

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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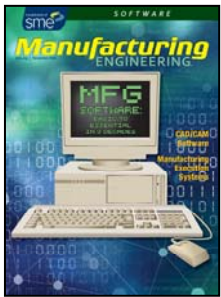
**SME MEDIA** is a leading source for news and in-depth technical information about advanced manufacturing in North America. While our roots are in traditional metalworking and shop operations, we distinguish ourselves by remaining on the cutting edge and keeping our eyes on what's next, covering everything 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  
89,906 average circulation

### MANUFACTURING ENGINEERING E-NEWSLETTER



27 issued in the period  
30,659 average per occurrence

### SME/MANUFACTURING ENGINEERING WEBSITE



77,393 average users

### MANUFACTURING ENGINEERING SOCIAL MEDIA



22,747 Twitter followers  
7,467 Facebook likes  
1,049 LinkedIn group members  
2,120 YouTube Subscribers  
2,172 YouTube Views

## EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
<b>MANUFACTURING ENGINEERING MAGAZINE</b> (6 issues in the period)	89,906	-	89,906
(See Paragraph 3b for Format Type and Source)			
<b>MANUFACTURING ENGINEERING E-NEWSLETTER</b>			
Advanced Manufacturing Now (27 issued in the period)	30,659	-	30,659
<b>SME/MANUFACTURING ENGINEERING WEBSITE</b> (Monthly Users with 166,136 average Pageviews)	77,393	-	77,393
<b>MANUFACTURING ENGINEERING SOCIAL MEDIA</b>			
a. Twitter followers	*22,747	-	*22,747
b. Facebook likes	*7,467	-	*7,467
c. LinkedIn group members	*1,049	-	*1,049
d. You Tube subscribers	*2,120	-	*2,120
e. You Tube views	*2,172	-	*2,172

\*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	112
Advertiser and Agency	2,141
Allocated for Trade Shows and Conventions	-
All Other	4,779
<b>TOTAL</b>	<b>7,032</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	89,804	99.9	89,804	99.9	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	102	0.1	102	0.1	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>89,906</b>	<b>100.0</b>	<b>89,906</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2020 Issue	Print	Digital	Total Qualified
July	78,298	11,779	90,077
August	78,491	11,697	90,188
September	78,444	11,619	90,063
October	78,240	11,533	89,773
November	78,533	11,384	89,917
December	78,198	11,222	89,420

