

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.

SME
One SME Drive
P.O. Box 930
Dearborn, MI 48121
Tel. No.: (313) 271-1500
Fax No.: (313) 425-3400
Website: www.sme.org

MANUFACTURING ENGINEERING MEDIA is a leading source for news and in-depth technical information about advanced manufacturing in North America. While our roots are in traditional metalworking and shop operations, we distinguish ourselves by remaining on the cutting edge and keeping our eyes on what's next, covering everything from metalworking to 3D printing.

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

MANUFACTURING ENGINEERING MAGAZINE



6 Issues in the period
92,090 average circulation

MANUFACTURING ENGINEERING E-NEWSLETTER



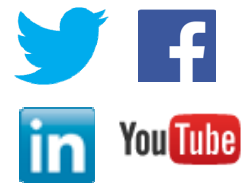
26 issued in the period
27,936 average per occurrence

SME/MANUFACTURING ENGINEERING WEBSITE



86,462 average users

MANUFACTURING ENGINEERING SOCIAL MEDIA



19,094 Twitter followers
7,356 Facebook likes
467 LinkedIn group members
1,273 YouTube Subscribers
6,014 YouTube Views

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
MANUFACTURING ENGINEERING MAGAZINE (6 issues in the period)	92,090	-	92,090
a. Print	80,013	-	80,013
b. Digital	12,077	-	12,077
1. Requested	12,077	-	12,077
2. Non-Requested	-	-	-
MANUFACTURING ENGINEERING E-NEWSLETTER			
a. Advanced Manufacturing Now (26 issued in the period)	27,936	-	27,936
SME/MANUFACTURING ENGINEERING WEBSITE (Monthly Users with 220,854 average Pageviews)	86,462	-	86,462
MANUFACTURING ENGINEERING SOCIAL MEDIA			
a. Twitter followers	*19,094	-	*19,094
b. Facebook likes	*7,356	-	*7,356
c. LinkedIn group members	*467	-	*467
d. You Tube subscribers	*1,273	-	*1,273
e. You Tube views	*6,014	-	*6,014

*Social Media claims are cumulative figures, not averages.

FIELD SERVED

MANUFACTURING ENGINEERING serves manufacturing industries with primary focus on metalworking industries. Industries include primary metal, fabricated metal products, machinery (except electrical), electric & electronic equipment, transportation equipment, instruments & related equipment, and misc. manufacturing industries. Wholesale trade, professional, scientific & technical services, and other manufacturing industries as described in Paragraph 3a also served.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are corporate executives, owners and managers, manufacturing production management and department, manufacturing engineering management and department, quality assurance & control management and department, product design/R&D management, engineers and department, factory automation management and department, and purchasing professionals. Also qualified are sales/marketing professionals and others allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	145
Advertiser and Agency	2,305
Allocated for Trade Shows and Conventions	1,342
All Other	7,761
TOTAL	11,553

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	91,736	99.6	91,736	99.6	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	354	0.4	354	0.4	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	92,090	100.0	92,090	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Total Qualified
January	80,287	11,926	92,213
February	80,141	11,964	92,105
March	80,245	12,083	92,328
April	80,118	12,099	92,217
May	79,607	12,185	91,792
June	79,679	12,205	91,884

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

This issue is 0.4% or 357 copies below the average of the other 5 issues reported in Paragraph 2.

North American Industry Classification System – NAICS Business & Industry Codes – were introduced in 1997, and last updated in 2017. The NAICS system has evolved from the Standard Industrial Classification (SIC) numerical coding system last updated in 1987.

