

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
37,712 average circulation

PLASTICS TECHNOLOGY E-NEWSLETTERS



3 E-Newsletters in the period
37 issued in the period
23,517 average per occurrence
24,159 average per occurrence
24,226 average per occurrence

PLASTICS TECHNOLOGY WEBSITE



90,292 average users

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
PLASTICS TECHNOLOGY MAGAZINE (6 issues in the period)	37,712	-	37,712
PLASTICS TECHNOLOGY E-NEWSLETTERS			
a. PT Products Insider (6 issued in the period)	23,517	-	23,517
b. PT Insider (6 issued in the period)	24,159	-	24,159
c. PT Weekly (25 issued in the period)	24,226	-	24,226
PLASTICS TECHNOLOGY WEBSITE (Monthly Users with 208,055 average Pageviews)	90,292	-	90,292

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	98
Advertiser and Agency	1,821
Allocated for Trade Shows and Conventions	38
All Other	874
TOTAL	2,831

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	37,712	100.0	37,712	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	37,712	100.0	37,712	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Total Qualified
July	37,692
August	37,871
September	38,644
October	37,077
November	37,495
December	37,495

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017
 This issue is 0.7% or 261 copies below 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)	Education or Government (N)	Sales & Marketing (X,Z)	Other NEC (A,U)
325	Chemical Manufacturing								
3251	Basic Chemical Manufacturing	286	0.8	60	116	83	2	22	3
	Resin, Synthetic Rubber, and Artificial Synthetic Fibers and Filaments Manufacturing	1,129	3.0	436	406	211	1	58	17
3252	Pesticide, Fertilizer, and Other Agricultural Chemical Manufacturing	3	-	1	2	-	-	-	-
3254	Pharmaceutical and Medicine Manufacturing	54	0.1	15	27	11	-	1	-
3255	Paint, Coating, and Adhesive Manufacturing	102	0.3	35	33	25	-	9	-
3256	Soap, Cleaning Compound, and Toilet Preparation Manufacturing	76	0.2	19	34	18	-	5	-
3259	Other Chemical Product and Preparation Manufacturing	283	0.8	109	92	62	1	17	2
	Subtotal 325	1,933	5.2	675	710	410	4	112	22
326	Plastics and Rubber Products Manufacturing								
326111	Plastics Bag Manufacturing	546	1.5	305	193	30	-	14	4
326112	Plastics Packaging Film and Sheet (including Laminated) Manufacturing	149	0.4	78	55	12	-	4	-
326113	Unlaminated Plastics Film and Sheet (except Packaging) Manufacturing	1,247	3.3	577	476	155	2	33	4
326121	Unlaminated Plastics Profile Shape Manufacturing	689	1.8	308	308	44	-	26	3
326122	Plastics Pipe and Pipe Fitting Manufacturing	397	1.1	161	188	38	-	9	1
	Laminated Plastics Plate, Sheet (except Packaging), and Shape Manufacturing	447	1.2	294	111	30	-	10	2
326140	Polystyrene Foam Product Manufacturing	46	0.1	24	14	7	-	1	-
326150	Urethane and Other Foam Product (except Polystyrene) Manufacturing	362	1.0	229	94	30	-	8	1
326160	Plastics Bottle Manufacturing	727	1.9	273	377	60	2	12	3
326191	Plastics Plumbing Fixture Manufacturing	199	0.5	130	55	9	-	3	2
326199	All Other Plastics Product Manufacturing	11,758	31.4	6,008	4,528	862	9	299	52
326211	Tire Manufacturing (except Retreading)	41	0.1	11	19	10	-	-	1
326220	Rubber and Plastics Hoses and Belting Manufacturing	150	0.4	45	78	21	-	6	-
326291	Rubber Product Manufacturing for Mechanical Use	110	0.3	35	58	15	-	2	-
326299	All Other Rubber Product Manufacturing	333	0.9	145	138	39	-	11	-
	Subtotal 326	17,201	45.9	8,623	6,692	1,362	13	438	73
327	Nonmetallic Mineral Product Manufacturing	177	0.5	89	69	10	-	8	1
331	Primary Metal Manufacturing	281	0.7	99	134	32	1	15	-
