

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.

MAGAZINE CHANNEL FORMAT - PRINT AND DIGITAL ISSUES

MANUFACTURING ENGINEERING is produced in print and digital formats. The editorial for the print copy is the same for all recipients. The digital format is written and designed for the digital reading experience, accessed by a computer, mobile phone, or tablet. Digital formats include advertiser links to their website or videos, and other opportunities for user interaction with the brand.

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 PRINT AND DIGITAL MAGAZINE



MANUFACTURING ENGINEERING E-NEWSLETTER



SME/MANUFACTURING ENGINEERING WEBSITE



MANUFACTURING ENGINEERING SOCIAL MEDIA



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
MANUFACTURING ENGINEERING PRINT AND DIGITAL MAGAZINE (6 issues in the period)	90,424	-	90,424
a. Print	79,381	-	79,381
b. Digital	11,043	-	11,043
(See Paragraph 3b for Source)			
MANUFACTURING ENGINEERING E-NEWSLETTER			
Manufacturing Weekly (23 issued in the period)	31,338	-	31,338
SME/MANUFACTURING ENGINEERING WEBSITE (Monthly Users with 196,230 average Pageviews)	109,379	-	109,379
MANUFACTURING ENGINEERING SOCIAL MEDIA			
a. Twitter followers	*22,886	-	*22,886
b. Facebook likes	*7,407	-	*7,407
c. LinkedIn group members	*1,193	-	*1,193
d. You Tube subscribers	*2,268	-	*2,268
e. You Tube views	*2,683	-	*2,683

*Social Media claims are cumulative figures, not averages.

MAGAZINE CHANNEL FORMAT: This magazine is produced in print and digital formats.

No attempt has been made to identify or eliminate duplication that may exist across media channels.

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	80
Advertiser and Agency	2,130
Allocated for Trade Shows and Conventions	-
All Other	4,403
TOTAL	6,613

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	90,349	99.9	90,349	99.9	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	75	0.1	75	0.1	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	90,424	100.0	90,424	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Print	Digital	Total Qualified
July	79,863	10,766	90,629
August	79,491	10,864	90,355
September	79,121	10,844	89,965
October	79,258	11,097	90,355
November	79,087	11,113	90,200
December	79,469	11,572	91,041

