rhode Island	67		EAST SO. CENTRAL	840	4.2
Connecticut	385		Arkansas	95	
NEW ENGLAND	1,215	6.0	Louisiana	182	
New York	794		Oklahoma	213	
New Jersey	347		Texas	914	
Pennsylvania	1,132		WEST SO. CENTRAL	1,404	7.0
MIDDLE ATLANTIC	2,273	11.3	Montana	54	
Ohio	2,149		Idaho	89	
Indiana	731		Wyoming	35	
Illinois	1,325		Colorado	180	
Michigan	1,493		New Mexico	56	
Wisconsin	879		Arizona	229	
EAST NO. CENTRAL	6,577	32.8	Utah	125	
Minnesota	713		Nevada	58	
Iowa	319		MOUNTAIN	826	4.1
Missouri	397		Alaska	14	
North Dakota	47		Washington	312	
South Dakota	85		Oregon	205	
Nebraska	133		California	1,463	
Kansas	205		Hawaii	2	
WEST NO. CENTRAL	1,899	9.5	PACIFIC	1,996	9.9
Delaware	26		UNITED STATES	18,899	94.1
Maryland	135		U.S. Territories	11	
Washington, DC	5		Canada	1,137	
Virginia	255		Mexico	27	
West Virginia	81		Other International	-	
North Carolina	408		APO/FPO	-	
South Carolina	215				
Georgia	277				
Florida	467				
SOUTH ATLANTIC	1,869	9.3	TOTAL QUALIFIED CIRCULATION	20,074	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2018	PM Inbox Insights	PM Blog
JANUARY		
January 5	-	13,422
January 12	-	13,115
January 19	-	13,190
January 26	-	13,224
January 30	13,209	-
FEBRUARY		
February 2	-	14,497
February 9	-	14,444
February 16	-	14,397
February 23	-	14,353
February 27	14,294	-
MARCH		
March 2	-	14,290
March 9	-	14,249
March 16	-	14,197
March 23	-	14,574
March 27	14,550	-
March 30	-	14,451
APRIL		
April 6	-	13,746
April 13	-	14,286
April 20	-	14,289
April 24	14,379	-
April 27	-	14,350
MAY		
May 4	-	14,250
May 11	-	14,153
May 18	-	14,281
May 25	-	14,266
May 29	14,257	-
JUNE		
June 1	-	14,230
June 8	-	14,177
June 15	-	14,108
June 22	-	14,061
June 26	14,048	-
June 29	-	14,013
AVERAGE:	14,123	14,101

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
January	52,892	34,889	26,330	1:27
February	59,937	38,100	28,183	1:48
March	60,659	41,801	31,621	1:31
April	57,333	40,391	31,195	1:19
May	54,711	39,233	30,243	1:19
June	57,010	38,865	30,098	1:25
AVERAGE:	57,090	38,879	29,611	1:28

January - June 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

MAGAZINE:

PARAGRAPH 3b:

Business directories include 2 sources of circulation for quantities of 121 copies or 0.6% to 874 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, 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 18, 2018

State

Ohio

County

Hamilton

Received by BPA Worldwide

July 18, 2018

Type

BD

ID Number

P428B0J8

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.