

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
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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



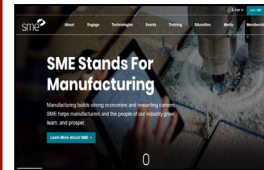
6 issues in the period
89,947 average circulation

MANUFACTURING ENGINEERING E-NEWSLETTER



25 issued in the period
30,802 average per occurrence

SME/MANUFACTURING ENGINEERING WEBSITE



94,176 average users

MANUFACTURING ENGINEERING SOCIAL MEDIA



22,643 Twitter followers
7,522 Facebook likes
1,048 LinkedIn group members
2,060 YouTube Subscribers
2,581 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) (See Paragraph 3b for Format Type and Source)	89,947	-	89,947
MANUFACTURING ENGINEERING E-NEWSLETTER Advanced Manufacturing Now (25 issued in the period)	30,802	-	30,802
SME/MANUFACTURING ENGINEERING WEBSITE (Monthly Users with 203,250 average Pageviews)	94,176	-	94,176
MANUFACTURING ENGINEERING SOCIAL MEDIA			
a. Twitter followers	*22,643	-	*22,643
b. Facebook likes	*7,522	-	*7,522
c. LinkedIn group members	*1,048	-	*1,048
d. You Tube subscribers	*2,060	-	*2,060
e. You Tube views	*2,581	-	*2,581

*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	101
Advertiser and Agency	2,206
Allocated for Trade Shows and Conventions	-
All Other	5,494
TOTAL	7,801

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	89,847	99.9	89,847	99.9	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	100	0.1	100	0.1	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	89,947	100.0	89,947	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Print	Digital	Total Qualified
January	78,272	12,069	90,341
February	78,291	11,724	90,015
March	78,275	11,639	89,914
April	78,303	11,555	89,858
May	78,132	11,660	89,792
June	78,213	11,546	89,759