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2021

This issue is 0.3% or 269 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	271	0.3	90	39	22	47	13	12	30	18	-
3312	Steel Product Manufacturing from Purchased Steel	311	0.3	91	42	33	60	16	13	21	35	-
3313	Alumina and Aluminum Production and Processing	353	0.4	106	49	23	53	35	15	41	31	-
3314	Nonferrous Metal (except Aluminum) Production and Processing	262	0.3	83	27	17	40	35	6	21	33	-
3315	Foundries	333	0.4	77	53	21	66	48	20	30	18	-
	Sub-Total NAICS 331	1,530	1.7	447	210	116	266	147	66	143	135	-
332	FABRICATED METAL PRODUCT MANUFACTURING											
33211	Forging and Stamping	1,682	1.9	529	230	155	325	132	72	136	98	5
33221	Cutlery and Handtool Manufacturing	460	0.5	133	53	36	90	39	15	52	40	2
33231	Plate Work and Fabricated Structural Product Manufacturing	2,969	3.3	1,313	463	291	451	138	76	121	108	8
33232	Ornamental and Architectural Metal Products Manufacturing	3,114	3.5	1,443	444	286	494	160	60	117	108	2
33241	Power Boiler and Heat Exchanger Manufacturing	73	0.1	31	11	8	14	4	1	2	2	-
33242	Metal Tank (Heavy Gauge) Manufacturing	211	0.2	81	28	18	37	16	8	15	8	-
33243	Metal Can, Box and Other Metal Container (Light Gauge) Manufacturing	103	0.1	30	15	6	27	10	4	11	-	-
33251	Hardware Manufacturing	336	0.4	86	48	25	72	28	9	50	18	-
33261	Spring and Wire Product Manufacturing	451	0.5	143	64	35	97	32	14	39	26	1
33271	Machine Shops	13,623	15.1	9,754	977	727	867	569	266	190	258	15
33272	Turned Product and Screw, Nut and Bolt Manufacturing	496	0.5	149	82	48	87	48	31	28	22	1
33281	Coating, Engraving, Heat Treating and Allied Activities	709	0.8	304	83	38	91	30	25	39	99	-
33291	Metal Valve Manufacturing	996	1.1	279	138	92	150	124	48	117	46	2
332991	Ball and Roller Bearing Manufacturing	180	0.2	27	15	10	33	59	12	19	5	-
332992	Small Arms Ammunition Manufacturing	14	-	5	2	1	2	3	1	-	-	-
332993	Ammunition (except Small Arms) Manufacturing	4	-	-	-	1	-	1	1	1	-	-
332994	Small Arms Manufacturing (pt)	140	0.2	20	15	15	17	39	9	24	1	-
332996	Fabricated Pipe and Pipe Fitting Manufacturing	407	0.4	140	49	46	80	31	19	25	15	2
332999	All Other Miscellaneous Fabricated Metal Product Manufacturing (pt)	989	1.1	377	122	76	159	81	15	93	62	4
	Sub-Total NAICS 332	26,957	29.9	14,844	2,839	1,914	3,093	1,544	686	1,079	916	42
333	MACHINERY MANUFACTURING											
333111	Farm Machinery and Equipment Manufacturing (pt)	1,879	2.1	803	235	111	313	260	43	101	12	1
333112	Lawn and Garden Tractor and Home Lawn and Garden Equipment Manufacturing	326	0.4	99	53	26	68	38	5	32	5	-
333120	Construction Machinery Manufacturing	1,847	2.0	797	200	60	341	285	29	108	24	3
333131	Mining Machinery and Equipment Manufacturing	438	0.5	143	51	27	82	76	12	36	11	-
333132	Oil and Gas Field Machinery and Equipment Manufacturing	914	1.0	261	148	41	169	169	36	65	23	2
333241	Food Product Machinery Manufacturing	234	0.3	79	46	23	43	13	2	22	6	-
333242	Semiconductor Machinery Manufacturing	19	-	3	2	2	1	4	1	6	-	-
333243	Sawmill, Woodworking and Paper Machinery Manufacturing	128	0.2	48	21	10	18	10	2	10	9	-
333244	Printing Machinery and Equipment Manufacturing	71	0.1	29	9	2	8	3	2	11	7	-
333249	Other Industrial Machinery Manufacturing	493	0.5	155	73	48	75	38	6	56	41	1
333314	Optical Instrument and Lens Manufacturing	117	0.1	35	12	6	14	27	3	7	13	-
333316	Photographic and Photocopying Equipment Manufacturing	60	0.1	12	7	7	16	5	2	9	2	-
333318	Other Commercial and Service Industry Machinery Manufacturing (pt)	446	0.5	127	65	43	92	38	10	49	22	-
333413	Industrial and Commercial Fan and Blower Manufacturing	307	0.4	80	34	19	68	23	6	35	42	-
333414	Heating Equipment (except Warm Air Furnaces) Manufacturing (pt)	278	0.3	101	29	23	52	26	8	28	11	-
333415	Air-Conditioning and Warm Air Heating Equipment	495	0.5	118	49	36	135	62	12	55	27	1
333511	Industrial Mold Manufacturing	179	0.2	78	17	18	27	15	1	11	12	-
333514	Special Die and Tool, Die Set, Jig, and Fixture Manufacturing	798	0.9	327	105	68	124	51	17	52	52	2
333515	Cutting Tool and Machine Tool Accessory Manufacturing	560	0.6	164	46	57	91	54	14	48	86	-