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020**

This issue is -% or 13 copies above 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				Quality Assurance Control (P, Q)	Product Design Research and Development (H,I,J)	Marketing/Sales (M)	Other Qualified Personnel (N)
					Management (C, R)	Department (D, S)	Management (E)	Department (F, G)				
331	PRIMARY METAL MANUFACTURING											
3311	Iron and Steel Mills and Ferroalloy Manufacturing	243	0.3	84	28	22	36	25	13	21	14	-
3312	Steel Product Manufacturing from Purchased Steel	291	0.4	76	41	26	53	23	9	20	43	-
3313	Alumina and Aluminum Production and Processing	380	0.4	113	47	37	59	40	16	41	27	-
3314	Nonferrous Metal (except Aluminum) Production and Processing	270	0.3	95	27	19	43	35	8	21	20	2
3315	Foundries	386	0.4	100	49	34	81	61	22	23	16	-
	<b>Sub-Total NAICS 331</b>	<b>1,570</b>	<b>1.8</b>	<b>468</b>	<b>192</b>	<b>138</b>	<b>272</b>	<b>184</b>	<b>68</b>	<b>126</b>	<b>120</b>	<b>2</b>
332	FABRICATED METAL PRODUCT MANUFACTURING											
33211	Forging and Stamping	1,592	1.8	505	211	153	303	165	67	112	74	2
33221	Cutlery and Handtool Manufacturing	462	0.5	158	52	32	83	43	18	46	29	1
33231	Plate Work and Fabricated Structural Product Manufacturing	2,936	3.3	1,408	388	219	453	169	78	108	103	10
33232	Ornamental and Architectural Metal Products Manufacturing	2,993	3.3	1,468	415	204	466	168	58	116	98	-
33241	Power Boiler and Heat Exchanger Manufacturing	85	0.1	36	10	6	18	8	1	4	2	-
33242	Metal Tank (Heavy Gauge) Manufacturing	197	0.2	86	25	13	34	16	6	13	4	-
33243	Metal Can, Box and Other Metal Container (Light Gauge) Manufacturing	110	0.1	28	17	8	32	10	4	11	-	-
33251	Hardware Manufacturing	342	0.4	88	49	34	55	42	14	48	12	-
33261	Spring and Wire Product Manufacturing	451	0.5	167	55	30	95	31	23	31	18	1
33271	Machine Shops	14,259	15.9	10,518	982	663	943	485	248	168	212	40
33272	Turned Product and Screw, Nut and Bolt Manufacturing	620	0.7	195	85	71	103	66	37	37	26	-
33281	Coating, Engraving, Heat Treating and Allied Activities	734	0.8	313	85	35	110	39	29	45	77	1
33291	Metal Valve Manufacturing	1,076	1.2	298	146	90	159	152	51	126	53	1
332991	Ball and Roller Bearing Manufacturing	205	0.2	36	19	14	36	58	14	21	7	-
332992	Small Arms Ammunition Manufacturing	14	-	5	2	1	2	3	1	-	-	-
332993	Ammunition (except Small Arms) Manufacturing	25	-	4	2	2	3	6	5	3	-	-
332994	Small Arms Manufacturing (pt)	171	0.2	34	16	20	19	49	13	18	2	-
332996	Fabricated Pipe and Pipe Fitting Manufacturing	432	0.5	153	56	41	78	40	25	18	20	1
332999	All Other Miscellaneous Fabricated Metal Product Manufacturing (pt)	1,028	1.1	404	124	71	178	77	23	94	53	4
	<b>Sub-Total NAICS 332</b>	<b>27,732</b>	<b>30.8</b>	<b>15,904</b>	<b>2,739</b>	<b>1,707</b>	<b>3,170</b>	<b>1,627</b>	<b>715</b>	<b>1,019</b>	<b>790</b>	<b>61</b>
333	MACHINERY MANUFACTURING											
333111	Farm Machinery and Equipment Manufacturing (pt)	1,630	1.8	790	173	65	241	239	22	79	19	2
333112	Lawn and Garden Tractor and Home Lawn and Garden Equipment Manufacturing	359	0.4	136	48	27	54	58	5	29	2	-
333120	Construction Machinery Manufacturing	1,766	2.0	790	168	49	284	291	33	123	21	7