NAICS	BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Company Management, Corporate Executives and Purchasing (B, L)	MANUFACTURING							
					Production				Engineering			
					Management (C, R)	Department (D, S)	Management (E)	Department (F, G)	Quality Assurance Control (P, Q)	Product Design Research and Development (H, I, J)	Other Qualified Personnel (M, N)	
331	PRIMARY METAL MANUFACTURING											
3311	Iron and Steel Mills and Ferroalloy Manufacturing	313	0.3	165	30	13	33	27	18	16	11	
3312	Steel Product Manufacturing from Purchased Steel	258	0.3	111	41	13	36	18	11	16	12	
3313	Alumina and Aluminum Production and Processing	534	0.6	194	69	36	90	69	12	53	11	
3314	Nonferrous Metal (except Aluminum) Production and Processing	344	0.4	146	43	15	55	44	10	26	5	
3315	Foundries	533	0.6	197	58	19	82	114	14	26	23	
	Sub-Total NAICS 331	1,982	2.2	813	241	96	296	272	65	137	62	
332	FABRICATED METAL PRODUCT MANUFACTURING											
33211	Forging and Stamping	1,488	1.6	624	193	75	205	222	54	74	41	
33221	Cutlery and Handtool Manufacturing	408	0.4	148	54	18	42	69	22	40	15	
33231	Plate Work and Fabricated Structural Product Manufacturing	2,787	3.0	1,672	336	143	257	151	77	92	59	
33232	Ornamental and Architectural Metal Products Manufacturing	2,771	3.0	1,668	340	109	280	203	46	87	38	
33241	Power Boiler and Heat Exchanger Manufacturing	60	0.1	38	3	4	5	6	-	3	1	
33242	Metal Tank (Heavy Gauge) Manufacturing	166	0.2	76	17	8	26	24	4	9	2	
33243	Metal Can, Box and Other Metal Container (Light Gauge) Manufacturing	127	0.1	41	18	1	29	19	7	10	2	
33251	Hardware Manufacturing	251	0.3	73	29	11	36	64	12	21	5	
33261	Spring and Wire Product Manufacturing	386	0.4	193	53	15	51	40	9	23	2	
33271	Machine Shops	8,863	9.7	6,664	900	378	317	311	128	83	82	
33272	Turned Product and Screw, Nut and Bolt Manufacturing	625	0.7	282	93	28	72	84	32	22	12	
33281	Coating, Engraving, Heat Treating and Allied Activities	813	0.9	513	72	25	53	64	33	27	26	
33291	Metal Valve Manufacturing	1,513	1.7	612	179	77	163	242	57	151	32	
332991	Ball and Roller Bearing Manufacturing	218	0.2	35	20	15	47	71	11	10	9	
332992	Small Arms Ammunition Manufacturing	27	-	6	1	1	9	9	-	1	-	
332993	Ammunition (except Small Arms) Manufacturing	68	0.1	13	2	7	13	23	3	5	2	
332994	Small Arms Manufacturing (pt)	81	0.1	25	8	3	8	18	4	11	4	
332996	Fabricated Pipe and Pipe Fitting Manufacturing	453	0.5	236	66	31	43	39	9	16	13	
332999	All Other Miscellaneous Fabricated Metal Product Manufacturing (pt)	1,355	1.5	802	135	65	126	119	31	59	18	
	Sub-Total NAICS 332	22,460	24.5	13,721	2,519	1,014	1,782	1,778	539	744	363	
333	MACHINERY MANUFACTURING											
333111	Farm Machinery and Equipment Manufacturing (pt)	2,561	2.8	1,834	188	73	157	154	21	110	24	
333112	Lawn and Garden Tractor and Home Lawn and Garden Equipment Manufacturing	504	0.5	357	30	17	29	37	4	25	5	
333120	Construction Machinery Manufacturing	2,359	2.6	1,603	172	66	189	169	19	99	42	
333131	Mining Machinery and Equipment Manufacturing	593	0.6	372	52	19	50	37	12	42	9	
333132	Oil and Gas Field Machinery and Equipment Manufacturing	1,719	1.9	914	177	87	146	208	42	118	27	
333241	Food Product Machinery Manufacturing	268	0.3	112	39	18	36	36	5	17	5	
333242	Semiconductor Machinery Manufacturing	36	-	10	4	2	4	3	3	5	5	
333243	Sawmill, Woodworking and Paper Machinery Manufacturing	175	0.2	78	21	18	19	23	2	13	1	
333244	Printing Machinery and Equipment Manufacturing	107	0.1	51	11	6	8	14	1	11	5	
333249	Other Industrial Machinery Manufacturing	710	0.8	274	95	43	103	92	16	64	23	
333314	Optical Instrument and Lens Manufacturing	105	0.1	39	8	8	12	16	1	18	3	
333316	Photographic and Photocopying Equipment Manufacturing	50	0.1	14	4	2	11	11	2	4	2	
333318	Other Commercial and Service Industry Machinery Manufacturing (pt)	615	0.7	287	65	26	81	69	23	54	10	
333413	Industrial and Commercial Fan and Blower Manufacturing	358	0.4	123	33	21	66	59	10	30	16	
333414	Heating Equipment (except Warm Air Furnaces) Manufacturing (pt)	477	0.5	247	50	18	57	43	15	35	12	
333415	Air-Conditioning and Warm Air Heating Equipment	499	0.5	184	49	20	87	77	19	46	17	
333511	Industrial Mold Manufacturing	484	0.5	288	46	28	47	40	15	13	7	
333514	Special Die and Tool, Die Set, Jig, and Fixture Manufacturing	1,065	1.2	602	164	45	94	71	24	39	26	
333515	Cutting Tool and Machine Tool Accessory Manufacturing	498	0.5	250	62	21	41	39	13	40	32	

