

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)	85,744	-	85,744
a. Print	75,446	-	75,446
b. Digital	10,298	-	10,298
(See Paragraph 3b for Source)			
MANUFACTURING ENGINEERING E-NEWSLETTER			
Manufacturing Weekly (39 issued in the period)	29,935	-	29,935
SME/MANUFACTURING ENGINEERING WEBSITE (Monthly Users with 139,518 average Pageviews)	60,412	-	60,412
MANUFACTURING ENGINEERING SOCIAL MEDIA*			
a. Twitter followers	22,943	-	22,943
b. Facebook likes	7,800	-	7,800
c. You Tube subscribers	2,340	-	2,340
d. You Tube views	1,133	-	1,133

*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	70
Advertiser and Agency	2,031
Allocated for Trade Shows and Conventions	-
All Other	4,150
TOTAL	6,251

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	85,450	99.7	85,450	99.7	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	294	0.3	294	0.3	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	85,744	100.0	85,744	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022 Issues	Print	Digital	Total Qualified
July	79,469	10,675	90,144
August	79,732	10,937	90,669
September	79,524	10,568	90,092
October	79,625	10,564	90,189
November	67,414	9,700	77,114
December	66,914	9,342	76,256

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

This issue is **11.8%** or **10,356** copies below the average of the other 5 issues reported in Paragraph 2. (See Additional Data)

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)
					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	342	0.5	120	54	32	54	11	15	29	27	-
3312	Steel Product Manufacturing from Purchased Steel	308	0.4	98	41	30	67	13	15	12	32	-
3313	Alumina and Aluminum Production and Processing	325	0.4	114	40	20	62	28	10	34	16	1
3314	Nonferrous Metal (except Aluminum) Production and Processing	254	0.3	73	27	16	45	26	6	27	34	-
3315	Foundries	306	0.4	82	44	25	61	32	19	23	18	2
	Sub-Total NAICS 331	1,535	2.0	487	206	123	289	110	65	125	127	3
332	FABRICATED METAL PRODUCT MANUFACTURING											
33211	Forging and Stamping	1,456	1.9	521	210	88	308	103	47	102	74	3
33221	Cutlery and Handtool Manufacturing	352	0.5	122	35	23	69	25	8	35	34	1
33231	Plate Work and Fabricated Structural Product Manufacturing	3,324	4.3	1,532	482	366	493	96	82	145	125	3
33232	Ornamental and Architectural Metal Products Manufacturing	3,040	3.9	1,438	454	287	475	132	54	97	99	4
33241	Power Boiler and Heat Exchanger Manufacturing	62	0.1	30	10	2	10	3	4	3	-	-
33242	Metal Tank (Heavy Gauge) Manufacturing	224	0.3	85	35	27	36	14	8	12	7	-
33243	Metal Can, Box and Other Metal Container (Light Gauge) Manufacturing	92	0.1	26	13	7	25	5	4	10	2	-
33251	Hardware Manufacturing	306	0.4	99	39	21	68	25	8	35	11	-
