

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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SME 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.

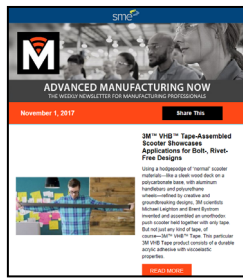
CHANNELS

MANUFACTURING ENGINEERING MAGAZINE



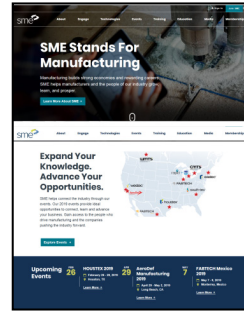
6 issues in the period
90,108 average circulation

MANUFACTURING ENGINEERING E-NEWSLETTER



24 issued in the period
30,651 average per occurrence

SME/MANUFACTURING ENGINEERING WEBSITE



55,213 average users

MANUFACTURING ENGINEERING SOCIAL MEDIA



21,587 Twitter followers
7,669 Facebook likes
866 LinkedIn group members
1,803 YouTube Subscribers
2,875 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)	90,108	-	90,108
a. Print	78,050	-	78,050
b. Digital	12,058	-	12,058
1. Requested	12,058	-	12,058
2. Non-Requested	-	-	-
MANUFACTURING ENGINEERING E-NEWSLETTER			
Advanced Manufacturing Now (24 issued in the period)	30,651	-	30,651
SME/MANUFACTURING ENGINEERING WEBSITE (Monthly Users with 156,693 average Pageviews)	55,213	-	55,213
MANUFACTURING ENGINEERING SOCIAL MEDIA			
a. Twitter followers	*21,587	-	*21,587
b. Facebook likes	*7,669	-	*7,669
c. LinkedIn group members	*866	-	*866
d. You Tube subscribers	*1,803	-	*1,803
e. You Tube views	*2,875	-	*2,875

*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	138
Advertiser and Agency	2,284
Allocated for Trade Shows and Conventions	1,083
All Other	5,248
TOTAL	8,753

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	89,848	99.7	89,848	99.7	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	260	0.3	260	0.3	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	90,108	100.0	90,108	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Total Qualified
July	78,219	12,165	90,384
August	77,837	12,373	90,210
September	78,057	12,892	90,949
October	78,048	10,853	88,901
November	78,021	12,007	90,028
December	78,115	12,060	90,175

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018

This issue is 0.1% or 96 copies below the average of the other 5 issues reported in Paragraph 2.