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	1,067	1.2	305	118	80	142	82	25	111	197	7
333519	Rolling Mill and other Metalworking Machinery Manufacturing	276	0.3	57	33	19	35	26	9	55	41	1
333611	Turbine and Turbine Generator Set Unit Manufacturing	336	0.4	81	25	31	53	77	13	49	6	1
333612	Speed Changer, Industrial High-Speed Drive, and Gear Manufacturing	93	0.1	20	10	15	12	17	2	8	9	-
333613	Mechanical Power Transmission Equipment Manufacturing	180	0.2	46	21	21	23	35	3	14	17	-
333618	Other Engine Equipment Manufacturing (pt)	168	0.2	51	14	11	29	24	5	26	8	-
333912	Air and Gas Compressor Manufacturing	233	0.3	60	20	21	38	29	9	31	24	1
333914	Measuring, Dispensing, and other Pumping Equipment Manufacturing	525	0.6	156	68	35	98	66	22	60	18	2
333921	Elevator and Moving Stairway Manufacturing	44	-	14	5	3	11	4	2	5	-	-
333922	Conveyor and Conveying Equipment Manufacturing (pt)	399	0.4	118	60	47	63	24	7	42	38	-
333923	Overhead Traveling Crane, Hoist, and Monorail System Manufacturing (pt)	74	0.1	19	10	7	19	11	3	4	1	-
333924	Industrial Truck, Tractor, Trailer, and Stacker Machinery Manufacturing	211	0.2	69	23	14	47	16	4	29	8	1
333991	Power-Driven Handtool Manufacturing	110	0.1	24	6	6	20	11	4	25	14	-
333992	Welding and Soldering Equipment Manufacturing	270	0.3	90	21	23	30	20	6	28	50	2
333993	Packaging Machinery Manufacturing	176	0.2	42	41	24	25	16	2	23	2	1
333994	Industrial Process Furnace and Oven Manufacturing	191	0.2	56	22	12	35	14	3	27	22	-
333995	Fluid Power Cylinder and Actuator Manufacturing	93	0.1	25	11	6	18	10	3	9	11	-
333996	Fluid Power Pump and Motor Manufacturing	152	0.2	26	19	11	17	30	8	29	12	-
333997	Scale and Balance (except Laboratory) Manufacturing	23	-	8	2	1	4	2	2	2	2	-
333999	All Other Miscellaneous General Purpose Machinery Manufacturing (pt)	1,199	1.3	456	128	106	181	96	30	99	101	2
	Sub-Total NAICS 333	15,409	17.1	5,182	1,859	1,120	2,637	1,807	373	1,417	986	28
334	COMPUTER AND ELECTRONIC PRODUCT MANUFACTURING											
3341	Computer and Peripheral Equipment Manufacturing	191	0.2	41	13	6	21	20	7	54	28	1
3342	Communications Equipment Manufacturing	173	0.2	44	16	12	25	23	6	45	2	-
3343	Audio and Video Equipment Manufacturing	34	-	7	2	-	9	4	2	9	1	-
3344	Semiconductor and Other Electronic Component Manufacturing	729	0.8	156	82	39	145	106	31	108	60	2
334510	Electromedical and Electrotherapeutic Apparatus Manufacturing	1,031	1.1	357	75	44	122	242	74	104	13	-
334511	Search, Detection, Navigation, Guidance, Aeronautical and Nautical System and Instrument Manufacturing	1,181	1.3	181	89	64	205	389	53	181	17	2
334512	Automatic Environmental Control Manufacturing for Residential, Commercial and Appliance Use	259	0.3	78	28	15	47	38	5	37	11	-
334513	Instruments and Related Products Manufacturing for Measuring, Displaying and Controlling Industrial Process Variables	396	0.4	65	51	56	59	69	12	61	21	2
334514	Totalizing Fluid Meter and Counting Device Manufacturing	57	0.1	11	8	5	13	6	3	6	4	1
334515	Instrument Manufacturing for Measuring and Testing Electricity and Electrical Signals	150	0.2	25	11	15	26	23	7	32	11	-
334516	Analytical Laboratory Instrument Manufacturing	232	0.3	64	17	17	40	31	17	36	10	-
334517	Irradiation Apparatus Manufacturing	137	0.1	39	13	4	18	30	8	24	1	-
334519	Other Measuring and Controlling Device Manufacturing	596	0.7	182	56	51	111	58	20	77	41	-
3346	Manufacturing and Reproducing Magnetic and Optical Media	12	-	2	1	1	2	2	-	-	4	-
	Sub-Total NAICS 334	5,178	5.7	1,252	462	329	843	1,041	245	774	224	8
335	ELECTRICAL EQUIPMENT, APPLIANCE, AND COMPONENT MANUFACTURING											
33511	Electric Lamp Bulb and Part Manufacturing	18	-	7	1	1	5	1	1	2	-	-
33512	Lighting Fixture Manufacturing	423	0.5	132	45	32	93	29	11	61	20	-
33521	Small Electrical Appliance Manufacturing	46	0.1	11	3	3	13	6	-	6	4	-
33522	Major Appliance Manufacturing	112	0.1	14	12	6	42	9	6	23	-	-
33531	Electrical Equipment Manufacturing	1,420	1.6	417	142	114	291	159	34	157	103	3
33591	Battery Manufacturing	24	-	3	3	3	6	2	1	5	1	-
33592	Communication and Energy Wire and Cable Manufacturing	101	0.1	29	13	7	13	12	6	15	6	-
33593	Wiring Device Manufacturing	236	0.3	40	33	41	49	24	7	30	11	1
33599	All Other Electrical Equipment and Component Manufacturing	373	0.4	80	47	26	59	29	9	62	61	-
	Sub-Total NAICS 335	2,753	3.1	733	299	233	571	271	75	361	206	4