33261	Spring and Wire Product Manufacturing	459	0.6	166	69	28	93	34	11	30	28	-
33271	Machine Shops	11,652	15.1	9,009	666	403	730	392	141	134	166	11
33272	Turned Product and Screw, Nut and Bolt Manufacturing	348	0.5	120	57	27	66	27	19	11	18	3
33281	Coating, Engraving, Heat Treating and Allied Activities	721	0.9	341	91	43	91	31	18	33	73	-
33291	Metal Valve Manufacturing	784	1.0	255	88	55	133	81	40	103	29	-
332991	Ball and Roller Bearing Manufacturing	141	0.2	20	12	11	29	36	8	15	9	1
332992	Small Arms Ammunition Manufacturing	8	-	4	1	1	1	1	-	-	-	-
332993	Ammunition (except Small Arms) Manufacturing	8	-	1	1	2	-	-	1	3	-	-
332994	Small Arms Manufacturing (pt)	83	0.1	15	7	9	14	18	4	15	1	-
332996	Fabricated Pipe and Pipe Fitting Manufacturing	336	0.4	127	43	33	66	25	16	19	7	-
332999	All Other Miscellaneous Fabricated Metal Product Manufacturing (pt)	922	1.2	387	135	68	160	57	15	65	33	2
	Sub-Total NAICS 332	24,318	31.5	14,298	2,448	1,501	2,867	1,105	488	867	716	28
333	MACHINERY MANUFACTURING											
333111	Farm Machinery and Equipment Manufacturing (pt)	1,377	1.8	513	236	89	284	128	31	77	18	1
333112	Lawn and Garden Tractor and Home Lawn and Garden Equipment Manufacturing	266	0.3	95	52	11	53	29	4	20	2	-
333120	Construction Machinery Manufacturing	1,510	2.0	458	199	73	423	203	31	101	20	2
333131	Mining Machinery and Equipment Manufacturing	295	0.4	78	46	14	74	39	9	26	9	-
333132	Oil and Gas Field Machinery and Equipment Manufacturing	599	0.8	141	128	26	145	81	24	32	20	2
333241	Food Product Machinery Manufacturing	238	0.3	87	43	17	52	11	5	19	4	-
333242	Semiconductor Machinery Manufacturing	19	-	5	2	1	3	4	1	3	-	-
333243	Sawmill, Woodworking and Paper Machinery Manufacturing	98	0.1	38	18	10	12	9	-	6	5	-
333248	All other industrial machinery manufacturing	531	0.7	184	77	41	85	37	11	54	41	1
333310	Commercial and service industry machinery manufacturing	515	0.7	152	70	41	127	51	11	43	20	-
333413	Industrial and Commercial Fan and Blower Manufacturing	299	0.4	88	31	20	69	17	6	31	37	-
333414	Heating Equipment (except Warm Air Furnaces) Manufacturing (pt)	234	0.3	84	22	21	47	21	10	21	8	-
333415	Air-Conditioning and Warm Air Heating Equipment	461	0.6	119	57	43	137	36	8	44	16	1
333511	Industrial Mold Manufacturing	148	0.2	78	12	5	20	11	4	9	9	-
333514	Special Die and Tool, Die Set, Jig, and Fixture Manufacturing	695	0.9	304	76	49	117	42	14	51	40	2
333515	Cutting Tool and Machine Tool Accessory Manufacturing	464	0.6	167	44	35	81	33	11	32	59	2
333517	Machine Tool Manufacturing	776	1.0	277	68	44	128	61	12	70	110	6
333519	Rolling Mill and other Metalworking Machinery Manufacturing	236	0.3	76	26	16	32	25	3	25	32	1
333611	Turbine and Turbine Generator Set Unit Manufacturing	206	0.3	64	17	12	40	34	8	28	3	-

