

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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CUTTING TOOL ENGINEERING is a B2B brand intended for individuals with broad-based interests in metal working industries. The brand content and editorial scope of the publication includes news and industry comment, in-depth technical articles, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital version.

FIELD SERVED
CUTTING TOOL ENGINEERING serves manufacturing plants in the metal working industries within the following North American Industrial Classification System: 331, 332, 333, 334, 335, 336, 337 and 339. Also served are other manufacturing and non-manufacturing businesses as reported in Paragraph 3a herein.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are their Corporate Managers, Engineering Managers, Engineering Department Personnel, Production Managers, Production Department Personnel, Design/R&D Personnel, Purchasing Personnel, Quality Assurance/Control Personnel and Other Titles.

CHANNELS

CUTTING TOOL ENGINEERING MAGAZINE



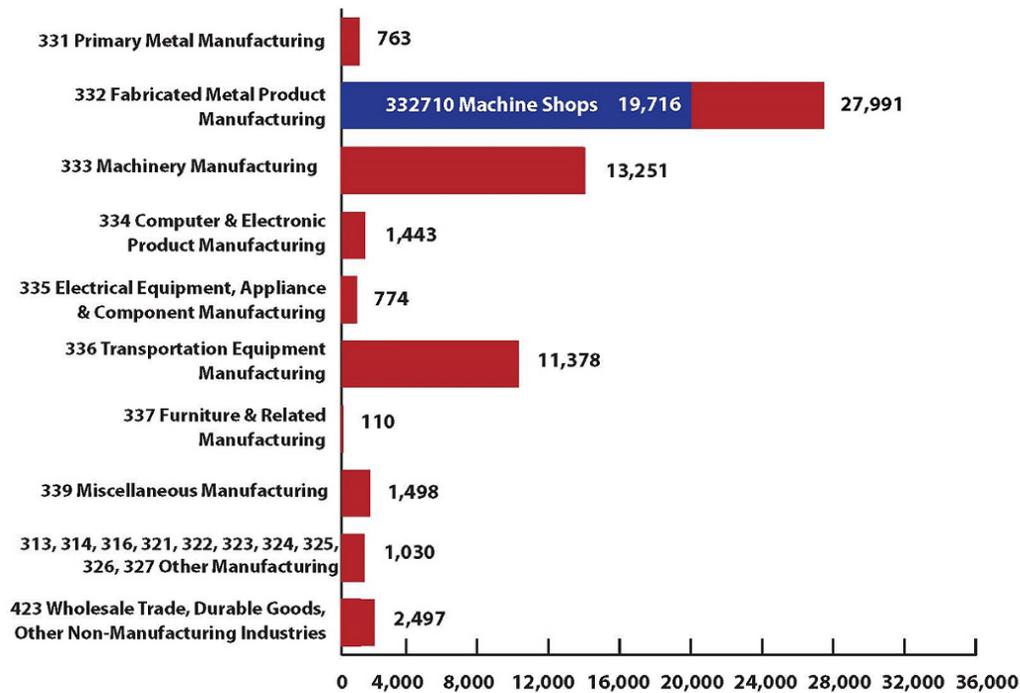
6 issues in the period
60,418 average circulation

EXECUTIVE SUMMARY

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

| | Non-Paid | Paid | Average |
|---|----------|------|---------|
| CUTTING TOOL ENGINEERING MAGAZINE (6 issues in the period) | 60,416 | 2 | 60,418 |
| a. Print | 58,559 | 2 | 58,561 |
| b. Digital | 1,857 | - | 1,857 |
| 1. Requested | 1,857 | - | 1,857 |
| 2. Non-Requested | - | - | - |

