

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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MODERN MACHINE SHOP is a business-to-business media brand that produces a monthly print magazine, digital media, research and live events for the machining and metalworking market. With an emphasis on applications stories and case histories, Modern Machine Shop provides insight into real world applications of metalworking technology. Helping the subscriber to discover, not only what the technology can do, but how it can change their business, how it can help them serve their customers better and how they can be more profitable as a business enterprise. The parent company Gardner Business Media was established with the launch of Modern Machine Shop magazine in June of 1928. To this day, the Modern Machine Shop brand is recognized around the world as a resource for metalworking product and process technology.

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

MODERN MACHINE SHOP MAGAZINE



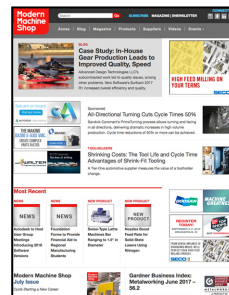
6 Issues in the period
97,891 average circulation

MODERN MACHINE SHOP E-NEWSLETTERS



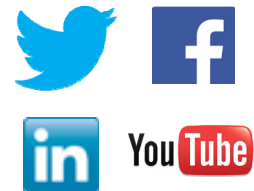
2 E-Newsletters in the period
37 total issued in the period
58,386 average per occurrence
58,404 average per occurrence

MODERN MACHINE SHOP WEBSITE



113,605 average users

MODERN MACHINE SHOP SOCIAL MEDIA



8942 Twitter followers
8542 Facebook likes
1971 LinkedIn group members
208,330 YouTube views

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
MODERN MACHINE SHOP MAGAZINE (6 issues in the period)	97,891	-	97,891
MODERN MACHINE SHOP E-NEWSLETTERS			
a. MMS Extra (12 issued in the period)	58,386	-	58,386
b. The Shop - Blog (25 issued in the period)	58,404	-	58,404
MODERN MACHINE SHOP WEBSITE (Monthly Users with 225,226 average Pageviews)	113,605	-	113,605
MODERN MACHINE SHOP SOCIAL MEDIA			
a. Twitter followers	*8,942	-	*8,942
b. Facebook likes	*8,542	-	*8,542
c. LinkedIn group members	*1,971	-	*1,971
d. YouTube views	*208,330	-	*208,330

*Social Media claims are cumulative figures, not averages.

FIELD SERVED

MODERN MACHINE SHOP serves the metalworking industry. Included are plants performing metalworking operations and whose products fall in manufacturing industries. Also served are other manufacturing, wholesale trade, and professional, scientific, technical, and educational services.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include corporate executives as well as company management, manufacturing production and manufacturing engineering management and departments, quality assurance and quality control management and department, product design management and department, research & development management and department, factory automation management and department, purchasing and other titled and non-titled personnel and company copies.

PURPOSE

Included herein is a supplementary analysis of recipients who responded to the question "Which of the following markets do you manufacture for?"

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	85
Advertiser and Agency	5,101
Allocated for Trade Shows and Conventions	867
All Other	1,014
TOTAL	7,067

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	97,891	100.0	97,891	100.0	-	-
Sponsored Individually	-	-	-	-	-	-
Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	97,891	100.0	97,891	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Total Qualified
July	97,876
August	98,267
September	99,705
October	99,081
November	96,208
December	96,209

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017
This issue is 2.1% or 2,020 copies below the average of the other 5 issues reported in Paragraph 2.

