



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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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.

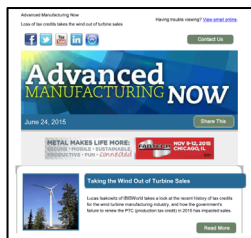
CHANNELS

MANUFACTURING ENGINEERING MAGAZINE



6 Issues in the period
92,419 average circulation

MANUFACTURING ENGINEERING E-NEWSLETTER



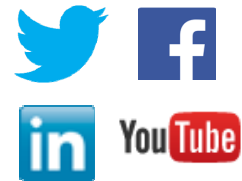
26 issued in the period
32,301 average per occurrence

SME/MANUFACTURING ENGINEERING WEBSITE



87,736 average unique browsers

MANUFACTURING ENGINEERING SOCIAL MEDIA



17,718 Twitter followers
7,147 Facebook likes
473 LinkedIn group members
1,004 YouTube Subscribers
7,853 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)	92,419	-	92,419
a. Print	79,914	-	79,914
b. Digital	12,505	-	12,505
1. Requested	12,505	-	12,505
2. Non-Requested	-	-	-
MANUFACTURING ENGINEERING E-NEWSLETTER			
a. Advanced Manufacturing Now (26 issued in the period)	32,301	-	32,301
SME/MANUFACTURING ENGINEERING WEBSITE (Monthly Unique Browsers with 228,464 average Page Impressions)	87,736	-	87,736
MANUFACTURING ENGINEERING SOCIAL MEDIA			
a. Twitter followers	*17,718	-	*17,718
b. Facebook likes	*7,147	-	*7,147
c. LinkedIn group members	*473	-	*473
d. You Tube subscribers	*1,004	-	*1,004
e. You Tube views	*7,853	-	*7,853

*Social Media claims are cumulative figures, not averages.

FIELD SERVED

MANUFACTURING ENGINEERING serves the manufacturing industries with primary focus on metalworking industries. Industries included are primary metal industry, fabricated metal products, machinery (except electrical), electric and electronic equipment, transportation equipment, instruments and related equipment, and miscellaneous manufacturing industries as described in Paragraph 3a.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are corporate executives, owners and managers, managers of production facilities and operations, manufacturing engineers and manufacturing engineering managers and managers and engineers of quality assurance. Also qualified are design and R&D engineers and their managers, purchasing professionals and others allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	200
Advertiser and Agency	2,479
Allocated for Trade Shows and Conventions	1,317
All Other	7,196
TOTAL	11,192

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	91,953	99.5	91,953	99.5	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	466	0.5	466	0.5	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	92,419	100.0	92,419	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Print	Digital	Total Qualified
July	79,918	12,622	92,540
August	79,995	12,827	92,822
September	79,776	12,696	92,472
October	79,669	12,688	92,357
November	80,063	12,218	92,281
December	80,059	11,982	92,041