NAICS	BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Company Management, Corporate Executives and Purchasing (B, L)	MANUFACTURING		Quality Assurance Control (P, Q)	Product Design Research and Development (H, I, J)	Other Qualified Personnel (M, N)		
					Production					Engineering	
					Management (C, R)	Department (D, S)				Management (E)	Department (F, G)
333517	Machine Tool Manufacturing	1,178	1.3	581	148	55	103	133	21	63	74
333519	Rolling Mill and other Metalworking Machinery Manufacturing	258	0.3	116	43	14	19	25	4	25	12
333611	Turbine and Turbine Generator Set Unit Manufacturing	898	1.0	465	63	54	82	127	18	66	23
333612	Speed Changer, Industrial High-Speed Drive, and Gear Manufacturing	140	0.2	43	18	12	21	28	5	8	5
333613	Mechanical Power Transmission Equipment Manufacturing	299	0.3	65	32	23	45	80	14	31	9
333618	Other Engine Equipment Manufacturing (pt)	583	0.6	275	47	19	87	91	17	42	5
333912	Air and Gas Compressor Manufacturing	431	0.5	222	39	20	40	53	12	31	14
333914	Measuring, Dispensing, and other Pumping Equipment Manufacturing	1,241	1.4	700	118	52	127	113	20	81	30
333921	Elevator and Moving Stairway Manufacturing	79	0.1	27	8	6	14	11	-	12	1
333922	Conveyor and Conveying Equipment Manufacturing (pt)	380	0.4	147	50	30	47	57	7	32	10
333923	Overhead Traveling Crane, Hoist, and Monorail System Manufacturing (pt)	99	0.1	44	7	3	14	18	3	7	3
333924	Industrial Truck, Tractor, Trailer, and Stacker Machinery Manufacturing	400	0.4	110	35	36	59	119	6	29	6
333991	Power-Driven Handtool Manufacturing	130	0.1	37	16	4	18	28	2	21	4
333992	Welding and Soldering Equipment Manufacturing	242	0.3	119	12	10	25	30	6	28	12
333993	Packaging Machinery Manufacturing	183	0.2	78	26	9	21	22	4	18	5
333994	Industrial Process Furnace and Oven Manufacturing	179	0.2	72	21	7	31	20	3	16	9
333995	Fluid Power Cylinder and Actuator Manufacturing	121	0.1	47	16	12	14	16	-	11	5
333996	Fluid Power Pump and Motor Manufacturing	149	0.2	35	15	10	20	37	6	22	4
333997	Scale and Balance (except Laboratory) Manufacturing	44	-	14	5	5	3	8	4	2	3
333999	All Other Miscellaneous General Purpose Machinery Manufacturing (pt)	4,548	5.0	2,961	483	182	324	273	99	152	74
	Sub-Total NAICS 333	24,765	27.0	13,797	2,472	1,101	2,351	2,487	498	1,480	579
334	COMPUTER AND ELECTRONIC PRODUCT MANUFACTURING										
3341	Computer and Peripheral Equipment Manufacturing	319	0.3	101	25	10	52	43	15	61	12
3342	Communications Equipment Manufacturing	261	0.3	67	35	11	43	49	11	40	5
3343	Audio and Video Equipment Manufacturing	41	-	15	3	4	4	4	-	11	-
3344	Semiconductor and Other Electronic Component Manufacturing	828	0.9	222	79	42	120	194	45	107	19
334510	Electromedical and Electrotherapeutic Apparatus Manufacturing	991	1.1	696	44	23	42	88	26	66	6
334511	Search, Detection, Navigation, Guidance, Aeronautical and Nautical System and Instrument Manufacturing	1,985	2.2	836	153	96	217	370	75	208	30
334512	Automatic Environmental Control Manufacturing for Residential, Commercial and Appliance Use	501	0.5	240	47	25	54	63	7	51	14
334513	Instruments and Related Products Manufacturing for Measuring, Displaying and Controlling Industrial Process Variables	424	0.5	147	49	33	54	57	17	55	12
334514	Totalizing Fluid Meter and Counting Device Manufacturing	96	0.1	27	12	6	11	19	5	15	1
334515	Instrument Manufacturing for Measuring and Testing Electricity and Electrical Signals	154	0.2	44	14	15	15	31	7	22	6
334516	Analytical Laboratory Instrument Manufacturing	257	0.3	73	32	9	41	40	12	43	7
334517	Irradiation Apparatus Manufacturing	71	0.1	31	5	2	9	10	2	10	2
334519	Other Measuring and Controlling Device Manufacturing	913	1.0	386	99	51	85	120	35	112	25
3346	Manufacturing and Reproducing Magnetic and Optical Media	20	-	9	2	2	2	1	-	2	2
	Sub-Total NAICS 334	6,861	7.5	2,894	599	329	749	1,089	257	803	141
335	ELECTRICAL EQUIPMENT, APPLIANCE, AND COMPONENT MANUFACTURING										
33511	Electric Lamp Bulb and Part Manufacturing	29	-	8	5	2	3	5	3	3	-
33512	Lighting Fixture Manufacturing	502	0.6	258	55	14	65	47	12	45	6
33521	Small Electrical Appliance Manufacturing	50	0.1	15	8	3	7	6	-	9	2
33522	Major Appliance Manufacturing	131	0.1	25	9	4	33	34	5	18	3
33531	Electrical Equipment Manufacturing	2,698	2.9	1,292	277	130	284	349	73	235	58
33591	Battery Manufacturing	53	0.1	15	1	6	13	10	3	5	-
33592	Communication and Energy Wire and Cable Manufacturing	234	0.3	80	18	12	42	42	7	29	4
33593	Wiring Device Manufacturing	129	0.1	38	17	2	14	29	4	18	7
33599	All Other Electrical Equipment and Component Manufacturing	294	0.3	114	28	10	44	43	9	32	14
	Sub-Total NAICS 335	4,120	4.5	1,845	418	183	505	565	116	394	94