North American Industry Classification System – 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)	Marketing/Sales (M)	Other Qualified Personnel (N)	
331	PRIMARY METAL MANUFACTURING												
3311	Iron and Steel Mills and Ferroalloy Manufacturing	274	0.3	120	30	17	41	24	15	15	12	-	
3312	Steel Product Manufacturing from Purchased Steel	179	0.2	79	23	11	30	7	8	8	13	-	
3313	Alumina and Aluminum Production and Processing	444	0.5	158	58	34	73	55	13	39	14	-	
3314	Nonferrous Metal (except Aluminum) Production and Processing	247	0.3	88	35	24	29	29	8	14	20	-	
3315	Foundries	369	0.4	126	43	19	88	57	8	17	11	-	
	Sub-Total NAICS 331	1,513	1.7	571	189	105	261	172	52	93	70	-	
332	FABRICATED METAL PRODUCT MANUFACTURING												
33211	Forging and Stamping	1,531	1.7	586	213	90	305	158	65	65	46	3	
33221	Cutlery and Handtool Manufacturing	414	0.4	174	58	17	59	44	14	38	10	-	
33231	Plate Work and Fabricated Structural Product Manufacturing	3,041	3.4	1,599	365	193	443	175	73	105	85	3	
33232	Ornamental and Architectural Metal Products Manufacturing	3,165	3.5	1,680	408	172	456	174	66	131	75	3	
33241	Power Boiler and Heat Exchanger Manufacturing	84	0.1	39	10	6	12	7	1	9	-	-	
33242	Metal Tank (Heavy Gauge) Manufacturing	174	0.2	79	29	9	25	11	7	8	6	-	
33243	Metal Can, Box and Other Metal Container (Light Gauge) Manufacturing	134	0.1	41	24	10	28	15	8	8	-	-	
33251	Hardware Manufacturing	250	0.3	90	36	20	40	24	9	24	7	-	
33261	Spring and Wire Product Manufacturing	516	0.6	197	74	35	84	50	20	34	22	-	
33271	Machine Shops	9,784	10.9	7,731	608	260	625	242	129	106	71	12	
33272	Turned Product and Screw, Nut and Bolt Manufacturing	567	0.6	240	87	37	79	53	39	23	8	1	
33281	Coating, Engraving, Heat Treating and Allied Activities	814	0.9	400	83	35	124	51	42	29	50	-	
33291	Metal Valve Manufacturing	1,192	1.3	419	165	73	186	149	54	110	36	-	
332991	Ball and Roller Bearing Manufacturing	235	0.3	40	20	13	47	63	21	18	13	-	
332992	Small Arms Ammunition Manufacturing	16	-	6	1	-	3	4	2	-	-	-	
332993	Ammunition (except Small Arms) Manufacturing	27	-	4	1	1	9	6	1	5	-	-	
332994	Small Arms Manufacturing (pt)	140	0.2	34	16	5	14	43	8	19	1	-	
332996	Fabricated Pipe and Pipe Fitting Manufacturing	501	0.6	210	75	33	85	39	17	29	13	-	
332999	All Other Miscellaneous Fabricated Metal Product Manufacturing (pt)	1,478	1.6	664	177	79	277	120	38	79	42	2	
	Sub-Total NAICS 332	24,063	26.7	14,233	2,450	1,088	2,901	1,428	614	840	485	24	
333	MACHINERY MANUFACTURING												
333111	Farm Machinery and Equipment Manufacturing (pt)	1,259	1.4	598	132	63	186	127	24	99	27	3	
333112	Lawn and Garden Tractor and Home Lawn and Garden Equipment Manufacturing	312	0.3	131	43	9	64	34	10	18	3	-	
333120	Construction Machinery Manufacturing	1,461	1.6	648	148	83	271	155	28	100	23	5	
333131	Mining Machinery and Equipment Manufacturing	728	0.8	245	106	15	285	41	3	23	10	-	
333132	Oil and Gas Field Machinery and Equipment Manufacturing	2,855	3.2	748	624	45	1,117	143	52	115	8	3	
333241	Food Product Machinery Manufacturing	251	0.3	91	34	26	48	17	2	26	6	1	
333242	Semiconductor Machinery Manufacturing	35	-	13	8	1	4	4	-	5	-	-	
333243	Sawmill, Woodworking and Paper Machinery Manufacturing	169	0.2	76	22	8	26	14	1	17	5	-	
333244	Printing Machinery and Equipment Manufacturing	97	0.1	43	13	3	15	8	4	9	2	-	
333249	Other Industrial Machinery Manufacturing	700	0.8	219	92	58	116	77	22	73	38	5	
333314	Optical Instrument and Lens Manufacturing	149	0.2	37	18	14	29	13	4	25	9	-	
333316	Photographic and Photocopying Equipment Manufacturing	49	0.1	14	5	4	9	7	2	7	1	-	
333318	Other Commercial and Service Industry Machinery Manufacturing (pt)	679	0.8	255	61	43	116	71	18	84	31	-	
333413	Industrial and Commercial Fan and Blower Manufacturing	407	0.5	116	63	17	98	48	5	27	29	4	
333414	Heating Equipment (except Warm Air Furnaces) Manufacturing (pt)	799	0.9	270	125	16	263	49	13	45	17	1	
333415	Air-Conditioning and Warm Air Heating Equipment	572	0.6	146	64	40	153	64	10	70	24	1	
333511	Industrial Mold Manufacturing	157	0.2	86	15	7	15	21	2	8	3	-	
333514	Special Die and Tool, Die Set, Jig, and Fixture Manufacturing	1,135	1.3	568	142	53	185	76	22	51	36	2	
333515	Cutting Tool and Machine Tool Accessory Manufacturing	602	0.7	242	53	44	93	61	15	32	60	2	

