

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.

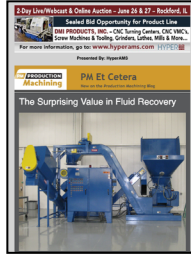
CHANNELS

PRODUCTION MACHINING MAGAZINE



6 issues in the period
18,571 average circulation

PRODUCTION MACHINING E-NEWSLETTER



52 issued in the period
12,414 average per occurrence

PRODUCTION MACHINING WEBSITE



29,555 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)	18,571	-	18,571
(See Paragraph 3b for Format Type and Source)			
PRODUCTION MACHINING E-NEWSLETTER			
PM Now (52 issued in the period)	12,414	-	12,414
PRODUCTION MACHINING WEBSITE (Monthly Users with 53,591 average Pageviews)	29,555	-	29,555

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	1,311
Allocated for Trade Shows and Conventions	-
All Other	896
TOTAL	2,207

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	18,571	100.0	18,571	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,571	100.0	18,571	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Print	Digital	Total Qualified
January	18,165	-	18,165
February	18,461	-	18,461
March	18,958	-	18,958
April	17,728	819	18,547
May	17,800	842	18,642
June	17,822	832	18,654

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020
This issue is 0.5% or 85 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	210	1.1	104	99	3	-	4	-
3322	Cutlery and Handtool Manufacturing	131	0.7	63	60	3	-	4	1
3323	Architectural and Structural Metals Manufacturing	765	4.1	531	194	24	1	15	-
3324	Boiler, Tank, and Shipping Container Manufacturing	36	0.2	21	12	3	-	-	-
3325	Hardware Manufacturing	81	0.4	24	41	6	2	8	-
3326	Spring and Wire Product Manufacturing	64	0.3	33	27	3	-	1	-
332710	Machine Shops	7,991	42.9	6,004	1,705	163	3	105	11
332721	Precision Turned Product Manufacturing	1,418	7.6	817	491	80	1	24	5
332722	Bolt, Nut, Screw, Rivet, and Washer Manufacturing	982	5.3	597	293	66	2	21	3
3328	Coating, Engraving, Heat Treating, and Allied Activities	176	0.9	104	46	11	-	11	4
3329	Other Fabricated Metal Product Manufacturing	701	3.8	325	325	33	-	15	3
	Subtotal 332	12,555	67.3	8,623	3,293	395	9	208	27
333	MACHINERY MANUFACTURING								
3331	Agriculture, Construction, and Mining Machinery Manufacturing	214	1.1	86	111	14	1	2	-
3332	Industrial Machinery Manufacturing	192	1.0	81	92	7	1	11	-
3333	Commercial and Service Industry Machinery Manufacturing	61	0.3	20	33	3	-	4	1
3334	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing	36	0.2	11	19	4	-	2	-
3335	Metalworking Machinery Manufacturing	1,376	7.4	752	453	63	1	106	1
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	128	0.7	47	68	8	-	5	-
3339	Other General Purpose Machinery Manufacturing	425	2.3	157	226	21	-	19	2
	Subtotal 333	2,432	13.0	1,154	1,002	120	3	149	4
334	COMPUTER AND ELECTRONIC PRODUCT MANUFACTURING								
3341	Computer and Peripheral Equipment Manufacturing	13	0.1	5	8	-	-	-	-
3342	Communications Equipment Manufacturing	21	0.1	2	19	-	-	-	-
3343	Audio and Video Equipment Manufacturing	5	-	1	4	-	-	-	-
3344	Semiconductor and Other Electronic Component Manufacturing	128	0.7	30	82	14	-	2	-
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	196	1.1	50	125	14	-	5	2
3346	Manufacturing and Reproducing Magnetic and Optical Media	4	-	1	1	2	-	-	-
	Subtotal 334	367	2.0	89	239	30	-	7	2
335	ELECTRICAL EQUIPMENT, APPLIANCE, AND COMPONENT MANUFACTURING								
3351	Electric Lighting Equipment Manufacturing	13	0.1	7	6	-	-	-	-
3352	Household Appliance Manufacturing	7	-	3	4	-	-	-	-
3353	Electrical Equipment Manufacturing	109	0.6	24	74	7	-	3	1
3359	Other Electrical Equipment and Component Manufacturing	81	0.4	20	56	-	-	5	-
	Subtotal 335	210	1.1	54	140	7	-	8	1
336	TRANSPORTATION EQUIPMENT MANUFACTURING								
3361	Motor Vehicle Manufacturing	40	0.2	17	19	4	-	-	-
3362	Motor Vehicle Body and Trailer Manufacturing	55	0.3	14	37	4	-	-	-
3363	Motor Vehicle Parts Manufacturing	580	3.1	225	304	40	2	9	-
3364	Aerospace Product and Parts Manufacturing	378	2.0	121	223	28	1	3	2
3365	Railroad Rolling Stock Manufacturing	11	0.1	2	8	1	-	-	-
3366	Ship and Boat Building	24	0.1	12	9	3	-	-	-
3369	Other Transportation Equipment Manufacturing	29	0.2	12	13	3	-	1	-
	Subtotal 336	1,117	6.0	403	613	83	3	13	2
337	FURNITURE AND RELATED PRODUCT MANUFACTURING	38	0.2	14	21	3	-	-	-
339	MISCELLANEOUS MANUFACTURING								
33911	Medical Equipment and Supplies Manufacturing	265	1.4	66	175	21	-	2	1
3399	Other Miscellaneous Manufacturing	237	1.3	129	87	9	-	11	1
	Subtotal 339	502	2.7	195	262	30	-	13	2
311-331	MISCELLANEOUS MANUFACTURING OTHER	755	4.1	303	342	51	1	50	8
	Subtotal Manufacturing	17,976	96.4	10,835	5,912	719	16	448	46
42	WHOLESALE TRADE	287	1.5	135	61	5	-	85	1
541	PROFESSIONAL, SCIENTIFIC AND TECHNICAL SERVICES	179	1.0	83	64	17	-	15	-
	Miscellaneous Others	200	1.1	74	68	11	36	8	3
	TOTAL QUALIFIED CIRCULATION	18,642	100.0	11,127	6,105	752	52	556	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 2020