333131	Mining Machinery and Equipment Manufacturing	352	0.4	130	34	20	59	76	3	24	5	1
333132	Oil and Gas Field Machinery and Equipment Manufacturing	907	1.0	286	124	37	155	173	42	79	10	1
333241	Food Product Machinery Manufacturing	208	0.2	66	38	18	46	16	1	20	2	1
333242	Semiconductor Machinery Manufacturing	44	-	15	3	1	9	8	-	7	1	-
333243	Sawmill, Woodworking and Paper Machinery Manufacturing	157	0.2	67	20	8	23	12	2	14	11	-
333244	Printing Machinery and Equipment Manufacturing	80	0.1	27	8	3	15	4	3	15	5	-
333249	Other Industrial Machinery Manufacturing	559	0.6	165	83	42	98	58	14	62	36	1
333314	Optical Instrument and Lens Manufacturing	147	0.2	46	14	8	21	26	3	11	16	2
333316	Photographic and Photocopying Equipment Manufacturing	65	0.1	16	7	4	21	7	-	7	2	1
333318	Other Commercial and Service Industry Machinery Manufacturing (pt)	496	0.6	146	65	42	102	51	14	47	28	1
333413	Industrial and Commercial Fan and Blower Manufacturing	254	0.3	61	34	17	57	26	2	26	31	-
333414	Heating Equipment (except Warm Air Furnaces) Manufacturing (pt)	363	0.4	121	41	47	65	32	9	38	10	-
333415	Air-Conditioning and Warm Air Heating Equipment	536	0.6	130	61	34	138	75	8	66	23	1
333511	Industrial Mold Manufacturing	215	0.2	98	25	18	30	17	3	13	9	2
333514	Special Die and Tool, Die Set, Jig, and Fixture Manufacturing	976	1.1	409	132	79	178	63	17	45	51	2
333515	Cutting Tool and Machine Tool Accessory Manufacturing	625	0.7	189	52	37	84	74	13	65	109	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)
					Management (C, R)	Department (D, S)	Management (E)	Department (F, G)				
333517	Machine Tool Manufacturing	1,134	1.3	364	115	84	144	109	30	113	170	5
333519	Rolling Mill and other Metalworking Machinery Manufacturing	289	0.3	74	30	17	42	26	12	57	30	1
333611	Turbine and Turbine Generator Set Unit Manufacturing	413	0.5	97	30	38	66	92	17	65	8	-
333612	Speed Changer, Industrial High-Speed Drive, and Gear Manufacturing	99	0.1	23	16	12	11	22	4	7	4	-
333613	Mechanical Power Transmission Equipment Manufacturing	182	0.2	41	23	25	29	33	8	11	12	-
333618	Other Engine Equipment Manufacturing (pt)	270	0.3	76	23	23	51	48	9	32	8	-
333912	Air and Gas Compressor Manufacturing	300	0.3	74	29	32	48	49	9	34	23	2
333914	Measuring, Dispensing, and other Pumping Equipment Manufacturing	575	0.6	163	67	43	108	73	28	70	22	1
333921	Elevator and Moving Stairway Manufacturing	40	-	9	4	2	8	4	3	8	2	-
333922	Conveyor and Conveying Equipment Manufacturing (pt)	336	0.4	110	53	21	63	30	5	25	29	-
333923	Overhead Traveling Crane, Hoist, and Monorail System Manufacturing (pt)	85	0.1	21	5	11	22	12	2	10	2	-
333924	Industrial Truck, Tractor, Trailer, and Stacker Machinery Manufacturing	245	0.3	83	30	18	55	25	4	21	9	-
333991	Power-Driven Handtool Manufacturing	119	0.1	31	11	5	21	17	4	21	9	-
333992	Welding and Soldering Equipment Manufacturing	266	0.3	93	21	15	36	24	9	30	37	1
333993	Packaging Machinery Manufacturing	157	0.2	37	30	15	28	19	2	20	5	1
333994	Industrial Process Furnace and Oven Manufacturing	184	0.2	60	20	10	37	17	4	19	17	-