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)	Marketing/Sales (M)	Other Qualified Personnel (N)
					Production		Engineering					
					Management (C, R)	Department (D, S)	Management (E)	Department (F, G)				
333517	Machine Tool Manufacturing	1,030	1.1	413	105	53	136	114	29	63	111	6
333519	Rolling Mill and other Metalworking Machinery Manufacturing	251	0.3	99	22	16	36	32	5	20	21	-
333611	Turbine and Turbine Generator Set Unit Manufacturing	1,107	1.2	225	179	31	455	116	28	66	7	-
333612	Speed Changer, Industrial High-Speed Drive, and Gear Manufacturing	117	0.1	37	16	12	15	25	5	5	2	-
333613	Mechanical Power Transmission Equipment Manufacturing	196	0.2	58	18	18	35	34	14	11	7	1
333618	Other Engine Equipment Manufacturing (pt)	634	0.7	185	92	13	241	55	15	26	6	1
333912	Air and Gas Compressor Manufacturing	860	1.0	209	109	18	401	54	13	37	18	1
333914	Measuring, Dispensing, and other Pumping Equipment Manufacturing	1,115	1.2	381	158	49	263	96	30	111	26	1
333921	Elevator and Moving Stairway Manufacturing	72	0.1	27	5	3	12	8	2	14	1	-
333922	Conveyor and Conveying Equipment Manufacturing (pt)	360	0.4	135	46	19	57	40	4	38	21	-
333923	Overhead Traveling Crane, Hoist, and Monorail System Manufacturing (pt)	94	0.1	39	11	8	14	9	2	6	4	1
333924	Industrial Truck, Tractor, Trailer, and Stacker Machinery Manufacturing	324	0.4	105	28	27	73	55	7	24	5	-
333991	Power-Driven Handtool Manufacturing	112	0.1	31	10	3	30	8	2	22	6	-
333992	Welding and Soldering Equipment Manufacturing	307	0.3	122	20	17	38	24	6	42	36	2
333993	Packaging Machinery Manufacturing	193	0.2	56	28	18	41	19	4	21	6	-
333994	Industrial Process Furnace and Oven Manufacturing	193	0.2	65	28	6	39	19	7	16	13	-
333995	Fluid Power Cylinder and Actuator Manufacturing	117	0.1	44	19	9	13	15	4	11	2	-
333996	Fluid Power Pump and Motor Manufacturing	153	0.2	43	24	5	34	24	5	11	7	-
333997	Scale and Balance (except Laboratory) Manufacturing	29	-	12	4	4	2	2	2	3	-	-
333999	All Other Miscellaneous General Purpose Machinery Manufacturing (pt)	4,437	4.9	2,427	476	252	620	276	96	165	122	3
	Sub-Total NAICS 333	24,117	26.8	9,259	3,166	1,130	5,648	2,055	517	1,546	753	43
334	COMPUTER AND ELECTRONIC PRODUCT MANUFACTURING											
3341	Computer and Peripheral Equipment Manufacturing	273	0.3	79	18	8	52	38	15	46	14	3
3342	Communications Equipment Manufacturing	274	0.3	79	32	12	48	36	12	46	8	1
3343	Audio and Video Equipment Manufacturing	59	0.1	23	1	8	7	3	2	12	3	-
3344	Semiconductor and Other Electronic Component Manufacturing	967	1.1	266	93	68	174	147	51	116	49	3
334510	Electromedical and Electrotherapeutic Apparatus Manufacturing	407	0.4	133	35	23	54	92	20	45	5	-
334511	Search, Detection, Navigation, Guidance, Aeronautical and Nautical System and Instrument Manufacturing	1,122	1.2	218	97	70	187	253	47	232	15	3
334512	Automatic Environmental Control Manufacturing for Residential, Commercial and Appliance Use	878	1.0	253	113	34	345	72	12	39	10	-
334513	Instruments and Related Products Manufacturing for Measuring, Displaying and Controlling Industrial Process Variables	344	0.4	81	55	33	43	46	18	48	18	2
334514	Totalizing Fluid Meter and Counting Device Manufacturing	91	0.1	18	8	12	13	23	3	12	1	1
334515	Instrument Manufacturing for Measuring and Testing Electricity and Electrical Signals	141	0.1	34	12	9	21	28	4	29	3	1
334516	Analytical Laboratory Instrument Manufacturing	239	0.3	56	22	22	45	36	9	39	10	-
334517	Irradiation Apparatus Manufacturing	229	0.3	60	34	1	89	20	4	16	5	-
334519	Other Measuring and Controlling Device Manufacturing	2,358	2.6	516	299	48	1,161	140	36	124	30	4
3346	Manufacturing and Reproducing Magnetic and Optical Media	11	-	1	-	1	3	1	-	5	-	-
	Sub-Total NAICS 334	7,393	8.2	1,817	819	349	2,242	935	233	809	171	18
335	ELECTRICAL EQUIPMENT, APPLIANCE, AND COMPONENT MANUFACTURING											
33511	Electric Lamp Bulb and Part Manufacturing	39	-	14	3	6	2	6	2	6	-	-
33512	Lighting Fixture Manufacturing	572	0.6	240	64	23	104	69	13	52	7	-
33521	Small Electrical Appliance Manufacturing	66	0.1	25	9	2	14	6	1	8	1	-
33522	Major Appliance Manufacturing	76	0.1	16	10	5	11	17	4	13	-	-
33531	Electrical Equipment Manufacturing	2,227	2.5	736	226	132	385	344	67	231	101	5
33591	Battery Manufacturing	40	0.1	9	2	5	6	7	2	7	2	-
33592	Communication and Energy Wire and Cable Manufacturing	193	0.2	56	15	9	29	39	7	25	13	-
33593	Wiring Device Manufacturing	151	0.2	41	16	15	33	16	3	19	6	2
33599	All Other Electrical Equipment and Component Manufacturing	373	0.4	128	36	17	58	49	10	44	30	1
	Sub-Total NAICS 335	3,737	4.2	1,265	381	214	642	553	109	405	160	8

