

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 (5 issues in the period)	75,885	-	75,885
a. Print	67,057	-	67,057
b. Digital	8,828	-	8,828
(See Paragraph 3b for Source)			
MANUFACTURING ENGINEERING E-NEWSLETTER			
Manufacturing Weekly (50 issued in the period)	29,216	-	29,216
SME/MANUFACTURING ENGINEERING WEBSITE (Monthly Users with 159,426 average Pageviews)	77,222	-	77,222
MANUFACTURING ENGINEERING SOCIAL MEDIA*			
a. Twitter followers	22,815	-	22,815
b. Facebook likes	7,900	-	7,900
c. You Tube subscribers	2,360	-	2,360
d. You Tube views	900	-	900

*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.

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	49
Advertiser and Agency	2,010
Allocated for Trade Shows and Conventions	-
All Other	10,698
TOTAL	12,757

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	75,635	99.7	75,635	99.7	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	250	0.3	250	0.3	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	75,885	100.0	75,885	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2023 Issues	Print	Digital	Total Qualified
January/February	66,838	9,342	76,180
March	67,223	8,266	75,489
April	67,184	8,537	75,721
May	67,018	8,852	75,870
June	67,021	9,145	76,166

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2023

This issue is -% or 19 copies below the average of the other 4 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	345	0.5	118	52	37	60	11	14	27	26	-
3312	Steel Product Manufacturing from Purchased Steel	306	0.4	104	36	30	63	11	16	14	31	1
3313	Alumina and Aluminum Production and Processing	337	0.4	117	45	21	64	30	9	34	17	-
3314	Nonferrous Metal (except Aluminum) Production and Processing	250	0.3	72	27	13	42	26	6	27	35	2
3315	Foundries	312	0.4	88	45	28	58	30	17	21	23	2
	Sub-Total NAICS 331	1,550	2.0	499	205	129	287	108	62	123	132	5
332	FABRICATED METAL PRODUCT MANUFACTURING											
33211	Forging and Stamping	1,425	1.9	512	205	93	296	94	50	101	72	2
33221	Cutlery and Handtool Manufacturing	349	0.5	124	32	24	69	26	8	34	32	-
33231	Plate Work and Fabricated Structural Product Manufacturing	3,267	4.3	1,509	478	366	473	93	81	142	121	4
33232	Ornamental and Architectural Metal Products Manufacturing	2,972	3.9	1,410	445	266	469	132	50	104	91	5
33241	Power Boiler and Heat Exchanger Manufacturing	64	0.1	29	9	2	10	4	5	4	1	-
33242	Metal Tank (Heavy Gauge) Manufacturing	227	0.3	87	36	26	35	15	6	14	8	-
33243	Metal Can, Box and Other Metal Container (Light Gauge) Manufacturing	89	0.1	24	11	6	26	5	4	10	3	-
33251	Hardware Manufacturing	294	0.4	97	41	21	66	23	6	29	11	-
33261	Spring and Wire Product Manufacturing	456	0.6	158	66	28	97	34	11	33	29	-
33271	Machine Shops	11,171	14.7	8,524	669	408	715	398	148	129	171	9
33272	Turned Product and Screw, Nut and Bolt Manufacturing	360	0.5	122	58	32	65	29	19	12	20	3
33281	Coating, Engraving, Heat Treating and Allied Activities	720	1.0	329	91	43	89	34	21	33	80	-
33291	Metal Valve Manufacturing	784	1.0	249	93	51	131	81	38	108	33	-
332991	Ball and Roller Bearing Manufacturing	152	0.2	21	12	11	28	38	8	17	17	-