332	Fabricated Metal Product Manufacturing	1,905	5.1	1,030	638	156	1	74	6
333	Machinery Manufacturing								
3331	Agriculture, Construction, and Mining Machinery Manufacturing	133	0.4	41	73	15	-	4	-
3332	Industrial Machinery Manufacturing	526	1.4	212	184	57	-	69	4
3333	Commercial and Service Industry Machinery Manufacturing	256	0.7	57	139	55	-	4	1
	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing	108	0.3	39	55	11	-	3	-
3335	Metalworking Machinery Manufacturing (not incl. 333511)	1,681	4.5	1,400	206	34	-	39	2
333511	Industrial Mold Manufacturing	1,878	5.0	1,042	646	121	-	62	7
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	69	0.2	21	31	12	-	4	1
3339	Other General Purpose Machinery Manufacturing	431	1.1	139	216	48	-	27	1
	Subtotal 333	5,082	13.6	2,951	1,550	353	-	212	16
334	Computer and Electronic Product Manufacturing								
3341	Computer and Peripheral Equipment Manufacturing	51	0.1	13	32	5	-	-	1
3342	Communications Equipment Manufacturing	98	0.3	19	65	11	-	2	1
3343	Audio and Video Equipment Manufacturing	28	0.1	2	22	4	-	-	-
3344	Semiconductor and Other Electronic Component Manufacturing	291	0.8	53	182	49	2	4	1
	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	907	2.4	540	298	46	1	21	1
3346	Manufacturing and Reproducing Magnetic and Optical Media	20	0.0	5	11	2	1	1	-
	Subtotal 334	1,395	3.7	632	610	117	4	28	4
335	Electrical Equipment, Appliance, and Component Manufacturing								
3351	Electric Lighting Equipment Manufacturing	67	0.2	25	35	4	-	3	-
3352	Household Appliance Manufacturing	67	0.2	11	44	11	1	-	-
3353	Electrical Equipment Manufacturing	211	0.5	56	126	24	-	5	-
3359	Other Electrical Equipment and Component Manufacturing	333	0.9	80	197	45	-	11	-
	Subtotal 335	678	1.8	172	402	84	1	19	-
336	Transportation Equipment Manufacturing								
3361	Motor Vehicle Manufacturing	319	0.9	122	150	46	-	-	1
3362	Motor Vehicle Body and Trailer Manufacturing	230	0.6	120	89	19	-	1	1
3363	Motor Vehicle Parts Manufacturing	1,639	4.4	615	822	182	-	14	6
3364	Aerospace Product and Parts Manufacturing	880	2.3	289	491	93	-	5	2
3365	Railroad Rolling Stock Manufacturing	24	0.1	6	15	3	-	-	-
3366	Ship and Boat Building	205	0.5	107	64	25	1	7	1
3369	Other Transportation Equipment Manufacturing	99	0.3	44	40	13	1	1	-
	Subtotal 336	3,396	9.1	1,303	1,671	381	2	28	11
337	Furniture and Related Product Manufacturing	268	0.7	131	93	30	1	13	-
339	Miscellaneous Manufacturing								
33911	Medical Equipment and Supplies Manufacturing	1,180	3.1	390	610	162	2	8	8
3399	Other Miscellaneous Manufacturing	635	1.7	247	298	77	-	11	2
	Subtotal 339	1,815	4.8	637	908	239	2	19	10
311-324	Miscellaneous Manufacturing Other	978	2.6	413	396	135	1	32	1
42	Merchant Wholesalers	944	2.5	572	188	55	-	122	7
541	Professional, Scientific and Technical Services	805	2.1	430	236	93	10	31	5
	Miscellaneous Others	637	1.7	331	201	43	26	33	3
	TOTAL QUALIFIED CIRCULATION	37,495	100.0	18,088	14,498	3,500	66	1,184	159

(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 Manufacturing Director, Plastics Group Leader, Injection Molding Foreman, Department Supervisor, Mfg 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, 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 and 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, Purchasing Manager and other related titles.
(N) EDUCATIONAL or GOVERNMENT: titles include Training Manager, Instructor and other qualified titles.
(X,Z) SALES & MARKETING: titles Sales, Marketing and other qualified titles.
(A,U) OTHER QUALIFIED TITLES, N.E.C.: titles include other qualified titles.