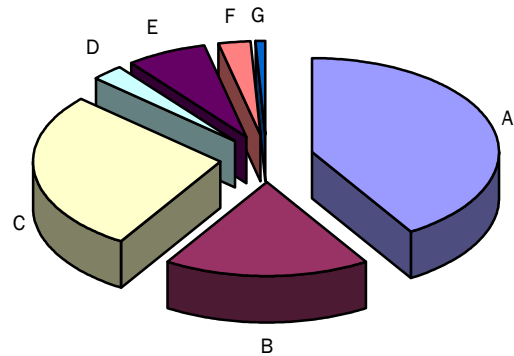
NAICS	Business and Industry	Total Qualified	Percent of Total	Company Management, Corporate Executives and Purchasing (B, L)	Manufacturing		Quality Assurance Control (P, Q)	Product Design Research and Development (H,I,J)	Marketing/Sales (M)	Other Qualified Personnel (N)		
					Production						Engineering	
					Management (C, R)	Department (D, S)					Management (E)	Department (F, G)
336	TRANSPORTATION EQUIPMENT MANUFACTURING											
336111	Automobile Manufacturing	457	0.5	175	44	26	93	72	13	27	7	-
336112	Light Truck and Utility Vehicle Manufacturing	390	0.4	163	158	2	43	8	3	11	1	1
336120	Heavy Duty Truck Manufacturing	200	0.2	82	29	5	34	30	2	17	1	-
336211	Motor Vehicle Body Manufacturing (pt)	739	0.8	309	144	21	99	97	11	42	14	2
336212	Truck Trailer Manufacturing	389	0.4	210	66	9	59	21	7	15	2	-
336213	Motor Home Manufacturing	47	0.1	20	8	2	6	6	-	3	-	2
336214	Travel Trailer and Camper Manufacturing (pt)	158	0.2	106	18	2	17	9	1	2	2	1
336310	Motor Vehicle Gasoline Engine and Engine Parts Manufacturing	1,914	2.1	709	798	17	185	115	38	49	3	-
336320	Motor Vehicle Electrical and Electronic Equipment Manufacturing (pt)	322	0.4	126	71	7	46	37	7	25	3	-
336330	Motor Vehicle Steering and Suspension Components (except Spring) Manufacturing	33	-	6	4	1	6	11	1	3	1	-
336340	Motor Vehicle Brake System Manufacturing	47	0.1	17	6	4	9	10	-	1	-	-
336350	Motor Vehicle Transmission and Power Train Parts Manufacturing	96	0.1	28	15	3	20	20	4	4	1	1
336360	Motor Vehicle Seating and Interior Trim Manufacturing	46	0.1	12	7	-	7	10	4	6	-	-
336370	Motor Vehicle Metal Stamping	490	0.5	163	127	21	71	62	9	31	6	-
336390	All Other Motor Vehicle Parts Manufacturing (pt)	2,586	2.9	950	331	137	423	387	101	216	37	4
336411	Aircraft Manufacturing	1,732	1.9	476	384	66	203	347	46	199	5	6
336412	Aircraft Engine and Engine Parts Manufacturing (pt)	1,201	1.3	335	276	48	173	216	40	101	11	1
336413	Other Aircraft Parts and Auxiliary Equipment Manufacturing	3,084	3.4	1,022	694	127	413	454	126	207	40	1
336414	Guided Missile and Space Vehicle Manufacturing	290	0.3	48	23	20	42	87	15	52	1	2
336415	Guided Missile and Space Vehicle Propulsion Unit and Propulsion Unit Parts Manufacturing	70	0.1	9	7	3	20	23	1	7	-	-