332992	Small Arms Ammunition Manufacturing	7	-	4	1	1	-	1	-	-	-	-
332993	Ammunition (except Small Arms) Manufacturing	8	-	1	1	2	-	-	1	3	-	-
332994	Small Arms Manufacturing (pt)	87	0.1	17	9	9	14	19	4	14	1	-
332996	Fabricated Pipe and Pipe Fitting Manufacturing	327	0.4	129	44	29	63	22	15	18	7	-
332999	All Other Miscellaneous Fabricated Metal Product Manufacturing (pt)	891	1.2	371	132	68	151	55	15	65	32	2
	Sub-Total NAICS 332	23,650	31.2	13,717	2,433	1,486	2,797	1,103	490	870	729	25
333	MACHINERY MANUFACTURING											
333111	Farm Machinery and Equipment Manufacturing (pt)	1,359	1.8	509	229	89	279	128	30	75	17	3
333112	Lawn and Garden Tractor and Home Lawn and Garden Equipment Manufacturing	252	0.3	89	50	12	52	25	4	18	2	-
333120	Construction Machinery Manufacturing	1,493	2.0	446	197	76	425	193	31	101	21	3
333131	Mining Machinery and Equipment Manufacturing	273	0.4	75	42	15	69	36	6	22	8	-
333132	Oil and Gas Field Machinery and Equipment Manufacturing	637	0.8	144	130	28	149	95	28	38	24	1
333241	Food Product Machinery Manufacturing	242	0.3	90	44	17	52	12	5	18	4	-
333242	Semiconductor Machinery Manufacturing	19	-	4	2	1	3	5	-	3	1	-
333243	Sawmill, Woodworking and Paper Machinery Manufacturing	97	0.1	38	18	11	11	9	-	6	4	-
333248	All other industrial machinery manufacturing	521	0.7	179	76	41	80	37	10	51	46	1
333310	Commercial and service industry machinery manufacturing	523	0.7	155	68	42	130	51	11	44	21	1
333413	Industrial and Commercial Fan and Blower Manufacturing	303	0.4	93	32	20	69	17	6	31	35	-
333414	Heating Equipment (except Warm Air Furnaces) Manufacturing (pt)	221	0.3	79	22	19	48	20	9	18	6	-
333415	Air-Conditioning and Warm Air Heating Equipment	453	0.6	117	57	37	137	36	10	41	17	1
333511	Industrial Mold Manufacturing	149	0.2	76	11	7	19	11	4	10	11	-
333514	Special Die and Tool, Die Set, Jig, and Fixture Manufacturing	690	0.9	304	74	49	119	43	13	47	40	1
333515	Cutting Tool and Machine Tool Accessory Manufacturing	472	0.6	168	45	36	83	33	11	33	60	3
333517	Machine Tool Manufacturing	799	1.1	269	70	46	135	62	14	78	119	6
333519	Rolling Mill and other Metalworking Machinery Manufacturing	227	0.3	76	23	15	31	24	2	23	31	2
333611	Turbine and Turbine Generator Set Unit Manufacturing	203	0.3	61	17	13	40	37	8	23	3	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)				
333612	Speed Changer, Industrial High-Speed Drive, and Gear Manufacturing	83	0.1	12	11	9	16	15	3	10	7	-
333613	Mechanical Power Transmission Equipment Manufacturing	121	0.2	34	11	9	19	25	6	9	8	-
333618	Other Engine Equipment Manufacturing (pt)	136	0.2	53	6	6	28	18	4	16	5	-
333912	Air and Gas Compressor Manufacturing	184	0.2	63	28	10	26	17	4	12	22	2
333914	Measuring, Dispensing, and other Pumping Equipment Manufacturing	364	0.5	112	47	16	84	47	6	38	14	-
333921	Elevator and Moving Stairway Manufacturing	48	0.1	19	4	4	13	5	-	2	1	-
333922	Conveyor and Conveying Equipment Manufacturing (pt)	403	0.5	133	60	50	69	22	6	33	28	2
333923	Overhead Traveling Crane, Hoist, and Monorail System Manufacturing (pt)	70	0.1	27	11	5	11	7	2	5	2	-