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

This issue is 0.2% or 185 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				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)				
331	PRIMARY METAL MANUFACTURING											
3311	Iron and Steel Mills and Ferroalloy Manufacturing	278	0.3	91	40	29	43	28	10	25	12	-
3312	Steel Product Manufacturing from Purchased Steel	249	0.3	69	33	20	43	19	11	17	37	-
3313	Alumina and Aluminum Production and Processing	413	0.5	125	51	38	68	46	13	44	28	-
3314	Nonferrous Metal (except Aluminum) Production and Processing	244	0.3	80	29	18	38	33	6	20	18	2
3315	Foundries	393	0.4	102	41	30	86	63	20	32	19	-
	Sub-Total NAICS 331	1,577	1.8	467	194	135	278	189	60	138	114	2
332	FABRICATED METAL PRODUCT MANUFACTURING											
33211	Forging and Stamping	1,526	1.7	485	189	157	294	150	66	115	66	4
33221	Cutlery and Handtool Manufacturing	409	0.5	135	54	30	68	40	14	38	29	1
33231	Plate Work and Fabricated Structural Product Manufacturing	2,736	3.0	1,332	361	207	415	135	65	112	100	9
33232	Ornamental and Architectural Metal Products Manufacturing	2,880	3.2	1,432	381	197	431	159	58	124	98	-
33241	Power Boiler and Heat Exchanger Manufacturing	71	0.1	30	9	6	12	6	1	5	2	-
33242	Metal Tank (Heavy Gauge) Manufacturing	225	0.3	88	26	18	42	22	9	15	5	-
33243	Metal Can, Box and Other Metal Container (Light Gauge) Manufacturing	117	0.1	33	19	8	31	10	4	12	-	-
33251	Hardware Manufacturing	308	0.3	88	41	27	45	37	15	44	11	-
33261	Spring and Wire Product Manufacturing	431	0.5	165	57	29	79	29	22	29	20	1
33271	Machine Shops	13,887	15.5	10,394	897	643	853	463	241	160	202	34
33272	Turned Product and Screw, Nut and Bolt Manufacturing	614	0.7	200	89	68	84	68	42	40	23	-
33281	Coating, Engraving, Heat Treating and Allied Activities	657	0.7	283	76	39	90	34	29	39	67	-
33291	Metal Valve Manufacturing	981	1.1	270	130	86	150	142	44	106	52	1
332991	Ball and Roller Bearing Manufacturing	239	0.3	35	20	21	41	73	14	26	9	-
332992	Small Arms Ammunition Manufacturing	17	-	5	1	-	3	5	2	1	-	-
332993	Ammunition (except Small Arms) Manufacturing	17	-	4	-	2	4	3	1	3	-	-
332994	Small Arms Manufacturing (pt)	167	0.2	35	17	18	16	47	13	19	2	-
332996	Fabricated Pipe and Pipe Fitting Manufacturing	386	0.4	135	51	37	71	33	19	17	21	2
332999	All Other Miscellaneous Fabricated Metal Product Manufacturing (pt)	1,107	1.2	434	125	71	200	80	25	107	63	2
	Sub-Total NAICS 332	26,775	29.8	15,583	2,543	1,664	2,929	1,536	684	1,012	770	54
333	MACHINERY MANUFACTURING											
333111	Farm Machinery and Equipment Manufacturing (pt)	1,645	1.8	809	170	72	225	233	23	87	23	3
333112	Lawn and Garden Tractor and Home Lawn and Garden Equipment Manufacturing	336	0.4	135	43	21	55	48	4	28	2	-
333120	Construction Machinery Manufacturing	1,832	2.0	805	173	85	303	289	29	115	25	8
333131	Mining Machinery and Equipment Manufacturing	324	0.4	127	31	17	55	66	3	19	5	1
333132	Oil and Gas Field Machinery and Equipment Manufacturing	953	1.1	288	133	42	161	183	46	90	10	-
333241	Food Product Machinery Manufacturing	193	0.2	63	31	15	43	18	-	21	1	1
333242	Semiconductor Machinery Manufacturing	35	-	12	2	1	6	7	-	6	1	-
333243	Sawmill, Woodworking and Paper Machinery Manufacturing	153	0.2	66	21	5	21	12	3	16	9	-
333244	Printing Machinery and Equipment Manufacturing	82	0.1	26	8	3	17	5	4	15	4	-
333249	Other Industrial Machinery Manufacturing	556	0.6	154	81	39	97	57	14	66	46	2
333314	Optical Instrument and Lens Manufacturing	146	0.2	41	15	12	20	26	3	13	15	1
333316	Photographic and Photocopying Equipment Manufacturing	60	0.1	14	7	4	19	7	-	7	2	-
333318	Other Commercial and Service Industry Machinery Manufacturing (pt)	504	0.6	149	62	49	95	52	12	54	30	1
333413	Industrial and Commercial Fan and Blower Manufacturing	263	0.3	58	34	16	58	27	3	29	37	1
333414	Heating Equipment (except Warm Air Furnaces) Manufacturing (pt)	357	0.4	120	36	28	80	36	8	37	12	-
333415	Air-Conditioning and Warm Air Heating Equipment	529	0.6	121	60	33	157	71	9	61	17	-
333511	Industrial Mold Manufacturing	161	0.2	75	21	14	24	11	2	8	5	1
333514	Special Die and Tool, Die Set, Jig, and Fixture Manufacturing	975	1.1	421	130	77	178	59	18	40	50	2
333515	Cutting Tool and Machine Tool Accessory Manufacturing	623	0.7	185	47	45	89	75	17	64	100	1