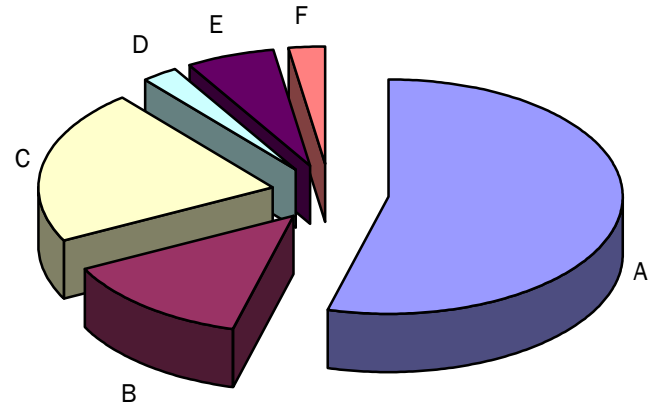
NAICS	BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Company Management, Corporate Executives and Purchasing (B, L)	MANUFACTURING		Quality Assurance Control (P, Q)	Product Design Research and Development (H, I, J)	Other Qualified Personnel (M, N)		
					Production					Engineering	
					Management (C, R)	Department (D, S)				Management (E)	Department (F, G)
336	TRANSPORTATION EQUIPMENT MANUFACTURING										
336111	Automobile Manufacturing	1,167	1.3	633	83	29	144	172	24	60	22
336112	Light Truck and Utility Vehicle Manufacturing	47	0.1	29	4	1	5	6	-	1	1
336120	Heavy Duty Truck Manufacturing	269	0.3	138	13	7	37	48	2	22	2
336211	Motor Vehicle Body Manufacturing (pt)	918	1.0	598	61	24	77	122	10	22	4
336212	Truck Trailer Manufacturing	596	0.6	437	44	9	46	37	8	13	2
336213	Motor Home Manufacturing	44	-	36	2	-	3	3	-	-	-
336214	Travel Trailer and Camper Manufacturing (pt)	414	0.5	347	15	7	17	14	1	13	-
336310	Motor Vehicle Gasoline Engine and Engine Parts Manufacturing	314	0.3	167	24	14	32	47	7	18	5
336320	Motor Vehicle Electrical and Electronic Equipment Manufacturing (pt)	579	0.6	367	16	18	61	79	10	26	2
336330	Motor Vehicle Steering and Suspension Components (except Spring) Manufacturing	74	0.1	37	4	3	4	17	4	2	3
336340	Motor Vehicle Brake System Manufacturing	185	0.2	77	11	5	26	53	6	6	1
336350	Motor Vehicle Transmission and Power Train Parts Manufacturing	268	0.3	156	22	6	22	45	8	5	4
336360	Motor Vehicle Seating and Interior Trim Manufacturing	180	0.2	126	14	5	11	11	6	6	1
336370	Motor Vehicle Metal Stamping	558	0.6	296	50	21	82	80	9	14	6
336390	All Other Motor Vehicle Parts Manufacturing (pt)	4,421	4.8	2,042	368	168	595	794	132	277	45
336411	Aircraft Manufacturing	1,789	2.0	522	114	89	255	502	50	217	40
336412	Aircraft Engine and Engine Parts Manufacturing (pt)	1,297	1.4	399	98	70	196	352	61	99	22
336413	Other Aircraft Parts and Auxiliary Equipment Manufacturing	2,835	3.1	1,169	281	111	364	616	110	150	34
336414	Guided Missile and Space Vehicle Manufacturing	662	0.7	155	42	42	108	193	28	85	9
336415	Guided Missile and Space Vehicle Propulsion Unit and Propulsion Unit Parts Manufacturing	151	0.2	38	7	7	34	46	4	13	2
