

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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**PLASTICS TECHNOLOGY** is a business-to-business media brand that produces a monthly print magazine, digital media, research and live events for the plastics processing market. Plastics Technology'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**

**PLASTICS TECHNOLOGY MAGAZINE**




6 issues in the period  
35,767 average circulation

**PLASTICS TECHNOLOGY E-NEWSLETTER**



79 issued in the period  
25,185 average per occurrence

**PLASTICS TECHNOLOGY WEBSITE**



99,173 average users

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>PLASTICS TECHNOLOGY MAGAZINE</b> (6 issues in the period)	35,767	-	35,767
(See Paragraph 3b for Format Type and Source)			
<b>PLASTICS TECHNOLOGY E-NEWSLETTER</b>			
PT Insider (79 issued in the period)	25,185	-	25,185
<b>PLASTICS TECHNOLOGY WEBSITE</b> (Monthly Users with 231,305 average Pageviews)	99,173	-	99,173

**FIELD SERVED**

**PLASTICS TECHNOLOGY** serves the plastics processing and plastics product manufacturing industry, 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, manufacturing production and engineering, purchasing, research & development, quality assurance and quality control, and other qualified personnel.

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	1,309
Allocated for Trade Shows and Conventions	-
All Other	936
<b>TOTAL</b>	<b>2,245</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	35,767	100.0	35,767	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>35,767</b>	<b>100.0</b>	<b>35,767</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2020 Issue	Print	Digital	Unique Total Qualified*
July	30,935	23,353	34,171
August	31,300	24,175	35,134
September	31,470	15,170	35,284
October	31,528	15,332	35,445
November	32,911	16,152	37,270
December	32,930	16,114	37,300

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020**  
 This issue is 5.1% or 1,803 copies above the average of the other 5 issues reported in Paragraph 2.

