

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  
33,480 average circulation

### PLASTICS TECHNOLOGY E-NEWSLETTERS



3 E-Newsletters in the period  
38 issued in the period  
21,790 average per occurrence  
21,691 average per occurrence  
20,794 average per occurrence

### PLASTICS TECHNOLOGY WEBSITE



91,726 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)	33,480	-	33,480
<b>PLASTICS TECHNOLOGY E-NEWSLETTERS</b>			
a. PT Products Insider (6 issued in the period)	21,790	-	21,790
b. PT Insider (6 issued in the period)	21,691	-	21,691
c. PT Weekly (26 issued in the period)	20,794	-	20,794
<b>PLASTICS TECHNOLOGY WEBSITE</b> (Monthly Users with 212,872 average Pageviews)	91,726	-	91,726

**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	57
Advertiser and Agency	1,545
Allocated for Trade Shows and Conventions	250
All Other	1,047
<b>TOTAL</b>	<b>2,899</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	33,480	100.0	33,480	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>33,480</b>	<b>100.0</b>	<b>33,480</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

2019 Issue	Total Qualified
July	33,274
August	33,839
September	33,301
October	33,349
November	33,561
December	33,556

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2019**  
This issue is 0.3% or 97 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 (B,L)	Prod/ Mfg Engr (C,D,E,V,F,T, G,R,S)	Qual; R&D (H,I,J,P,Q)	Educational or Government (N)	Sales & Marketing (X,Z)	Other NEC (A,U)
<b>325</b>	<b>Chemical Manufacturing</b>								
3251	Basic Chemical Manufacturing	283	0.9	57	102	80	-	42	2
3252	Resin, Synthetic Rubber, and Artificial Synthetic Fibers and Filaments Manufacturing	1,090	3.2	363	448	165	4	101	9
3253	Pesticide, Fertilizer, and Other Agricultural Chemical Manufacturing	9	-	3	3	1	-	1	1
3254	Pharmaceutical and Medicine Manufacturing	44	0.1	14	24	5	-	1	-
3255	Paint, Coating, and Adhesive Manufacturing	108	0.3	37	41	17	-	12	1
3256	Soap, Cleaning Compound, and Toilet Preparation Manufacturing	67	0.2	12	40	11	-	4	-
3259	Other Chemical Product and Preparation Manufacturing	353	1.1	107	106	72	2	60	6
	<b>Subtotal 325</b>	<b>1,954</b>	<b>5.8</b>	<b>593</b>	<b>764</b>	<b>351</b>	<b>6</b>	<b>221</b>	<b>19</b>
<b>326</b>	<b>Plastics and Rubber Products Manufacturing</b>								
326111	Plastics Bag Manufacturing	229	0.7	129	83	5	-	10	2
326112	Plastics Packaging Film and Sheet (including Laminated) Manufacturing	127	0.4	52	51	17	-	7	-
326113	Unlaminated Plastics Film and Sheet (except Packaging) Manufacturing	762	2.3	294	327	99	1	37	4
326121	Unlaminated Plastics Profile Shape Manufacturing	202	0.6	81	89	19	-	13	-
326122	Plastics Pipe and Pipe Fitting Manufacturing	240	0.7	75	129	26	-	7	3
326130	Laminated Plastics Plate, Sheet (except Packaging), and Shape Manufacturing	237	0.7	119	80	24	1	11	2
326140	Polystyrene Foam Product Manufacturing	44	0.1	11	23	8	-	2	-
326150	Urethane and Other Foam Product (except Polystyrene) Manufacturing	311	0.9	164	113	22	-	11	1
326160	Plastics Bottle Manufacturing	271	0.8	124	116	21	-	8	2
326191	Plastics Plumbing Fixture Manufacturing	72	0.2	32	33	5	-	2	-
326199	All Other Plastics Product Manufacturing	12,690	37.8	6,205	5,025	919	8	484	49
326211	Tire Manufacturing (except Retreading)	22	0.1	9	6	7	-	-	-
326212	Tire Retreading	1	-	1	-	-	-	-	-
326220	Rubber and Plastics Hoses and Belting Manufacturing	116	0.4	29	65	17	-	5	-
326291	Rubber Product Manufacturing for Mechanical Use	72	0.2	25	38	8	-	-	1
326299	All Other Rubber Product Manufacturing	284	0.8	125	116	30	-	13	-
	<b>Subtotal 326</b>	<b>15,680</b>	<b>46.7</b>	<b>7,475</b>	<b>6,294</b>	<b>1,227</b>	<b>10</b>	<b>610</b>	<b>64</b>
<b>327</b>	<b>Nonmetallic Mineral Product Manufacturing</b>	229	0.7	94	92	28	-	12	3
<b>331</b>	<b>Primary Metal Manufacturing</b>	325	0.9	103	154	39	1	26	2
<b>332</b>	<b>Fabricated Metal Product Manufacturing</b>	2,015	6.0	1,037	698	177	3	96	4
<b>333</b>	<b>Machinery Manufacturing</b>								