NAICS	BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	MANUFACTURING							EDUCATIONAL or GOVERNMENT (N)	SALES & MARKETING (X,Z)	OTHER NEC (A,U)
				Production			Engineering						
				Company Management, Corporate Executives and Purchasing (B,L)	Manu- facturing Production Management or Department (C,D,G,R,S)	Manu- facturing Engineering Management or Department (E,F,T,V)	Quality Assurance Control (P,Q)	Product Design Research and Development (H,I,J)					
325	CHEMICAL MANUFACTURING	491	0.5		166	97	130	11	60	3	20	4	
326	PLASTICS AND RUBBER PRODUCTS MANUFACTURING												
326 (Excl. 326199)	Plastics and Rubber Products Manufacturing	663	0.7	178	191	206	15	58	-	14	1		
326199	All Other Plastics Product Manufacturing	1,708	1.8	579	500	464	26	99	5	29	6		
	Subtotal NAICS 326	2,371	2.5	757	691	670	41	157	5	43	7		
327	NONMETALLIC MINERAL PRODUCT MANUFACTURING	286	0.3	81	71	90	2	26	1	14	1		
331	PRIMARY METAL MANUFACTURING												
3311	Iron and Steel Mills and Ferroalloy Manufacturing	352	0.4	160	109	55	7	11	-	9	1		
3312	Steel Product Manufacturing from Purchased Steel	197	0.2	55	64	49	10	10	-	6	3		
3313	Alumina and Aluminum Production and Processing	153	0.2	41	49	45	7	6	-	2	3		
3314	Nonferrous Metal (except Aluminum) Production and Processing	178	0.2	48	49	50	5	19	-	7	-		
3315	Foundries	729	0.8	170	248	237	18	37	2	15	2		
	Sub-Total NAICS 331	1,609	1.8	474	519	436	47	83	2	39	9		
332	FABRICATED METAL PRODUCT MANUFACTURING												
33211	Forging and Stamping	1,152	1.2	466	339	253	32	40	1	10	11		
33221	Cutlery and Handtool Manufacturing	429	0.4	180	122	86	4	19	-	17	1		
33231	Plate Work and Fabricated Structural Product Manufacturing	814	0.8	382	260	119	11	20	1	16	5		
33232	Ornamental and Architectural Metal Products Manufacturing	763	0.8	344	238	134	12	21	-	11	3		
33241	Power Boiler and Heat Exchanger Manufacturing (pt)	51	0.1	12	14	18	-	5	1	1	-		
33242	Metal Tank (Heavy Gauge) Manufacturing	41	-	19	11	9	-	2	-	-	-		
33243	Metal Can, Box, and Other Metal Container (Light Gauge) Manufacturing	42	-	16	14	9	1	1	-	-	1		
33251	Hardware Manufacturing (pt)	273	0.3	98	91	59	6	12	1	6	-		
33261	Spring and Wire Product Manufacturing	314	0.3	148	77	61	4	19	-	5	-		
33271	Machine Shops	20,673	21.5	13,138	4,362	1,975	474	294	21	320	89		
33272	Turned Product and Screw, Nut and Bolt Manufacturing	2,452	2.5	1,138	675	445	98	36	2	47	11		
33281	Coating, Engraving, Heat Treating, and Allied Activities	685	0.7	303	196	123	16	19	-	27	1		
33291	Metal Valve Manufacturing	926	1.0	162	406	258	23	55	1	17	4		
332991	Ball and Roller Bearing Manufacturing	241	0.3	42	53	117	7	14	-	7	1		
332992	Small Arms Ammunition Manufacturing	43	-	12	12	14	2	3	-	-	-		
332993	Ammunition (except Small Arms) Manufacturing	35	-	11	9	12	-	2	1	-	-		
332994	Small Arms Ordnance, and Ordnance Accessories Manufacturing	299	0.3	114	71	86	6	17	-	2	3		
332996	Fabricated Pipe and Pipe Fitting Manufacturing	238	0.2	79	79	54	8	9	-	8	1		
332999	All Other Miscellaneous Fabricated Metal Product Manufacturing (pt)	2,135	2.2	1,343	385	252	26	61	-	58	10		
	Sub-Total NAICS 332	31,606	32.6	18,007	7,414	4,084	730	649	29	552	141		
333	MACHINERY MANUFACTURING												
333111	Farm Machinery and Equipment Manufacturing (pt)	552	0.6	206	147	140	11	40	-	7	1		
333112	Lawn and Garden Tractor and Home Lawn and Garden Equipment Manufacturing	103	0.1	36	25	32	1	9	-	-	-		
33312	Construction Machinery Manufacturing	454	0.5	122	129	145	14	34	1	7	2		
333131	Mining Machinery and Equipment Manufacturing	170	0.2	56	64	39	2	6	-	3	-		
333132	Oil and Gas Field Machinery and Equipment Manufacturing	488	0.5	191	170	93	6	18	-	8	2		
333241	Food Product Machinery Manufacturing	292	0.3	129	79	66	2	13	1	1	1		
333242	Semiconductor Machinery Manufacturing	43	-	13	9	15	2	2	-	1	1		
333243	Sawmill, Woodworking, and Paper Machinery Manufacturing	280	0.3	142	65	42	1	17	1	10	2		
333244	Printing Machinery and Equipment Manufacturing	100	0.1	43	36	10	-	6	1	3	1		
333249	All Other Industrial Machinery Manufacturing	1,279	1.3	672	257	225	14	61	2	42	6		
333314	Optical Instrument and Lens Manufacturing	192	0.2	51	48	59	9	17	-	6	2		
333316	Photographic and Photocopying Equipment Manufacturing	75	0.1	22	23	28	-	2	-	-	-		
333318	Other Commercial and Service Industry Machinery Manufacturing (pt)	541	0.6	272	100	114	5	33	1	14	2		