336419	Other Guided Missile and Space Vehicle Parts and Auxiliary Equipment Manufacturing	155	0.2	35	17	9	19	49	7	18	1	-
336510	Railroad Rolling Stock Manufacturing	159	0.2	59	20	8	29	18	6	18	1	-
336611	Ship Building & Repairing	397	0.4	145	60	33	70	47	19	21	2	-
336612	Boat Building	442	0.5	270	58	9	53	21	8	19	4	-
336991	Motorcycle, Bicycle, and Parts Manufacturing (pt)	243	0.3	137	23	8	28	25	-	19	3	-
336992	Military Armored Vehicle, Tank, and Tank Component Manufacturing (pt)	88	0.1	25	8	3	20	19	1	11	1	-
336999	All Other Transportation Equipment Manufacturing	291	0.3	124	25	16	65	22	10	24	4	1
	Sub-Total NAICS 336	16,066	17.8	5,761	3,421	607	2,253	2,223	480	1,148	151	22
337	FURNITURE AND RELATED PRODUCT MANUFACTURING											
3371	Household and Institutional Furniture and Kitchen Cabinet Manufacturing	217	0.2	85	26	10	45	23	5	18	5	-
3372	Office Furniture (including Fixtures) Manufacturing	139	0.2	43	13	9	38	12	1	19	2	2
3379	Other Furniture Related Product Manufacturing	10	-	6	1	-	2	1	-	-	-	-
	Sub-Total NAICS 337	366	0.4	134	40	19	85	36	6	37	7	2
339	MISCELLANEOUS MANUFACTURING											
339112	Surgical and Medical Instrument Manufacturing	3,205	3.6	890	450	103	747	489	129	355	38	4
339113	Surgical Appliance and Supplies Manufacturing	1,205	1.3	447	183	34	255	134	29	104	19	-
339114	Dental Equipment and Supplies Manufacturing	247	0.3	90	34	11	28	37	12	31	4	-
339115	Ophthalmic Goods Manufacturing	162	0.2	74	23	6	16	18	5	16	4	-
339116	Dental Laboratories	282	0.3	213	20	11	23	3	4	6	2	-
3399	Other Miscellaneous Manufacturing	1,408	1.5	560	150	88	228	137	39	171	32	3
	Sub-Total NAICS 339	6,509	7.2	2,274	860	253	1,297	818	218	683	99	7
	Sub Total Metalworking Manufacturing	83,764	93.0	35,314	11,326	3,765	15,329	8,220	2,229	5,561	1,896	124
325	Chemical Manufacturing	196	0.2	48	18	17	26	13	6	33	32	3
326	Plastics and Rubber Products Manufacturing	288	0.3	82	28	25	39	36	18	44	13	3
327	Nonmetallic Mineral Product Manufacturing	168	0.2	34	20	14	22	21	3	42	11	1
	Other Mfg NAICS: 311-316,321-324	318	0.4	85	29	28	54	32	12	35	39	4
	Sub-Total Non-Metalworking Manufacturing	970	1.1	249	95	84	141	102	39	154	95	11
	Sub-Total Manufacturing Industries	84,734	94.1	35,563	11,421	3,849	15,470	8,322	2,268	5,715	1,991	135

