

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  
37,308 average circulation

**PLASTICS TECHNOLOGY E-NEWSLETTERS**

3 E-Newsletters in the period  
38 issued in the period  
24,503 average per occurrence  
24,487 average per occurrence  
24,358 average per occurrence

**PLASTICS TECHNOLOGY WEBSITE**

99,917 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)	37,308	-	37,308
<b>PLASTICS TECHNOLOGY E-NEWSLETTERS</b>			
a. PT Products Insider (6 issued in the period)	24,503	-	24,503
b. PT Insider (6 issued in the period)	24,487	-	24,487
c. PT Weekly (26 issued in the period)	24,358	-	24,358
<b>PLASTICS TECHNOLOGY WEBSITE</b> (Monthly Users with 228,641 average Pageviews)	99,917	-	99,917

**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	92
Advertiser and Agency Allocated for Trade Shows and Conventions	1875
	50
All Other	781
<b>TOTAL</b>	<b>2,798</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	37,308	100.0	37,308	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>37,308</b>	<b>100.0</b>	<b>37,308</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

2017 Issue	Total Qualified
January	36,988
February	37,146
March	37,357
April	37,322
May	37,519
June	37,516

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017**  
 This issue is 0.7% or 253 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)	Other NEC (A,N,U,X,Z)
<b>325</b>	<b>Chemical Manufacturing</b>						
3251	Basic Chemical Manufacturing	308	0.8	62	98	109	39
	Resin, Synthetic Rubber, and Artificial Synthetic Fibers and Filaments Manufacturing	6	-	-	4	2	-
3252	Pesticide, Fertilizer, and Other Agricultural Chemical Manufacturing	48	0.1	13	22	12	1
3253	Pharmaceutical and Medicine Manufacturing	105	0.3	36	34	25	10
3254	Paint, Coating, and Adhesive Manufacturing	105	0.3	22	54	24	5
3255	Soap, Cleaning Compound, and Toilet Preparation Manufacturing	318	0.9	95	111	73	39
3256	Other Chemical Product and Preparation Manufacturing	1,882	5.0	570	676	454	182
	<b>Subtotal 325</b>						
<b>326</b>	<b>Plastics and Rubber Products Manufacturing</b>						
326111	Plastics Bag Manufacturing	261	0.7	128	107	18	8
326112	Plastics Packaging Film and Sheet (including Laminated) Manufacturing	168	0.5	81	67	17	3
326113	Unlaminated Plastics Film and Sheet (except Packaging) Manufacturing	1,014	2.7	345	441	174	54
326121	Unlaminated Plastics Profile Shape Manufacturing	283	0.8	120	127	25	11
326122	Plastics Pipe and Pipe Fitting Manufacturing	387	1.0	132	198	44	13
	Laminated Plastics Plate, Sheet (except Packaging), and Shape Manufacturing	346	0.9	151	137	41	17
326140	Polystyrene Foam Product Manufacturing	70	0.2	16	45	7	2
326150	Urethane and Other Foam Product (except Polystyrene) Manufacturing	515	1.4	262	185	50	18
326160	Plastics Bottle Manufacturing	381	1.0	141	185	43	12
326191	Plastics Plumbing Fixture Manufacturing	110	0.3	53	46	8	3
326199	All Other Plastics Product Manufacturing	12,141	32.4	5,693	4,987	965	496
326211	Tire Manufacturing (except Retreading)	51	0.1	17	22	11	1
326220	Rubber and Plastics Hoses and Belting Manufacturing	186	0.5	78	79	26	3
326291	Rubber Product Manufacturing for Mechanical Use	125	0.3	45	62	15	3
326299	All Other Rubber Product Manufacturing	527	1.4	290	178	50	9