336419	Other Guided Missile and Space Vehicle Parts and Auxiliary Equipment Manufacturing	215	0.2	60	18	9	41	63	6	12	6
336510	Railroad Rolling Stock Manufacturing	375	0.4	220	29	9	52	40	8	13	4
336611	Ship Building & Repairing	797	0.9	501	69	31	72	75	13	24	12
336612	Boat Building	1,138	1.2	923	68	17	47	54	8	15	6
336991	Motorcycle, Bicycle, and Parts Manufacturing (pt)	487	0.5	343	29	14	28	42	7	22	2
336992	Military Armored Vehicle, Tank, and Tank Component Manufacturing (pt)	163	0.2	74	8	7	27	33	5	9	-
336999	All Other Transportation Equipment Manufacturing	470	0.5	338	25	13	30	36	6	19	3
	Sub-Total NAICS 336	20,413	22.2	10,228	1,519	736	2,416	3,580	533	1,163	238
337	FURNITURE AND RELATED PRODUCT MANUFACTURING										
3371	Household and Institutional Furniture and Kitchen Cabinet Manufacturing	249	0.3	107	34	8	46	23	7	21	3
3372	Office Furniture (including Fixtures) Manufacturing	197	0.2	70	21	9	28	39	3	23	4
3379	Other Furniture Related Product Manufacturing	16	-	6	3	1	1	3	-	1	1
	Sub-Total NAICS 337	462	0.5	183	58	18	75	65	10	45	8
339	MISCELLANEOUS MANUFACTURING										
339112	Surgical and Medical Instrument Manufacturing	4,745	5.2	2,742	364	179	384	486	155	387	48
339113	Surgical Appliance and Supplies Manufacturing	2,007	2.2	1,412	105	40	120	146	50	117	17
339114	Dental Equipment and Supplies Manufacturing	576	0.6	372	37	16	32	53	12	50	4
339115	Ophthalmic Goods Manufacturing	463	0.5	379	17	8	13	23	8	13	2
339116	Dental Laboratories	545	0.6	491	29	4	6	2	3	6	4
3399	Other Miscellaneous Manufacturing	1,009	1.1	437	110	44	149	125	25	100	19
	Sub-Total NAICS 339	9,345	10.2	5,833	662	291	704	835	253	673	94
	Sub Total Metalworking Manufacturing	90,408	98.6	49,314	8,488	3,768	8,878	10,671	2,271	5,439	1,579
325	Chemical Manufacturing	28	-	8	4	-	5	-	1	5	5
326	Plastics and Rubber Products Manufacturing	32	-	8	6	1	4	3	1	5	4
327	Nonmetallic Mineral Product Manufacturing	14	-	4	1	-	4	3	-	-	2
	Other Mfg NAICS: 311-316,321-324	47	0.1	7	6	1	6	9	2	6	10
	Sub-Total Non-Metalworking Manufacturing	121	0.1	27	17	2	19	15	4	16	21
	Sub-Total Manufacturing Industries	90,529	98.7	49,341	8,505	3,770	8,897	10,686	2,275	5,455	1,600