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	1,095	1.2	346	117	80	134	104	30	116	165	3
333519	Rolling Mill and other Metalworking Machinery Manufacturing	259	0.3	69	26	20	37	26	12	40	28	1
333611	Turbine and Turbine Generator Set Unit Manufacturing	452	0.5	108	32	42	73	95	16	75	10	1
333612	Speed Changer, Industrial High-Speed Drive, and Gear Manufacturing	111	0.1	36	16	13	10	21	4	6	5	-
333613	Mechanical Power Transmission Equipment Manufacturing	170	0.2	39	19	20	26	37	6	12	11	-
333618	Other Engine Equipment Manufacturing (pt)	240	0.3	73	25	17	46	41	11	20	6	1
333912	Air and Gas Compressor Manufacturing	287	0.3	72	25	32	43	46	5	38	23	3
333914	Measuring, Dispensing, and other Pumping Equipment Manufacturing	564	0.6	167	65	45	93	82	28	63	20	1
333921	Elevator and Moving Stairway Manufacturing	40	-	13	5	-	6	3	3	9	1	-
333922	Conveyor and Conveying Equipment Manufacturing (pt)	296	0.3	106	44	16	54	25	2	24	25	-
333923	Overhead Traveling Crane, Hoist, and Monorail System Manufacturing (pt)	76	0.1	18	6	10	22	9	1	7	3	-
333924	Industrial Truck, Tractor, Trailer, and Stacker Machinery Manufacturing	246	0.3	91	28	17	53	23	3	24	7	-
333991	Power-Driven Handtool Manufacturing	112	0.1	28	10	6	22	13	4	21	8	-
333992	Welding and Soldering Equipment Manufacturing	234	0.2	84	18	15	31	19	6	26	34	1
333993	Packaging Machinery Manufacturing	155	0.2	38	27	17	28	17	2	21	4	1
333994	Industrial Process Furnace and Oven Manufacturing	183	0.2	63	18	8	39	13	4	18	20	-
333995	Fluid Power Cylinder and Actuator Manufacturing	102	0.1	31	13	8	15	15	3	9	8	-
333996	Fluid Power Pump and Motor Manufacturing	157	0.2	35	18	14	20	36	8	22	4	-
333997	Scale and Balance (except Laboratory) Manufacturing	33	-	12	3	3	5	3	3	3	1	-
333999	All Other Miscellaneous General Purpose Machinery Manufacturing (pt)	2,229	2.5	1,061	243	170	328	143	50	118	109	7
	Sub-Total NAICS 333	16,768	18.7	6,159	1,863	1,131	2,788	2,053	399	1,448	886	41
334	COMPUTER AND ELECTRONIC PRODUCT MANUFACTURING											
3341	Computer and Peripheral Equipment Manufacturing	218	0.3	57	14	9	28	22	12	54	20	2
3342	Communications Equipment Manufacturing	280	0.3	74	26	22	44	37	8	65	4	-
3343	Audio and Video Equipment Manufacturing	52	0.1	15	3	6	9	5	2	12	-	-
3344	Semiconductor and Other Electronic Component Manufacturing	956	1.1	202	98	65	188	156	38	141	66	2
334510	Electromedical and Electrotherapeutic Apparatus Manufacturing	1,039	1.2	369	53	51	95	256	86	119	9	1
334511	Search, Detection, Navigation, Guidance, Aeronautical and Nautical System and Instrument Manufacturing	1,291	1.4	178	95	103	201	360	65	277	11	1
334512	Automatic Environmental Control Manufacturing for Residential, Commercial and Appliance Use	281	0.3	105	16	21	56	39	8	24	12	-
334513	Instruments and Related Products Manufacturing for Measuring, Displaying and Controlling Industrial Process Variables	459	0.5	92	58	58	66	72	13	68	30	2
334514	Totalizing Fluid Meter and Counting Device Manufacturing	93	0.1	21	10	12	17	12	4	12	4	1
334515	Instrument Manufacturing for Measuring and Testing Electricity and Electrical Signals	185	0.2	32	14	12	33	38	5	42	9	-
334516	Analytical Laboratory Instrument Manufacturing	258	0.3	52	21	24	39	44	19	49	10	-
334517	Irradiation Apparatus Manufacturing	205	0.2	83	15	10	19	39	13	22	4	-
334519	Other Measuring and Controlling Device Manufacturing	647	0.7	174	60	56	98	88	30	99	41	1
3346	Manufacturing and Reproducing Magnetic and Optical Media	14	-	2	-	1	1	2	-	5	3	-
	Sub-Total NAICS 334	5,978	6.7	1,456	483	450	894	1,170	303	989	223	10
335	ELECTRICAL EQUIPMENT, APPLIANCE, AND COMPONENT MANUFACTURING											
33511	Electric Lamp Bulb and Part Manufacturing	34	-	11	1	3	7	4	2	6	-	-
33512	Lighting Fixture Manufacturing	442	0.5	155	41	33	96	42	11	58	6	-
33521	Small Electrical Appliance Manufacturing	53	0.1	22	5	-	12	4	1	6	3	-
33522	Major Appliance Manufacturing	106	0.1	11	15	4	28	16	9	21	1	1
33531	Electrical Equipment Manufacturing	1,615	1.8	493	158	93	304	191	52	205	117	2
33591	Battery Manufacturing	31	-	5	3	2	5	3	2	10	1	-
33592	Communication and Energy Wire and Cable Manufacturing	159	0.2	42	13	9	28	23	10	24	10	-
33593	Wiring Device Manufacturing	213	0.2	35	30	43	42	20	4	26	12	1
33599	All Other Electrical Equipment and Component Manufacturing	425	0.5	98	56	29	67	45	15	61	50	4
	Sub-Total NAICS 335	3,078	3.4	872	322	216	589	348	106	417	200	8