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)				
333612	Speed Changer, Industrial High-Speed Drive, and Gear Manufacturing	83	0.1	12	11	9	15	15	3	11	7	-
333613	Mechanical Power Transmission Equipment Manufacturing	122	0.2	37	11	9	19	24	4	9	9	-
333618	Other Engine Equipment Manufacturing (pt)	151	0.2	57	8	7	34	18	5	17	5	-
333912	Air and Gas Compressor Manufacturing	184	0.2	61	28	10	28	17	4	13	21	2
333914	Measuring, Dispensing, and other Pumping Equipment Manufacturing	373	0.5	117	49	14	88	46	6	38	15	-
333921	Elevator and Moving Stairway Manufacturing	44	-	18	3	4	11	5	-	2	1	-
333922	Conveyor and Conveying Equipment Manufacturing (pt)	395	0.5	129	61	47	68	20	6	33	29	2
333923	Overhead Traveling Crane, Hoist, and Monorail System Manufacturing (pt)	73	0.1	27	13	6	10	7	3	5	2	-
333924	Industrial Truck, Tractor, Trailer, and Stacker Machinery Manufacturing	214	0.3	71	30	17	52	21	2	18	3	-
333991	Power-Driven Handtool Manufacturing	87	0.1	21	7	4	19	8	2	18	8	-
333992	Welding and Soldering Equipment Manufacturing	219	0.3	82	15	19	24	15	7	15	41	1
333993	Packaging Machinery Manufacturing	164	0.2	49	30	24	23	15	2	20	-	1
333994	Industrial Process Furnace and Oven Manufacturing	162	0.2	55	17	13	31	11	2	17	15	1
333995	Fluid Power Cylinder and Actuator Manufacturing	94	0.1	26	14	3	19	10	3	10	9	-
333996	Fluid Power Pump and Motor Manufacturing	101	0.1	19	13	5	12	21	3	19	9	-
333999	All Other Miscellaneous General Purpose Machinery Manufacturing (pt)	905	1.2	357	99	73	151	64	26	72	62	1
Sub-Total NAICS 333		12,338	16.0	4,146	1,633	832	2,533	1,189	281	1,009	689	26
334	COMPUTER AND ELECTRONIC PRODUCT MANUFACTURING											
3341	Computer and Peripheral Equipment Manufacturing	192	0.2	55	11	5	21	23	8	45	24	-
3342	Communications Equipment Manufacturing	201	0.3	54	22	11	36	16	6	49	7	-
3343	Audio and Video Equipment Manufacturing	33	-	8	2	1	10	6	1	4	1	-
3344	Semiconductor and Other Electronic Component Manufacturing	598	0.8	153	56	22	138	76	24	82	44	3
334510	Electromedical and Electrotherapeutic Apparatus Manufacturing	719	0.9	155	135	14	167	112	61	62	9	4
334511	Search, Detection, Navigation, Guidance, Aeronautical and Nautical System and Instrument Manufacturing	1,740	2.3	187	228	66	530	477	73	166	9	4
334512	Automatic Environmental Control Manufacturing for Residential, Commercial and Appliance Use	168	0.2	54	21	9	41	25	2	13	3	-
334513	Instruments and Related Products Manufacturing for Measuring, Displaying and Controlling Industrial Process Variables	306	0.4	62	32	35	49	47	11	50	19	1
334514	Totalizing Fluid Meter and Counting Device Manufacturing	34	-	8	7	5	8	1	-	3	2	-
334515	Instrument Manufacturing for Measuring and Testing Electricity and Electrical Signals	127	0.2	31	11	10	31	15	2	22	4	1
334516	Analytical Laboratory Instrument Manufacturing	213	0.3	68	15	12	44	27	12	26	9	-
334517	Irradiation Apparatus Manufacturing	100	0.1	28	12	2	9	23	4	21	1	-
334519	Other Measuring and Controlling Device Manufacturing	516	0.7	189	48	34	107	49	16	48	24	1
3346	Manufacturing and Reproducing Magnetic and Optical Media	12	-	4	2	1	2	-	-	1	2	-
Sub-Total NAICS 334		4,959	6.4	1,056	602	227	1,193	897	220	592	158	14
335	ELECTRICAL EQUIPMENT, APPLIANCE, AND COMPONENT MANUFACTURING											
33513	Electric Lighting Equipment Manufacturing	349	0.5	133	38	15	78	19	7	45	14	-
33521	Small Electrical Appliance Manufacturing	45	0.1	12	1	3	16	2	1	5	5	-
33522	Major Appliance Manufacturing	103	0.1	9	7	12	40	7	6	22	-	-
33531	Electrical Equipment Manufacturing	1,050	1.4	330	113	82	241	104	25	96	58	1
33591	Battery Manufacturing	31	-	9	4	-	4	6	-	6	2	-
33592	Communication and Energy Wire and Cable Manufacturing	76	0.1	22	8	1	18	9	6	8	3	1
33593	Wiring Device Manufacturing	194	0.2	40	35	18	41	22	3	30	5	-
33599	All Other Electrical Equipment and Component Manufacturing	397	0.5	122	41	28	60	36	6	60	42	2
Sub-Total NAICS 335		2,245	2.9	677	247	159	498	205	54	272	129	4

