

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

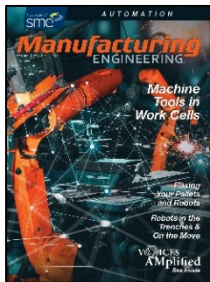
MANUFACTURING ENGINEERING is produced in print and digital formats. The editorial for the print copy is the same for all recipients. The digital format is written and designed for the digital reading experience, accessed by a computer, mobile phone, or tablet. Digital formats include advertiser links 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

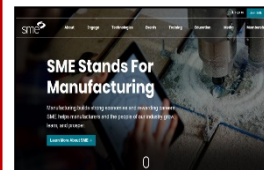
MANUFACTURING ENGINEERING PRINT AND DIGITAL MAGAZINE



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)	90,247	-	90,247
a. Print	79,173	-	79,173
b. Digital	11,074	-	11,074
(See Paragraph 3b for Source)			
MANUFACTURING ENGINEERING E-NEWSLETTER Manufacturing Weekly (26 issued in the period)	30,262	-	30,262
SME/MANUFACTURING ENGINEERING WEBSITE (Monthly Users with 184,184 average Pageviews)	101,097	-	101,097
MANUFACTURING ENGINEERING SOCIAL MEDIA			
a. Twitter followers	*23,014	-	*23,014
b. Facebook likes	*7,392	-	*7,392
c. LinkedIn group members	*1,184	-	*1,184
d. You Tube subscribers	*2,310	-	*2,310
e. You Tube views	*1,612	-	*1,612

*Social Media claims are cumulative figures, not averages, except for You Tube Views which are the latest monthly view figure.

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

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	68
Advertiser and Agency	2,087
Allocated for Trade Shows and Conventions	158
All Other	4,235
TOTAL	6,548

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	90,080	99.8	90,080	99.8	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	167	0.2	167	0.2	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	90,247	100.0	90,247	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022 Issue	Print	Digital	Total Qualified
January	78,758	11,359	90,117
February	79,255	11,428	90,683
March	78,979	11,130	90,109
April	79,132	11,102	90,234
May	79,483	10,965	90,448
June	79,435	10,458	89,893