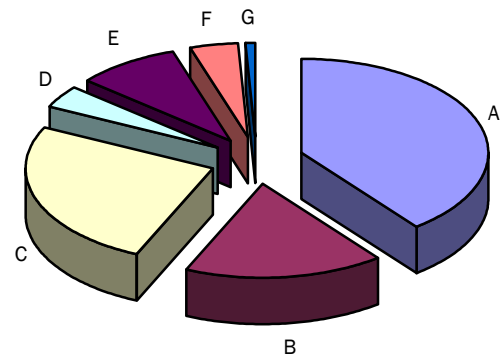
NAICS	Business and Industry	Total Qualified	Percent of Total	Company Management, Corporate Executives and Purchasing (B, L)	Manufacturing		Quality Assurance Control (P, Q)	Product Design Research and Development (H,I,J)	Marketing/Sales (M)	Other Qualified Personnel (N)		
					Production						Engineering	
					Management (C, R)	Department (D, S)					Management (E)	Department (F, G)
336	TRANSPORTATION EQUIPMENT MANUFACTURING											
336111	Automobile Manufacturing	728	0.8	277	64	32	118	145	13	76	3	-
336112	Light Truck and Utility Vehicle Manufacturing	59	0.1	27	8	1	8	7	-	6	2	-
336120	Heavy Duty Truck Manufacturing	274	0.3	110	32	6	43	62	3	16	2	-
336211	Motor Vehicle Body Manufacturing (pt)	892	1.0	354	70	35	113	139	12	158	11	-
336212	Truck Trailer Manufacturing	434	0.5	229	52	11	60	61	8	12	1	-
336213	Motor Home Manufacturing	67	0.1	33	7	2	11	8	-	5	1	-
336214	Travel Trailer and Camper Manufacturing (pt)	182	0.2	132	14	2	18	5	2	6	3	-
336310	Motor Vehicle Gasoline Engine and Engine Parts Manufacturing	276	0.3	85	31	13	29	65	9	39	5	-
336320	Motor Vehicle Electrical and Electronic Equipment Manufacturing (pt)	304	0.3	104	24	10	45	77	8	32	4	-
336330	Motor Vehicle Steering and Suspension Components (except Spring) Manufacturing	129	0.2	38	17	4	15	41	4	10	-	-
336340	Motor Vehicle Brake System Manufacturing	169	0.2	39	27	10	20	59	2	10	2	-
336350	Motor Vehicle Transmission and Power Train Parts Manufacturing	298	0.3	98	27	10	41	85	13	24	-	-
336360	Motor Vehicle Seating and Interior Trim Manufacturing	54	0.1	9	7	1	11	12	2	9	3	-
336370	Motor Vehicle Metal Stamping	297	0.3	81	41	14	58	56	13	22	10	2
336390	All Other Motor Vehicle Parts Manufacturing (pt)	3,456	3.9	1,262	328	153	558	707	77	316	52	3
336411	Aircraft Manufacturing	1,458	1.6	408	87	61	164	402	92	234	9	1
336412	Aircraft Engine and Engine Parts Manufacturing (pt)	1,590	1.8	373	110	84	223	456	156	168	19	1
336413	Other Aircraft Parts and Auxiliary Equipment Manufacturing	4,061	4.5	1,323	360	159	494	956	389	338	42	-
336414	Guided Missile and Space Vehicle Manufacturing	289	0.3	31	25	15	46	109	15	44	-	4
336415	Guided Missile and Space Vehicle Propulsion Unit and Propulsion Unit Parts Manufacturing	165	0.2	35	12	7	24	56	8	21	2	-
336419	Other Guided Missile and Space Vehicle Parts and Auxiliary Equipment Manufacturing	233	0.3	56	21	11	28	80	11	20	6	-
336510	Railroad Rolling Stock Manufacturing	126	0.1	44	13	7	30	5	7	19	1	-
336611	Ship Building & Repairing	278	0.3	81	47	30	58	36	9	15	1	1
336612	Boat Building	271	0.3	149	26	11	44	13	5	21	2	-
336991	Motorcycle, Bicycle, and Parts Manufacturing (pt)	212	0.2	95	18	8	31	30	5	23	1	1
336992	Military Armored Vehicle, Tank, and Tank Component Manufacturing (pt)	274	0.3	95	25	10	43	56	18	26	1	-
336999	All Other Transportation Equipment Manufacturing	183	0.2	83	8	14	43	12	2	19	2	-
	Sub-Total NAICS 336	16,759	18.7	5,651	1,501	721	2,376	3,740	883	1,689	185	13
337	FURNITURE AND RELATED PRODUCT MANUFACTURING											
3371	Household and Institutional Furniture and Kitchen Cabinet Manufacturing	297	0.3	96	35	22	53	29	3	51	8	-
3372	Office Furniture (including Fixtures) Manufacturing	198	0.2	55	25	17	51	18	6	23	3	-
3379	Other Furniture Related Product Manufacturing	20	-	8	1	-	1	2	-	7	-	1
	Sub-Total NAICS 337	515	0.5	159	61	39	105	49	9	81	11	1
339	MISCELLANEOUS MANUFACTURING											
339112	Surgical and Medical Instrument Manufacturing	4,287	4.8	1,276	324	164	459	969	425	622	45	3
339113	Surgical Appliance and Supplies Manufacturing	1,547	1.7	690	101	40	147	258	102	192	16	1
339114	Dental Equipment and Supplies Manufacturing	490	0.6	199	44	22	45	88	34	55	3	-
339115	Ophthalmic Goods Manufacturing	312	0.3	151	24	19	26	51	16	22	3	-
339116	Dental Laboratories	239	0.3	170	18	12	23	3	3	9	1	-
3399	Other Miscellaneous Manufacturing	1,285	1.4	448	134	100	200	135	38	159	68	3
	Sub-Total NAICS 339	8,160	9.1	2,934	645	357	900	1,504	618	1,059	136	7
	Sub-Total Metalworking Manufacturing	79,610	88.7	33,281	7,612	4,713	10,859	10,589	3,062	6,833	2,525	136
325	Chemical Manufacturing	461	0.5	97	47	35	52	51	24	87	66	2
326	Plastics and Rubber Products Manufacturing	880	1.0	176	97	95	159	127	51	116	54	5
327	Nonmetallic Mineral Product Manufacturing	271	0.3	52	28	25	34	37	7	55	33	-
	Other Mfg NAICS: 311-316,321-324	603	0.7	156	56	36	96	75	19	100	61	4
	Sub-Total Non-Metalworking Manufacturing	2,215	2.5	481	228	191	341	290	101	358	214	11
	Sub-Total Manufacturing Industries	81,825	91.2	33,762	7,840	4,904	11,200	10,879	3,163	7,191	2,739	147

