

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
37,274 average circulation

PLASTICS TECHNOLOGY E-NEWSLETTERS

3 E-Newsletters in the period
38 issued in the period
22,631 average per occurrence
25,267 average per occurrence
25,031 average per occurrence

PLASTICS TECHNOLOGY WEBSITE

113,782 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)	37,274	-	37,274
PLASTICS TECHNOLOGY E-NEWSLETTERS			
a. PT Products Insider (6 issued in the period)	22,631	-	22,631
b. PT Insider (6 issued in the period)	25,267	-	25,267
c. PT Weekly (26 issued in the period)	25,031	-	25,031
PLASTICS TECHNOLOGY WEBSITE (Monthly Users with 250,010 average Pageviews)	113,782	-	113,782

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	70
Advertiser and Agency	1,734
Allocated for Trade Shows and Conventions	983
All Other	848
TOTAL	3,635

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	37,274	100.0	37,274	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	37,274	100.0	37,274	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Total Qualified
January	37,401
February	37,317
March	37,175
April	37,078
May	37,261
June	37,410

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018
 This issue is -% or 15 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	294	0.8	65	107	86	2	31	3
	Resin, Synthetic Rubber, and Artificial Synthetic Fibers and Filaments Manufacturing	1,127	3.0	431	382	230	1	68	15
3252	Pesticide, Fertilizer, and Other Agricultural Chemical Manufacturing	3	-	1	2	-	-	-	-
3253	Pharmaceutical and Medicine Manufacturing	52	0.1	14	24	13	-	1	-
3254	Paint, Coating, and Adhesive Manufacturing	105	0.3	37	34	24	-	10	-
3255	Soap, Cleaning Compound, and Toilet Preparation Manufacturing	76	0.2	20	36	16	-	4	-
3256	Other Chemical Product and Preparation Manufacturing	286	0.8	110	88	66	1	19	2
	Subtotal 325	1,943	5.2	678	673	435	4	133	20
326	Plastics and Rubber Products Manufacturing								
326111	Plastics Bag Manufacturing	536	1.4	299	187	33	-	14	3
326112	Plastics Packaging Film and Sheet (including Laminated) Manufacturing	149	0.4	77	53	12	-	6	1
326113	Unlaminated Plastics Film and Sheet (except Packaging) Manufacturing	1,244	3.3	575	461	164	2	38	4
326121	Unlaminated Plastics Profile Shape Manufacturing	683	1.8	308	308	41	-	24	2
326122	Plastics Pipe and Pipe Fitting Manufacturing	392	1.1	161	184	36	-	10	1
	Laminated Plastics Plate, Sheet (except Packaging), and Shape Manufacturing	427	1.2	278	109	27	-	11	2
326140	Polystyrene Foam Product Manufacturing	46	0.1	24	14	7	-	1	-
326150	Urethane and Other Foam Product (except Polystyrene) Manufacturing	348	0.9	216	93	29	-	9	1
326160	Plastics Bottle Manufacturing	710	1.9	271	361	61	2	12	3
326191	Plastics Plumbing Fixture Manufacturing	192	0.5	121	55	11	-	4	1
326199	All Other Plastics Product Manufacturing	11,674	31.4	5,953	4,458	877	7	305	74
326211	Tire Manufacturing (except Retreading)	41	0.1	11	19	10	-	-	1
326220	Rubber and Plastics Hoses and Belting Manufacturing	148	0.4	46	76	22	-	4	-
326291	Rubber Product Manufacturing for Mechanical Use	112	0.3	35	59	16	-	2	-
326299	All Other Rubber Product Manufacturing	335	0.9	146	141	37	-	10	1
	Subtotal 326	17,037	45.7	8,521	6,578	1,383	11	450	94
327	Nonmetallic Mineral Product Manufacturing	171	0.5	85	66	12	-	7	1