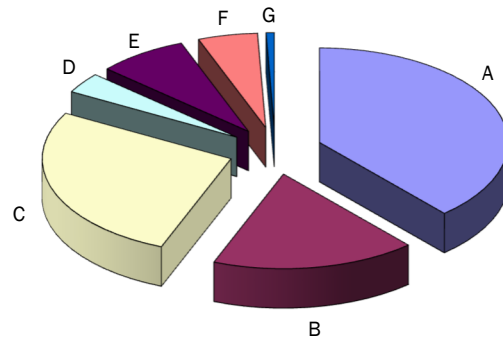
NAICS	Business and Industry	Total Qualified	Percent of Total	Company Management, Corporate Executives and Purchasing (B, L)	Manufacturing		Quality Assurance Control (P, Q)	Product Design Research and Development (H,I,J)	Marketing/Sales (M)	Other Qualified Personnel (N)		
					Production						Engineering	
					Management (C, R)	Department (D, S)					Management (E)	Department (F, G)
336	TRANSPORTATION EQUIPMENT MANUFACTURING											
336110	Automobile and light duty motor vehicle manufacturing	515	0.7	130	81	18	127	79	15	62	2	1
336120	Heavy Duty Truck Manufacturing	434	0.6	90	67	12	121	90	15	37	2	-
336211	Motor Vehicle Body Manufacturing (pt)	766	1.0	222	104	42	175	127	27	60	8	1
336212	Truck Trailer Manufacturing	399	0.5	163	70	25	79	40	7	13	2	-
336213	Motor Home Manufacturing	40	-	12	7	1	15	3	-	2	-	-
336214	Travel Trailer and Camper Manufacturing (pt)	288	0.4	150	46	8	37	28	5	13	1	-
336310	Motor Vehicle Gasoline Engine and Engine Parts Manufacturing	178	0.2	56	34	5	40	22	9	12	-	-
336320	Motor Vehicle Electrical and Electronic Equipment Manufacturing (pt)	386	0.5	89	56	9	112	62	18	34	6	-
336330	Motor Vehicle Steering and Suspension Components (except Spring) Manufacturing	97	0.1	21	8	3	35	14	5	9	2	-
336340	Motor Vehicle Brake System Manufacturing	66	0.1	12	10	2	21	15	-	6	-	-
336350	Motor Vehicle Transmission and Power Train Parts Manufacturing	172	0.2	33	26	9	40	39	9	14	1	1
336360	Motor Vehicle Seating and Interior Trim Manufacturing	118	0.2	23	25	10	42	6	3	9	-	-
336370	Motor Vehicle Metal Stamping	471	0.6	109	77	20	141	81	16	18	9	-
336390	All Other Motor Vehicle Parts Manufacturing (pt)	3,382	4.4	812	540	123	852	516	176	288	66	9
336411	Aircraft Manufacturing	1,133	1.5	193	145	39	243	312	53	140	4	4
336412	Aircraft Engine and Engine Parts Manufacturing (pt)	877	1.1	155	119	45	216	226	58	46	12	-
336413	Other Aircraft Parts and Auxiliary Equipment Manufacturing	2,892	3.7	687	428	103	592	595	245	203	37	2
336414	Guided Missile and Space Vehicle Manufacturing	245	0.3	17	32	17	56	83	7	33	-	-
336415	Guided Missile and Space Vehicle Propulsion Unit and Propulsion Unit Parts Manufacturing	183	0.2	21	17	5	42	74	8	15	1	-
336419	Other Guided Missile and Space Vehicle Parts and Auxiliary Equipment Manufacturing	223	0.3	51	24	9	32	70	17	17	2	1
336510	Railroad Rolling Stock Manufacturing	208	0.3	70	21	6	45	28	14	23	1	-
336611	Ship Building & Repairing	352	0.5	98	50	40	81	47	10	25	1	-
336612	Boat Building	323	0.4	152	46	9	62	22	7	22	2	1
336991	Motorcycle, Bicycle, and Parts Manufacturing (pt)	184	0.2	70	17	11	43	22	6	14	1	-
336992	Military Armored Vehicle, Tank, and Tank Component Manufacturing (pt)	137	0.2	41	11	4	33	17	18	11	2	-
336999	All Other Transportation Equipment Manufacturing	210	0.3	64	27	12	63	14	7	23	-	-
	Sub-Total NAICS 336	14,279	18.5	3,541	2,088	587	3,345	2,632	755	1,149	162	20
337	FURNITURE AND RELATED PRODUCT MANUFACTURING											
3371	Household and Institutional Furniture and Kitchen Cabinet Manufacturing	287	0.4	114	31	28	54	13	3	33	11	-
3372	Office Furniture (including Fixtures) Manufacturing	315	0.4	105	43	46	61	11	10	32	6	1
3379	Other Furniture Related Product Manufacturing	11	-	3	3	-	1	1	-	2	-	1
	Sub-Total NAICS 337	613	0.8	222	77	74	116	25	13	67	17	2
339	MISCELLANEOUS MANUFACTURING											
339112	Surgical and Medical Instrument Manufacturing	3,656	4.7	769	607	82	717	675	428	356	21	1
339113	Surgical Appliance and Supplies Manufacturing	1,176	1.5	379	189	29	191	168	112	97	9	2
339114	Dental Equipment and Supplies Manufacturing	305	0.4	105	48	6	52	38	25	29	1	1
339115	Ophthalmic Goods Manufacturing	190	0.3	59	49	7	27	22	17	6	2	1
339116	Dental Laboratories	242	0.3	163	32	13	19	4	2	9	-	-
3399	Other Miscellaneous Manufacturing	980	1.3	392	121	82	155	40	18	113	56	3
	Sub-Total NAICS 339	6,549	8.5	1,867	1,046	219	1,161	947	602	610	89	8
	Sub Total Metalworking Manufacturing	66,836	86.6	26,294	8,347	3,722	12,002	7,110	2,478	4,691	2,087	105
325	Chemical Manufacturing	442	0.6	96	39	33	59	31	16	96	69	3
326	Plastics and Rubber Products Manufacturing	662	0.9	194	65	53	107	55	32	102	53	1
327	Nonmetallic Mineral Product Manufacturing	227	0.3	70	27	20	40	13	6	20	31	-
	Other Mfg NAICS: 311-316,321-324	582	0.8	189	53	67	79	37	14	81	60	2
	Sub-Total Non-Metalworking Manufacturing	1,913	2.6	549	184	173	285	136	68	299	213	6
	Sub-Total Manufacturing Industries	68,749	89.2	26,843	8,531	3,895	12,287	7,246	2,546	4,990	2,300	111