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022

This issue is 0.3% or 241 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 2022. 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	281	0.3	93	39	24	48	13	12	32	20	-
3312	Steel Product Manufacturing from Purchased Steel	313	0.3	91	42	34	60	16	13	20	37	-
3313	Alumina and Aluminum Production and Processing	350	0.4	110	48	22	51	38	14	37	29	1
3314	Nonferrous Metal (except Aluminum) Production and Processing	272	0.3	82	32	18	42	36	5	21	34	2
3315	Foundries	349	0.4	81	55	23	69	54	20	30	16	1
	Sub-Total NAICS 331	1,565	1.7	457	216	121	270	157	64	140	136	4
332	FABRICATED METAL PRODUCT MANUFACTURING											
33211	Forging and Stamping	1,650	1.8	525	226	148	319	133	78	128	89	4
33221	Cutlery and Handtool Manufacturing	454	0.5	126	48	38	91	45	15	45	45	1
33231	Plate Work and Fabricated Structural Product Manufacturing	3,000	3.3	1,330	471	297	455	137	75	118	112	5
33232	Ornamental and Architectural Metal Products Manufacturing	3,093	3.4	1,420	446	284	495	165	54	120	107	2
33241	Power Boiler and Heat Exchanger Manufacturing	67	0.1	31	10	5	14	4	2	1	-	-
33242	Metal Tank (Heavy Gauge) Manufacturing	210	0.3	81	31	18	35	15	7	15	8	-
33243	Metal Can, Box and Other Metal Container (Light Gauge) Manufacturing	101	0.1	29	13	6	27	10	4	12	-	-
33251	Hardware Manufacturing	346	0.4	89	50	25	73	37	10	47	15	-
33261	Spring and Wire Product Manufacturing	460	0.5	142	68	33	98	36	14	42	27	-
33271	Machine Shops	13,544	15.0	9,598	983	750	884	591	275	192	255	16
33272	Turned Product and Screw, Nut and Bolt Manufacturing	478	0.5	144	85	49	77	42	30	25	24	2
33281	Coating, Engraving, Heat Treating and Allied Activities	747	0.8	319	86	43	94	30	27	45	103	-
33291	Metal Valve Manufacturing	997	1.1	279	138	95	150	127	51	112	44	1
332991	Ball and Roller Bearing Manufacturing	185	0.2	28	17	14	26	60	10	21	8	1
332992	Small Arms Ammunition Manufacturing	15	-	6	2	1	2	3	1	-	-	-
332993	Ammunition (except Small Arms) Manufacturing	3	-	-	-	1	-	1	-	1	-	-
332994	Small Arms Manufacturing (pt)	144	0.2	21	15	20	18	37	8	24	1	-
332996	Fabricated Pipe and Pipe Fitting Manufacturing	420	0.5	137	54	45	88	33	20	26	15	2
332999	All Other Miscellaneous Fabricated Metal Product Manufacturing (pt)	925	1.0	351	110	70	151	80	16	89	55	3
	Sub-Total NAICS 332	26,839	29.7	14,656	2,853	1,942	3,097	1,586	697	1,063	908	37
333	MACHINERY MANUFACTURING											
333111	Farm Machinery and Equipment Manufacturing (pt)	1,865	2.1	800	235	103	316	258	40	99	14	-
333112	Lawn and Garden Tractor and Home Lawn and Garden Equipment Manufacturing	314	0.3	96	52	24	65	34	6	33	4	-
333120	Construction Machinery Manufacturing	1,821	2.0	794	194	59	330	285	30	107	22	-
333131	Mining Machinery and Equipment Manufacturing	430	0.5	141	49	26	78	74	10	37	15	-
333132	Oil and Gas Field Machinery and Equipment Manufacturing	899	1.0	260	143	40	164	170	37	62	21	2
333241	Food Product Machinery Manufacturing	233	0.3	78	47	21	42	14	2	23	6	-
333242	Semiconductor Machinery Manufacturing	22	-	3	2	3	2	4	1	7	-	-
333243	Sawmill, Woodworking and Paper Machinery Manufacturing	131	0.1	50	23	10	17	9	2	12	8	-
333248	All other industrial machinery manufacturing	575	0.6	184	89	48	83	44	7	64	53	3
333310	Commercial and service industry machinery manufacturing	638	0.7	179	90	59	123	66	15	67	39	-
333413	Industrial and Commercial Fan and Blower Manufacturing	295	0.3	80	33	19	62	22	5	30	44	-
333414	Heating Equipment (except Warm Air Furnaces) Manufacturing (pt)	277	0.3	99	27	23	52	29	7	29	11	-
333415	Air-Conditioning and Warm Air Heating Equipment	474	0.5	115	45	38	126	60	10	53	26	1
333511	Industrial Mold Manufacturing	183	0.2	81	17	18	27	14	2	12	12	-
333514	Special Die and Tool, Die Set, Jig, and Fixture Manufacturing	816	0.9	322	105	69	135	60	18	52	53	2
333515	Cutting Tool and Machine Tool Accessory Manufacturing	607	0.7	170	46	56	93	57	15	58	111	1
333517	Machine Tool Manufacturing	1,027	1.1	295	98	91	132	79	26	96	200	10
333519	Rolling Mill and other Metalworking Machinery Manufacturing	283	0.3	64	31	20	34	26	10	58	38	2