NAICS	BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Company Management, Corporate Executives and Purchasing (B,L)	MANUFACTURING							OTHER NEC (A,U)
					Production		Engineering			EDUCATIONAL or GOVERNMENT (N)	SALES & MARKETING (X,Z)	
					Manu- facturing Production Management or Department (C,D,G,R,S)	Manu- facturing Engineering or Department (E,F,T,V)	Quality Assurance Control (P,Q)	Product Design Research and Development (H,I,J)				
333413	Industrial and Commercial Fan and Blower and Air Purification Equipment Manufacturing	211	0.2	76	58	54	3	8	-	9	3	
333414	Heating Equipment except Warm Air Furnaces - Manufacturing (pt)	109	0.1	41	29	28	1	9	-	1	-	
333415	Air-Conditioning and Warm Air Heating Equipment and Commercial and Industrial Refrigeration Equipment Manufacturing	318	0.3	138	63	78	8	24	-	6	1	
333511	Industrial Mold Manufacturing	2,667	2.8	1,278	789	354	31	120	1	79	15	
333514	Special Die and Tool, Die Set, Jig, and Fixture Manufacturing	1,901	2.0	1,004	520	234	19	58	-	56	10	
333515	Cutting Tool and Machine Tool Accessory Manufacturing	1,716	1.8	748	352	283	25	76	7	203	22	
333517	Machine Tool Manufacturing	2,106	2.2	941	428	427	19	73	4	204	10	
333519	Rolling Mill and Other Metalworking Machinery Manufacturing	400	0.4	167	101	85	7	18	-	19	3	
333611	Turbine and Turbine Generator Set Unit Manufacturing	208	0.2	42	54	92	5	11	-	4	-	
333612	Speed Changer, Industrial High-Speed Drive, and Gear Manufacturing	285	0.3	95	98	65	9	10	-	7	1	
333613	Mechanical Power Transmission Equipment Manufacturing	277	0.3	74	94	78	13	12	-	5	1	
333618	Other Engine Equipment Manufacturing (pt)	389	0.4	162	76	104	14	28	-	4	1	
333912	Air and Gas Compressor Manufacturing	180	0.2	46	61	44	10	11	3	4	1	
333914	Measuring, Dispensing, and Other Pumping Equipment Manufacturing	348	0.4	72	126	115	7	20	-	8	-	
333921	Elevator and Moving Stairway Manufacturing	27	-	15	3	6	-	3	-	-	-	
333922	Conveyor and Conveying Equipment Manufacturing (pt)	272	0.3	87	96	53	2	18	-	15	1	
333923	Overhead Traveling Crane, Hoist, and Monorail System Manufacturing (pt)	99	0.1	23	24	42	1	6	-	3	-	
333924	Industrial Truck, Tractor, Trailer, and Stacker Machinery Manufacturing	160	0.2	33	43	67	1	13	1	1	1	
333991	Power-Driven Handtool Manufacturing	141	0.1	54	23	44	4	10	-	6	-	
333992	Welding and Soldering Equipment Manufacturing	108	0.1	35	38	25	2	5	2	1	-	
333993	Packaging Machinery Manufacturing	169	0.2	34	73	43	3	12	-	4	-	
333994	Industrial Process Furnace and Oven Manufacturing	127	0.1	42	32	38	-	13	-	2	-	
333995	Fluid Power Cylinder and Actuator Manufacturing	244	0.3	72	89	62	10	5	1	4	1	
333996	Fluid Power Pump and Motor Manufacturing	175	0.2	37	50	69	8	8	-	3	-	