Circulation broken down by NAICS codes



| Classification by Title | Print | Digital | Total Qualified | Percent |
|---|---------------|--------------|-----------------|--------------|
| Corporate Manager (Owner, Chairman, President, VP, GM or other Corporate Manager) | 34,944 | 1,163 | 36,107 | 59.4 |
| Engineering Manager (Supervise Engineering Personnel) | 4,260 | 290 | 4,550 | 7.5 |
| Engineering Department Personnel (Non-Supervisory Position) | 4,927 | 465 | 5,392 | 8.9 |
| Production Manager (Supervise Production Personnel) | 6,357 | 341 | 6,698 | 11.0 |
| Production Department Personnel (Non-Supervisory Position) | 2,720 | 171 | 2,891 | 4.8 |
| Design, R&D Personnel | 1,154 | 147 | 1,301 | 2.1 |
| Purchasing Personnel | 1,512 | 53 | 1,565 | 2.6 |
| Quality Assurance, Control Personnel | 1,205 | 51 | 1,256 | 2.1 |
| Other Titled & Non-Titled Personnel | 925 | 50 | 975 | 1.6 |
| TOTAL QUALIFIED CIRCULATION | 58,004 | 2,731 | 60,735 | 100.0 |

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

| Qualification Source | Qualified Within | | | Print | Digital | Total Qualified | Percent |
|---|------------------|---------------|---------|---------------|--------------|-----------------|--------------|
| | 1 Year | 2 Years | 3 Years | | | | |
| I. Direct Request: | 47,953 | 12,782 | - | 58,004 | 2,731 | 60,735 | 100.0 |
| II. Request from recipient's company: | - | - | - | - | - | - | - |
| III. Membership Benefit: | - | - | - | - | - | - | - |
| IV. Communication from recipient or recipient's company (other than request): | - | - | - | - | - | - | - |
| V. TOTAL - Sources other than above (listed alphabetically): | - | - | - | - | - | - | - |
| Association rosters and directories | - | - | - | - | - | - | - |
| Business directories | - | - | - | - | - | - | - |
| Manufacturer's, distributor's, and wholesaler's lists | - | - | - | - | - | - | - |
| Other sources | - | - | - | - | - | - | - |
| VI. Single Copy Sales: | - | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 47,953 | 12,782 | - | 58,004 | 2,731 | 60,735 | 100.0 |
| PERCENT | 79.0 | 21.0 | - | 95.5 | 4.5 | 100.0 | |

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

| Mailing Address | Print | Digital | Total Qualified | Percent |
|---|---------------|--------------|-----------------|--------------|
| Individuals by name and title and/or function | 57,942 | 2,697 | 60,639 | 99.8 |
| Individuals by name only | 62 | 34 | 96 | 0.2 |
| Titles or functions only | - | - | - | - |
| Company names only | - | - | - | - |
| Multi-Copy Same Addressee copies | - | - | - | - |
| Single Copy Sales | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 58,004 | 2,731 | 60,735 | 100.0 |

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

| 6-Month Period Ended: | Audited Data | Audited Data | Audited Data | Audited Data | Audited Data | Circulation Claim |
|---|----------------------|---------------------|----------------------|---------------------|----------------------|----------------------|
| | July - December 2016 | January - June 2017 | July - December 2017 | January - June 2018 | July - December 2018 | January - June 2019* |
| Total Audit Average Qualified: | 62,330 | 60,384 | 62,069 | 60,661 | 62,336 | 60,418 |
| Qualified Non-Paid: | 62,325 | 60,380 | 62,066 | 60,658 | 62,334 | 60,416 |
| Print: | 60,856 | 59,168 | 60,877 | 59,494 | 61,181 | 58,559 |
| Digital: | 1,469 | 1,212 | 1,189 | 1,164 | 1,153 | 1,857 |
| Qualified Paid: | 5 | 4 | 3 | 3 | 2 | 2 |
| Print: | 5 | 4 | 3 | 3 | 2 | 2 |
| Digital: | - | - | - | - | - | - |
| Post Expire Copies included in Total Qualified Circulation: | **NC | **NC | **NC | **NC | **NC | **NC |
| Average Annual Order Price: | \$102.95 | \$99.26 | \$109.35 | \$93.60 | \$104.64 | \$100.49 |