	<b>Subtotal 326</b>	16,565	44.2	7,552	6,866	1,494	653
<b>327</b>	<b>Nonmetallic Mineral Product Manufacturing</b>	200	0.5	93	77	20	10
<b>331</b>	<b>Primary Metal Manufacturing</b>	338	0.9	119	162	35	22
<b>332</b>	<b>Fabricated Metal Product Manufacturing</b>	1,880	5.0	993	659	147	81
<b>333</b>	<b>Machinery Manufacturing</b>						
3331	Agriculture, Construction, and Mining Machinery Manufacturing	154	0.4	49	72	23	10
3332	Industrial Machinery Manufacturing	468	1.3	201	149	49	69
3333	Commercial and Service Industry Machinery Manufacturing	274	0.7	61	142	65	6
	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing	117	0.3	33	56	22	6
3334	Metalworking Machinery Manufacturing (not incl. 333511)	1,636	4.4	1,306	236	44	50
333511	Industrial Mold Manufacturing	2,004	5.3	1,162	647	120	75
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	90	0.2	27	47	11	5
3339	Other General Purpose Machinery Manufacturing	510	1.4	169	251	52	38
	<b>Subtotal 333</b>	5,253	14.0	3,008	1,600	386	259
<b>334</b>	<b>Computer and Electronic Product Manufacturing</b>						
3341	Computer and Peripheral Equipment Manufacturing	54	0.1	10	31	11	2
3342	Communications Equipment Manufacturing	106	0.3	22	68	13	3
3343	Audio and Video Equipment Manufacturing	30	0.1	2	25	3	-
3344	Semiconductor and Other Electronic Component Manufacturing	328	0.9	64	201	55	8
	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	580	1.6	204	284	62	30
3345	Manufacturing and Reproducing Magnetic and Optical Media	8	0.0	3	4	1	-
	<b>Subtotal 334</b>	1,106	3.0	305	613	145	43
<b>335</b>	<b>Electrical Equipment, Appliance, and Component Manufacturing</b>						
3351	Electric Lighting Equipment Manufacturing	81	0.2	28	35	15	3
3352	Household Appliance Manufacturing	75	0.2	11	49	13	2
3353	Electrical Equipment Manufacturing	213	0.6	54	131	23	5
3359	Other Electrical Equipment and Component Manufacturing	383	1.0	93	205	64	21
	<b>Subtotal 335</b>	752	2.0	186	420	115	31
<b>336</b>	<b>Transportation Equipment Manufacturing</b>						
3361	Motor Vehicle Manufacturing	369	1.0	134	180	50	5
3362	Motor Vehicle Body and Trailer Manufacturing	227	0.6	101	97	26	3
3363	Motor Vehicle Parts Manufacturing	1,778	4.7	742	804	195	37
3364	Aerospace Product and Parts Manufacturing	1,043	2.8	249	630	126	38
3365	Railroad Rolling Stock Manufacturing	28	0.1	5	15	4	4
3366	Ship and Boat Building	314	0.8	172	89	41	12
3369	Other Transportation Equipment Manufacturing	146	0.4	66	49	27	4
	<b>Subtotal 336</b>	3,905	10.4	1,469	1,864	469	103
<b>337</b>	<b>Furniture and Related Product Manufacturing</b>	280	0.7	127	104	35	14
<b>339</b>	<b>Miscellaneous Manufacturing</b>						
33911	Medical Equipment and Supplies Manufacturing	1,380	3.7	413	741	201	25
3399	Other Miscellaneous Manufacturing	744	2.0	331	317	81	15
	<b>Subtotal 339</b>	2,124	5.7	744	1,058	282	40
<b>311-324</b>	<b>Miscellaneous Manufacturing Other</b>	913	2.4	368	355	151	39
<b>42</b>	<b>Merchant Wholesalers</b>	787	2.1	492	117	43	135
<b>541</b>	<b>Professional, Scientific and Technical Services</b>	874	2.3	417	232	128	97
	<b>Miscellaneous Others</b>	660	1.8	329	202	52	77
	<b>TOTAL QUALIFIED CIRCULATION</b>	<b>37,519</b>	<b>100.0</b>	<b>16,772</b>	<b>15,005</b>	<b>3,956</b>	<b>1,786</b>