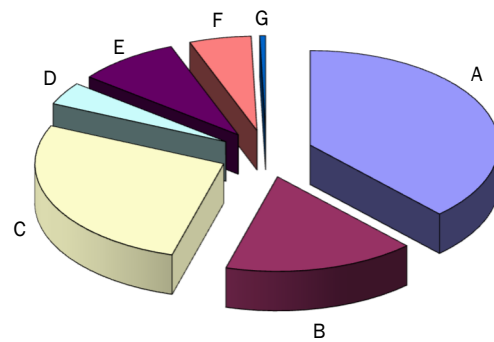
NAICS	Business and Industry	Total Qualified	Percent of Total	Company Management, Corporate Executives and Purchasing (B, L)	Manufacturing		Quality Assurance Control (P, Q)	Product Design Research and Development (H,I,J)	Marketing/Sales (M)	Other Qualified Personnel (N)		
					Production						Engineering	
					Management (C, R)	Department (D, S)					Management (E)	Department (F, G)
336	TRANSPORTATION EQUIPMENT MANUFACTURING											
336111	Automobile Manufacturing	726	0.8	261	57	26	119	126	13	119	4	1
336112	Light Truck and Utility Vehicle Manufacturing	35	-	19	10	-	4	2	-	-	-	-
336120	Heavy Duty Truck Manufacturing	550	0.6	158	65	17	100	143	20	43	4	-
336211	Motor Vehicle Body Manufacturing (pt)	1,073	1.2	382	108	41	162	189	24	158	8	1
336212	Truck Trailer Manufacturing	477	0.5	239	57	18	78	58	8	16	3	-
336213	Motor Home Manufacturing	47	0.1	31	4	1	8	3	-	-	-	-
336214	Travel Trailer and Camper Manufacturing (pt)	340	0.4	193	41	9	38	34	9	15	1	-
336310	Motor Vehicle Gasoline Engine and Engine Parts Manufacturing	209	0.2	72	26	7	30	46	5	20	3	-
336320	Motor Vehicle Electrical and Electronic Equipment Manufacturing (pt)	376	0.4	125	29	7	79	81	11	38	4	2
336330	Motor Vehicle Steering and Suspension Components (except Spring) Manufacturing	100	0.1	39	4	4	19	22	3	9	-	-
336340	Motor Vehicle Brake System Manufacturing	90	0.1	31	13	4	10	21	2	7	2	-
336350	Motor Vehicle Transmission and Power Train Parts Manufacturing	192	0.2	82	17	6	21	45	5	15	1	-
336360	Motor Vehicle Seating and Interior Trim Manufacturing	93	0.1	19	13	6	29	10	2	11	3	-
336370	Motor Vehicle Metal Stamping	471	0.5	113	56	18	112	87	21	52	12	-
336390	All Other Motor Vehicle Parts Manufacturing (pt)	4,391	4.9	1,349	484	174	800	953	175	369	81	6
336411	Aircraft Manufacturing	1,775	2.0	430	126	74	234	564	97	243	5	2
336412	Aircraft Engine and Engine Parts Manufacturing (pt)	1,404	1.6	340	105	59	242	430	113	101	13	1
336413	Other Aircraft Parts and Auxiliary Equipment Manufacturing	4,361	4.8	1,315	415	170	595	1,077	425	321	41	2
336414	Guided Missile and Space Vehicle Manufacturing	388	0.4	36	29	24	58	160	13	66	1	1
336415	Guided Missile and Space Vehicle Propulsion Unit and Propulsion Unit Parts Manufacturing	392	0.4	54	22	16	68	157	27	45	3	-
336419	Other Guided Missile and Space Vehicle Parts and Auxiliary Equipment Manufacturing	350	0.4	76	36	20	48	109	27	28	6	-
336510	Railroad Rolling Stock Manufacturing	206	0.2	60	28	10	48	27	13	20	-	-
336611	Ship Building & Repairing	328	0.4	88	51	36	78	45	8	21	-	1
336612	Boat Building	333	0.4	167	40	11	62	22	7	21	3	-
336991	Motorcycle, Bicycle, and Parts Manufacturing (pt)	242	0.3	71	21	12	57	43	10	26	2	-
336992	Military Armored Vehicle, Tank, and Tank Component Manufacturing (pt)	263	0.3	90	19	11	43	52	22	25	1	-
336999	All Other Transportation Equipment Manufacturing	183	0.2	61	21	8	44	19	3	25	1	1
	Sub-Total NAICS 336	19,395	21.5	5,901	1,897	789	3,186	4,525	1,063	1,814	202	18
337	FURNITURE AND RELATED PRODUCT MANUFACTURING											
3371	Household and Institutional Furniture and Kitchen Cabinet Manufacturing	238	0.3	78	20	23	54	12	4	39	7	1
3372	Office Furniture (including Fixtures) Manufacturing	266	0.3	74	38	20	65	20	7	36	5	1
3379	Other Furniture Related Product Manufacturing	15	-	7	2	-	2	1	-	3	-	-
	Sub-Total NAICS 337	519	0.6	159	60	43	121	33	11	78	12	2
339	MISCELLANEOUS MANUFACTURING											
339112	Surgical and Medical Instrument Manufacturing	5,189	5.7	1,376	526	170	674	1,206	532	659	41	5
339113	Surgical Appliance and Supplies Manufacturing	1,782	2.0	741	178	48	205	302	131	160	16	1
339114	Dental Equipment and Supplies Manufacturing	486	0.5	200	49	14	56	83	30	48	3	3
339115	Ophthalmic Goods Manufacturing	323	0.4	156	32	18	31	50	21	12	3	-
339116	Dental Laboratories	209	0.2	162	14	6	16	2	1	7	1	-
3399	Other Miscellaneous Manufacturing	985	1.1	317	123	90	145	87	25	130	65	3
	Sub-Total NAICS 339	8,974	9.9	2,952	922	346	1,127	1,730	740	1,016	129	12
	Sub Total Metalworking Manufacturing	80,715	89.5	31,470	8,548	4,890	11,844	11,098	3,259	6,682	2,810	114
325	Chemical Manufacturing	441	0.5	83	42	35	53	39	19	80	88	2
326	Plastics and Rubber Products Manufacturing	741	0.8	177	76	72	129	72	44	104	61	6
327	Nonmetallic Mineral Product Manufacturing	257	0.3	57	28	18	38	28	6	40	41	1
	Other Mfg NAICS: 311-316,321-324	511	0.6	153	50	37	74	44	19	70	62	2
	Sub-Total Non-Metalworking Manufacturing	1,950	2.2	470	196	162	294	183	88	294	252	11
	Sub-Total Manufacturing Industries	82,665	91.7	31,940	8,744	5,052	12,138	11,281	3,347	6,976	3,062	125