331	Primary Metal Manufacturing	283	0.8	104	133	31	-	15	-
332	Fabricated Metal Product Manufacturing	1,892	5.1	1,018	631	160	1	76	6
333	Machinery Manufacturing								
3331	Agriculture, Construction, and Mining Machinery Manufacturing	129	0.3	42	63	19	-	4	1
3332	Industrial Machinery Manufacturing	519	1.4	213	183	60	1	60	2
3333	Commercial and Service Industry Machinery Manufacturing	255	0.7	59	136	54	-	4	2
	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing	109	0.3	41	50	15	-	3	-
3334	Metalworking Machinery Manufacturing (not incl. 333511)	1,623	4.4	1,336	203	39	-	42	3
333511	Industrial Mold Manufacturing	1,869	5.0	1,042	640	115	-	64	8
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	72	0.2	19	35	12	-	5	1
3339	Other General Purpose Machinery Manufacturing	443	1.2	141	219	53	-	29	1
	Subtotal 333	5,019	13.5	2,893	1,529	367	1	211	18
334	Computer and Electronic Product Manufacturing								
3341	Computer and Peripheral Equipment Manufacturing	53	0.1	16	29	7	-	-	1
3342	Communications Equipment Manufacturing	95	0.2	21	59	12	-	2	1
3343	Audio and Video Equipment Manufacturing	29	0.1	2	22	5	-	-	-
3344	Semiconductor and Other Electronic Component Manufacturing	300	0.8	55	188	50	2	4	1
	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	900	2.4	530	296	50	2	21	1
3345	Manufacturing and Reproducing Magnetic and Optical Media	20	0.1	5	11	2	1	1	-
	Subtotal 334	1,397	3.7	629	605	126	5	28	4
335	Electrical Equipment, Appliance, and Component Manufacturing								
3351	Electric Lighting Equipment Manufacturing	68	0.2	26	34	5	-	3	-
3352	Household Appliance Manufacturing	67	0.2	11	45	10	1	-	-
3353	Electrical Equipment Manufacturing	209	0.6	61	113	27	-	5	3
3359	Other Electrical Equipment and Component Manufacturing	345	0.9	83	197	51	-	14	-
	Subtotal 335	689	1.9	181	389	93	1	22	3
336	Transportation Equipment Manufacturing								
3361	Motor Vehicle Manufacturing	310	0.8	119	143	45	-	1	2
3362	Motor Vehicle Body and Trailer Manufacturing	226	0.6	118	84	22	-	1	1
3363	Motor Vehicle Parts Manufacturing	1,638	4.4	615	828	174	-	15	6
3364	Aerospace Product and Parts Manufacturing	864	2.3	284	479	91	-	8	2
3365	Railroad Rolling Stock Manufacturing	24	0.1	8	12	4	-	-	-
3366	Ship and Boat Building	206	0.5	107	65	26	-	7	1
3369	Other Transportation Equipment Manufacturing	102	0.3	44	42	14	1	1	-
	Subtotal 336	3,370	9.0	1,295	1,653	376	1	33	12
337	Furniture and Related Product Manufacturing	273	0.7	134	95	30	1	13	-
339	Miscellaneous Manufacturing								
33911	Medical Equipment and Supplies Manufacturing	1,188	3.2	388	605	177	2	8	8
3399	Other Miscellaneous Manufacturing	645	1.7	251	300	77	-	14	3
	Subtotal 339	1,833	4.9	639	905	254	2	22	11
311-324	Miscellaneous Manufacturing Other	978	2.6	407	387	148	1	33	2
42	Merchant Wholesalers	943	2.5	565	175	54	-	143	6
541	Professional, Scientific and Technical Services	804	2.2	388	227	130	11	37	11
	Miscellaneous Others	629	1.7	319	195	43	29	39	4
	TOTAL QUALIFIED CIRCULATION	37,261	100.0	17,856	14,241	3,642	68	1,262	192

(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, Diemaker, Mold Maker, Machine Operator 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 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 MAY 2018