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

This issue is 0.2% or 165 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 2012. 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				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)			
331	PRIMARY METAL MANUFACTURING										
3311	Iron and Steel Mills and Ferroalloy Manufacturing	320	0.3	166	34	14	34	31	19	14	8
3312	Steel Product Manufacturing from Purchased Steel	252	0.3	113	41	14	35	15	13	11	10
3313	Alumina and Aluminum Production and Processing	541	0.6	191	73	32	91	70	14	56	14
3314	Nonferrous Metal (except Aluminum) Production and Processing	355	0.4	162	40	15	57	39	12	25	5
3315	Foundries	503	0.5	201	56	16	79	104	14	19	14
	Sub-Total NAICS 331	1,971	2.1	833	244	91	296	259	72	125	51
332	FABRICATED METAL PRODUCT MANUFACTURING										
33211	Forging and Stamping	1,348	1.5	560	173	64	200	202	47	65	37
33221	Cutlery and Handtool Manufacturing	393	0.4	150	47	12	41	67	20	41	15
33231	Plate Work and Fabricated Structural Product Manufacturing	2,725	3.0	1,650	328	135	236	158	70	91	57
33232	Ornamental and Architectural Metal Products Manufacturing	2,782	3.0	1,697	339	107	267	207	46	81	38
33241	Power Boiler and Heat Exchanger Manufacturing	66	0.1	41	4	4	5	7	1	2	2
33242	Metal Tank (Heavy Gauge) Manufacturing	169	0.2	79	14	9	28	21	4	10	4
33243	Metal Can, Box and Other Metal Container (Light Gauge) Manufacturing	122	0.1	39	18	2	28	19	7	8	1
33251	Hardware Manufacturing	224	0.2	69	26	10	31	51	11	23	3
33261	Spring and Wire Product Manufacturing	365	0.4	179	52	12	53	35	9	23	2
33271	Machine Shops	9,515	10.3	7,221	946	400	327	312	135	91	83
33272	Turned Product and Screw, Nut and Bolt Manufacturing	569	0.6	263	81	20	65	78	30	20	12
33281	Coating, Engraving, Heat Treating and Allied Activities	827	0.9	510	75	25	57	75	32	29	24
33291	Metal Valve Manufacturing	1,439	1.6	595	155	75	150	246	50	130	38
332991	Ball and Roller Bearing Manufacturing	202	0.2	33	17	8	43	68	9	15	9
332992	Small Arms Ammunition Manufacturing	31	-	6	2	1	10	10	1	1	-
332993	Ammunition (except Small Arms) Manufacturing	43	-	9	2	4	7	15	1	3	2
332994	Small Arms Manufacturing (pt)	102	0.1	25	9	4	14	30	5	10	5
332996	Fabricated Pipe and Pipe Fitting Manufacturing	442	0.5	230	68	27	41	38	9	13	16
332999	All Other Miscellaneous Fabricated Metal Product Manufacturing (pt)	1,319	1.4	802	135	51	122	111	25	56	17
	Sub-Total NAICS 332	22,683	24.5	14,158	2,491	970	1,725	1,750	512	712	365
333	MACHINERY MANUFACTURING										
333111	Farm Machinery and Equipment Manufacturing (pt)	2,594	2.8	1,862	191	74	161	158	21	106	21
333112	Lawn and Garden Tractor and Home Lawn and Garden Equipment Manufacturing	522	0.6	368	32	16	32	41	6	23	4
333120	Construction Machinery Manufacturing	2,496	2.7	1,680	179	71	194	188	31	115	38
333131	Mining Machinery and Equipment Manufacturing	613	0.7	385	50	24	49	35	10	45	15
333132	Oil and Gas Field Machinery and Equipment Manufacturing	1,613	1.7	923	163	71	126	165	36	101	28
333241	Food Product Machinery Manufacturing	271	0.3	116	38	20	36	33	5	18	5
333242	Semiconductor Machinery Manufacturing	30	-	9	4	1	4	3	2	4	3
333243	Sawmill, Woodworking and Paper Machinery Manufacturing	181	0.2	84	21	18	17	23	3	13	2
333244	Printing Machinery and Equipment Manufacturing	104	0.1	49	10	5	9	13	1	12	5
333249	Other Industrial Machinery Manufacturing	706	0.8	275	83	41	100	96	15	65	31
333314	Optical Instrument and Lens Manufacturing	117	0.1	45	11	10	14	15	1	19	2
333316	Photographic and Photocopying Equipment Manufacturing	51	0.1	15	3	2	14	9	2	5	1
333318	Other Commercial and Service Industry Machinery Manufacturing (pt)	607	0.7	299	65	29	72	62	22	47	11
333413	Industrial and Commercial Fan and Blower Manufacturing	348	0.4	120	32	19	69	54	11	32	11
333414	Heating Equipment (except Warm Air Furnaces) Manufacturing (pt)	484	0.5	254	45	15	56	49	15	40	10
333415	Air-Conditioning and Warm Air Heating Equipment	490	0.5	187	51	21	88	73	14	43	13
333511	Industrial Mold Manufacturing	473	0.5	293	46	24	41	36	15	10	8
333514	Special Die and Tool, Die Set, Jig, and Fixture Manufacturing	1,022	1.1	591	161	44	79	67	21	36	23
333515	Cutting Tool and Machine Tool Accessory Manufacturing	471	0.5	238	54	14	40	48	13	38	26