333611	Turbine and Turbine Generator Set Unit Manufacturing	351	0.4	81	21	30	56	86	14	55	6	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)				
333612	Speed Changer, Industrial High-Speed Drive, and Gear Manufacturing	107	0.1	19	13	18	15	22	2	11	7	-
333613	Mechanical Power Transmission Equipment Manufacturing	178	0.2	45	22	20	20	38	4	15	14	-
333618	Other Engine Equipment Manufacturing (pt)	190	0.2	54	16	14	34	28	6	30	8	-
333912	Air and Gas Compressor Manufacturing	247	0.3	63	24	23	38	37	8	30	22	2
333914	Measuring, Dispensing, and other Pumping Equipment Manufacturing	502	0.6	148	66	34	92	63	19	63	16	1
333921	Elevator and Moving Stairway Manufacturing	43	0.1	13	5	3	11	4	1	6	-	-
333922	Conveyor and Conveying Equipment Manufacturing (pt)	405	0.5	116	60	48	66	26	7	42	40	-
333923	Overhead Traveling Crane, Hoist, and Monorail System Manufacturing (pt)	73	0.1	19	11	7	17	11	3	4	1	-
333924	Industrial Truck, Tractor, Trailer, and Stacker Machinery Manufacturing	213	0.2	65	25	16	46	18	5	28	9	1
333991	Power-Driven Handtool Manufacturing	111	0.1	23	7	5	19	11	4	27	15	-
333992	Welding and Soldering Equipment Manufacturing	276	0.3	93	20	25	31	20	8	31	46	2
333993	Packaging Machinery Manufacturing	181	0.2	45	40	25	23	17	2	25	3	1
333994	Industrial Process Furnace and Oven Manufacturing	187	0.2	57	22	12	35	14	3	24	20	-
333995	Fluid Power Cylinder and Actuator Manufacturing	98	0.1	25	12	7	18	12	3	10	11	-
333996	Fluid Power Pump and Motor Manufacturing	153	0.2	25	19	11	17	33	8	27	13	-
333999	All Other Miscellaneous General Purpose Machinery Manufacturing (pt)	1,145	1.3	416	124	97	187	93	28	98	99	3
	Sub-Total NAICS 333	15,350	17.0	5,118	1,833	1,122	2,606	1,838	368	1,425	1,007	33
334	COMPUTER AND ELECTRONIC PRODUCT MANUFACTURING											
3341	Computer and Peripheral Equipment Manufacturing	207	0.2	43	15	6	22	22	8	59	30	2
3342	Communications Equipment Manufacturing	192	0.2	41	23	11	29	25	7	52	4	-
3343	Audio and Video Equipment Manufacturing	40	-	5	2	1	11	8	2	10	1	-
3344	Semiconductor and Other Electronic Component Manufacturing	732	0.8	155	78	38	143	110	30	118	58	2
334510	Electromedical and Electrotherapeutic Apparatus Manufacturing	1,019	1.1	352	79	43	117	238	71	104	13	2
334511	Search, Detection, Navigation, Guidance, Aeronautical and Nautical System and Instrument Manufacturing	1,411	1.6	204	102	78	250	471	65	217	17	7
334512	Automatic Environmental Control Manufacturing for Residential, Commercial and Appliance Use	239	0.3	72	26	15	44	34	4	34	10	-
334513	Instruments and Related Products Manufacturing for Measuring, Displaying and Controlling Industrial Process Variables	436	0.5	74	52	63	66	71	14	68	26	2
334514	Totalizing Fluid Meter and Counting Device Manufacturing	59	0.1	11	9	5	13	6	4	6	4	1
334515	Instrument Manufacturing for Measuring and Testing Electricity and Electrical Signals	161	0.2	26	14	15	34	23	7	31	11	-
334516	Analytical Laboratory Instrument Manufacturing	250	0.3	65	17	21	43	35	18	39	12	-
334517	Irradiation Apparatus Manufacturing	146	0.2	38	15	3	19	30	9	30	1	1
334519	Other Measuring and Controlling Device Manufacturing	589	0.6	178	54	52	105	57	22	76	45	-
3346	Manufacturing and Reproducing Magnetic and Optical Media	10	-	1	1	1	2	1	-	-	4	-
	Sub-Total NAICS 334	5,491	6.1	1,265	487	352	898	1,131	261	844	236	17
335	ELECTRICAL EQUIPMENT, APPLIANCE, AND COMPONENT MANUFACTURING											
33513	Electric Lighting Equipment Manufacturing	437	0.5	142	45	33	100	31	9	58	19	-
33521	Small Electrical Appliance Manufacturing	43	0.1	12	2	3	11	5	-	5	5	-
33522	Major Appliance Manufacturing	114	0.1	13	12	6	42	10	7	23	1	-
33531	Electrical Equipment Manufacturing	1,423	1.6	417	146	116	292	157	37	152	103	3
33591	Battery Manufacturing	26	-	3	3	3	6	4	-	6	1	-
33592	Communication and Energy Wire and Cable Manufacturing	96	0.1	27	12	7	14	11	7	12	6	-
33593	Wiring Device Manufacturing	222	0.3	37	34	36	43	31	6	24	9	2
33599	All Other Electrical Equipment and Component Manufacturing	399	0.4	83	47	28	58	31	13	74	63	2
	Sub-Total NAICS 335	2,760	3.1	734	301	232	566	280	79	354	207	7