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

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	22,676	8,344	-	31,020	82.7
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):	6,474	-	-	6,474	17.3
Association rosters and directories	-	-	-	-	-
*Business directories	6,466	-	-	6,466	17.3
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	8	-	-	8	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	29,151	8,344	-	37,495	100.0
PERCENT	77.7	22.3	-	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	Circulation Claim	Circulation Claim
	January – June 2015	July – December 2015	January – June 2016	July – December 2016	January – June 2017*	July – December 2017*
Total Audit Average Qualified:	37,035	37,315	37,243	37,636	37,308	37,712
Qualified Non-Paid:	37,035	37,315	37,243	37,636	37,308	37,712
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 – December 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 NOVEMBER 2017*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	100		Kentucky	503	
New Hampshire	300		Tennessee	714	
Vermont	88		Alabama	384	
Massachusetts	1,004		Mississippi	179	
Rhode Island	216		EAST SO. CENTRAL	1,780	4.7
Connecticut	598		Arkansas	287	
NEW ENGLAND	2,306	6.2	Louisiana	188	
New York	1,418		Oklahoma	251	
New Jersey	975		Texas	1,462	
Pennsylvania	1,754		WEST SO. CENTRAL	2,188	5.8
MIDDLE ATLANTIC	4,147	11.1	Montana	45	
Ohio	2,878		Idaho	82	
Indiana	1,554		Wyoming	31	
Illinois	2,430		Colorado	317	
Michigan	3,022		New Mexico	54	
Wisconsin	1,813		Arizona	376	
EAST NO. CENTRAL	11,697	31.2	Utah	263	
Minnesota	1,189		Nevada	109	
Iowa	463		MOUNTAIN	1,277	3.4
Missouri	718		Alaska	17	
North Dakota	68		Washington	503	
South Dakota	103		Oregon	331	
Nebraska	238		California	2,256	
Kansas	347		Hawaii	18	
WEST NO. CENTRAL	3,126	8.3	PACIFIC	3,125	8.3
Delaware	100		UNITED STATES	34,427	91.8
Maryland	260		U.S. Territories	65	
Washington, DC	16		Canada	2,884	
Virginia	444		Mexico	119	
West Virginia	86		Other International	-	
North Carolina	1,086		APO/FPO	-	
South Carolina	533				
Georgia	961				
Florida	1,295				
SOUTH ATLANTIC	4,781	12.8			
			TOTAL QUALIFIED CIRCULATION	37,495	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2017	PT Products Insider	PT Insider	PT Weekly
JULY			
July 5	-	23,534	-
July 6	-	-	23,540
July 13	-	-	23,582
July 18	23,997	-	-
July 20	-	-	23,295
July 27	-	-	24,006
AUGUST			
August 1	-	23,940	-
August 3	-	-	23,886
August 10	-	-	23,891
August 15	23,590	-	-
August 17	-	-	23,848
August 24	-	-	23,822
August 31	-	-	23,780
SEPTEMBER			
September 5	-	23,727	-
September 7	-	-	23,724
September 14	-	-	23,692
September 19	23,701	-	-
September 21	-	-	25,069
September 28	-	-	25,040
OCTOBER			
October 3	-	24,979	-
October 8	-	-	24,946
October 12	-	-	24,813
October 17	-	-	-
October 19	23,534	-	24,752
October 26	-	-	24,709
NOVEMBER			
November 2	-	-	24,670
November 7	-	24,617	-
November 9	-	-	24,547
November 16	-	-	24,523
November 21	23,314	-	-
November 27	-	-	24,778
November 30	-	-	24,756
DECEMBER			
December 5	-	24,155	-
December 7	-	-	24,033
December 14	-	-	23,924
December 19	22,965	-	-
December 21	-	-	24,013
AVERAGE:	23,517	24,159	24,226

PT Products Insider (6 issued in the period)
PT Insider (6 issued in the period)
PT Weekly (25 issued in the period)

WEBSITE CHANNEL

WWW.PTONLINE.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
July	208,597	120,587	88,054	1:53
August	217,203	127,572	92,630	1:49
September	208,722	122,585	90,292	1:49
October	219,591	129,540	96,457	1:47
November	217,141	129,578	97,116	1:44
December	177,078	104,045	77,204	1:52
AVERAGE:	208,055	122,318	90,292	1:49

July – December 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

ADDITIONAL DATA

MAGAZINE:

PARAGRAPH 3b:

Business directories include 2 sources of circulation for quantities of 2,154 copies or 5.8% and 4,312 copies or 11.5%, including Hoovers. Other sources include 1 source of circulation for a quantity of 8 copies 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.

Richard G. Kline, Jr., Publisher

Julie Ball, Circulation 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 15, 2018

State New York

County New York

Received by BPA Worldwide January 15, 2018

Type BD

ID Number PO90B0D7

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.