333924	Industrial Truck, Tractor, Trailer, and Stacker Machinery Manufacturing	207	0.3	70	28	18	51	18	2	17	3	-
333991	Power-Driven Handtool Manufacturing	88	0.1	21	8	4	18	9	1	17	10	-
333992	Welding and Soldering Equipment Manufacturing	234	0.3	86	16	20	28	13	7	19	45	-
333993	Packaging Machinery Manufacturing	159	0.2	46	27	24	25	15	2	19	-	1
333994	Industrial Process Furnace and Oven Manufacturing	155	0.2	54	18	11	28	11	2	15	15	1
333995	Fluid Power Cylinder and Actuator Manufacturing	91	0.1	24	14	3	19	10	3	11	7	-
333996	Fluid Power Pump and Motor Manufacturing	105	0.1	18	15	5	17	20	4	17	9	-
333999	All Other Miscellaneous General Purpose Machinery Manufacturing (pt)	913	1.2	365	100	67	146	65	23	75	72	-
	Sub-Total NAICS 333	12,294	16.2	4,109	1,611	835	2,529	1,191	277	995	718	29
334	COMPUTER AND ELECTRONIC PRODUCT MANUFACTURING											
3341	Computer and Peripheral Equipment Manufacturing	195	0.3	48	11	6	24	23	10	47	26	-
3342	Communications Equipment Manufacturing	190	0.3	52	23	10	33	15	6	45	6	-
3343	Audio and Video Equipment Manufacturing	31	-	8	2	-	9	6	1	4	1	-
3344	Semiconductor and Other Electronic Component Manufacturing	605	0.8	155	55	21	134	83	27	82	46	2
334510	Electromedical and Electrotherapeutic Apparatus Manufacturing	722	1.0	156	134	12	164	112	63	69	8	4
334511	Search, Detection, Navigation, Guidance, Aeronautical and Nautical System and Instrument Manufacturing	1,701	2.2	188	224	64	510	460	72	167	10	6
334512	Automatic Environmental Control Manufacturing for Residential, Commercial and Appliance Use	163	0.2	53	20	10	40	25	2	10	3	-
334513	Instruments and Related Products Manufacturing for Measuring, Displaying and Controlling Industrial Process Variables	317	0.4	64	33	38	51	44	12	50	25	-
334514	Totalizing Fluid Meter and Counting Device Manufacturing	36	-	10	6	6	8	2	-	3	1	-
334515	Instrument Manufacturing for Measuring and Testing Electricity and Electrical Signals	128	0.2	30	10	11	35	15	2	21	3	1
334516	Analytical Laboratory Instrument Manufacturing	211	0.3	67	16	13	41	27	12	26	8	1
334517	Irradiation Apparatus Manufacturing	96	0.1	25	12	2	9	22	4	21	1	-
334519	Other Measuring and Controlling Device Manufacturing	531	0.7	188	51	34	106	55	17	52	28	-
3346	Manufacturing and Reproducing Magnetic and Optical Media	11	-	4	1	1	2	-	-	1	2	-
	Sub-Total NAICS 334	4,937	6.5	1,048	598	228	1,166	889	228	598	168	14
335	ELECTRICAL EQUIPMENT, APPLIANCE, AND COMPONENT MANUFACTURING											
33513	Electric Lighting Equipment Manufacturing	334	0.4	123	35	16	75	19	7	45	14	-
33521	Small Electrical Appliance Manufacturing	45	0.1	12	1	3	16	2	1	5	5	-
33522	Major Appliance Manufacturing	102	0.1	9	7	12	41	7	6	20	-	-
33531	Electrical Equipment Manufacturing	1,047	1.4	324	115	79	236	110	28	98	55	2
33591	Battery Manufacturing	33	-	9	4	-	4	7	-	7	2	-
33592	Communication and Energy Wire and Cable Manufacturing	75	0.1	22	8	1	17	8	7	9	3	-
33593	Wiring Device Manufacturing	191	0.3	37	34	19	40	22	3	30	6	-
33599	All Other Electrical Equipment and Component Manufacturing	378	0.5	117	39	27	56	37	6	51	43	2
	Sub-Total NAICS 335	2,205	2.9	653	243	157	485	212	58	265	128	4