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)	Marketing/Sales (M)	Other Qualified Personnel (N)		
					Production						Engineering	
					Management (C, R)	Department (D, S)					Management (E)	Department (F, G)
111-115	Agriculture	1	-	1	-	-	-	-	-	-		
211-213	Mining	8	-	3	-	-	1	1	-	1		
221	Utilities	6	-	1	-	-	1	1	1	1		
236-238	Construction	32	-	12	1	-	3	5	3	2		
423-425	Wholesale Trade Durable Goods	2,699	3.0	1,192	213	130	284	220	45	163	423	29
441-454	Retail Trade	49	0.1	13	2	1	9	4	-	6	6	8
481-493	Transportation And Warehousing	17	-	7	1	2	3	-	-	1	3	-
511-562	Services	1,866	2.1	650	101	99	193	160	57	353	154	99
611	Educational Services	360	0.4	14	5	8	4	17	3	30	-	279
621-624	Health Care	27	-	7	1	1	1	-	-	5	2	10
711-713	Arts, Entertainment Recreation	4	-	2	-	1	-	-	-	-	-	1
721-722	Accommodations And Food	4	-	2	-	-	-	-	-	1	1	-
811-814	Other Services	73	0.1	26	4	3	7	5	1	3	3	21
921-928	Public Administration	148	0.2	6	11	20	18	30	11	43	3	6
Sub Total Non-Manufacturing		5,294	5.9	1,936	339	265	524	443	118	610	598	461
TOTAL QUALIFIED CIRCULATION		90,028	100.0	37,499	11,760	4,114	15,994	8,765	2,386	6,325	2,589	596