333995	Fluid Power Cylinder and Actuator Manufacturing	116	0.1	33	11	11	16	19	5	11	10	-
333996	Fluid Power Pump and Motor Manufacturing	158	0.2	32	22	10	16	36	10	22	9	1
333997	Scale and Balance (except Laboratory) Manufacturing	30	-	9	1	4	7	3	2	3	1	-
333999	All Other Miscellaneous General Purpose Machinery Manufacturing (pt)	1,663	1.8	686	182	128	267	131	41	115	109	4
	<b>Sub-Total NAICS 333</b>	<b>16,400</b>	<b>18.2</b>	<b>5,804</b>	<b>1,853</b>	<b>1,080</b>	<b>2,755</b>	<b>2,095</b>	<b>402</b>	<b>1,464</b>	<b>907</b>	<b>40</b>
334	COMPUTER AND ELECTRONIC PRODUCT MANUFACTURING											
3341	Computer and Peripheral Equipment Manufacturing	214	0.2	54	11	8	30	22	12	59	17	1
3342	Communications Equipment Manufacturing	290	0.3	76	27	17	46	39	9	72	4	-
3343	Audio and Video Equipment Manufacturing	53	0.1	14	3	6	9	5	2	13	1	-
3344	Semiconductor and Other Electronic Component Manufacturing	977	1.1	212	112	62	187	157	40	139	67	1
334510	Electromedical and Electrotherapeutic Apparatus Manufacturing	1,084	1.2	378	50	53	98	274	87	134	9	1
334511	Search, Detection, Navigation, Guidance, Aeronautical and Nautical System and Instrument Manufacturing	1,352	1.5	178	99	104	224	384	64	279	16	4
334512	Automatic Environmental Control Manufacturing for Residential, Commercial and Appliance Use	312	0.4	105	27	24	53	46	10	36	11	-
334513	Instruments and Related Products Manufacturing for Measuring, Displaying and Controlling Industrial Process Variables	478	0.5	96	61	53	68	84	15	73	26	2
334514	Totalizing Fluid Meter and Counting Device Manufacturing	82	0.1	15	7	12	15	14	5	11	3	-
334515	Instrument Manufacturing for Measuring and Testing Electricity and Electrical Signals	216	0.3	41	12	14	40	48	9	42	10	-
334516	Analytical Laboratory Instrument Manufacturing	291	0.3	62	24	22	45	52	18	56	12	-
334517	Irradiation Apparatus Manufacturing	196	0.2	81	13	10	17	38	13	21	3	-
334519	Other Measuring and Controlling Device Manufacturing	667	0.7	189	57	56	104	88	26	102	44	1
3346	Manufacturing and Reproducing Magnetic and Optical Media	15	-	3	1	1	1	1	1	4	3	-
	<b>Sub-Total NAICS 334</b>	<b>6,227</b>	<b>6.9</b>	<b>1,504</b>	<b>504</b>	<b>442</b>	<b>937</b>	<b>1,252</b>	<b>311</b>	<b>1,041</b>	<b>226</b>	<b>10</b>
335	ELECTRICAL EQUIPMENT, APPLIANCE, AND COMPONENT MANUFACTURING											
33511	Electric Lamp Bulb and Part Manufacturing	32	-	12	1	3	5	5	2	4	-	-
33512	Lighting Fixture Manufacturing	453	0.5	155	45	31	94	46	13	63	6	-
33521	Small Electrical Appliance Manufacturing	46	0.1	14	4	-	11	7	-	7	3	-
33522	Major Appliance Manufacturing	115	0.1	13	15	5	28	19	9	24	1	1
33531	Electrical Equipment Manufacturing	1,605	1.8	481	157	95	321	196	44	198	111	2
33591	Battery Manufacturing	29	-	3	3	2	6	4	2	8	1	-
33592	Communication and Energy Wire and Cable Manufacturing	146	0.2	38	13	8	23	24	10	22	7	1
33593	Wiring Device Manufacturing	205	0.2	35	29	45	36	21	4	23	11	1
33599	All Other Electrical Equipment and Component Manufacturing	400	0.5	98	51	24	59	43	11	56	58	-
	<b>Sub-Total NAICS 335</b>	<b>3,031</b>	<b>3.4</b>	<b>849</b>	<b>318</b>	<b>213</b>	<b>583</b>	<b>365</b>	<b>95</b>	<b>405</b>	<b>198</b>	<b>5</b>