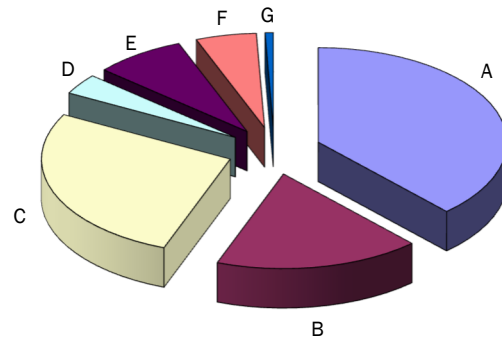
NAICS	Business and Industry	Total Qualified	Percent of Total	Company Management, Corporate Executives and Purchasing (B, L)	Manufacturing		Quality Assurance Control (P, Q)	Product Design Research and Development (H,I,J)	Marketing/Sales (M)	Other Qualified Personnel (N)		
					Production Management (C, R)	Department (D, S)					Engineering Management (E)	Department (F, G)
336	TRANSPORTATION EQUIPMENT MANUFACTURING											
336110	Automobile and light duty motor vehicle manufacturing	517	0.7	132	79	25	117	88	13	61	2	-
336120	Heavy Duty Truck Manufacturing	424	0.6	87	65	12	118	88	15	37	2	-
336211	Motor Vehicle Body Manufacturing (pt)	730	1.0	209	101	38	167	119	26	61	8	1
336212	Truck Trailer Manufacturing	391	0.5	162	71	24	72	41	7	12	2	-
336213	Motor Home Manufacturing	37	-	12	6	1	13	3	-	2	-	-
336214	Travel Trailer and Camper Manufacturing (pt)	284	0.4	144	46	8	38	27	6	14	1	-
336310	Motor Vehicle Gasoline Engine and Engine Parts Manufacturing	177	0.2	52	35	3	41	25	9	12	-	-
336320	Motor Vehicle Electrical and Electronic Equipment Manufacturing (pt)	368	0.5	84	54	10	109	55	17	29	9	1
336330	Motor Vehicle Steering and Suspension Components (except Spring) Manufacturing	96	0.1	21	8	3	35	13	5	9	2	-
336340	Motor Vehicle Brake System Manufacturing	59	0.1	11	10	2	19	12	-	5	-	-
336350	Motor Vehicle Transmission and Power Train Parts Manufacturing	180	0.2	34	27	9	43	41	10	14	2	-
336360	Motor Vehicle Seating and Interior Trim Manufacturing	127	0.2	25	26	11	45	6	3	11	-	-
336370	Motor Vehicle Metal Stamping	457	0.6	105	79	19	139	79	15	15	6	-
336390	All Other Motor Vehicle Parts Manufacturing (pt)	3,316	4.4	807	536	116	822	512	178	275	62	8
336411	Aircraft Manufacturing	1,115	1.5	193	142	38	240	303	54	136	4	5
336412	Aircraft Engine and Engine Parts Manufacturing (pt)	871	1.1	156	117	40	214	228	59	48	9	-
336413	Other Aircraft Parts and Auxiliary Equipment Manufacturing	2,828	3.7	662	416	95	596	588	240	192	37	2
336414	Guided Missile and Space Vehicle Manufacturing	249	0.3	21	34	18	53	83	7	33	-	-
336415	Guided Missile and Space Vehicle Propulsion Unit and Propulsion Unit Parts Manufacturing	177	0.2	21	17	5	41	70	8	14	1	-
336419	Other Guided Missile and Space Vehicle Parts and Auxiliary Equipment Manufacturing	224	0.3	51	24	9	36	66	18	17	2	1
336510	Railroad Rolling Stock Manufacturing	210	0.3	71	21	8	45	29	14	21	1	-
336611	Ship Building & Repairing	360	0.5	99	51	40	84	48	11	26	1	-
336612	Boat Building	321	0.4	151	44	9	60	21	8	25	2	1
336991	Motorcycle, Bicycle, and Parts Manufacturing (pt)	176	0.2	69	16	11	38	20	7	14	1	-
336992	Military Armored Vehicle, Tank, and Tank Component Manufacturing (pt)	133	0.2	39	11	4	33	17	18	10	1	-
336999	All Other Transportation Equipment Manufacturing	205	0.3	63	24	11	62	14	7	23	-	1
	Sub-Total NAICS 336	14,032	18.5	3,481	2,060	569	3,280	2,596	755	1,116	155	20
337	FURNITURE AND RELATED PRODUCT MANUFACTURING											
3371	Household and Institutional Furniture and Kitchen Cabinet Manufacturing	283	0.4	110	30	25	54	14	3	35	12	-
3372	Office Furniture (including Fixtures) Manufacturing	309	0.4	106	42	45	57	10	9	33	6	1
3379	Other Furniture Related Product Manufacturing	11	-	3	3	-	1	1	-	2	-	1
	Sub-Total NAICS 337	603	0.8	219	75	70	112	25	12	70	18	2
339	MISCELLANEOUS MANUFACTURING											
339112	Surgical and Medical Instrument Manufacturing	3,615	4.8	754	599	79	718	667	414	356	27	1
339113	Surgical Appliance and Supplies Manufacturing	1,181	1.6	370	196	29	194	169	113	99	8	3
339114	Dental Equipment and Supplies Manufacturing	304	0.4	106	47	6	54	37	23	29	1	1
339115	Ophthalmic Goods Manufacturing	188	0.2	58	48	8	26	21	18	6	2	1
339116	Dental Laboratories	231	0.3	156	32	13	18	4	1	7	-	-
3399	Other Miscellaneous Manufacturing	973	1.3	386	128	78	155	40	17	110	57	2
	Sub-Total NAICS 339	6,492	8.6	1,830	1,050	213	1,165	938	586	607	95	8
	Sub Total Metalworking Manufacturing	65,763	86.7	25,556	8,275	3,687	11,821	7,062	2,468	4,644	2,143	107
325	Chemical Manufacturing	434	0.6	94	37	35	56	32	13	96	67	4
326	Plastics and Rubber Products Manufacturing	648	0.8	183	70	47	107	58	30	92	58	3
327	Nonmetallic Mineral Product Manufacturing	223	0.3	64	28	18	38	14	6	26	29	-
	Other Mfg NAICS: 311-316,321-324	578	0.8	186	55	71	78	38	13	82	53	2
	Sub-Total Non-Metalworking Manufacturing	1,883	2.5	527	190	171	279	142	62	296	207	9
	Sub-Total Manufacturing Industries	67,646	89.2	26,083	8,465	3,858	12,100	7,204	2,530	4,940	2,350	116