3331	Agriculture, Construction, and Mining Machinery Manufacturing	142	0.4	53	63	17	-	9	-
3332	Industrial Machinery Manufacturing	480	1.4	186	180	46	1	65	2
3333	Commercial and Service Industry Machinery Manufacturing	207	0.6	48	116	32	1	9	1
3334	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing	93	0.3	28	42	15	-	8	-
3335	Metalworking Machinery Manufacturing (not incl. 333511)	927	2.8	596	238	43	-	44	6
333511	Industrial Mold Manufacturing	1,102	3.3	617	364	58	2	59	2
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	64	0.2	22	32	7	-	3	-
3339	Other General Purpose Machinery Manufacturing	469	1.4	146	227	47	-	48	1
	<b>Subtotal 333</b>	<b>3,484</b>	<b>10.4</b>	<b>1,696</b>	<b>1,262</b>	<b>265</b>	<b>4</b>	<b>245</b>	<b>12</b>
<b>334</b>	<b>Computer and Electronic Product Manufacturing</b>								
3341	Computer and Peripheral Equipment Manufacturing	57	0.2	16	34	6	-	1	-
3342	Communications Equipment Manufacturing	86	0.3	16	57	10	1	2	-
3343	Audio and Video Equipment Manufacturing	24	0.1	4	19	1	-	-	-
3344	Semiconductor and Other Electronic Component Manufacturing	281	0.8	61	157	55	2	5	1
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	606	1.8	228	279	56	-	43	-
3346	Manufacturing and Reproducing Magnetic and Optical Media	14	-	2	10	1	-	1	-
	<b>Subtotal 334</b>	<b>1,068</b>	<b>3.2</b>	<b>327</b>	<b>556</b>	<b>129</b>	<b>3</b>	<b>52</b>	<b>1</b>
<b>335</b>	<b>Electrical Equipment, Appliance, and Component Manufacturing</b>								
3351	Electric Lighting Equipment Manufacturing	55	0.2	17	29	5	-	4	-
3352	Household Appliance Manufacturing	55	0.2	9	34	11	-	1	-
3353	Electrical Equipment Manufacturing	200	0.6	52	111	30	1	5	1
3359	Other Electrical Equipment and Component Manufacturing	318	0.9	85	170	46	-	17	-
	<b>Subtotal 335</b>	<b>628</b>	<b>1.9</b>	<b>163</b>	<b>344</b>	<b>92</b>	<b>1</b>	<b>27</b>	<b>1</b>
<b>336</b>	<b>Transportation Equipment Manufacturing</b>								
3361	Motor Vehicle Manufacturing	194	0.6	66	105	18	-	2	3
3362	Motor Vehicle Body and Trailer Manufacturing	137	0.4	67	53	16	-	1	-
3363	Motor Vehicle Parts Manufacturing	1,136	3.4	399	578	138	1	19	1
3364	Aerospace Product and Parts Manufacturing	447	1.3	140	242	51	-	10	4
3365	Railroad Rolling Stock Manufacturing	23	0.1	3	15	5	-	-	-
3366	Ship and Boat Building	162	0.5	96	43	19	-	3	1
3369	Other Transportation Equipment Manufacturing	80	0.2	34	30	14	1	1	-
	<b>Subtotal 336</b>	<b>2,179</b>	<b>6.5</b>	<b>805</b>	<b>1,066</b>	<b>261</b>	<b>2</b>	<b>36</b>	<b>9</b>
<b>337</b>	<b>Furniture and Related Product Manufacturing</b>	222	0.7	106	87	22	1	6	-
<b>339</b>	<b>Miscellaneous Manufacturing</b>								
33911	Medical Equipment and Supplies Manufacturing	962	2.9	335	486	114	2	18	7
3399	Other Miscellaneous Manufacturing	642	1.9	280	264	86	-	10	2
	<b>Subtotal 339</b>	<b>1,604</b>	<b>4.8</b>	<b>615</b>	<b>750</b>	<b>200</b>	<b>2</b>	<b>28</b>	<b>9</b>
<b>311-324</b>	<b>Miscellaneous Manufacturing Other</b>	1,102	3.3	426	464	149	4	54	5
<b>42</b>	<b>Merchant Wholesalers</b>	1,081	3.2	615	184	47	-	224	11
<b>541</b>	<b>Professional, Scientific and Technical Services</b>	883	2.6	472	247	106	5	49	4
	<b>Miscellaneous Others</b>	1,107	3.3	477	283	85	77	178	7
	<b>TOTAL QUALIFIED CIRCULATION</b>	<b>33,561</b>	<b>100.0</b>	<b>15,004</b>	<b>13,245</b>	<b>3,178</b>	<b>119</b>	<b>1,864</b>	<b>151</b>

**(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 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.

**(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 NOVEMBER 2019

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	20,542	8,953	-	29,495	87.9
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	2,293	-	-	2,293	6.8
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	1,773	-	-	1,773	5.3
Association rosters and directories	-	-	-	-	-
*Business directories	1,773	-	-	1,773	5.3
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>24,608</b>	<b>8,953</b>	<b>-</b>	<b>33,561</b>	<b>100.0</b>
<b>PERCENT</b>	<b>73.3</b>	<b>26.7</b>	<b>-</b>	<b>100.0</b>	