333997	Scale and Balance (except Laboratory) Manufacturing	27	-	6	4	12	-	3	-	2	-	
333999	All Other Miscellaneous General Purpose Machinery Manufacturing (pt)	1,177	1.2	651	258	167	9	49	-	39	4	
	Sub-Total NAICS 333	18,410	19.2	7,928	4,734	3,677	278	881	26	791	95	
334	COMPUTER AND ELECTRONIC PRODUCT MANUFACTURING											
3341	Computer and Peripheral Equipment Manufacturing	146	0.2	45	23	59	1	12	-	4	2	
3342	Communications Equipment Manufacturing	312	0.3	76	89	111	10	23	-	2	1	
3343	Audio and Video Equipment Manufacturing	36	-	6	10	16	-	4	-	-	-	
3344	Semiconductor and Other Electronic Component Manufacturing	987	1.0	241	259	333	24	111	-	16	3	
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	2,748	2.9	1,270	526	644	48	185	3	60	12	
3346	Manufacturing and Reproducing Magnetic and Optical Media	43	-	16	9	10	-	5	-	3	-	
	Sub-Total NAICS 334	4,272	4.4	1,654	916	1,173	83	340	3	85	18	
335	ELECTRICAL EQUIPMENT, APPLIANCE, AND COMPONENT MANUFACTURING											
33511	Electric Lamp Bulb and Part Manufacturing	15	-	2	5	6	1	1	-	-	-	
33512	Lighting Fixture Manufacturing	144	0.1	48	36	43	2	12	-	2	1	
33521	Small Electrical Appliance Manufacturing	39	-	6	13	14	2	4	-	-	-	
33522	Major Household Appliance Manufacturing	54	0.1	7	16	21	2	8	-	-	-	
33531	Electrical Equipment Manufacturing	865	0.9	188	214	347	19	77	1	16	3	
33591	Battery Manufacturing	64	0.1	7	13	29	1	13	-	-	1	
33592	Communication and Energy Wire and Cable Manufacturing	21	-	4	7	8	1	-	-	1	-	
33593	Wiring Device Manufacturing	235	0.2	40	90	79	4	19	-	3	-	
33599	All Other Electrical Equipment and Component Manufacturing	360	0.4	112	92	103	1	30	1	21	-	
	Sub-Total NAICS 335	1,797	1.8	414	486	650	33	164	2	43	5	
336	TRANSPORTATION EQUIPMENT MANUFACTURING											
336111	Automobile Manufacturing	926	1.0	543	112	189	26	43	2	7	4	
336112	Light Truck and Utility Vehicle Manufacturing	58	0.1	36	11	3	1	3	-	3	1	
336120	Heavy Duty Truck Manufacturing	186	0.2	115	28	32	2	7	1	1	-	
336211	Motor Vehicle Body Manufacturing (pt)	1,459	1.5	1,021	239	131	18	40	1	9	-	
336212	Truck Trailer Manufacturing	1,301	1.4	967	207	85	11	15	-	15	1	
336213	Motor Home Manufacturing	135	0.1	93	18	17	3	3	-	1	-	
336214	Travel Trailer and Camper Manufacturing (pt)	459	0.5	368	50	23	3	10	-	3	2	
336310	Motor Vehicle Gasoline Engine and Engine Parts Manufacturing	637	0.7	364	100	124	15	23	1	8	2	
336320	Motor Vehicle Electrical and Electronic Equipment Manufacturing	1,102	1.1	757	148	127	20	40	-	6	4	
336330	Motor Vehicle Steering and Suspension Components (except Spring) Manufacturing	70	0.1	37	10	18	3	1	-	-	1	
336340	Motor Vehicle Brake System Manufacturing	98	0.1	56	17	17	2	5	-	1	-	
336350	Motor Vehicle Transmission and Power Train Parts Manufacturing	354	0.4	183	64	73	16	12	1	3	2	