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	6	-	2	1	-	-	-	-	3		
221	Utilities	2	-	-	-	1	-	1	-	-		
236-238	Construction	11	-	2	1	-	2	-	2	4		
423-425	Wholesale Trade Durable Goods	5,200	6.8	1,974	385	328	553	194	75	389	1,248	54
441-459	Retail Trade	19	-	8	-	-	2	2	-	2	3	2
481-493	Transportation And Warehousing	4	-	-	-	1	1	-	1	-	-	1
511-562	Services	2,600	3.4	869	162	151	318	140	46	478	364	72
611	Educational Services	308	0.4	8	4	4	6	13	2	32	-	239
621-624	Health Care	7	-	1	2	-	1	-	-	1	-	2
711-713	Arts, Entertainment Recreation	2	-	-	-	-	1	1	-	-	-	-
721-722	Accommodations And Food	4	-	1	-	-	-	1	-	1	-	1
811-814	Other Services	34	-	6	2	-	4	-	1	6	3	12
921-928	Public Administration	167	0.2	12	11	19	38	33	13	34	2	5
Sub Total Non-Manufacturing		8,365	10.8	2,883	568	503	925	386	138	944	1,622	396
TOTAL QUALIFIED CIRCULATION		77,114	100.0	29,726	9,099	4,398	13,212	7,632	2,684	5,934	3,922	507