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					Management (C, R)	Department (D, S)					Management (E)	Department (F, G)
111-115	Agriculture	1	-	-	-	1	-	-	-	-	-	
211-213	Mining	10	-	-	1	-	1	1	3	-	4	
221	Utilities	4	-	-	1	-	1	-	-	1	1	
236-238	Construction	37	-	11	3	-	6	3	4	7	3	
423-425	Wholesale Trade Durable Goods	4,646	5.2	1,593	353	282	492	311	115	412	1,066	22
441-454	Retail Trade	37	-	6	3	1	5	5	1	2	9	5
481-493	Transportation And Warehousing	8	-	-	-	1	4	1	1	1	-	-
511-562	Services	2,533	2.8	784	169	160	258	229	59	460	335	79
611	Educational Services	420	0.5	22	3	7	5	12	3	29	2	337
621-624	Health Care	16	-	2	-	1	2	-	1	2	-	8
711-713	Arts, Entertainment Recreation	4	-	2	-	-	-	-	-	-	1	1
721-722	Accommodations And Food	2	-	1	-	-	-	-	-	-	1	-
811-814	Other Services	72	0.1	25	9	1	5	1	1	6	7	17
921-928	Public Administration	177	0.2	11	12	33	22	26	15	49	-	9
Sub Total Non-Manufacturing		7,967	8.8	2,457	554	487	800	589	197	968	1,429	486
TOTAL QUALIFIED CIRCULATION		89,792	100.0	36,219	8,394	5,391	12,000	11,468	3,360	8,159	4,168	633

- (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	36,219	40.3
B. Manufacturing Production: Management & Department	13,785	15.3
C. Manufacturing Engineering: Management & Department	23,468	26.2
D. Quality Assurance/Control	3,360	3.8
E. Product Design Research and Development	8,159	9.1
F. Marketing/Sales	4,168	4.6
G. Other Qualified Personnel	633	0.7