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	1,191	1.3	602	144	58	98	140	19	57	73
333519	Rolling Mill and other Metalworking Machinery Manufacturing	243	0.3	108	41	11	20	24	5	24	10
333611	Turbine and Turbine Generator Set Unit Manufacturing	1,005	1.1	491	67	60	102	168	17	77	23
333612	Speed Changer, Industrial High-Speed Drive, and Gear Manufacturing	145	0.2	43	18	12	24	28	6	10	4
333613	Mechanical Power Transmission Equipment Manufacturing	233	0.3	59	24	19	33	59	15	19	5
333618	Other Engine Equipment Manufacturing (pt)	571	0.6	288	42	20	80	86	16	35	4
333911	Pump and Pumping Equipment Manufacturing (pt)	1,231	1.3	695	112	54	114	128	19	85	24
333912	Air and Gas Compressor Manufacturing	453	0.5	238	46	21	41	53	13	29	12
333913	Measuring and Dispensing Pump Manufacturing	20	-	7	2	-	4	6	-	-	1
333921	Elevator and Moving Stairway Manufacturing	75	0.1	27	8	6	15	9	1	8	1
333922	Conveyor and Conveying Equipment Manufacturing (pt)	369	0.4	150	49	26	45	55	7	33	4
333923	Overhead Traveling Crane, Hoist, and Monorail System Manufacturing (pt)	102	0.1	43	7	2	17	20	2	8	3
333924	Industrial Truck, Tractor, Trailer, and Stacker Machinery Manufacturing	362	0.4	96	33	29	53	115	6	24	6
333991	Power-Driven Handtool Manufacturing	99	0.1	32	14	4	13	21	2	11	2
333992	Welding and Soldering Equipment Manufacturing	243	0.3	119	14	9	26	33	6	26	10
333993	Packaging Machinery Manufacturing	182	0.2	78	26	6	21	26	4	17	4
333994	Industrial Process Furnace and Oven Manufacturing	186	0.2	76	21	8	34	21	3	14	9
333995	Fluid Power Cylinder and Actuator Manufacturing	112	0.1	46	14	9	12	15	-	12	4
333996	Fluid Power Pump and Motor Manufacturing	121	0.1	37	14	8	15	23	6	16	2
333997	Scale and Balance (except Laboratory) Manufacturing	48	0.1	18	6	5	3	8	3	2	3
333999	All Other Miscellaneous General Purpose Machinery Manufacturing (pt)	3,913	4.2	2,551	436	154	229	263	89	130	61
	Sub-Total NAICS 333	24,097	26.2	13,597	2,377	1,040	2,200	2,469	483	1,409	522
334	COMPUTER AND ELECTRONIC PRODUCT MANUFACTURING										
3341	Computer and Peripheral Equipment Manufacturing	305	0.3	100	29	9	42	41	12	59	13
3342	Communications Equipment Manufacturing	260	0.3	66	30	13	41	48	12	44	6
3343	Audio and Video Equipment Manufacturing	37	-	15	3	4	4	3	-	8	-
3344	Semiconductor and Other Electronic Component Manufacturing	809	0.9	206	70	36	119	204	45	112	17
334510	Electromedical and Electrotherapeutic Apparatus Manufacturing	987	1.1	731	42	18	45	61	23	62	5
334511	Search, Detection, Navigation, Guidance, Aeronautical and Nautical System and Instrument Manufacturing	1,831	2.0	830	143	82	212	296	66	172	30
334512	Automatic Environmental Control Manufacturing for Residential, Commercial and Appliance Use	470	0.5	243	44	22	48	54	6	42	11
334513	Instruments and Related Products Manufacturing for Measuring, Displaying and Controlling Industrial Process Variables	366	0.4	137	42	27	44	44	14	49	9
334514	Totalizing Fluid Meter and Counting Device Manufacturing	99	0.1	31	10	9	16	19	5	8	1
334515	Instrument Manufacturing for Measuring and Testing Electricity and Electrical Signals	144	0.2	41	14	11	13	35	7	21	2
334516	Analytical Laboratory Instrument Manufacturing	283	0.3	73	34	14	45	48	14	46	9
334517	Irradiation Apparatus Manufacturing	71	0.1	31	6	2	6	9	2	13	2
334519	Other Measuring and Controlling Device Manufacturing	855	0.9	381	93	40	77	107	33	100	24
3346	Manufacturing and Reproducing Magnetic and Optical Media	22	-	9	2	1	2	2	-	5	1
	Sub-Total NAICS 334	6,539	7.1	2,894	562	288	714	971	239	741	130
335	ELECTRICAL EQUIPMENT, APPLIANCE, AND COMPONENT MANUFACTURING										
33511	Electric Lamp Bulb and Part Manufacturing	32	-	9	5	2	3	5	3	4	1
33512	Lighting Fixture Manufacturing	513	0.6	270	53	13	65	54	11	43	4
33521	Small Electrical Appliance Manufacturing	46	-	18	7	3	5	5	-	7	1
33522	Major Appliance Manufacturing	117	0.1	23	5	5	31	27	6	17	3
33531	Electrical Equipment Manufacturing	2,974	3.2	1,698	258	130	247	304	70	215	52
33591	Battery Manufacturing	39	-	12	-	6	9	5	2	5	-
33592	Communication and Energy Wire and Cable Manufacturing	239	0.3	83	22	13	37	47	8	26	3
33593	Wiring Device Manufacturing	139	0.2	40	20	3	17	27	3	23	6
33599	All Other Electrical Equipment and Component Manufacturing	310	0.3	117	29	9	47	54	9	32	13
	Sub-Total NAICS 335	4,409	4.7	2,270	399	184	461	528	112	372	83