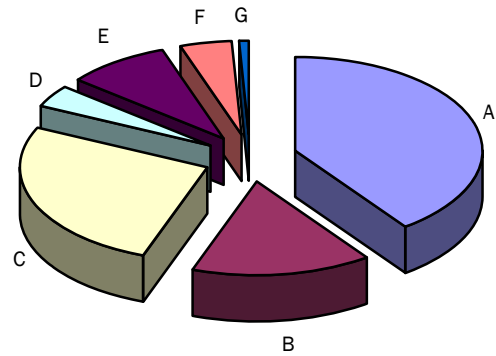
NAICS	Business and Industry	Total Qualified	Percent of Total	Company Management, Corporate Executives and Purchasing (B, L)	Manufacturing				Quality Assurance Control (P, Q)	Product Design Research and Development (H,I,J)	Marketing/Sales (M)	Other Qualified Personnel (N)
					Production		Engineering					
					Management (C, R)	Department (D, S)	Management (E)	Department (F, G)				
336	TRANSPORTATION EQUIPMENT MANUFACTURING											
336111	Automobile Manufacturing	873	1.0	280	70	39	143	161	17	157	6	-
336112	Light Truck and Utility Vehicle Manufacturing	61	0.1	30	9	2	6	8	-	4	2	-
336120	Heavy Duty Truck Manufacturing	272	0.3	112	30	7	41	61	2	16	3	-
336211	Motor Vehicle Body Manufacturing (pt)	793	0.9	359	67	29	98	123	8	100	9	-
336212	Truck Trailer Manufacturing	443	0.5	234	53	10	57	65	6	17	1	-
336213	Motor Home Manufacturing	73	0.1	34	9	3	12	8	-	6	1	-
336214	Travel Trailer and Camper Manufacturing (pt)	179	0.2	132	13	1	18	6	2	5	2	-
336310	Motor Vehicle Gasoline Engine and Engine Parts Manufacturing	352	0.4	98	38	16	53	79	14	51	3	-
336320	Motor Vehicle Electrical and Electronic Equipment Manufacturing (pt)	296	0.3	108	20	8	48	68	6	34	4	-
336330	Motor Vehicle Steering and Suspension Components (except Spring) Manufacturing	123	0.1	37	15	4	13	41	4	9	-	-
336340	Motor Vehicle Brake System Manufacturing	163	0.2	41	26	10	22	54	2	7	1	-
336350	Motor Vehicle Transmission and Power Train Parts Manufacturing	279	0.3	97	25	13	36	72	16	20	-	-
336360	Motor Vehicle Seating and Interior Trim Manufacturing	64	0.1	11	7	2	15	10	2	14	3	-
336370	Motor Vehicle Metal Stamping	338	0.4	84	44	12	68	66	13	43	8	-
336390	All Other Motor Vehicle Parts Manufacturing (pt)	3,439	3.8	1,235	328	160	563	735	78	290	46	4
336411	Aircraft Manufacturing	1,460	1.6	409	90	68	172	387	92	232	8	2
336412	Aircraft Engine and Engine Parts Manufacturing (pt)	1,562	1.7	369	104	91	212	449	149	169	18	1
336413	Other Aircraft Parts and Auxiliary Equipment Manufacturing	4,032	4.5	1,313	356	158	487	951	381	344	42	-
336414	Guided Missile and Space Vehicle Manufacturing	272	0.3	31	27	15	42	101	13	39	-	4
336415	Guided Missile and Space Vehicle Propulsion Unit and Propulsion Unit Parts Manufacturing	172	0.2	36	13	6	26	57	7	26	1	-
336419	Other Guided Missile and Space Vehicle Parts and Auxiliary Equipment Manufacturing	215	0.2	49	19	11	25	74	11	20	6	-
336510	Railroad Rolling Stock Manufacturing	138	0.2	48	13	8	37	7	5	19	1	-
336611	Ship Building & Repairing	292	0.3	87	47	32	56	40	12	16	1	1
336612	Boat Building	265	0.3	147	25	8	44	17	6	15	3	-
336991	Motorcycle, Bicycle, and Parts Manufacturing (pt)	218	0.2	90	17	11	36	32	5	25	1	1
336992	Military Armored Vehicle, Tank, and Tank Component Manufacturing (pt)	280	0.3	98	28	11	44	52	16	30	1	-
336999	All Other Transportation Equipment Manufacturing	161	0.2	69	11	11	37	10	1	20	2	-
	<b>Sub-Total NAICS 336</b>	<b>16,815</b>	<b>18.7</b>	<b>5,638</b>	<b>1,504</b>	<b>746</b>	<b>2,411</b>	<b>3,734</b>	<b>868</b>	<b>1,728</b>	<b>173</b>	<b>13</b>
337	FURNITURE AND RELATED PRODUCT MANUFACTURING											
3371	Household and Institutional Furniture and Kitchen Cabinet Manufacturing	290	0.3	98	30	25	53	27	3	48	6	-
3372	Office Furniture (including Fixtures) Manufacturing	230	0.3	56	35	18	60	27	7	25	2	-
3379	Other Furniture Related Product Manufacturing	16	-	5	1	-	2	2	-	5	-	1
	<b>Sub-Total NAICS 337</b>	<b>536</b>	<b>0.6</b>	<b>159</b>	<b>66</b>	<b>43</b>	<b>115</b>	<b>56</b>	<b>10</b>	<b>78</b>	<b>8</b>	<b>1</b>
339	MISCELLANEOUS MANUFACTURING											
339112	Surgical and Medical Instrument Manufacturing	4,244	4.7	1,243	327	158	463	960	429	617	45	2
339113	Surgical Appliance and Supplies Manufacturing	1,499	1.7	672	99	42	144	248	93	181	18	2
339114	Dental Equipment and Supplies Manufacturing	481	0.5	193	46	22	43	86	35	52	4	-
339115	Ophthalmic Goods Manufacturing	319	0.4	152	26	19	27	54	17	21	3	-
339116	Dental Laboratories	243	0.3	173	16	11	25	3	2	12	1	-
3399	Other Miscellaneous Manufacturing	1,267	1.4	433	126	99	202	128	42	162	69	6
	<b>Sub-Total NAICS 339</b>	<b>8,053</b>	<b>9.0</b>	<b>2,866</b>	<b>640</b>	<b>351</b>	<b>904</b>	<b>1,479</b>	<b>618</b>	<b>1,045</b>	<b>140</b>	<b>10</b>
	<b>Sub-Total Metalworking Manufacturing</b>	<b>80,364</b>	<b>89.4</b>	<b>33,192</b>	<b>7,816</b>	<b>4,720</b>	<b>11,147</b>	<b>10,792</b>	<b>3,087</b>	<b>6,906</b>	<b>2,562</b>	<b>142</b>
325	Chemical Manufacturing	486	0.5	94	52	39	54	55	21	97	71	3
326	Plastics and Rubber Products Manufacturing	830	0.9	172	91	88	144	120	46	110	54	5
327	Nonmetallic Mineral Product Manufacturing	250	0.3	50	29	23	31	35	6	47	27	2
	Other Mfg NAICS: 311-316,321-324	548	0.6	152	57	37	86	60	18	73	62	3
	<b>Sub-Total Non-Metalworking Manufacturing</b>	<b>2,114</b>	<b>2.3</b>	<b>468</b>	<b>229</b>	<b>187</b>	<b>315</b>	<b>270</b>	<b>91</b>	<b>327</b>	<b>214</b>	<b>13</b>
	<b>Sub-Total Manufacturing Industries</b>	<b>82,478</b>	<b>91.7</b>	<b>33,660</b>	<b>8,045</b>	<b>4,907</b>	<b>11,462</b>	<b>11,062</b>	<b>3,178</b>	<b>7,233</b>	<b>2,776</b>	<b>155</b>