TOTAL QUALIFIED 89,792 100.0

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

Qualification Source	Qualified Within					Total Qualified	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	33,583	24,096	-	46,030	11,649	57,679	64.2
II. Request from recipient's company:	23	20	-	43	-	43	0.1
III. Membership Benefit:	60	44	-	93	11	104	0.1
IV. *Communication (other than request):	9,280	-	-	9,280	-	9,280	10.3
V. TOTAL - Sources other than above (listed alphabetically):	22,686	-	-	22,686	-	22,686	25.3
Association rosters and directories	-	-	-	-	-	-	-
*Business directories	7,589	-	-	7,589	-	7,589	8.5
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	15,097	-	-	15,097	-	15,097	16.8
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	65,632	24,160	-	78,132	11,660	89,792	100.0
PERCENT	73.1	26.9	-	87.0	13.0	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	388		Kentucky	977	
New Hampshire	1,053		Tennessee	1,403	
Vermont	339		Alabama	1,107	
Massachusetts	3,967		Mississippi	339	
Rhode Island	489		EAST SO. CENTRAL	3,826	4.3
Connecticut	3,707		Arkansas	449	
NEW ENGLAND	9,943	11.1	Louisiana	625	
New York	3,259		Oklahoma	945	
New Jersey	1,484		Texas	5,993	
Pennsylvania	3,678		WEST SO. CENTRAL	8,012	8.9
MIDDLE ATLANTIC	8,421	9.4	Montana	173	
Ohio	4,945		Idaho	310	
Indiana	2,920		Wyoming	75	
Illinois	5,493		Colorado	712	
Michigan	5,787		New Mexico	225	
Wisconsin	3,501		Arizona	1,159	
EAST NO. CENTRAL	22,646	25.2	Utah	692	
Minnesota	2,653		Nevada	277	
Iowa	1,277		MOUNTAIN	3,623	4.0
Missouri	1,486		Alaska	52	
North Dakota	231		Washington	1,606	
South Dakota	320		Oregon	950	
Nebraska	529		California	12,661	
Kansas	1,104		Hawaii	32	
WEST NO. CENTRAL	7,600	8.5	PACIFIC	15,301	17.0
Delaware	146		UNITED STATES	89,530	99.7
Maryland	662		U.S. Territories	33	
Washington, DC	19		Canada	211	
Virginia	1,053		Mexico	1	
West Virginia	193		Other International	17	
North Carolina	2,221		APO/FPO	-	
South Carolina	1,422				
Georgia	1,976				
Florida	2,466				
SOUTH ATLANTIC	10,158	11.3			
			TOTAL QUALIFIED CIRCULATION	89,792	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2020	Advanced Manufacturing Now
JANUARY	
January 8	29,912
January 15	34,793
January 22	30,097
January 29	30,246
FEBRUARY	
February 5	30,062
February 12	30,091
February 19	29,854
February 26	30,053
MARCH	
March 4	30,267
March 11	30,707
March 18	29,850
March 25	30,666
APRIL	
April 1	30,219
April 8	31,358
April 15	31,081
April 22	30,450
April 29	30,735
MAY	
May 6	31,279
May 13	30,169
May 20	31,015
May 27	32,425
JUNE	
June 3	31,613
June 10	31,459
June 17	30,896
June 24	30,744
AVERAGE:	30,802

Advanced Manufacturing Now (25 issued in the period)

WEBSITE CHANNEL

WWW.SME.ORG

2020	Pageviews	Sessions	Users	Average Session Duration
January	212,786	117,427	97,064	1:16
February	197,201	115,606	96,689	1:06
March	214,472	131,818	105,315	1:07
April	199,380	116,496	94,041	1:16
May	206,365	117,570	92,235	1:19
June	189,296	102,918	79,713	1:32
AVERAGE:	203,250	116,972	94,176	1:16

January – June 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	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	22,304	7,607	1,022	1,980	2,079
January	22,368	7,581	1,022	1,980	2,282
February	22,448	7,558	1,064	1,990	2,238
March	22,471	7,552	1,060	2,000	2,294
April	22,579	7,551	1,056	2,010	2,438
May	22,657	7,537	1,052	2,030	2,946
June	22,643	7,522	1,048	2,060	2,581

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 9,280 copies or 10.3%, including SME show registrants. Business directories include 1 source of circulation for a quantity of 7,589 copies or 8.5%, including InfoUSA. Other sources include 2 sources of circulation for quantities of 4,648 copies or 5.2% to 10,449 copies or 11.6%, 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

July 13, 2020

Michigan

Oakland

July 13, 2020

BD

M018B0J0

About BPA Worldwide

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.