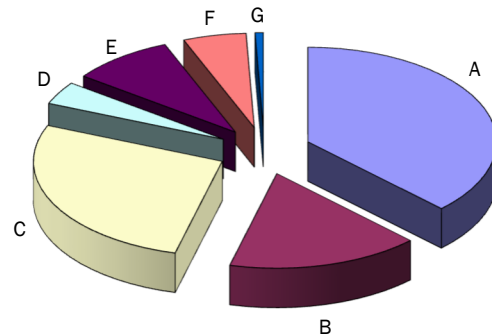
NAICS	Business and Industry	Total Qualified	Percent of Total	Company Management, Corporate Executives and Purchasing (B, L)	Manufacturing		Quality Assurance Control (P, Q)	Product Design Research and Development (H,I,J)	Marketing/Sales (M)	Other Qualified Personnel (N)		
					Production						Engineering	
					Management (C, R)	Department (D, S)					Management (E)	Department (F, G)
336	TRANSPORTATION EQUIPMENT MANUFACTURING											
336110	Automobile and light duty motor vehicle manufacturing	730	0.8	269	67	24	108	125	13	119	4	1
336120	Heavy Duty Truck Manufacturing	545	0.6	160	67	22	96	141	17	37	5	-
336211	Motor Vehicle Body Manufacturing (pt)	1,058	1.2	382	105	40	162	184	25	151	8	1
336212	Truck Trailer Manufacturing	472	0.5	234	57	18	79	57	7	17	3	-
336213	Motor Home Manufacturing	46	0.1	30	4	1	8	3	-	-	-	-
336214	Travel Trailer and Camper Manufacturing (pt)	331	0.4	188	41	9	36	33	8	15	1	-
336310	Motor Vehicle Gasoline Engine and Engine Parts Manufacturing	207	0.2	71	28	5	29	46	7	18	3	-
336320	Motor Vehicle Electrical and Electronic Equipment Manufacturing (pt)	381	0.4	127	29	10	82	80	11	37	4	1
336330	Motor Vehicle Steering and Suspension Components (except Spring) Manufacturing	103	0.1	40	3	4	20	23	3	10	-	-
336340	Motor Vehicle Brake System Manufacturing	102	0.1	29	15	6	12	31	2	6	1	-
336350	Motor Vehicle Transmission and Power Train Parts Manufacturing	190	0.2	75	18	10	21	50	4	10	1	1
336360	Motor Vehicle Seating and Interior Trim Manufacturing	93	0.1	20	13	6	28	12	2	10	2	-
336370	Motor Vehicle Metal Stamping	462	0.5	107	54	21	111	86	21	49	13	-
336390	All Other Motor Vehicle Parts Manufacturing (pt)	4,378	4.8	1,341	487	174	789	934	176	388	82	7
336411	Aircraft Manufacturing	1,761	2.0	424	125	79	218	563	101	245	3	3
336412	Aircraft Engine and Engine Parts Manufacturing (pt)	1,286	1.4	318	93	52	215	405	102	89	12	-
336413	Other Aircraft Parts and Auxiliary Equipment Manufacturing	4,362	4.8	1,305	435	179	584	1,064	431	313	48	3
336414	Guided Missile and Space Vehicle Manufacturing	383	0.4	35	28	25	56	153	10	74	1	1
336415	Guided Missile and Space Vehicle Propulsion Unit and Propulsion Unit Parts Manufacturing	370	0.4	54	20	16	67	139	25	46	2	1
336419	Other Guided Missile and Space Vehicle Parts and Auxiliary Equipment Manufacturing	365	0.4	72	38	24	51	113	29	31	6	1
336510	Railroad Rolling Stock Manufacturing	211	0.2	64	29	9	47	29	14	19	-	-
336611	Ship Building & Repairing	329	0.4	86	51	38	77	46	8	23	-	-
336612	Boat Building	335	0.4	167	39	10	63	21	7	25	3	-
336991	Motorcycle, Bicycle, and Parts Manufacturing (pt)	219	0.3	70	20	9	50	38	9	21	2	-
336992	Military Armored Vehicle, Tank, and Tank Component Manufacturing (pt)	265	0.3	91	19	10	43	50	26	25	1	-
336999	All Other Transportation Equipment Manufacturing	201	0.2	64	22	11	50	23	3	27	1	-
	Sub-Total NAICS 336	19,185	21.2	5,823	1,907	812	3,102	4,449	1,061	1,805	206	20
337	FURNITURE AND RELATED PRODUCT MANUFACTURING											
3371	Household and Institutional Furniture and Kitchen Cabinet Manufacturing	250	0.3	82	22	22	60	13	5	40	6	-
3372	Office Furniture (including Fixtures) Manufacturing	265	0.3	70	38	24	63	19	6	36	7	2
3379	Other Furniture Related Product Manufacturing	12	-	4	2	-	1	1	-	3	-	1
	Sub-Total NAICS 337	527	0.6	156	62	46	124	33	11	79	13	3
339	MISCELLANEOUS MANUFACTURING											
339112	Surgical and Medical Instrument Manufacturing	5,170	5.7	1,366	523	174	685	1,198	529	648	42	5
339113	Surgical Appliance and Supplies Manufacturing	1,780	2.0	734	177	45	206	304	135	162	15	2
339114	Dental Equipment and Supplies Manufacturing	471	0.5	191	49	14	55	83	27	46	3	3
339115	Ophthalmic Goods Manufacturing	322	0.4	155	33	18	29	52	21	11	3	-
339116	Dental Laboratories	209	0.2	160	13	6	17	3	1	8	1	-
3399	Other Miscellaneous Manufacturing	1,005	1.1	316	126	92	149	87	29	139	64	3
	Sub-Total NAICS 339	8,957	9.9	2,922	921	349	1,141	1,727	742	1,014	128	13
	Sub Total Metalworking Manufacturing	80,674	89.3	31,131	8,580	4,976	11,804	11,201	3,283	6,724	2,841	134
325	Chemical Manufacturing	485	0.5	88	49	42	56	43	22	86	98	1
326	Plastics and Rubber Products Manufacturing	746	0.8	181	74	74	125	78	43	105	64	2
327	Nonmetallic Mineral Product Manufacturing	238	0.3	53	25	19	40	24	3	39	35	-
	Other Mfg NAICS: 311-316,321-324	519	0.6	150	51	37	81	46	17	73	60	4
	Sub-Total Non-Metalworking Manufacturing	1,988	2.2	472	199	172	302	191	85	303	257	7
	Sub-Total Manufacturing Industries	82,662	91.5	31,603	8,779	5,148	12,106	11,392	3,368	7,027	3,098	141