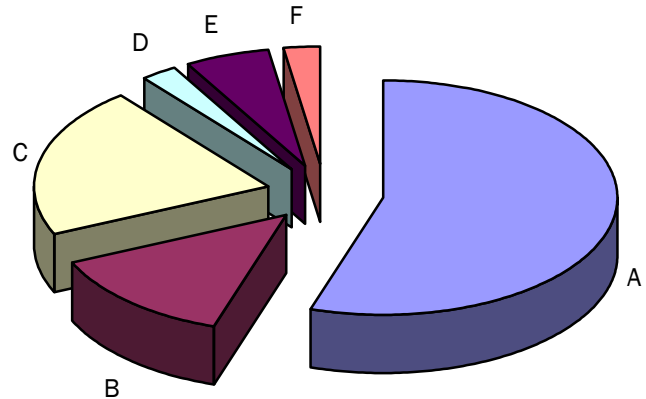
NAICS	BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Company Management, Corporate Executives and Purchasing (B, L)	MANUFACTURING		Quality Assurance Control (P, Q)	Product Design Research and Development (H, I, J)	Other Qualified Personnel (M, N)		
					Production					Engineering	
					Management (C, R)	Department (D, S)				Management (E)	Department (F, G)
336	TRANSPORTATION EQUIPMENT MANUFACTURING										
336111	Automobile Manufacturing	1,166	1.3	646	85	28	141	168	23	57	18
336112	Light Truck and Utility Vehicle Manufacturing	46	-	27	4	1	6	5	-	1	2
336120	Heavy Duty Truck Manufacturing	312	0.3	149	15	7	43	70	2	25	1
336211	Motor Vehicle Body Manufacturing (pt)	954	1.0	613	63	23	76	139	12	23	5
336212	Truck Trailer Manufacturing	604	0.7	453	41	9	42	35	8	14	2
336213	Motor Home Manufacturing	56	0.1	45	2	-	5	4	-	-	-
336214	Travel Trailer and Camper Manufacturing (pt)	423	0.5	355	19	5	17	13	1	13	-
336310	Motor Vehicle Gasoline Engine and Engine Parts Manufacturing	331	0.4	183	30	16	28	40	13	15	6
336320	Motor Vehicle Electrical and Electronic Equipment Manufacturing (pt)	623	0.7	395	26	22	58	78	11	29	4
336330	Motor Vehicle Steering and Suspension Components (except Spring) Manufacturing	75	0.1	42	4	1	6	14	2	4	2
336340	Motor Vehicle Brake System Manufacturing	144	0.2	79	8	5	13	32	4	3	-
336350	Motor Vehicle Transmission and Power Train Parts Manufacturing	272	0.3	176	20	6	21	35	9	1	4
336360	Motor Vehicle Seating and Interior Trim Manufacturing	194	0.2	127	18	5	14	11	11	7	1
336370	Motor Vehicle Metal Stamping	567	0.6	302	54	17	83	81	7	14	9
336390	All Other Motor Vehicle Parts Manufacturing (pt)	4,605	5.0	2,085	389	193	602	836	143	310	47
336411	Aircraft Manufacturing	1,726	1.9	539	112	76	249	470	52	194	34
336412	Aircraft Engine and Engine Parts Manufacturing (pt)	1,339	1.5	408	99	78	225	360	61	88	20
336413	Other Aircraft Parts and Auxiliary Equipment Manufacturing	3,029	3.3	1,193	309	134	378	680	120	175	40
336414	Guided Missile and Space Vehicle Manufacturing	594	0.6	145	37	33	84	201	23	66	5
336415	Guided Missile and Space Vehicle Propulsion Unit and Propulsion Unit Parts Manufacturing	221	0.2	48	13	10	50	57	6	34	3