**(B) COMPANY MANAGEMENT:** titles include Chairman, General Manager, Owner, Partner, President, Vice President and related titles.  
**(C,D,G) MANUFACTURING PRODUCTION (MANAGEMENT & DEPARTMENT):** titles include Plastics Coordinator, Plastics Director, Plastics Manager, Advanced Mfg Director, Plastics Group Leader, Injection Molding Foreman, Department Supervisor, Mfg Supervisor, Production Supervisor and other related titles.  
**(E,F,T,V) MANUFACTURING ENGINEERING (MANAGEMENT & DEPARTMENT):** titles include Chief Tool Engineer, Chief of Manufacturing Development, Director of Production Engineering, Plastics Engineer, Diemaker, Mold maker, Machine Operator and other related titles.  
**(P, Q) QUALITY ASSURANCE/CONTROL (MANAGEMENT & DEPARTMENT):** titles include Quality Assurance Manager, Quality Control Director, Chief of Quality Engineering, Quality Assurance Engineer, Quality Control Foreman and Quality Supervisor and other related titles.  
**(H,I,J) PRODUCT DESIGN, RESEARCH AND DEVELOPMENT (MANAGEMENT & DEPARTMENT):** titles include Director of Design Engineering, Chief Draftsman, Manager of Product Engineering, Director of Research, Design Project Engineer, Development Engineer, Research & Design and other related titles.  
**(R,S) FACTORY AUTOMATION (MANAGEMENT & DEPARTMENT):** titles include Factory Automation Manager, Chief Factory Automation Engineer, Manager of Systems Design, Chief Systems Engineer, Factory Automation Engineer, Automation Foreman, CNC Programmer, Systems Designer, Systems Engineer and other related titles  
**(L) PURCHASING:** titles include Buyer, Procurement Chief and Purchasing Manager and other related titles.  
**(A,N,U,X,Z) OTHER QUALIFIED TITLES N.E.C.:** Titles include Consultant, Service Manager, Training Manager, Instructor, Sales, Marketing and other qualified titles.

### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	<b>24,642</b>	<b>8,617</b>	-	<b>33,259</b>	<b>88.7</b>
II. Request from recipient's company:	<b>2</b>	-	-	<b>2</b>	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	<b>841</b>	-	-	<b>841</b>	<b>2.2</b>
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	<b>3,417</b>	-	-	<b>3,417</b>	<b>9.1</b>
Association rosters and directories	-	-	-	-	-
*Business directories	3,392	-	-	3,392	9.0
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	25	-	-	25	0.1
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>28,902</b>	<b>8,617</b>	-	<b>37,519</b>	<b>100.0</b>
<b>PERCENT</b>	<b>77.0</b>	<b>23.0</b>	-	<b>100.0</b>	

\*See Additional Data

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	37,475	99.9
Individuals by name only	44	0.1
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>37,519</b>	<b>100.0</b>

### 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 2014	January – June 2015	July – December 2015	January – June 2016	July – December 2016	January – June 2017*
Total Audit Average Qualified:	37,089	37,035	37,315	37,243	37,636	37,308
Qualified Non-Paid:	37,089	37,035	37,315	37,243	37,636	37,308
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 2017 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 OF MAY 2017\***