Qualification Source	Qualified Within				Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years					
I. Direct Request:	13,000	4,084	-		16,242	842	17,084	91.7
II. Request from recipient's company:	-	-	-		-	-	-	-
III. Membership Benefit:	-	-	-		-	-	-	-
IV. Communication (other than request):	99	-	-		99	-	99	0.5
V. TOTAL – Sources other than above (listed alphabetically):	1,459	-	-		1,459	-	1,459	7.8
Association rosters and directories	-	-	-		-	-	-	-
*Business directories	1,459	-	-		1,459	-	1,459	7.8
Manufacturer's, distributor's, and wholesaler's lists	-	-	-		-	-	-	-
Other sources	-	-	-		-	-	-	-
VI. Single Copy Sales:	-	-	-		-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,558	4,084	-		17,800	842	18,642	100.0
PERCENT	78.1	21.9	-		95.5	4.5	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE MAY 2020*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	74		Kentucky	196	
New Hampshire	152		Tennessee	278	
Vermont	38		Alabama	160	
Massachusetts	420		Mississippi	80	
Rhode Island	80		EAST SO. CENTRAL	714	3.8
Connecticut	425		Arkansas	95	
NEW ENGLAND	1,189	6.4	Louisiana	134	
New York	776		Oklahoma	176	
New Jersey	352		Texas	905	
Pennsylvania	1,053		WEST SO. CENTRAL	1,310	7.0
MIDDLE ATLANTIC	2,181	11.7	Montana	46	
Ohio	2,359		Idaho	93	
Indiana	626		Wyoming	29	
Illinois	1,214		Colorado	198	
Michigan	1,376		New Mexico	56	
Wisconsin	731		Arizona	244	
EAST NO. CENTRAL	6,306	33.8	Utah	108	
Minnesota	560		Nevada	63	
Iowa	273		MOUNTAIN	837	4.5
Missouri	348		Alaska	10	
North Dakota	38		Washington	285	
South Dakota	75		Oregon	196	
Nebraska	108		California	1,447	
Kansas	194		Hawaii	6	
WEST NO. CENTRAL	1,596	8.6	PACIFIC	1,944	10.4
Delaware	23		UNITED STATES	17,793	95.4
Maryland	125		U.S. Territories	7	
Washington, DC	3		Canada	790	
Virginia	219		Mexico	52	
West Virginia	68		Other International	-	
North Carolina	343		APO/FPO	-	
South Carolina	201				
Georgia	237				
Florida	497				
SOUTH ATLANTIC	1,716	9.2			
			TOTAL QUALIFIED CIRCULATION	18,642	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2020	PM Now
JANUARY	
January 2	12,596
January 7	12,561
January 9	12,531
January 14	12,505
January 16	12,492
January 21	12,469
January 23	12,473
January 28	12,459
January 30	12,441
FEBRUARY	
February 4	12,424
February 6	12,409
February 11	12,405
February 13	12,391
February 18	12,380
February 20	12,374
February 25	12,360
February 27	12,363
MARCH	
March 3	12,348
March 5	12,330
March 10	12,311
March 12	12,301
March 17	12,293
March 19	12,286
March 24	12,272
March 26	12,235
March 31	12,222
APRIL	
April 2	12,218
April 7	12,206
April 9	12,215
April 14	12,138
April 16	12,141
April 21	12,516
April 23	12,517
April 28	12,515
April 30	12,510
MAY	
May 5	12,511
May 7	12,506
May 12	12,512
May 14	12,508
May 19	12,507
May 21	12,496
May 26	12,495
May 28	12,489
JUNE	
June 2	12,489
June 4	12,483
June 9	12,476
June 11	12,477
June 16	12,484
June 18	12,485
June 23	12,477
June 25	12,474
June 30	12,470
AVERAGE:	12,414

PM Now (52 issued in the period)

WEBSITE CHANNEL

WWW.PRODUCTIONMACHINING.COM

2020	Pageviews	Sessions	Users	Average Session Duration
January	55,349	40,106	31,686	1:09
February	52,667	37,421	30,322	1:06
March	53,337	38,414	29,615	1:08
April	54,498	38,453	28,701	1:15
May	52,729	36,803	28,551	1:16
June	52,966	37,766	28,459	1:11
AVERAGE:	53,591	38,160	29,555	1:10

January – June 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 cookie 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 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 1,459 copies or 7.8%, 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

July 27, 2020

State

Ohio

County

Hamilton

Received by BPA Worldwide

July 27, 2020

Type

BD

ID Number

P428B0JO

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.