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	-	-	-	-	-	-	-	-	-		
211-213	Mining	10	-	3	2	-	-	2	-	3		
221	Utilities	2	-	-	-	-	-	1	-	1		
236-238	Construction	11	-	-	1	-	1	-	-	3		
423-425	Wholesale Trade Durable Goods	5,041	6.6	1,899	378	309	535	187	71	381		
441-459	Retail Trade	14	-	4	-	-	2	3	-	1		
481-493	Transportation And Warehousing	4	-	-	-	-	-	-	1	-		
511-562	Services	2,620	3.5	858	160	155	323	130	48	505		
611	Educational Services	305	0.4	5	4	2	5	13	2	27		
621-624	Health Care	9	-	2	2	-	1	-	-	2		
711-713	Arts, Entertainment Recreation	1	-	-	-	-	-	1	-	-		
721-722	Accommodations And Food	3	-	1	-	-	-	-	-	1		
811-814	Other Services	36	0.1	9	1	-	4	-	1	7		
921-928	Public Administration	168	0.2	11	10	20	38	33	11	34		
Sub Total Non-Manufacturing		8,224	10.8	2,792	558	486	908	368	134	961	1,611	406
TOTAL QUALIFIED CIRCULATION		75,870	100.0	28,875	9,023	4,344	13,008	7,572	2,664	5,901	3,961	522