NAICS	BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	MANUFACTURING								
				Company Management, Corporate Executives and Purchasing (B,L)	Production		Engineering			EDUCATIONAL or GOVERNMENT (N)	SALES & MARKETING (X,Z)	OTHER NEC (A,U)
					Manu- facturing Production Management of Department (C,D,G,R,S)	Manu- facturing Engineering Management of Department (E,F,T,V)	Quality Assurance Control (P,Q)	Product Design Research and Development (H,I,J)				
336360	Motor Vehicle Seating and Interior Trim Manufacturing	199	0.2	98	39	44	6	11	-	-	1	
336370	Motor Vehicle Metal Stamping	640	0.7	330	154	107	21	24	-	2	2	
336390	Other Motor Vehicle Parts Manufacturing	4,795	5.0	2,170	822	1,326	153	244	9	44	27	
336411	Aircraft Manufacturing	1,290	1.3	588	170	413	34	73	3	4	5	
336412	Aircraft Engine and Engine Parts Manufacturing (pt)	866	0.9	326	141	318	26	44	2	8	1	
336413	Other Aircraft Parts and Auxiliary Equipment Manufacturing	3,528	3.7	1,540	789	847	146	140	3	48	15	
336414	Guided Missile and Space Vehicle Manufacturing	184	0.2	63	38	57	7	16	1	-	2	
336415	Guided Missile and Space Vehicle Propulsion Unit and Propulsion Unit Parts Manufacturing	131	0.1	43	29	44	6	7	-	-	2	
336419	Other Guided Missile and Space Vehicle Parts and Auxiliary Equipment Manufacturing	132	0.1	50	30	43	-	7	1	-	1	
3365	Railroad Rolling Stock Manufacturing	194	0.2	84	39	52	3	13	-	3	-	
3366	Ship and Boat Building	604	0.6	399	94	67	11	24	1	6	2	
3369	Other Transportation Equipment Manufacturing	580	0.6	376	74	100	2	24	-	4	-	
	Sub-Total NAICS 336	19,928	20.8	10,607	3,423	4,257	535	829	26	176	75	
337	FURNITURE AND RELATED PRODUCT MANUFACTURING											
3371	Household and Institutional Furniture and Kitchen Cabinet Manufacturing	218	0.2	110	50	43	2	12	-	1	-	
3372	Office Furniture (including Fixtures) Manufacturing	83	0.1	24	21	25	2	11	-	-	-	
3379	Other Furniture Related Product Manufacturing	10	-	2	2	3	1	2	-	-	-	
	Sub-Total NAICS 337	311	0.3	136	73	71	5	25	-	1	-	
339	MISCELLANEOUS MANUFACTURING											
339112	Surgical and Medical Instrument Manufacturing	1,897	2.0	590	475	548	72	176	2	22	12	
339113	Surgical Appliance and Supplies Manufacturing	1,193	1.2	540	230	289	31	75	-	14	14	
339114	Dental Equipment and Supplies Manufacturing	751	0.8	574	71	63	12	27	-	3	1	
339115	Ophthalmic Goods Manufacturing	119	0.1	59	21	28	1	6	-	2	2	
339116	Dental Laboratories	567	0.6	529	9	19	-	6	-	2	2	
33991	Jewelry and Silverware Manufacturing	262	0.3	210	30	18	-	2	-	1	1	
33992	Sporting and Athletic Goods Manufacturing	454	0.5	296	72	46	7	25	-	6	2	
33993	Doll, Toy, and Game Manufacturing	124	0.1	101	14	4	1	2	-	2	-	
33994	Office Supplies (except Paper) Manufacturing	131	0.1	87	28	6	1	3	-	6	-	
33995	Sign Manufacturing	793	0.8	709	52	17	-	13	-	-	2	
33999	All Other Miscellaneous Manufacturing	1,128	1.2	681	188	177	9	43	-	23	7	
	Sub-Total NAICS 339	7,419	7.7	4,376	1,190	1,215	134	378	2	81	43	
311-324	OTHER MISCELLANEOUS MANUFACTURING	567	0.6	278	137	94	3	31	-	21	3	
42	WHOLESALE TRADE	2,839	3.0	1,474	346	390	17	82	8	505	17	
541	Professional, Scientific, and Technical Services	1,960	2.0	941	221	510	14	200	11	51	12	
611	Educational Services	640	0.7	152	90	71	1	35	285	2	4	
	OTHER QUALIFIED NAICS, N.E.C.	1,702	1.8	889	338	283	10	96	11	59	16	
	TOTAL QUALIFIED CIRCULATION	96,208	100.0	48,334	20,746	17,801	1,944	4,036	414	2,483	450	