- (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) includes 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 ENGINEERING 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 ENGINEERING 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 ENGINEERING titles include Factory Automation Engineer, Automation Foreman, Systems Designer, Systems Engineer.
 (L) PURCHASING titles include Buyer, Procurement Chief, and Purchasing Manager.
 (M) MARKETING/SALES
 (N) OTHER QUALIFIED PERSONNEL

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

Functions	Total Qualified	Percent of Total
A. Company Management, Corporate Executives and Purchasing	37,499	41.6
B. Manufacturing Production: Management & Department	15,874	17.7
C. Manufacturing Engineering: Management & Department	24,759	27.5
D. Quality Assurance/Control	2,386	2.6
E. Product Design Research and Development	6,325	7.0
F. Marketing/Sales	2,589	2.9
G. Other Qualified Personnel	596	0.7
TOTAL QUALIFIED	90,028	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018

Qualification Source	Qualified Within					Total Qualified	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	43,522	22,394	-	53,913	12,003	65,916	73.2
II. Request from recipient's company:	4	102	-	106	-	106	0.1
III. Membership Benefit:	123	116	-	235	4	239	0.3
IV. *Communication from recipient or recipient's company (other than request):	2,702	-	-	2,702	-	2,702	3.0
V. TOTAL - Sources other than above (listed alphabetically):	21,065	-	-	21,065	-	21,065	23.4
Association rosters and directories	-	-	-	-	-	-	-
*Business directories	17,607	-	-	17,607	-	17,607	19.6
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	3,458	-	-	3,458	-	3,458	3.8
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	67,416	22,612	-	78,021	12,007	90,028	100.0
PERCENT	74.9	25.1	-	86.7	13.3	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	375		Kentucky	1,012	
New Hampshire	868		Tennessee	1,653	
Vermont	283		Alabama	1,160	
Massachusetts	3,378		Mississippi	427	
Rhode Island	451		EAST SO. CENTRAL	4,252	4.7
Connecticut	2,917		Arkansas	509	
NEW ENGLAND	8,272	9.2	Louisiana	689	
New York	3,707		Oklahoma	977	
New Jersey	1,625		Texas	7,464	
Pennsylvania	4,374		WEST SO. CENTRAL	9,639	10.7
MIDDLE ATLANTIC	9,706	10.8	Montana	176	
Ohio	5,479		Idaho	290	
Indiana	2,783		Wyoming	78	
Illinois	5,069		Colorado	770	
Michigan	5,178		New Mexico	231	
Wisconsin	3,566		Arizona	1,038	
EAST NO. CENTRAL	22,075	24.5	Utah	743	
Minnesota	2,720		Nevada	266	
Iowa	1,237		MOUNTAIN	3,592	4.0
Missouri	1,640		Alaska	52	
North Dakota	249		Washington	1,693	
South Dakota	332		Oregon	896	
Nebraska	546		California	10,433	
Kansas	1,028		Hawaii	28	
WEST NO. CENTRAL	7,752	8.6	PACIFIC	13,102	14.5
Delaware	150		UNITED STATES	89,790	99.7
Maryland	705		U.S. Territories	22	
Washington, DC	38		Canada	199	
Virginia	1,668		Mexico	3	
West Virginia	244		Other International	14	
North Carolina	2,508		APO/FPO	-	
South Carolina	1,340				
Georgia	2,178				
Florida	2,569				
SOUTH ATLANTIC	11,400	12.7			
			TOTAL QUALIFIED CIRCULATION	90,028	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2018	Advanced Manufacturing Now
JULY	
July 11	30,438
July 18	30,180
July 25	30,285
AUGUST	
August 1	30,253
August 8	30,186
August 15	30,233
August 22	30,427
August 29	30,453
SEPTEMBER	
September 5	30,060
September 12	30,387
September 19	30,172
September 26	30,412
OCTOBER	
October 3	30,537
October 10	30,515
October 17	31,181
October 24	30,958
October 31	30,608
NOVEMBER	
November 7	31,083
November 14	31,063
November 21	31,308
November 28	31,124
DECEMBER	
December 5	31,321
December 12	31,151
December 19	31,280
AVERAGE:	30,651

Advanced Manufacturing Now (24 issued in the period)

WEBSITE CHANNEL

WWW.SME.ORG

2018	Pageviews	Sessions	Users	Average Session Duration
July	172,441	62,021	53,605	1:41
August	204,221	83,777	71,772	1:29
September	180,256	70,671	61,427	1:40
October	147,494	67,902	57,271	1:39
November	138,676	64,978	54,791	1:37
December	97,073	39,055	32,417	1:51
AVERAGE:	156,693	64,734	55,213	1:39

July – December 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 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.

SOCIAL MEDIA CHANNEL

Manufacturing Engineering Social Media



Twitter followers



Facebook likes



LinkedIn group members



You Tube Subscribers



You Tube Views (Note 1)

2018	http://twitter.com/SMEMediaNews	https://www.facebook.com/SMEMediaNews	http://www.linkedin.com/groups/4237717	http://www.youtube.com/c/SMEMedia	http://www.youtube.com/mfgengmedia
Beginning Balance	21,052	7,579	795	1,700	3,330
July	21,054	7,595	811	1,719	2,451
August	21,204	7,618	829	1,747	2,693
September	21,322	7,621	829	1,761	2,435
October	21,466	7,658	835	1,780	2,905
November	21,527	7,667	845	1,800	3,095
December	21,587	7,669	866	1,803	2,875

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

ADDITIONAL DATA

MAGAZINE: METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient 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.

PARAGRAPH 3b:

Communication from recipient or recipient's company (other than request) includes 1 source of circulation for a quantity of 2,702 copies or 3.0%, including SME show registrants. Business directories includes 2 sources of circulation of 5,311 copies or 5.9% to 12,296 copies or 13.7%, including Hoovers. Other sources includes 1 source of circulation for a quantity of 3,458 copies or 3.8%.

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

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 11, 2019

Michigan

Oakland

February 11, 2019

BD

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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.