NAICS	BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Company Management, Corporate Executives and Purchasing (B, L)	MANUFACTURING		Quality Assurance Control (P, Q)	Product Design Research and Development (H, I, J)	Other Qualified Personnel (M, N)		
					Production	Engineering					
					Management (C, R)	Department (D, S)	Management (E)	Department (F, G)			
111-115	Agriculture	-	-	-	-	-	-	-	-	-	
211-213	Mining	5	-	1	1	1	-	-	1	1	
221	Utilities	6	-	2	2	-	-	1	-	-	
236-238	Construction	44	-	18	2	-	4	5	1	3	
423-425	Wholesale Trade Durable Goods	165	0.2	67	8	2	13	10	5	13	
441-454	Retail Trade	61	0.1	19	3	2	4	6	-	10	
481-493	Transportation And Warehousing	10	-	3	-	-	2	1	2	1	
511-562	Services	365	0.4	155	14	7	26	10	5	29	
611	Educational Services	494	0.5	15	9	10	14	32	7	36	
621-624	Health Care	32	-	6	1	1	-	4	-	-	
711-713	Arts, Entertainment Recreation	5	-	1	-	1	-	-	-	3	
721-722	Accommodations And Food	5	-	-	-	-	-	-	-	1	
811-814	Other Services	55	0.1	20	4	1	9	1	1	2	
921-928	Public Administration	16	-	1	2	-	1	2	1	3	
Sub Total Non-Manufacturing		1,263	1.3	308	46	25	73	72	22	99	618
TOTAL QUALIFIED CIRCULATION		91,792	100.0	49,649	8,551	3,795	8,970	10,758	2,297	5,554	2,218