- (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, Machine Shop Manager, 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	28,875	38.1
B. Manufacturing Production: Management & Department	13,367	17.6
C. Manufacturing Engineering: Management & Department	20,580	27.1
D. Quality Assurance Control	2,664	3.5
E. Product Design Research and Development	5,901	7.8
F. Marketing/Sales	3,961	5.2
G. Other Qualified Personnel	522	0.7



TOTAL QUALIFIED 75,870 100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2023

Qualification Source	Print	Digital	Total Qualified	Percent
I. Direct Request:	38,880	8,779	47,659	62.8
II. Request from recipient's company:	5	-	5	-
III. Membership Benefit:	208	73	281	0.4
IV. *Communication (other than request):	10,156	-	10,156	13.4
V. TOTAL – Sources other than above (listed alphabetically):	17,769	-	17,769	23.4
Association rosters and directories	-	-	-	-
*Business directories	10,037	-	10,037	13.2
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-
*Other sources	7,732	-	7,732	10.2
VI. Single Copy Sales:	-	-	-	-
TOTAL QUALIFIED CIRCULATION	67,018	8,852	75,870	100.0
PERCENT	88.3	11.7	100.0	

*See Additional Data

Note: 5,918 copies or 7.8% of Total Qualified circulation is > 24 months.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2023*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	256		Kentucky	957	
New Hampshire	597		Tennessee	1,630	
Vermont	202		Alabama	1,271	
Massachusetts	2,435		Mississippi	356	
Rhode Island	312		EAST SO. CENTRAL	4,214	5.5
Connecticut	2,096		Arkansas	448	
NEW ENGLAND	5,898	7.8	Louisiana	528	
New York	2,185		Oklahoma	672	
New Jersey	1,228		Texas	4,731	
Pennsylvania	3,169		WEST SO. CENTRAL	6,379	8.4
MIDDLE ATLANTIC	6,582	8.7	Montana	123	
Ohio	4,727		Idaho	263	
Indiana	2,976		Wyoming	56	
Illinois	5,621		Colorado	717	
Michigan	5,378		New Mexico	190	
Wisconsin	3,436		Arizona	917	
EAST NO. CENTRAL	22,138	29.2	Utah	605	
Minnesota	2,271		Nevada	192	
Iowa	1,226		MOUNTAIN	3,063	4.0
Missouri	1,349		Alaska	36	
North Dakota	206		Washington	1,264	
South Dakota	320		Oregon	725	
Nebraska	481		California	7,926	
Kansas	928		Hawaii	34	
WEST NO. CENTRAL	6,781	8.9	PACIFIC	9,985	13.2
Delaware	121		UNITED STATES	75,722	99.8
Maryland	605		U.S. Territories	20	
Washington, DC	37		Canada	102	
Virginia	1,089		Mexico	1	
West Virginia	159		Other International	25	
North Carolina	2,028		APO/FPO	-	
South Carolina	1,380				
Georgia	2,861				
Florida	2,402				
SOUTH ATLANTIC	10,682	14.1			
			TOTAL QUALIFIED CIRCULATION	75,870	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2023		Manufacturing Weekly	2023		Manufacturing Weekly
JANUARY			APRIL		
January 6		28,463	April 4		28,568
January 10		28,372	April 7		28,459
January 13		28,344	April 11		28,658
January 17		28,381	April 14		28,629
January 20		23,570	April 18		28,057
January 24		23,556	April 21		28,668
January 31		33,072	April 25		28,767
FEBRUARY			April 28		28,742
February 3		28,381	MAY		
February 7		28,404	May 2		28,711
February 10		28,348	May 5		28,937
February 14		28,394	May 9		28,865
February 17		28,364	May 12		31,290
February 21		28,380	May 16		31,292
February 24		28,409	May 19		31,282
February 28		28,548	May 23		31,422
MARCH			May 26		31,385
March 3		28,449	May 30		31,379
March 7		28,453	JUNE		
March 10		28,395	June 2		31,309
March 14		28,409	June 6		31,306
March 17		28,389	June 9		31,285
March 21		28,452	June 13		31,223
March 24		28,429	June 16		31,205
March 28		28,472	June 20		31,208
March 31		28,456	June 23		31,163
			June 27		31,016
			June 30		31,101
			AVERAGE:		29,216

Manufacturing Weekly (50 issued in the period)

WEBSITE CHANNEL

WWW.SME.ORG

2023	Pageviews	Sessions	Users	Average Session Duration
January	165,718	82,972	68,304	1:46
February	171,555	106,943	95,944	1:03
March	182,847	104,743	90,660	1:27
April	142,703	79,894	68,570	1:19
May	152,974	86,686	74,428	1:18
June	140,763	79,019	65,426	1:24
AVERAGE:	159,426	90,042	77,222	1:22

January – June 2023 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
2023	http://twitter.com/SMEMediaNews	https://www.facebook.com/SMEMediaNews	http://www.youtube.com/c/SMEMedia	http://www.youtube.com/mfgengmedia
Beginning Balance	22,943	7,800	2,340	1,133
January	22,933	7,800	2,348	1,263
February	22,914	7,800	2,355	1,254
March	22,899	7,800	2,360	1,119
April	22,853	7,800	2,362	1,078
May	22,848	7,900	2,363	1,092
June	22,815	7,900	2,360	900

*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.

CHANGE IN FREQUENCY:

Effective with the January/February 2023 issue, Manufacturing Engineering changed its frequency from 12 to 10 issues per year.

PARAGRAPH 3b:

Communication (other than request) includes 1 source of circulation for a quantity of 10,156 copies or 13.4%, including SME Show Registrants. Business directories include 2 sources of circulation for quantities of 4,295 copies or 5.7% to 5,742 copies or 7.6%, including Data Axle. Other sources include 1 source of circulation for a quantity of 7,732 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

July 14, 2023

State

Michigan

County

Oakland

Received by BPA Worldwide

July 14, 2023

Type

BD

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