(B,L) COMPANY MANAGEMENT, CORPORATE EXECUTIVE, PURCHASING titles include Chairman, General Manager, Owner, Partner, President, Vice President, Buyer, Purchasing Manager and Procurement Chief

(C,R) MANUFACTURING PRODUCTION MANAGEMENT, FACTORY AUTOMATION MANAGEMENT titles include Factory Manager, Machine Shop Manager, Manufacturing Manager, Manufacturing Production Manager, Plant Manager, Production Manager, Shop Manager, Tool Room Manager, Works Manager, Factory Automation Manager, Chief Factory Automation Engineer, Manager of Systems Design and Chief Systems Engineer.

(D,G,S) MANUFACTURING PRODUCTION DEPARTMENT, MANUFACTURING (OTHER MANUFACTURING PERSONNEL), FACTORY AUTOMATION ENGINEERS titles include Foreman, Department Supervisor, Manufacturing Supervisor, Master Mechanic, Plant Supervisor, Production Supervisor, Diemaker, Expediter, Leadman, Factory Automation Engineer, Automation Foreman, CNC Programmer, Systems Designer and Systems Engineer.

(E,V) MANUFACTURING ENGINEERING MANAGEMENT titles include Chief Tool Engineer, Chief of Manufacturing Development, Director of Manufacturing Engineering, Chief Methods Engineer, Manager of Process Engineering, Director of Production Engineering, Manager of Tool Design and Head of Tool Engineering.

(F,T) MANUFACTURING ENGINEERING (ENGINEERS) include most engineering titles where the individual does not manage the department.

(P,Q) QUALITY ASSURANCE/CONTROL MANAGEMENT, ENGINEERS titles include Quality Assurance Manager, Quality Control Director, Chief of Quality Engineering, Quality Assurance Engineer, Quality Control Foreman and Quality Supervisor.

(H,I,J) PRODUCT DESIGN, RESEARCH and DEVELOPMENT MANAGEMENT, ENGINEERS, & OTHER DESIGN PERSONNEL titles include Director of Design Engineering, Chief Draftsman, Manager of Product Engineering, Director of Research, Design Project Engineer, Development Engineer, Research & Design Engineer, and Draftsman.

(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 QUALIFIED TITLES, N.E.C.

SUPPLEMENTARY DATA FOR ISSUE OF NOVEMBER 2017

This is an analysis of 86,184 or 89.6% recipients who manufacture for the following industries. 64,921 are classified based on their response to the question 'Which of the following markets do you manufacture for?' and 21,263 are classified based on NAICS for their company indicating they are an OEM for the given market.

BUSINESS AND INDUSTRY	Totals	Company Management, Corporate Executives, Purchasing (B,L)	Manufacturing Production Management or Department (C,D,G,R,S)	Manufacturing Engineering Management or Department (E,F,T,V)	Quality Assurance, Quality Control (P,Q)	Product Design, Research & Development (H,I,J)	EDU-CATIONAL or GOVERNMENT (N)	SALES & MARKETING (X,Z)	OTHER NEC (A,U)
Aerospace/Aviation									
OEMs, Components & Parts	6,638	2,800	1,302	1,884	230	320	11	64	27
Captive Shops, Contract Shops & Job Shops	39,489	17,105	10,318	7,718	1,008	1,690	47	1,384	219
Other Qualified: R&D, Consultants, Testing & Design, Q/A	4,335	2,062	578	775	26	218	116	529	31
Totals	50,462	21,967	12,198	10,377	1,264	2,228	174	1,977	277
Automotive/Transportation									
OEMs, Components & Parts	12,408	7,134	2,018	2,311	299	481	15	103	47
Captive Shops, Contract Shops & Job Shops	42,030	18,398	10,822	8,362	935	1,870	53	1,376	214
Other Qualified: R&D, Consultants, Testing & Design, Q/A	4,722	2,413	575	793	21	231	143	517	29
Totals	59,160	27,945	13,415	11,466	1,255	2,582	211	1,996	290
Medical/Dental									
OEMs, Components & Parts	4,710	2,351	839	1,003	122	312	2	50	31
Captive Shops, Contract Shops & Job Shops	30,983	13,066	8,231	6,185	745	1,386	40	1,162	168
Other Qualified: R&D, Consultants, Testing & Design, Q/A	3,549	1,690	440	591	21	206	108	464	29
Totals	39,242	17,107	9,510	7,779	888	1,904	150	1,676	228
Military/Defense									
OEMs, Components & Parts	898	322	199	286	21	56	3	3	8
Captive Shops, Contract Shops & Job Shops	39,905	15,801	10,719	8,828	1,116	1,857	56	1,330	198
Other Qualified: R&D, Consultants, Testing & Design, Q/A	3,614	1,634	498	674	21	205	82	477	23
Totals	44,417	17,757	11,416	9,788	1,158	2,118	141	1,810	229
Offroad/Construction/Agriculture									
OEMs, Components & Parts	1,109	364	301	317	26	83	1	14	3
Captive Shops, Contract Shops & Job Shops	44,272	19,449	11,194	9,006	1,108	1,888	51	1,347	229
Other Qualified: R&D, Consultants, Testing & Design, Q/A	3,809	1,902	507	611	16	183	106	456	28
Totals	49,190	21,715	12,002	9,934	1,150	2,154	158	1,817	260
Oil & Gas/Energy									
OEMs, Components & Parts	658	248	234	131	8	24	-	11	2
Captive Shops, Contract Shops & Job Shops	36,925	14,961	10,154	7,771	938	1,589	49	1,270	193
Other Qualified: R&D, Consultants, Testing & Design, Q/A	3,457	1,642	470	586	21	167	80	467	24
Totals	41,040	16,851	10,858	8,488	967	1,780	129	1,748	219