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 Management (C, R)	Engineering Management (E)						
111-115	Agriculture	1	-	-	-	-	-	-	-	1		
211-213	Mining	3	-	-	-	-	-	-	1	2		
221	Utilities	2	-	-	-	1	-	1	-	-		
236-238	Construction	15	-	5	1	1	1	1	3	3		
423-425	Wholesale Trade Durable Goods	4,759	5.3	1,633	346	269	458	238	87	382	1,305	41
441-454	Retail Trade	16	-	4	-	-	-	2	1	2	-	7
481-493	Transportation And Warehousing	7	-	2	-	1	1	-	1	2	-	-
511-562	Services	2,249	2.5	688	139	141	205	158	44	457	367	50
611	Educational Services	287	0.3	10	4	6	6	13	1	24	1	222
621-624	Health Care	15	-	2	-	2	1	-	1	-	-	9
711-713	Arts, Entertainment Recreation	2	-	1	-	-	-	1	-	-	-	-
721-722	Accommodations And Food	4	-	2	-	-	-	-	-	-	-	2
811-814	Other Services	51	0.1	15	7	-	6	1	2	4	1	15
921-928	Public Administration	124	0.1	5	9	29	19	22	6	29	1	4
Sub Total Non-Manufacturing		7,535	8.3	2,367	506	448	698	436	143	903	1,678	356
TOTAL QUALIFIED CIRCULATION		90,200	100.0	34,307	9,250	5,500	12,836	11,717	3,490	7,879	4,740	481

- (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	34,307	38.0
B. Manufacturing Production: Management & Department	14,750	16.4
C. Manufacturing Engineering: Management & Department	24,553	27.2
D. Quality Assurance Control	3,490	3.9
E. Product Design Research and Development	7,879	8.7
F. Marketing/Sales	4,740	5.3
G. Other Qualified Personnel	481	0.5
TOTAL QUALIFIED	90,200	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2021