- (B) CORPORATE EXECUTIVE titles include Chairman, General Manager, Owner, Partner, President, Vice President.
(C) MANUFACTURING PRODUCTION MANAGEMENT titles include Factory Manager, Machine Shop Manager, Manufacturing Manager, Manufacturing Production Manager, Plant Manager, Production Manager, Shop Manager, Tool Room Manager and Works Manager. Includes corporate titles in production department.
(D) MANUFACTURING PRODUCTION DEPARTMENT titles include Foreman, Department Supervisor, Manufacturing Supervisor, Master Mechanic, Plant Supervisor, Production Supervisor.
(E) 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. Includes corporate titles in engineering department.
(F) MANUFACTURING ENGINEERING (ENGINEERS) include most engineering titles where the individual does not manage the department.
(G) MANUFACTURING (OTHER MANUFACTURING PERSONNEL) titles include Diemaker, Expediter, Leadman, Chief Machinist and Chief Toolmaker.
(P) QUALITY ASSURANCE/CONTROL MANAGEMENT titles include Quality Assurance Manager, Quality Control Director, Chief of Quality Engineering.
(Q) QUALITY ASSURANCE/CONTROL ENGINEERS titles include Quality Assurance Engineer, Quality Control Foreman, Quality Supervisor.
(H) PRODUCT DESIGN, RESEARCH AND DEVELOPMENT MANAGEMENT titles include Director of Design Engineering, Chief Draftsman, Manager of Product Engineering and Director of Research.
(I) PRODUCT DESIGN, RESEARCH AND DEVELOPMENT ENGINEERS titles include Design Project Engineer, Development Engineer, Research & Design Engineer.
(J) PRODUCT DESIGN, RESEARCH AND DEVELOPMENT (OTHER DESIGN PERSONNEL) titles include Draftsman.
(R) FACTORY AUTOMATION MANAGEMENT titles include Factory Automation Manager, Chief Factory Automation Engineer, Manager of Systems Design, Chief Systems Engineer.
(S) FACTORY AUTOMATION ENGINEERS titles include Factory Automation Engineer, Automation Foreman, Systems Designer, Systems Engineer.
(L) PURCHASING titles include Buyer, Procurement Chief, and Purchasing Manager.
(M, N) OTHER QUALIFIED PERSONNEL titles include Consulting Engineers, Engineering Students, Marketing and Sales, and others allied to the field.