OEM, Components & Parts: Corresponding Industry NAICS

Captive Shops, Contract Shops & Job Shops: Respondents in Mfg NAICS (311-339) not Industry-Specific

Other Qualified: R&D, Consultants, Testing & Design, Q/A: Respondents in non-Mfg NAICS

SUPPLEMENTARY DATA FOR ISSUE OF NOVEMBER 2017

This is an analysis of 31,263 recipients in the indicated NAICS classifications, of whom 28,117 manufacture for the following industries based on their response to the question "Which of the following markets do you manufacture for?"

Contract Shops & Job Shops (NAICS 326199, 33271, 33272, 33281, 333511, 333514, 333999)	Totals	Company Management, Corporate Executives, Purchasing (B,L)	Manufacturing Production Management or Department (C,D,G,R,S)	Manufacturing Engineering Management or Department (E,F,T,V)	Quality Assurance, Quality Control (P,Q)	Product Design, Research & Development (H,I,J)	EDU-CATIONAL or GOVERNMENT (N)	SALES & MARKETING (X,Z)	OTHER NEC (A,U)
Aerospace/Aviation	19,251	10,182	5,064	2,470	527	438	14	460	96
Automotive/Transportation	20,538	10,967	5,297	2,698	485	507	17	474	93
Medical/Dental	15,436	7,923	4,154	2,092	408	375	14	395	75
Military/Defense	17,163	8,724	4,691	2,329	491	401	15	437	75
Offroad/Construction/Agriculture	19,193	10,486	4,869	2,405	482	417	13	432	89
Oil & Gas/Energy	16,388	8,524	4,433	2,115	441	351	16	431	77

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:	65,549	18,924	-	84,473	87.8
II. Request from recipient's company:	4	-	-	4	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	1,125	-	-	1,125	1.2
V. TOTAL - Sources other than above (listed alphabetically):	10,606	-	-	10,606	11.0
Association rosters and directories	-	-	-	-	-
*Business directories	10,589	-	-	10,589	11.0
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	17	-	-	17	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	77,284	18,924	-	96,208	100.0
PERCENT	80.3	19.7	-	100.0	