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)		
					Management (C, R)	Department (D, S)					Management (E)	Department (F, G)
111-115	Agriculture	1	-	1	-	-	-	-	-	-		
211-213	Mining	6	-	-	1	-	-	2	-	2		
221	Utilities	4	-	-	1	-	-	1	-	1		
236-238	Construction	36	-	8	1	2	9	3	5	4		
423-425	Wholesale Trade Durable Goods	4,335	4.8	1,532	329	230	431	291	109	364		
441-454	Retail Trade	48	0.1	6	6	1	5	9	2	6		
481-493	Transportation And Warehousing	11	-	2	-	1	4	1	2	1		
511-562	Services	2,363	2.6	731	143	151	229	207	55	438		
611	Educational Services	402	0.5	17	2	11	4	8	3	26		
621-624	Health Care	15	-	3	-	1	2	-	1	1		
711-713	Arts, Entertainment Recreation	2	-	2	-	-	-	-	-	-		
721-722	Accommodations And Food	3	-	1	-	-	-	-	-	-		
811-814	Other Services	55	0.1	17	4	1	6	2	1	4		
921-928	Public Administration	158	0.2	11	12	29	20	25	15	39		
<b>Sub Total Non-Manufacturing</b>		<b>7,439</b>	<b>8.3</b>	<b>2,331</b>	<b>499</b>	<b>427</b>	<b>710</b>	<b>548</b>	<b>188</b>	<b>886</b>	<b>1,370</b>	<b>480</b>
<b>TOTAL QUALIFIED CIRCULATION</b>		<b>89,917</b>	<b>100.0</b>	<b>35,991</b>	<b>8,544</b>	<b>5,334</b>	<b>12,172</b>	<b>11,610</b>	<b>3,366</b>	<b>8,119</b>	<b>4,146</b>	<b>635</b>