3a. Breakout of Qualified Circulation by Title/Functions (Please Refer to Paragraph 3a for Complete Descriptions)

TITLE/FUNCTIONS	TOTAL QUALIFIED	PERCENT OF TOTAL
A. Company Management, Corporate Executives and Purchasing	49,649	54.1
B. Manufacturing Production: Management & Department	12,346	13.4
C. Manufacturing Engineering: Management & Department	19,728	21.5
D. Quality Assurance/Control	2,297	2.5
E. Product Design Research and Development	5,554	6.1
F. Other Qualified Personnel	2,218	2.4
TOTAL QUALIFIED	91,792	100.0



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	Print	Digital		
I. Direct Request:	55,723	18,159	-	61,710	12,172	73,882	80.5
II. Request from recipient's company:	195	1	-	196	-	196	0.2
III. Membership Benefit:	188	150	-	325	13	338	0.4
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	17,375	1	-	17,376	-	17,376	18.9
Association rosters and directories	-	-	-	-	-	-	-
*Business directories	15,067	-	-	15,067	-	15,067	16.4
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	2,308	1	-	2,309	-	2,309	2.5
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	73,481	18,311	-	79,607	12,185	91,792	100.0
PERCENT	80.1	19.9	-	86.7	13.3	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	466		Kentucky	1,057	
New Hampshire	822		Tennessee	1,711	
Vermont	286		Alabama	1,194	
Massachusetts	2,947		Mississippi	487	
Rhode Island	414		EAST SO. CENTRAL	4,449	4.9
Connecticut	2,932		Arkansas	566	
NEW ENGLAND	7,867	8.6	Louisiana	849	
New York	3,797		Oklahoma	1,132	
New Jersey	1,745		Texas	6,615	
Pennsylvania	4,069		WEST SO. CENTRAL	9,162	10.0
MIDDLE ATLANTIC	9,611	10.5	Montana	226	
Ohio	5,468		Idaho	346	
Indiana	2,886		Wyoming	131	
Illinois	5,041		Colorado	1,054	
Michigan	5,245		New Mexico	285	
Wisconsin	3,697		Arizona	1,136	
EAST NO. CENTRAL	22,337	24.3	Utah	808	
Minnesota	2,853		Nevada	329	
Iowa	1,493		MOUNTAIN	4,315	4.7
Missouri	1,804		Alaska	82	
North Dakota	259		Washington	1,889	
South Dakota	382		Oregon	1,068	
Nebraska	755		California	10,042	
Kansas	1,153		Hawaii	79	
WEST NO. CENTRAL	8,699	9.5	PACIFIC	13,160	14.3
Delaware	135		UNITED STATES	91,482	99.7
Maryland	767		U.S. Territories	71	
Washington, DC	28		Canada	195	
Virginia	1,379		Mexico	4	
West Virginia	265		Other International	40	
North Carolina	2,492		APO/FPO	-	
South Carolina	1,322				
Georgia	2,012				
Florida	3,482				
SOUTH ATLANTIC	11,882	12.9			
			TOTAL QUALIFIED CIRCULATION	91,792	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2017	Advanced Manufacturing Now
JANUARY	
January 4	27,169
January 11	26,905
January 18	26,423
January 25	26,063
FEBRUARY	
February 1	26,484
February 8	26,407
February 15	26,646
February 22	26,588
MARCH	
March 1	26,724
March 8	26,714
March 15	26,243
March 22	26,406
March 29	26,284
APRIL	
April 5	31,371
April 12	29,384
April 19	29,465
April 26	29,331
MAY	
May 3	29,389
May 10	29,345
May 17	30,408
May 24	29,060
May 31	28,781
JUNE	
June 7	28,851
June 14	28,776
June 21	28,679
June 28	28,438
AVERAGE:	27,936

Advanced Manufacturing Now (26 issued in the period)

WEBSITE CHANNEL

WWW.SME.ORG

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	251,887	107,250	93,547	01:38
February	232,704	103,391	91,282	01:29
March	248,461	110,371	96,728	01:29
April	211,437	96,700	85,743	01:24
May	200,084	94,022	82,085	01:25
June	180,553	97,535	69,388	01:02
AVERAGE:	220,854	101,545	86,462	01:24

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

SOCIAL MEDIA CHANNEL

Manufacturing Engineering Social Media



Twitter followers



Facebook likes



LinkedIn group members



You Tube Subscribers



You Tube Views (Note 1)

2017	http://twitter.com/MfgEngNews	https://www.facebook.com/ManufacturingAdvancedMedia	http://www.linkedin.com/groups/4237717	http://www.youtube.com/mfgengmedia	http://www.youtube.com/mfgengmedia
Beginning Balance	17,718	7,147	473	1,004	7,853
January	17,970	7,252	471	1,061	8,589
February	18,236	7,281	471	1,097	9,035
March	18,480	7,296	471	1,143	8,514
April	18,669	7,308	469	1,188	7,507
May	18,891	7,339	467	1,237	7,137
June	19,094	7,356	467	1,273	6,014

Note 1: You Tube View data is a monthly view figure not an aggregate figure.

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the Version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

MAGAZINE:

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 15,067 copies or 16.4%, including Hoovers. Other sources include 1 source of circulation for a quantity of 2,309 copies or 2.5%

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, 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.

Dave O'Neil, Vice President, Advanced Manufacturing Media

Mary Venianakis, Audience 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

August 3, 2017

State

Michigan

County

Wayne

Received by BPA Worldwide

August 3, 2017

Type

BD

ID Number

M018B0J7

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.