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	22,534	8,292	-	30,826	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):	6,434	-	-	6,434	17.3
Association rosters and directories	-	-	-	-	-
*Business directories	6,426	-	-	6,426	17.3
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	8	-	-	8	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	28,969	8,292	-	37,261	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	Audited Data	Circulation Claim
	July – December 2015	January – June 2016	July – December 2016	January – June 2017	July – December 2017	January – June 2018*
Total Audit Average Qualified:	37,315	37,243	37,636	37,308	37,712	37,274
Qualified Non-Paid:	37,315	37,243	37,636	37,308	37,712	37,274
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 2018 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 2018*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	97		Kentucky	502	
New Hampshire	301		Tennessee	714	
Vermont	87		Alabama	383	
Massachusetts	1,004		Mississippi	179	
Rhode Island	214		EAST SO. CENTRAL	1,778	4.8
Connecticut	601		Arkansas	288	
NEW ENGLAND	2,304	6.2	Louisiana	192	
New York	1,387		Oklahoma	250	
New Jersey	977		Texas	1,462	
Pennsylvania	1,751		WEST SO. CENTRAL	2,192	5.9
MIDDLE ATLANTIC	4,115	11.1	Montana	44	
Ohio	2,859		Idaho	82	
Indiana	1,554		Wyoming	31	
Illinois	2,389		Colorado	303	
Michigan	2,997		New Mexico	58	
Wisconsin	1,803		Arizona	369	
EAST NO. CENTRAL	11,602	31.1	Utah	254	
Minnesota	1,175		Nevada	102	
Iowa	457		MOUNTAIN	1,243	3.3
Missouri	711		Alaska	16	
North Dakota	67		Washington	487	
South Dakota	105		Oregon	322	
Nebraska	240		California	2,252	
Kansas	347		Hawaii	16	
WEST NO. CENTRAL	3,102	8.3	PACIFIC	3,093	8.3
Delaware	101		UNITED STATES	34,206	91.8
Maryland	256		U.S. Territories	65	
Washington, DC	10		Canada	2,868	
Virginia	448		Mexico	122	
West Virginia	85		Other International	-	
North Carolina	1,078		APO/FPO	-	
South Carolina	530				
Georgia	970				
Florida	1,299				
SOUTH ATLANTIC	4,777	12.8			
			TOTAL QUALIFIED CIRCULATION	37,261	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2018	PT Products Insider	PT Insider	PT Weekly
JANUARY			
January 3	-	23,978	-
January 4	-	-	23,800
January 11	-	-	23,920
January 16	22,474	-	-
January 18	-	-	23,504
January 25	-	-	23,967
FEBRUARY			
February 1	-	-	25,969
February 6	-	25,783	-
February 8	-	-	25,771
February 15	-	-	25,718
February 19	22,823	-	-
February 22	-	-	25,567
MARCH			
March 1	-	-	25,651
March 5	-	25,576	-
March 8	-	-	25,332
March 15	-	-	25,440
March 19	22,567	-	-
March 22	-	-	25,413
March 29	-	-	23,139
APRIL			
April 2	-	25,687	-
April 5	-	-	25,288
April 12	-	-	25,234
April 16	22,828	-	-
April 19	-	-	25,234
April 26	-	-	25,399
April 30	-	25,412	-
MAY			
May 3	-	-	25,339
May 10	-	-	25,136
May 17	-	-	25,352
May 22	22,671	-	-
May 24	-	-	25,236
May 31	-	-	25,241
JUNE			
June 5	-	25,168	-
June 7	-	-	25,142
June 14	-	-	25,064
June 19	22,422	-	-
June 21	-	-	25,009
June 28	-	-	24,949
AVERAGE:	22,631	25,267	25,031

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

2018	Pageviews	Sessions	Users	Average Session Duration
January	225,368	132,729	98,187	1:51
February	235,309	140,871	107,495	1:47
March	280,259	169,144	124,371	1:47
April	267,937	164,151	122,082	1:42
May	263,656	166,187	124,118	1:37
June	227,534	143,825	106,440	1:44
AVERAGE:	250,010	152,817	113,782	1:44

January – June 2018 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:

Business directories include 2 sources of circulation for quantities of 2,141 copies or 5.8% to 4,285 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.

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

July 18, 2018

State

Ohio

County

Hamilton

Received by BPA Worldwide

July 18, 2018

Type

BD

ID Number

PO90B0J8

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.