336419	Other Guided Missile and Space Vehicle Parts and Auxiliary Equipment Manufacturing	230	0.2	54	17	10	44	81	4	17	3
336510	Railroad Rolling Stock Manufacturing	402	0.4	233	31	9	55	46	9	16	3
336611	Ship Building & Repairing	815	0.9	503	76	31	75	82	11	22	15
336612	Boat Building	1,155	1.3	947	62	15	45	55	10	15	6
336991	Motorcycle, Bicycle, and Parts Manufacturing (pt)	499	0.5	352	30	14	28	45	7	21	2
336992	Military Armored Vehicle, Tank, and Tank Component Manufacturing (pt)	173	0.2	81	10	6	28	37	6	4	1
336999	All Other Transportation Equipment Manufacturing	473	0.5	339	23	15	28	40	8	18	2
	Sub-Total NAICS 336	21,028	22.9	10,519	1,597	769	2,444	3,715	563	1,186	235
337	FURNITURE AND RELATED PRODUCT MANUFACTURING										
3371	Household and Institutional Furniture and Kitchen Cabinet Manufacturing	227	0.2	95	30	7	46	23	3	20	3
3372	Office Furniture (including Fixtures) Manufacturing	185	0.2	71	18	7	24	37	3	22	3
3379	Other Furniture Related Product Manufacturing	17	-	8	3	1	1	2	-	1	1
	Sub-Total NAICS 337	429	0.4	174	51	15	71	62	6	43	7
339	MISCELLANEOUS MANUFACTURING										
339112	Surgical and Medical Instrument Manufacturing	4,911	5.3	2,813	378	188	388	513	170	410	51
339113	Surgical Appliance and Supplies Manufacturing	1,997	2.2	1,415	99	37	108	155	49	115	19
339114	Dental Equipment and Supplies Manufacturing	567	0.6	383	34	20	31	52	12	31	4
339115	Ophthalmic Goods Manufacturing	467	0.5	386	18	7	13	19	8	15	1
339116	Dental Laboratories	539	0.6	490	30	4	3	2	3	4	3
3399	Other Miscellaneous Manufacturing	961	1.0	425	99	37	145	125	25	92	13
	Sub-Total NAICS 339	9,442	10.2	5,912	658	293	688	866	267	667	91
	Sub Total Metalworking Manufacturing	90,598	98.1	50,357	8,379	3,650	8,599	10,620	2,254	5,255	1,484
325	Chemical Manufacturing	37	-	10	5	1	8	2	-	6	5
326	Plastics and Rubber Products Manufacturing	44	0.1	11	5	1	8	5	4	4	6
327	Nonmetallic Mineral Product Manufacturing	19	-	6	2	-	6	3	-	-	2
	Other Mfg NAICS: 311-316,321-324	58	0.1	11	7	1	7	9	3	7	13
	Sub-Total Non-Metalworking Manufacturing	158	0.2	38	19	3	29	19	7	17	26
	Sub-Total Manufacturing Industries	90,756	98.3	50,395	8,398	3,653	8,628	10,639	2,261	5,272	1,510