Qualification Source	Print	Digital	Total Qualified	Percent
I. Direct Request:	40,849	11,086	51,935	57.6
II. Request from recipient's company:	28	-	28	-
III. Membership Benefit:	54	27	81	0.1
IV. *Communication (other than request):	13,673	-	13,673	15.2
V. TOTAL – Sources other than above (listed alphabetically):	24,483	-	24,483	27.1
Association rosters and directories	-	-	-	-
*Business directories	7,272	-	7,272	8.0
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-
*Other sources	17,211	-	17,211	19.1
VI. Single Copy Sales:	-	-	-	-
TOTAL QUALIFIED CIRCULATION	79,087	11,113	90,200	100.0
PERCENT	87.7	12.3	100.0	

*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 2021*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	336		Kentucky	1,037	
New Hampshire	982		Tennessee	1,457	
Vermont	315		Alabama	1,071	
Massachusetts	3,594		Mississippi	344	
Rhode Island	453		EAST SO. CENTRAL	3,909	4.3
Connecticut	3,426		Arkansas	453	
NEW ENGLAND	9,106	10.1	Louisiana	606	
New York	2,982		Oklahoma	897	
New Jersey	1,434		Texas	5,726	
Pennsylvania	3,466		WEST SO. CENTRAL	7,682	8.5
MIDDLE ATLANTIC	7,882	8.8	Montana	150	
Ohio	5,114		Idaho	311	
Indiana	3,524		Wyoming	74	
Illinois	6,952		Colorado	761	
Michigan	6,191		New Mexico	207	
Wisconsin	4,184		Arizona	1,091	
EAST NO. CENTRAL	25,965	28.8	Utah	701	
Minnesota	2,640		Nevada	241	
Iowa	1,401		MOUNTAIN	3,536	3.9
Missouri	1,455		Alaska	45	
North Dakota	235		Washington	1,601	
South Dakota	344		Oregon	901	
Nebraska	530		California	11,633	
Kansas	1,078		Hawaii	30	
WEST NO. CENTRAL	7,683	8.5	PACIFIC	14,210	15.8
Delaware	130		UNITED STATES	89,976	99.8
Maryland	688		U.S. Territories	35	
Washington, DC	30		Canada	141	
Virginia	1,084		Mexico	4	
West Virginia	176		Other International	44	
North Carolina	2,127		APO/FPO	-	
South Carolina	1,420				
Georgia	1,869				
Florida	2,479				
SOUTH ATLANTIC	10,003	11.1			
			TOTAL QUALIFIED CIRCULATION	90,200	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2021	Manufacturing Weekly
JULY	
July 1	29,908
July 8	30,720
July 14	37,504
July 22	30,212
July 28	30,194
AUGUST	
August 4	30,100
August 12	31,098
August 19	30,642
August 25	31,641
SEPTEMBER	
September 2	34,923
September 9	30,707
September 15	30,787
September 23	30,768
September 29	30,290
OCTOBER	
October 6	34,702
October 13	30,822
October 20	30,831
October 27	30,433
NOVEMBER	
November 3	29,907
November 24	30,233
November 30	34,341
DECEMBER	
December 16	29,987
December 22	30,034
AVERAGE:	31,338

Manufacturing Weekly (23 issued in the period)

WEBSITE CHANNEL

WWW.SME.ORG

2021	Pageviews	Sessions	Users	Average Session Duration
July	156,715	89,786	76,333	1:11
August	161,559	86,237	73,022	1:23
September	193,345	110,783	94,716	1:11
October	234,669	153,236	136,339	0:51
November	234,611	161,865	147,216	0:42
December	196,484	140,553	128,649	0:39
AVERAGE:	196,230	123,743	109,379	0:59

July – December 2021 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)
2021	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	22,646	7,410	1,036	2,189	1,728
July	22,689	7,412	1,030	2,202	1,799
August	22,743	7,404	1,198	2,227	1,983
September	22,802	7,400	1,198	2,239	2,505
October	22,835	7,416	1,195	2,239	2,324
November	22,865	7,414	1,195	2,257	3,383
December	22,886	7,407	1,193	2,268	2,683

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 13,673 copies or 15.2%, including SME Show Registrants. Business directories include 1 source of circulation for a quantity of 7,272 copies or 8.0%, including Data Axle. Other sources include 2 sources of circulation for quantities of 8,415 copies or 9.3% to 8,796 copies or 9.8%, 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

February 1, 2022

State

Michigan

County

Oakland

Received by BPA Worldwide

February 1, 2022

Type

BD

ID Number

M018B0D1

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-Compli 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.

MAGAZINE CHANNEL FORMAT: This magazine is produced in print and digital formats.

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