NAICS No.	Business and Industry	Total Qualified	Percent of Total	Classification by Title					
				Company Mgmt/ Purchasing	Prod/ Mfg Engr	Qual; R&D	Educational or Government	Sales & Marketing	Other NEC
<b>325</b>	<b>Chemical Manufacturing</b>								
3251	Basic Chemical Manufacturing	347	0.9	72	120	90	2	56	7
3252	Resin, Synthetic Rubber, and Artificial Synthetic Fibers and Filaments Manufacturing	1,256	3.4	367	447	249	5	166	22
3253	Pesticide, Fertilizer, and Other Agricultural Chemical Manufacturing	18	-	4	6	4	-	2	2
3254	Pharmaceutical and Medicine Manufacturing	67	0.2	16	34	14	-	3	-
3255	Paint, Coating, and Adhesive Manufacturing	149	0.4	42	53	29	-	24	1
3256	Soap, Cleaning Compound, and Toilet Preparation Manufacturing	93	0.2	26	47	13	-	7	-
3259	Other Chemical Product and Preparation Manufacturing	429	1.2	131	139	86	3	68	2
	<b>Subtotal 325</b>	<b>2,359</b>	<b>6.3</b>	<b>658</b>	<b>846</b>	<b>485</b>	<b>10</b>	<b>326</b>	<b>34</b>
<b>326</b>	<b>Plastics and Rubber Products Manufacturing</b>								
326111	Plastics Bag Manufacturing	301	0.8	146	127	15	-	11	2
326112	Plastics Packaging Film and Sheet (including Laminated) Manufacturing	165	0.4	62	59	31	-	12	1
326113	Unlaminated Plastics Film and Sheet (except Packaging) Manufacturing	807	2.2	287	335	130	3	47	5
326121	Unlaminated Plastics Profile Shape Manufacturing	333	0.9	116	171	25	-	20	1
326122	Plastics Pipe and Pipe Fitting Manufacturing	208	0.5	77	103	20	-	5	3
326130	Laminated Plastics Plate, Sheet (except Packaging), and Shape Manufacturing	179	0.5	97	59	13	-	9	1
326140	Polystyrene Foam Product Manufacturing	32	0.1	5	17	7	-	3	-
326150	Urethane and Other Foam Product (except Polystyrene) Manufacturing	79	0.2	43	26	5	-	4	1
326160	Plastics Bottle Manufacturing	293	0.8	121	135	24	-	12	1
326191	Plastics Plumbing Fixture Manufacturing	69	0.2	26	38	3	-	2	-
326199	All Other Plastics Product Manufacturing	12,145	32.6	5,336	5,242	953	14	522	78
326211	Tire Manufacturing (except Retreading)	21	-	8	5	7	-	1	-
326220	Rubber and Plastics Hoses and Belting Manufacturing	101	0.3	30	53	14	-	4	-
326291	Rubber Product Manufacturing for Mechanical Use	65	0.2	24	31	7	-	2	1
326299	All Other Rubber Product Manufacturing	225	0.6	89	93	32	-	9	2
	<b>Subtotal 326</b>	<b>15,023</b>	<b>40.3</b>	<b>6,467</b>	<b>6,494</b>	<b>1,286</b>	<b>17</b>	<b>663</b>	<b>96</b>
<b>327</b>	<b>Nonmetallic Mineral Product Manufacturing</b>	221	0.6	95	81	25	-	18	2
<b>331</b>	<b>Primary Metal Manufacturing</b>	329	0.9	100	160	37	1	29	2
<b>332</b>	<b>Fabricated Metal Product Manufacturing</b>	3,161	8.5	1,544	1,165	286	9	142	15
<b>333</b>	<b>Machinery Manufacturing</b>								
3331	Agriculture, Construction, and Mining Machinery Manufacturing	190	0.5	64	84	33	-	9	-
3332	Industrial Machinery Manufacturing	599	1.6	212	226	61	2	92	6
3333	Commercial and Service Industry Machinery Manufacturing	175	0.5	49	88	26	1	10	1
3334	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing	125	0.3	42	55	10	-	15	3
3335	Metalworking Machinery Manufacturing (not incl. 333511)	535	1.4	290	163	40	-	38	4
333511	Industrial Mold Manufacturing	1,807	4.9	948	644	106	3	97	9
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	107	0.3	35	51	16	-	4	1
3339	Other General Purpose Machinery Manufacturing	621	1.7	173	282	59	2	99	6
	<b>Subtotal 333</b>	<b>4,159</b>	<b>11.2</b>	<b>1,813</b>	<b>1,593</b>	<b>351</b>	<b>8</b>	<b>364</b>	<b>30</b>
<b>334</b>	<b>Computer and Electronic Product Manufacturing</b>								
3341	Computer and Peripheral Equipment Manufacturing	40	0.1	9	27	2	-	2	-
3342	Communications Equipment Manufacturing	124	0.3	23	83	14	1	3	-
3343	Audio and Video Equipment Manufacturing	27	0.1	3	20	4	-	-	-
3344	Semiconductor and Other Electronic Component Manufacturing	402	1.1	96	224	69	1	11	1
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	668	1.8	245	294	68	1	57	3
3346	Manufacturing and Reproducing Magnetic and Optical Media	14	-	3	8	1	-	2	-
	<b>Subtotal 334</b>	<b>1,275</b>	<b>3.4</b>	<b>379</b>	<b>656</b>	<b>158</b>	<b>3</b>	<b>75</b>	<b>4</b>
<b>335</b>	<b>Electrical Equipment, Appliance, and Component Manufacturing</b>								
3351	Electric Lighting Equipment Manufacturing	76	0.2	23	41	7	-	5	-
3352	Household Appliance Manufacturing	92	0.2	15	57	19	-	-	1
3353	Electrical Equipment Manufacturing	261	0.7	55	158	33	1	13	1
3359	Other Electrical Equipment and Component Manufacturing	409	1.1	103	197	79	-	28	2
	<b>Subtotal 335</b>	<b>838</b>	<b>2.2</b>	<b>196</b>	<b>453</b>	<b>138</b>	<b>1</b>	<b>46</b>	<b>4</b>
<b>336</b>	<b>Transportation Equipment Manufacturing</b>								
3361	Motor Vehicle Manufacturing	271	0.7	82	144	38	1	3	3
3362	Motor Vehicle Body and Trailer Manufacturing	182	0.5	74	80	22	-	6	-
3363	Motor Vehicle Parts Manufacturing	1,459	3.9	436	795	185	3	36	4
3364	Aerospace Product and Parts Manufacturing	723	2.0	178	418	98	2	21	6
3365	Railroad Rolling Stock Manufacturing	17	-	3	10	4	-	-	-
3366	Ship and Boat Building	142	0.4	78	45	16	-	2	1
3369	Other Transportation Equipment Manufacturing	106	0.3	39	46	16	1	4	-
	<b>Subtotal 336</b>	<b>2,900</b>	<b>7.8</b>	<b>890</b>	<b>1,538</b>	<b>379</b>	<b>7</b>	<b>72</b>	<b>14</b>
<b>337</b>	<b>Furniture and Related Product Manufacturing</b>	236	0.6	102	100	29	1	4	-
<b>339</b>	<b>Miscellaneous Manufacturing</b>								
33911	Medical Equipment and Supplies Manufacturing	1,102	3.0	280	642	150	2	20	8
3399	Other Miscellaneous Manufacturing	908	2.4	315	403	128	1	51	10
	<b>Subtotal 339</b>	<b>2,010</b>	<b>5.4</b>	<b>595</b>	<b>1,045</b>	<b>278</b>	<b>3</b>	<b>71</b>	<b>18</b>
<b>311-324</b>	<b>Miscellaneous Manufacturing Other</b>	1,251	3.4	482	513	169	4	79	4
<b>42</b>	<b>Merchant Wholesalers</b>	1,209	3.2	634	197	61	1	305	11
<b>541</b>	<b>Professional, Scientific and Technical Services</b>	1,286	3.5	610	376	177	22	82	19
	<b>Miscellaneous Others</b>	1,013	2.7	374	272	81	194	67	25
	<b>TOTAL QUALIFIED CIRCULATION</b>	<b>37,270</b>	<b>100.0</b>	<b>14,939</b>	<b>15,489</b>	<b>3,940</b>	<b>281</b>	<b>2,343</b>	<b>278</b>
	<b>PERCENT</b>	<b>100.0</b>		<b>40.1</b>	<b>41.5</b>	<b>10.6</b>	<b>0.8</b>	<b>6.3</b>	<b>0.7</b>