\*See Additional Data

### GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2019\*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	87		Kentucky	416	
New Hampshire	263		Tennessee	635	
Vermont	68		Alabama	338	
Massachusetts	864		Mississippi	140	
Rhode Island	194		<b>EAST SO. CENTRAL</b>	<b>1,529</b>	<b>4.6</b>
Connecticut	535		Arkansas	212	
<b>NEW ENGLAND</b>	<b>2,011</b>	<b>6.0</b>	Louisiana	118	
New York	1,151		Oklahoma	223	
New Jersey	811		Texas	1,521	
Pennsylvania	1,522		<b>WEST SO. CENTRAL</b>	<b>2,074</b>	<b>6.2</b>
<b>MIDDLE ATLANTIC</b>	<b>3,484</b>	<b>10.4</b>	Montana	32	
Ohio	2,460		Idaho	65	
Indiana	1,365		Wyoming	29	
Illinois	2,152		Colorado	251	
Michigan	2,629		New Mexico	49	
Wisconsin	1,647		Arizona	295	
<b>EAST NO. CENTRAL</b>	<b>10,253</b>	<b>30.5</b>	Utah	256	
Minnesota	1,036		Nevada	90	
Iowa	328		<b>MOUNTAIN</b>	<b>1,067</b>	<b>3.2</b>
Missouri	629		Alaska	7	
North Dakota	53		Washington	367	
South Dakota	82		Oregon	287	
Nebraska	188		California	2,140	
Kansas	281		Hawaii	13	
<b>WEST NO. CENTRAL</b>	<b>2,597</b>	<b>7.7</b>	<b>PACIFIC</b>	<b>2,814</b>	<b>8.4</b>
Delaware	77		<b>UNITED STATES</b>	<b>30,472</b>	<b>90.8</b>
Maryland	192		U.S. Territories	46	
Washington, DC	5		Canada	2,962	
Virginia	377		Mexico	81	
West Virginia	59		Other International	-	
North Carolina	987		APO/FPO	-	
South Carolina	467				
Georgia	867				
Florida	1,612				
<b>SOUTH ATLANTIC</b>	<b>4,643</b>	<b>13.8</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>33,561</b>	<b>100.0</b>

\*See Additional Data

2019	PT Products Insider	PT Insider	PT Weekly
<b>JULY</b>			
July 2	-	24,899	-
July 3	-	-	23,116
July 11	-	-	23,127
July 16	24,988	-	-
July 18	-	-	23,151
July 25	-	-	23,176
<b>AUGUST</b>			
August 1	-	-	23,250
August 6	-	25,006	-
August 8	-	-	23,211
August 15	-	-	23,242
August 20	22,848	-	-
August 22	-	-	21,134
August 29	-	-	21,027
<b>SEPTEMBER</b>			
September 3	-	16,871	-
September 5	-	-	20,571
September 12	-	-	15,051
September 17	16,423	-	-
September 19	-	-	15,042
September 26	-	-	20,563
<b>OCTOBER</b>			
October 1	-	18,176	-
October 3	-	-	16,646
October 10	-	-	18,685
October 15	21,253	-	-
October 17	-	-	23,339
October 24	-	-	20,665
October 31	-	-	20,678
<b>NOVEMBER</b>			
November 5	-	22,595	-
November 7	-	-	20,658
November 14	-	-	20,632
November 19	22,600	-	-
November 21	-	-	20,612
November 27	-	-	20,613
<b>DECEMBER</b>			
December 3	-	22,596	-
December 5	-	-	20,622
December 12	-	-	20,613
December 17	22,628	-	-
December 19	-	-	20,610
December 26	-	-	20,598
<b>AVERAGE:</b>	<b>21,790</b>	<b>21,691</b>	<b>20,794</b>

PT Products Insider (6 issued in the period)  
PT Insider (6 issued in the period)  
PT Weekly (26 issued in the period)

## WEBSITE CHANNEL

### WWW.PTONLINE.COM

2019	Pageviews	Sessions	Users	Average Session Duration
July	212,608	121,705	88,515	1:58
August	209,308	118,615	86,044	1:58
September	210,230	121,294	90,021	1:55
October	233,946	139,767	102,604	1:50
November	221,959	133,820	99,606	1:48
December	189,186	115,825	83,570	1:52
<b>AVERAGE:</b>	<b>212,872</b>	<b>125,171</b>	<b>91,726</b>	<b>1:53</b>

July – December 2019 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:

Communication from recipient or recipient's company (other than request) includes 7 sources of circulation for quantities of 109 copies or 0.3% to 856 copies or 2.6%. Business directories include 1 source of circulation for a quantity of 1,773 copies or 5.3%.

#### 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.

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

January 13, 2020

State

Ohio

County

Hamilton

Received by BPA Worldwide

January 13, 2020

Type

BD

ID Number

PO90B0D9

#### 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.