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	11	-	3	-	-	3	-	-	3	2
221	Utilities	10	-	1	3	-	3	-	-	-	3
236-238	Construction	54	0.1	16	5	1	5	5	2	7	13
423-425	Wholesale Trade Durable Goods	237	0.3	91	15	7	21	21	6	17	59
441-454	Retail Trade	77	0.1	22	5	1	8	10	-	8	23
481-493	Transportation And Warehousing	10	-	2	1	-	4	1	1	-	1
511-562	Services	472	0.5	193	16	7	27	22	6	45	156
611	Educational Services	507	0.5	17	7	12	14	33	6	30	388
621-624	Health Care	52	0.1	7	2	1	2	3	1	5	31
711-713	Arts, Entertainment Recreation	9	-	1	-	-	3	2	-	1	2
721-722	Accommodations And Food	9	-	1	-	-	-	1	-	2	5
811-814	Other Services	53	0.1	23	5	1	4	3	1	2	14
921-928	Public Administration	24	-	2	3	1	1	-	2	3	12
Sub Total Non-Manufacturing		1,525	1.7	379	62	31	95	101	25	123	709
TOTAL QUALIFIED CIRCULATION		92,281	100.0	50,774	8,460	3,684	8,723	10,740	2,286	5,395	2,219

- (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)

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A. Company Management, Corporate Executives and Purchasing	50,774	55.0
B. Manufacturing Production: Management & Department	12,144	13.2
C. Manufacturing Engineering: Management & Department	19,463	21.1
D. Quality Assurance/Control	2,286	2.5
E. Product Design Research and Development	5,395	5.8
F. Other Qualified Personnel	2,219	2.4
TOTAL QUALIFIED	92,281	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