- (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	29,726	38.5
B. Manufacturing Production: Management & Department	13,497	17.5
C. Manufacturing Engineering: Management & Department	20,844	27.0
D. Quality Assurance Control	2,684	3.5
E. Product Design Research and Development	5,934	7.7
F. Marketing/Sales	3,922	5.1
G. Other Qualified Personnel	507	0.7



TOTAL QUALIFIED 77,114 100.0

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

Qualification Source	Print	Digital	Total Qualified	Percent
I. Direct Request:	38,845	9,595	48,440	62.8
II. Request from recipient's company:	5	-	5	-
III. Membership Benefit:	181	105	286	0.4
IV. *Communication (other than request):	10,323	-	10,323	13.4
V. TOTAL – Sources other than above (listed alphabetically):	18,060	-	18,060	23.4
Association rosters and directories	-	-	-	-
*Business directories	10,201	-	10,201	13.2
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-
*Other sources	7,859	-	7,859	10.2
VI. Single Copy Sales:	-	-	-	-
TOTAL QUALIFIED CIRCULATION	67,414	9,700	77,114	100.0
PERCENT	87.4	12.6	100.0	

*See Additional Data

Note: 5,993 copies or 7.8% of Total Qualified circulation is > 24 months.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2022*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	256		Kentucky	973	
New Hampshire	589		Tennessee	1,663	
Vermont	202		Alabama	1,292	
Massachusetts	2,436		Mississippi	360	
Rhode Island	312		EAST SO. CENTRAL	4,288	5.5
Connecticut	2,119		Arkansas	446	
NEW ENGLAND	5,914	7.7	Louisiana	526	
New York	2,263		Oklahoma	693	
New Jersey	1,254		Texas	4,508	
Pennsylvania	3,247		WEST SO. CENTRAL	6,173	8.0
MIDDLE ATLANTIC	6,764	8.8	Montana	127	
Ohio	4,824		Idaho	268	
Indiana	3,082		Wyoming	56	
Illinois	5,830		Colorado	730	
Michigan	5,501		New Mexico	201	
Wisconsin	3,532		Arizona	937	
EAST NO. CENTRAL	22,769	29.5	Utah	629	
Minnesota	2,349		Nevada	198	
Iowa	1,254		MOUNTAIN	3,146	4.1
Missouri	1,380		Alaska	37	
North Dakota	207		Washington	1,280	
South Dakota	321		Oregon	736	
Nebraska	493		California	8,142	
Kansas	951		Hawaii	35	
WEST NO. CENTRAL	6,955	9.0	PACIFIC	10,230	13.3
Delaware	121		UNITED STATES	76,953	99.8
Maryland	621		U.S. Territories	21	
Washington, DC	38		Canada	115	
Virginia	1,103		Mexico	1	
West Virginia	164		Other International	24	
North Carolina	2,034		APO/FPO	-	
South Carolina	1,389				
Georgia	2,818				
Florida	2,426				
SOUTH ATLANTIC	10,714	13.9			
			TOTAL QUALIFIED CIRCULATION	77,114	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2022		Manufacturing Weekly	2022		Manufacturing Weekly
JULY			OCTOBER		
July 8		30,543	October 4		30,157
July 13		30,095	October 7		30,456
July 20		29,985	October 11		30,053
July 27		29,861	October 14		30,006
AUGUST			October 18		33,968
August 3		30,025	October 21		30,190
August 9		34,743	October 25		30,049
August 12		29,960	October 28		30,004
August 16		29,948	NOVEMBER		
August 19		29,705	November 1		28,856
August 23		29,949	November 4		28,828
August 26		29,952	November 8		28,817
August 30		29,937	November 11		28,789
SEPTEMBER			November 15		28,708
September 8		29,926	November 18		28,674
September 9		29,960	November 29		28,653
September 13		30,971	DECEMBER		
September 16		30,369	December 9		28,569
September 20		30,463	December 13		28,561
September 23		30,050	December 16		28,545
September 27		30,448	December 20		28,553
September 30		30,143	AVERAGE:		29,935

Manufacturing Weekly (39 issued in the period)

WEBSITE CHANNEL

WWW.SME.ORG

2022	Pageviews	Sessions	Users	Average Session Duration
July	119,465	59,016	48,663	1:50
August	176,519	98,968	84,805	1:33
September	137,492	66,756	54,541	2:06
October	135,919	65,852	53,435	2:14
November	142,897	76,322	63,415	1:46
December	124,821	67,486	57,618	1:31
AVERAGE:	139,518	72,400	60,412	1:50

July – December 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	 You Tube Subscribers	 You Tube Views
2022	http://twitter.com/SMEMediaNews	https://www.facebook.com/SMEMediaNews	http://www.youtube.com/c/SMEMedia	http://www.youtube.com/mfgengmedia
Beginning Balance	23,014	7,392	2,310	1,612
July	23,019	7,400	2,315	1,402
August	23,038	7,500	2,320	1,264
September	23,044	7,800	2,324	1,353
October	23,030	7,800	2,330	1,214
November	22,957	7,800	2,330	1,205
December	22,943	7,800	2,340	1,133

*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 3a:

The November 2022 issue is 11.8% or 10,356 copies below the average of the other 5 issues reported in Paragraph 2.

PARAGRAPH 3b:

Communication (other than request) includes 1 source of circulation for a quantity of 10,323 copies or 13.4%, including SME Show Registrants. Business directories include 2 sources of circulation for quantities of 4,195 copies or 5.4% to 6,006 copies or 7.8%, including Data Axle. Other sources include 1 source of circulation for a quantity of 7,859 copies or 10.2%, including Pinpoint Technologies.

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.

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.

Date signed

February 10, 2023

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