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	5	-	1	-	-	-	-	1	3		
221	Utilities	2	-	-	-	1	-	1	-	-		
236-238	Construction	34	-	5	1	4	5	6	2	5		
423-425	Wholesale Trade Durable Goods	4,857	5.4	1,635	346	283	466	235	81	391	1,377	43
441-459	Retail Trade	22	-	8	-	1	1	1	1	2	3	5
481-493	Transportation And Warehousing	12	-	2	1	1	4	1	2	1	-	-
511-562	Services	2,293	2.5	689	140	140	208	159	43	470	379	65
611	Educational Services	377	0.4	8	4	5	6	12	2	29	-	311
621-624	Health Care	13	-	2	1	1	1	-	1	1	-	6
711-713	Arts, Entertainment Recreation	2	-	1	-	-	-	1	-	-	-	-
721-722	Accommodations And Food	3	-	1	-	-	-	1	-	-	-	1
811-814	Other Services	44	0.1	11	2	-	5	4	1	7	3	11
921-928	Public Administration	121	0.1	5	8	29	19	21	8	24	1	6
Sub Total Non-Manufacturing		7,786	8.5	2,368	503	464	716	441	141	931	1,765	457
TOTAL QUALIFIED CIRCULATION		90,448	100.0	33,971	9,282	5,612	12,822	11,833	3,509	7,958	4,863	598