- (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	35,991	40.1
B. Manufacturing Production: Management & Department	13,878	15.4
C. Manufacturing Engineering: Management & Department	23,782	26.5
D. Quality Assurance/Control	3,366	3.7
E. Product Design Research and Development	8,119	9.0
F. Marketing/Sales	4,146	4.6
G. Other Qualified Personnel	635	0.7



**TOTAL QUALIFIED 89,917 100.0**

### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020

Qualification Source	Print	Digital	Total Qualified	Percent
I. Direct Request:	<b>47,350</b>	<b>11,368</b>	<b>58,718</b>	<b>65.3</b>
II. Request from recipient's company:	<b>44</b>	-	<b>44</b>	<b>0.1</b>
III. Membership Benefit:	<b>81</b>	<b>16</b>	<b>97</b>	<b>0.1</b>
IV. *Communication (other than request):	<b>8,820</b>	-	<b>8,820</b>	<b>9.8</b>
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	<b>22,238</b>	-	<b>22,238</b>	<b>24.7</b>
Association rosters and directories	-	-	-	-
*Business directories	7,499	-	7,499	8.3
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-
*Other sources	14,739	-	14,739	16.4
VI. Single Copy Sales:	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>78,533</b>	<b>11,384</b>	<b>89,917</b>	<b>100.0</b>
<b>PERCENT</b>	<b>87.3</b>	<b>12.7</b>	<b>100.0</b>	

\*See Additional Data

Note: Although age is not reported, all qualified circulation must be sourced within 36 months of the analyzed issue.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020\***

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	366		Kentucky	999	
New Hampshire	1,030		Tennessee	1,450	
Vermont	327		Alabama	1,113	
Massachusetts	3,821		Mississippi	338	
Rhode Island	482		<b>EAST SO. CENTRAL</b>	<b>3,900</b>	<b>4.3</b>
Connecticut	3,549		Arkansas	460	
<b>NEW ENGLAND</b>	<b>9,575</b>	<b>10.6</b>	Louisiana	624	
New York	3,238		Oklahoma	952	
New Jersey	1,483		Texas	5,985	
Pennsylvania	3,712		<b>WEST SO. CENTRAL</b>	<b>8,021</b>	<b>8.9</b>
<b>MIDDLE ATLANTIC</b>	<b>8,433</b>	<b>9.4</b>	Montana	167	
Ohio	5,000		Idaho	314	
Indiana	2,971		Wyoming	73	
Illinois	5,618		Colorado	728	
Michigan	5,857		New Mexico	209	
Wisconsin	3,574		Arizona	1,170	
<b>EAST NO. CENTRAL</b>	<b>23,020</b>	<b>25.6</b>	Utah	698	
Minnesota	2,693		Nevada	288	
Iowa	1,310		<b>MOUNTAIN</b>	<b>3,647</b>	<b>4.1</b>
Missouri	1,499		Alaska	52	
North Dakota	237		Washington	1,597	
South Dakota	341		Oregon	954	
Nebraska	534		California	12,451	
Kansas	1,122		Hawaii	32	
<b>WEST NO. CENTRAL</b>	<b>7,736</b>	<b>8.6</b>	<b>PACIFIC</b>	<b>15,086</b>	<b>16.8</b>
Delaware	148		<b>UNITED STATES</b>	<b>89,667</b>	<b>99.7</b>
Maryland	663		U.S. Territories	34	
Washington, DC	23		Canada	183	
Virginia	1,075		Mexico	3	
West Virginia	195		Other International	30	
North Carolina	2,222		APO/FPO	-	
South Carolina	1,426				
Georgia	2,005				
Florida	2,492				
<b>SOUTH ATLANTIC</b>	<b>10,249</b>	<b>11.4</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>89,917</b>	<b>100.0</b>