QUALIFICATION SOURCE	Qualified Within						Total Qualified	Percent
	1 Year	2 Years	3 Years	Print	Digital			
I. Direct Request:	56,020	18,256	-	77,220	12,203		74,276	80.5
II. Request from recipient's company:	196	1	-	197	-		197	0.2
III. Membership Benefit:	189	151	-	325	15		340	0.4
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-		-	-
V. TOTAL - Sources other than above (listed alphabetically):	17,467	1	-	2,321	-		17,468	18.9
Association rosters and directories	-	-	-	-	-		-	-
*Business directories	15,147	-	-	-	-		15,147	16.4
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-		-	-
*Other sources	2,320	1	-	2,321	-		2,321	2.5
VI. Single Copy Sales:	-	-	-	-	-		-	-
TOTAL QUALIFIED CIRCULATION	73,872	18,409	-	80,063	12,218		92,281	100.0
PERCENT	80.1	19.9	-	86.8	13.2		100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	456		Kentucky	1,075	
New Hampshire	811		Tennessee	1,713	
Vermont	280		Alabama	1,195	
Massachusetts	2,894		Mississippi	504	
Rhode Island	413		EAST SO. CENTRAL	4,487	4.9
Connecticut	2,866		Arkansas	573	
NEW ENGLAND	7,720	8.4	Louisiana	853	
New York	3,814		Oklahoma	1,146	
New Jersey	1,763		Texas	6,416	
Pennsylvania	4,120		WEST SO. CENTRAL	8,988	9.7
MIDDLE ATLANTIC	9,697	10.5	Montana	234	
Ohio	5,513		Idaho	339	
Indiana	2,991		Wyoming	127	
Illinois	5,051		Colorado	1,063	
Michigan	5,267		New Mexico	288	
Wisconsin	3,719		Arizona	1,157	
EAST NO. CENTRAL	22,541	24.4	Utah	796	
Minnesota	2,904		Nevada	333	
Iowa	1,515		MOUNTAIN	4,337	4.7
Missouri	1,824		Alaska	82	
North Dakota	263		Washington	1,895	
South Dakota	387		Oregon	1,062	
Nebraska	760		California	10,131	
Kansas	1,152		Hawaii	78	
WEST NO. CENTRAL	8,805	9.5	PACIFIC	13,248	14.4
Delaware	136		UNITED STATES	91,853	99.5
Maryland	776		U.S. Territories	76	
Washington, DC	25		Canada	277	
Virginia	1,414		Mexico	6	
West Virginia	266		Other International	69	
North Carolina	2,504		APO/FPO	-	
South Carolina	1,344				
Georgia	2,035				
Florida	3,530				
SOUTH ATLANTIC	12,030	13.0			
			TOTAL QUALIFIED CIRCULATION	92,281	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2016	Advanced Manufacturing Now
JULY	
July 6	30,619
July 13	30,524
July 20	30,463
July 27	30,551
AUGUST	
August 3	30,499
August 10	32,866
August 17	32,761
August 24	32,722
August 31	32,666
SEPTEMBER	
September 7	32,581
September 14	32,522
September 21	32,466
September 28	30,739
OCTOBER	
October 5	32,306
October 12	30,309
October 19	32,272
October 26	32,109
NOVEMBER	
November 2	33,968
November 9	34,222
November 16	34,182
November 23	33,858
November 30	32,851
DECEMBER	
December 7	33,600
December 14	32,735
December 21	32,728
December 28	32,706
AVERAGE:	32,301

Advanced Manufacturing Now E-Newsletter (26 issued in the period)

WEBSITE CHANNEL

WWW.SME.ORG

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	198,484	83,968	72,504	1.16	01:11	01:36
August	229,054	104,888	92,171	1.14	01:13	01:26
September	242,556	109,669	96,183	1.14	01:16	01:32
October	251,193	113,338	98,889	1.15	01:21	01:39
November	241,895	104,129	89,047	1.17	01:17	01:41
December	207,599	88,250	77,624	1.14	01:09	01:34
AVERAGE:	228,464	100,707	87,736	1.15	01:14	01:35

July – December 2016 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Page Impressions: A Page Impression 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.

User 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.

Unique Browsers: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Unique Browser Frequency: Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

Page Duration: The average time spent viewing any page on a web site.

User Session Duration: The average 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)

2016	http://twitter.com/MfgEngNews	https://www.facebook.com/ManufacturingEngineeringMedia	http://www.linkedin.com/groups?home=&gid=4237717&trk=anet Ug_hm	http://www.youtube.com/mfgengmedia	http://www.youtube.com/mfgengmedia
Beginning Balance	15,641	5,001	463	753	9,862
July	15,984	5,303	482	785	7,554
August	16,294	5,367	480	828	7,759
September	16,641	6,539	475	865	8,693
October	16,879	6,740	474	920	7,996
November	17,370	6,959	473	962	12,990
December	17,718	7,147	473	1,004	7,853

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 quantities of 15,147 copies or 16.4%, including Hoovers. Other sources include 1 source of circulation for quantities of 2,321 copies or 2.5%

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, Website and Social Media is not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

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

State

County

Received by BPA Worldwide

Type

ID Number

February 7, 2017

Michigan

Wayne

February 7, 2017

BD

M018B0D6

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.