**COMPANY MANAGEMENT; PURCHASING:** titles include Chairman, General MGR, Owner, Partner, President, Purchasing MGR, Buyer and other related titles.  
**PRODUCTION OR MANUFACTURING ENGINEERING:** titles include Plastics Coordinator, Plastics Director, Plastics Manager, Advanced Manufacturing Director, Plastics Group Leader, Injection Molding Foreman, Department Supervisor, Mfg Supervisor, Diemaker, Mold Maker, Machine Operator, Chief Tool Engineer, Chief of Manufacturing Development, Director of Production Engineering, Plastics Engineer and other related titles.  
**QUALITY; DESIGN; RESEARCH:** titles include Q/A MGR, Quality Supervisor, Dir. of Design Engr, Q/C Director and other related titles.  
**EDUCATIONAL or GOVERNMENT:** titles include Professor, Instructor and other Educational titles.  
**SALES & MARKETING:** titles include Regional Sales Director, National Sales Director, National Accounts Manager, Marketing Director, PR Director and other sales/marketing titles.  
**OTHER NEC:** titles include other qualified titles.

### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020

Qualification Source	Print	Digital	Unique Total Qualified*	Percent
I. Direct Request:	<b>28,465</b>	<b>16,152</b>	<b>32,824</b>	<b>88.1</b>
II. Request from recipient's company:	-	-	-	-
III. Membership Benefit:	-	-	-	-
IV. **Communication (other than request):	<b>2,577</b>	-	<b>2,577</b>	<b>6.9</b>
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	<b>1,869</b>	-	<b>1,869</b>	<b>5.0</b>
Association rosters and directories	-	-	-	-
**Business directories	1,869	-	1,869	5.0
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-
Other sources	-	-	-	-
VI. Single Copy Sales:	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>32,911</b>	<b>16,152</b>	<b>37,270</b>	<b>100.0</b>
<b>PERCENT</b>	<b>88.3</b>	<b>43.3</b>	<b>100.0</b>	

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

\*\*See Additional Data

Note: Although age is not reported, all qualified circulation must be sourced within 36 months of the analyzed issue.

### GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020\*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	95		Kentucky	441	
New Hampshire	275		Tennessee	675	
Vermont	76		Alabama	368	
Massachusetts	926		Mississippi	143	
Rhode Island	205		<b>EAST SO. CENTRAL</b>	<b>1,627</b>	<b>4.4</b>
Connecticut	578		Arkansas	225	
<b>NEW ENGLAND</b>	<b>2,155</b>	<b>5.8</b>	Louisiana	135	
New York	1,283		Oklahoma	237	
New Jersey	871		Texas	1,674	
Pennsylvania	1,716		<b>WEST SO. CENTRAL</b>	<b>2,271</b>	<b>6.1</b>
<b>MIDDLE ATLANTIC</b>	<b>3,870</b>	<b>10.4</b>	Montana	37	
Ohio	2,740		Idaho	81	
Indiana	1,442		Wyoming	30	
Illinois	2,328		Colorado	293	
Michigan	2,947		New Mexico	54	
Wisconsin	1,734		Arizona	325	
<b>EAST NO. CENTRAL</b>	<b>11,191</b>	<b>30.0</b>	Utah	263	
Minnesota	1,158		Nevada	102	
Iowa	369		<b>MOUNTAIN</b>	<b>1,185</b>	<b>3.2</b>
Missouri	669		Alaska	9	
North Dakota	54		Washington	426	
South Dakota	94		Oregon	298	
Nebraska	204		California	2,235	
Kansas	324		Hawaii	12	
<b>WEST NO. CENTRAL</b>	<b>2,872</b>	<b>7.7</b>	<b>PACIFIC</b>	<b>2,980</b>	<b>8.0</b>
Delaware	94		<b>UNITED STATES</b>	<b>33,043</b>	<b>88.7</b>
Maryland	213		U.S. Territories	51	
Washington, DC	5		Canada	2,376	
Virginia	422		Mexico	194	
West Virginia	69		Other International	1,606	
North Carolina	1,041		APO/FPO	-	
South Carolina	522				
Georgia	905		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>37,270</b>	<b>100.0</b>
Florida	1,621				
<b>SOUTH ATLANTIC</b>	<b>4,892</b>	<b>13.1</b>			

\*See Additional Data

2020	PT Insider
<b>JULY</b>	
July 1	25,245
July 3	25,289
July 6	25,321
July 8	25,374
July 10	25,424
July 13	25,482
July 15	25,543
July 17	25,604
July 20	25,680
July 22	25,753
July 24	25,799
July 27	24,643
July 29	24,672
July 31	24,749
<b>AUGUST</b>	
August 3	24,789
August 5	24,831
August 7	24,874
August 10	24,917
August 12	24,950
August 14	25,004
August 17	25,050
August 19	25,108
August 21	25,184
August 24	25,238
August 26	25,289
August 28	25,334
August 31	25,409
<b>SEPTEMBER</b>	
September 2	25,442
September 4	25,512
September 8	25,611
September 9	25,650
September 11	25,741
September 14	24,832
September 16	24,899
September 18	24,966
September 21	25,016
September 23	25,092
September 25	25,184
September 28	25,232
September 30	25,285
<b>OCTOBER</b>	
October 2	25,361
October 5	25,411
October 7	25,517
October 9	25,549
October 12	25,594
October 14	25,623
October 16	24,640
October 19	24,663
October 21	24,698
October 23	24,716
October 26	24,788
October 28	24,809
October 30	24,835
<b>NOVEMBER</b>	
November 2	24,865
November 4	24,883
November 6	24,912
November 9	24,939
November 11	24,965
November 13	24,974
November 16	24,986
November 18	25,019
November 20	25,034
November 23	25,051
November 25	25,065
November 27	25,085
November 30	25,102
<b>DECEMBER</b>	
December 2	25,128
December 4	25,209
December 7	25,244
December 9	25,290
December 11	25,315
December 14	25,332
December 16	25,365
December 18	25,395
December 21	25,421
December 23	25,437
December 24	25,436
December 28	25,471
December 30	25,490
<b>AVERAGE:</b>	<b>25,185</b>

PT Insider (79 issued in the period)

# WEBSITE CHANNEL

## WWW.PTONLINE.COM

2020	Pageviews	Sessions	Users	Average Session Duration
July	208,029	126,927	89,249	1:52
August	201,656	122,710	85,638	1:59
September	223,083	138,917	99,704	1:45
October	234,815	142,234	103,565	1:52
November	258,333	144,811	105,514	2:02
December	261,917	149,310	111,370	1:57
<b>AVERAGE:</b>	<b>231,305</b>	<b>137,484</b>	<b>99,173</b>	<b>1:54</b>

July – December 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:

Communication (other than request) includes 7 sources of circulation for quantities of 171 copies or 0.5% to 659 copies or 1.8%. Business directories include 1 source of circulation for a quantity of 1,869 copies or 5.0%.

#### 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.

Ryan Delahanty, 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

State

County

Received by BPA Worldwide

Type

ID Number

January 21, 2021

Ohio

Hamilton

January 21, 2021

BD

PO90B0D0

#### 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.