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	76		Kentucky	449	
New Hampshire	251		Tennessee	685	
Vermont	96		Alabama	363	
Massachusetts	964		Mississippi	158	
Rhode Island	202		<b>EAST SO. CENTRAL</b>	<b>1,655</b>	<b>4.4</b>
Connecticut	571		Arkansas	248	
<b>NEW ENGLAND</b>	<b>2,160</b>	<b>5.8</b>	Louisiana	160	
New York	1,283		Oklahoma	220	
New Jersey	856		Texas	1,598	
Pennsylvania	1,709		<b>WEST SO. CENTRAL</b>	<b>2,226</b>	<b>5.9</b>
<b>MIDDLE ATLANTIC</b>	<b>3,848</b>	<b>10.3</b>	Montana	48	
Ohio	3,001		Idaho	64	
Indiana	1,615		Wyoming	23	
Illinois	2,351		Colorado	293	
Michigan	3,098		New Mexico	39	
Wisconsin	1,921		Arizona	309	
<b>EAST NO. CENTRAL</b>	<b>11,986</b>	<b>31.9</b>	Utah	245	
Minnesota	1,165		Nevada	73	
Iowa	448		<b>MOUNTAIN</b>	<b>1,094</b>	<b>2.9</b>
Missouri	725		Alaska	11	
North Dakota	56		Washington	495	
South Dakota	97		Oregon	283	
Nebraska	248		California	2,459	
Kansas	318		Hawaii	11	
<b>WEST NO. CENTRAL</b>	<b>3,057</b>	<b>8.1</b>	<b>PACIFIC</b>	<b>3,259</b>	<b>8.7</b>
Delaware	85		<b>UNITED STATES</b>	<b>34,073</b>	<b>90.8</b>
Maryland	207		U.S. Territories	67	
Washington, DC	12		Canada	3,265	
Virginia	409		Mexico	114	
West Virginia	78		Other International	-	
North Carolina	1,072		APO/FPO	-	
South Carolina	499				
Georgia	935				
Florida	1,491				
<b>SOUTH ATLANTIC</b>	<b>4,788</b>	<b>12.8</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>37,519</b>	<b>100.0</b>

\*See Additional Data

**E-NEWSLETTER CHANNEL**

2017	PT Products Insider	PT Insider	PT Weekly
<b>JANUARY</b>			
January 3	-	25,596	-
January 5	-	-	25,198
January 12	-	-	25,139
January 17	23,884	-	-
January 19	-	-	25,004
January 26	-	-	24,833
<b>FEBRUARY</b>			
February 2	-	-	24,760
February 7	-	24,674	-
February 9	-	-	24,625
February 16	-	-	24,928
February 21	25,297	-	-
February 23	-	-	24,871
<b>MARCH</b>			
March 2	-	-	24,825
March 7	-	24,722	-
March 9	-	-	24,715
March 16	-	-	24,652
March 21	24,542	-	-
March 23	-	-	24,276
March 30	-	-	24,214
<b>APRIL</b>			
April 4	-	24,114	-
April 6	-	-	24,154
April 13	-	-	24,090
April 18	24,633	-	-
April 20	-	-	24,082
April 27	-	-	24,033
<b>MAY</b>			
May 2	-	24,069	-
May 4	-	-	24,045
May 11	-	-	24,026
May 16	24,464	-	-
May 18	-	-	24,008
May 25	-	-	23,953
<b>JUNE</b>			
June 1	-	-	23,908
June 6	-	23,745	-
June 8	-	-	23,819
June 15	-	-	23,746
June 20	24,198	-	-
June 22	-	-	23,759
June 29	-	-	23,642
<b>AVERAGE:</b>	<b>24,503</b>	<b>24,487</b>	<b>24,358</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

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	237,657	134,450	99,719	01:47
February	223,092	129,883	97,748	01:43
March	249,142	143,117	107,129	01:44
April	212,753	128,379	95,998	01:41
May	231,728	139,356	104,010	01:49
June	217,475	129,100	94,898	01:47
<b>AVERAGE:</b>	<b>228,641</b>	<b>134,048</b>	<b>99,917</b>	<b>01:45</b>

January – June 2017 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.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit [www.adicompli.com](http://www.adicompli.com)

## ADDITIONAL DATA

### MAGAZINE:

#### PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 3,392 copies or 9.0%  
Other sources include 1 source of circulation for a quantity of 25 copies or 0.1%.

### GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters and Website is 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.

Richard G. Kline, Jr., 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 28, 2017

State New York

County New York

Received by BPA Worldwide July 28, 2017

Type BD

ID Number PO90B0J7

#### 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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.