\*See Additional Data

**E-NEWSLETTER CHANNEL**

2020	Advanced Manufacturing Now
<b>JULY</b>	
July 1	26,743
July 8	31,026
July 15	35,618
July 22	31,022
July 29	24,043
<b>AUGUST</b>	
August 5	28,358
August 12	33,293
August 19	30,762
August 26	30,769
<b>SEPTEMBER</b>	
September 2	30,668
September 9	29,965
September 16	30,582
September 23	30,489
September 30	32,129
<b>OCTOBER</b>	
October 7	30,370
October 14	30,322
October 21	30,801
October 28	30,228
<b>NOVEMBER</b>	
November 4	32,068
November 11	31,190
November 18	30,466
November 25	31,628
<b>DECEMBER</b>	
December 2	31,360
December 9	31,759
December 16	31,003
December 23	30,214
December 30	30,924
<b>AVERAGE:</b>	<b>30,659</b>

Advanced Manufacturing Now (27 issued in the period)

# WEBSITE CHANNEL

## WWW.SME.ORG

2020	Pageviews	Sessions	Users	Average Session Duration
July	146,466	76,098	58,955	1:29
August	155,387	78,008	65,040	1:33
September	179,106	100,399	86,606	1:11
October	197,828	118,789	100,452	1:07
November	164,013	93,100	78,281	1:13
December	154,020	88,071	75,029	1:14
<b>AVERAGE:</b>	<b>166,136</b>	<b>92,410</b>	<b>77,393</b>	<b>1:17</b>

July – December 2020 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)
2020	<a href="http://twitter.com/SMEMediaNews">http://twitter.com/SMEMediaNews</a>	<a href="https://www.facebook.com/SMEMediaNews">https://www.facebook.com/SMEMediaNews</a>	<a href="http://www.linkedin.com/groups/4237717">http://www.linkedin.com/groups/4237717</a>	<a href="http://www.youtube.com/c/SMEMedia">http://www.youtube.com/c/SMEMedia</a>	<a href="http://www.youtube.com/mfgengmedia">http://www.youtube.com/mfgengmedia</a>
Beginning Balance	22,643	7,522	1,048	2,060	2,581
July	22,657	7,512	1,055	2,070	2,298
August	22,676	7,495	1,059	2,080	2,287
September	22,729	7,487	1,058	2,100	2,692
October	22,755	7,480	1,056	2,110	2,321
November	22,736	7,482	1,054	2,120	2,436
December	22,747	7,467	1,049	2,120	2,172

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 (other than request) includes 1 source of circulation for a quantity of 8,820 copies or 9.8%, including SME show registrants. Business directories include 1 source of circulation for a quantity of 7,499 copies or 8.3%, including InfoUSA. Other sources include 2 sources of circulation for quantities of 4,522 copies or 5.0% to 10,217 copies or 11.4%, including OMNI.

#### 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

January 19, 2021

Michigan

Oakland

January 19, 2021

BD

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A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.

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