*See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data		Audited Data		Circulation Claim	
	January – June 2015	July – December 2015	January – June 2016	July – December 2016	January – June 2017*	July – December 2017*
Total Audit Average Qualified:	96,319	96,619	96,675	98,571	98,294	97,891
Qualified Non-Paid:	96,319	96,619	96,675	98,571	98,294	97,891
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	401		Kentucky	1,148	
New Hampshire	679		Tennessee	1,611	
Vermont	253		Alabama	1,055	
Massachusetts	2,140		Mississippi	384	
Rhode Island	319		EAST SO. CENTRAL	4,198	4.4
Connecticut	1,804		Arkansas	554	
NEW ENGLAND	5,596	5.8	Louisiana	736	
New York	3,617		Oklahoma	1,016	
New Jersey	1,668		Texas	4,866	
Pennsylvania	4,645		WEST SO. CENTRAL	7,172	7.5
MIDDLE ATLANTIC	9,930	10.3	Montana	255	
Ohio	7,270		Idaho	376	
Indiana	3,940		Wyoming	142	
Illinois	6,765		Colorado	924	
Michigan	6,860		New Mexico	330	
Wisconsin	4,334		Arizona	1,245	
EAST NO. CENTRAL	29,169	30.3	Utah	754	
Minnesota	2,825		Nevada	303	
Iowa	1,480		MOUNTAIN	4,329	4.5
Missouri	1,950		Alaska	112	
North Dakota	234		Washington	1,801	
South Dakota	389		Oregon	1,064	
Nebraska	660		California	8,610	
Kansas	1,135		Hawaii	78	
WEST NO. CENTRAL	8,673	9.0	PACIFIC	11,665	12.1
Delaware	131		UNITED STATES	91,041	94.6
Maryland	856		U.S. Territories	89	
Washington, DC	42		Canada	4,984	
Virginia	1,253		Mexico	94	
West Virginia	288		Other International	-	
North Carolina	2,112		APO/FPO	-	
South Carolina	1,141				
Georgia	1,584				
Florida	2,902				
SOUTH ATLANTIC	10,309	10.7			
			TOTAL QUALIFIED CIRCULATION	96,208	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2017	MMS Extra	The Shop - Blog
JULY		
July 5	59,199	-
July 7	-	59,246
July 14	-	59,159
July 19	59,092	-
July 21	-	59,028
July 28	-	58,793
AUGUST		
August 2	58,717	-
August 4	-	58,620
August 11	-	58,509
August 16	58,582	-
August 18	-	58,486
August 25	-	59,453
SEPTEMBER		
September 1	-	59,194
September 6	59,266	-
September 8	-	59,180
September 15	-	59,067
September 20	58,927	-
September 22	-	58,776
September 29	-	58,761
OCTOBER		
October 4	58,607	-
October 6	-	58,520
October 13	-	58,435
October 18	58,372	-
October 20	-	58,316
October 27	-	58,197
NOVEMBER		
November 1	58,023	-
November 3	-	57,972
November 10	-	57,836
November 15	57,705	-
November 17	-	57,664
November 27	-	58,465
DECEMBER		
December 1	-	58,328
December 6	57,206	-
December 8	-	56,808
December 15	-	56,799
December 20	56,931	-
December 22	-	56,479
AVERAGE:	58,386	58,404

MMS Extra (12 issued in the period)
 The Shop - Blog (25 issued in the period)

WEBSITE CHANNEL

WWW.MMSONLINE.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
July	214,782	139,909	108,720	1:33
August	246,424	155,772	121,856	1:30
September	230,315	148,652	115,338	1:31
October	242,269	155,705	120,235	1:28
November	227,861	150,654	117,044	1:24
December	195,707	128,364	98,437	1:27
AVERAGE:	226,226	146,509	113,605	1:29

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

SOCIAL MEDIA CHANNEL

Modern Machine Shop Social Media



Twitter followers

<http://twitter.com/mmsonline>



Facebook likes

<http://www.facebook.com/mmsonline>



LinkedIn group members

<http://www.linkedin.com/grp/home?gid=4074615>



YouTube views

<https://www.youtube.com/user/mmsonlinevideos>

2017

Beginning Balance:	7,968	7,649	1,967	161,447
July	8,120	7,841	1,971	167,971
August	8,310	8,106	1,970	175,182
September	8,461	8,313	1,970	181,616
October	8,617	8,368	1,972	188,368
November	8,790	8,453	1,971	196,545
December	8,942	8,542	1,971	208,330

Note 1: YouTube Monthly Views data is an aggregate figure

ADDITIONAL DATA

MAGAZINE:

PARAGRAPH 3b:

Business directories include 2 sources of circulation for quantities of 5,244 copies or 5.4% and 5,345 copies or 5.6%
Other sources include 1 source of circulation for quantities of 17 copies or -%.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters, Website and Social Media 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.

Travis Egan, 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 16, 2018

Ohio

Hamilton

January 16, 2018

BD

M102B0D7

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.