- (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	33,971	37.5
B. Manufacturing Production: Management & Department	14,894	16.5
C. Manufacturing Engineering: Management & Department	24,655	27.2
D. Quality Assurance Control	3,509	3.9
E. Product Design Research and Development	7,958	8.8
F. Marketing/Sales	4,863	5.4
G. Other Qualified Personnel	598	0.7
TOTAL QUALIFIED	90,448	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022

Qualification Source	Print	Digital	Total Qualified	Percent
I. Direct Request:	41,194	10,884	52,078	57.6
II. Request from recipient's company:	28	-	28	-
III. Membership Benefit:	-	81	81	0.1
IV. *Communication (other than request):	13,711	-	13,711	15.1
V. TOTAL – Sources other than above (listed alphabetically):	24,550	-	24,550	27.2
Association rosters and directories	-	-	-	-
*Business directories	7,292	-	7,292	8.1
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-
*Other sources	17,258	-	17,258	19.1
VI. Single Copy Sales:	-	-	-	-
TOTAL QUALIFIED CIRCULATION	79,483	10,965	90,448	100.0
PERCENT	87.9	12.1	100.0	

*See Additional Data

Note: 39,018 copies or 43.1% of Total Qualified circulation is > 24 months.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	347		Kentucky	1,037	
New Hampshire	993		Tennessee	1,478	
Vermont	308		Alabama	1,077	
Massachusetts	3,662		Mississippi	345	
Rhode Island	467		EAST SO. CENTRAL	3,937	4.3
Connecticut	3,497		Arkansas	450	
NEW ENGLAND	9,274	10.3	Louisiana	603	
New York	2,965		Oklahoma	894	
New Jersey	1,449		Texas	5,657	
Pennsylvania	3,468		WEST SO. CENTRAL	7,604	8.4
MIDDLE ATLANTIC	7,882	8.7	Montana	152	
Ohio	5,086		Idaho	313	
Indiana	3,501		Wyoming	77	
Illinois	6,183		Colorado	751	
Michigan	4,462		New Mexico	208	
Wisconsin	6,569		Arizona	1,105	
EAST NO. CENTRAL	25,801	28.5	Utah	705	
Minnesota	2,631		Nevada	247	
Iowa	1,392		MOUNTAIN	3,558	3.9
Missouri	1,449		Alaska	43	
North Dakota	232		Washington	1,590	
South Dakota	338		Oregon	871	
Nebraska	537		California	11,769	
Kansas	1,074		Hawaii	30	
WEST NO. CENTRAL	7,653	8.5	PACIFIC	14,303	15.8
Delaware	130		UNITED STATES	90,221	99.7
Maryland	687		U.S. Territories	35	
Washington, DC	32		Canada	155	
Virginia	1,088		Mexico	4	
West Virginia	179		Other International	33	
North Carolina	2,172		APO/FPO	-	
South Carolina	1,546				
Georgia	1,879				
Florida	2,496				
SOUTH ATLANTIC	10,209	11.3			
			TOTAL QUALIFIED CIRCULATION	90,448	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2022	Manufacturing Weekly
JANUARY	
January 10	29,982
January 14	30,031
January 21	30,000
January 31	30,794
FEBRUARY	
February 2	30,122
February 9	29,996
February 16	30,017
February 25	29,996
MARCH	
March 8	29,956
March 16	30,635
March 18	30,012
March 23	33,413
March 30	30,049
APRIL	
April 6	29,929
April 13	29,954
April 20	29,993
April 27	30,000
MAY	
May 4	30,010
May 11	29,966
May 18	30,034
May 25	30,704
JUNE	
June 1	29,988
June 8	29,946
June 15	29,960
June 22	30,668
June 29	30,666
AVERAGE:	30,262

Manufacturing Weekly (26 issued in the period)

WEBSITE CHANNEL

WWW.SME.ORG

2022	Pageviews	Sessions	Users	Average Session Duration
January	220,980	146,147	132,242	0:47
February	194,794	130,305	116,163	0:51
March	196,283	127,850	113,475	0:55
April	199,294	133,716	119,360	0:48
May	154,974	84,739	71,021	1:40
June	138,783	67,381	54,323	2:04
AVERAGE:	184,184	115,023	101,097	1:10

January – June 2022 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*
2022	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	22,886	7,407	1,193	2,268	2,683
January	22,931	7,404	1,191	2,277	1,991
February	22,956	7,394	1,189	2,286	1,753
March	22,993	7,387	1,188	2,293	1,835
April	22,986	7,402	1,185	2,299	1,677
May	23,005	7,402	1,184	2,306	1,816
June	23,014	7,392	1,184	2,310	1,612

*Social Media claims are cumulative figures, not averages, except for Youtube Views which are the latest monthly view 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 13,711 copies or 15.1%, including SME Show Registrants. Business directories include 1 source of circulation for a quantity of 7,292 copies or 8.1%, including Data Axle. Other sources include 2 sources of circulation for quantities of 8,438 copies or 9.3% to 8,820 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	July 11, 2022
State	Michigan
County	Oakland
Received by BPA Worldwide	July 11, 2022
Type	BD
ID Number	M018B0J2

About BPA Worldwide.

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.

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

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