*NOTE: January - June 2019 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

| State | Print | Digital | Total Qualified | Percent | State | Print | Digital | Total Qualified | Percent |
|------------------|--------|---------|-----------------|---------|------------------------------------|---------------|--------------|-----------------|--------------|
| Maine | 255 | 6 | 261 | | Kentucky | 853 | 22 | 875 | |
| New Hampshire | 355 | 14 | 369 | | Tennessee | 1,127 | 25 | 1,152 | |
| Vermont | 126 | - | 126 | | Alabama | 820 | 15 | 835 | |
| Massachusetts | 1,123 | 27 | 1,150 | | Mississippi | 334 | 9 | 343 | |
| Rhode Island | 232 | 1 | 233 | | EAST SO. CENTRAL | 3,134 | 71 | 3,205 | 5.3 |
| Connecticut | 1,027 | 21 | 1,048 | | Arkansas | 429 | 8 | 437 | |
| NEW ENGLAND | 3,118 | 69 | 3,187 | 5.2 | Louisiana | 536 | 4 | 540 | |
| New York | 1,804 | 56 | 1,860 | | Oklahoma | 730 | 16 | 746 | |
| New Jersey | 867 | 21 | 888 | | Texas | 3,396 | 102 | 3,498 | |
| Pennsylvania | 2,631 | 59 | 2,690 | | WEST SO. CENTRAL | 5,091 | 130 | 5,221 | 8.6 |
| MIDDLE ATLANTIC | 5,302 | 136 | 5,438 | 8.9 | Montana | 165 | 3 | 168 | |
| Ohio | 4,168 | 128 | 4,296 | | Idaho | 305 | 5 | 310 | |
| Indiana | 2,685 | 114 | 2,799 | | Wyoming | 92 | 2 | 94 | |
| Illinois | 4,446 | 223 | 4,669 | | Colorado | 783 | 15 | 798 | |
| Michigan | 4,845 | 139 | 4,984 | | New Mexico | 191 | 8 | 199 | |
| Wisconsin | 2,801 | 120 | 2,921 | | Arizona | 776 | 17 | 793 | |
| EAST NO. CENTRAL | 18,945 | 724 | 19,669 | 32.4 | Utah | 450 | 16 | 466 | |
| Minnesota | 1,741 | 38 | 1,779 | | Nevada | 187 | 5 | 192 | |
| Iowa | 843 | 40 | 883 | | MOUNTAIN | 2,949 | 71 | 3,020 | 5.0 |
| Missouri | 1,327 | 40 | 1,367 | | Alaska | 31 | 2 | 33 | |
| North Dakota | 128 | 2 | 130 | | Washington | 1,076 | 25 | 1,101 | |
| South Dakota | 166 | 2 | 168 | | Oregon | 695 | 11 | 706 | |
| Nebraska | 312 | 16 | 328 | | California | 5,429 | 82 | 5,511 | |
| Kansas | 756 | 19 | 775 | | Hawaii | 29 | 1 | 30 | |
| WEST NO. CENTRAL | 5,273 | 157 | 5,430 | 8.9 | PACIFIC | 7,260 | 121 | 7,381 | 12.2 |
| Delaware | 70 | 2 | 72 | | UNITED STATES | 57,937 | 1,638 | 59,575 | 98.1 |
| Maryland | 470 | 9 | 479 | | U.S. Territories | 22 | 5 | 27 | |
| Washington, DC | 12 | - | 12 | | Canada | 44 | 906 | 950 | |
| Virginia | 683 | 24 | 707 | | Mexico | - | 29 | 29 | |
| West Virginia | 209 | 6 | 215 | | Other International | 1 | 153 | 154 | |
| North Carolina | 1,415 | 27 | 1,442 | | APO/FPO | - | - | - | |
| South Carolina | 797 | 22 | 819 | | | | | | |
| Georgia | 1,209 | 25 | 1,234 | | | | | | |
| Florida | 2,000 | 44 | 2,044 | | | | | | |
| SOUTH ATLANTIC | 6,865 | 159 | 7,024 | 11.6 | | | | | |
| | | | | | TOTAL QUALIFIED CIRCULATION | 58,004 | 2,731 | 60,735 | 100.0 |

ADDITIONAL DATA

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.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Dennis Spaeth, Publisher

Andrea Karges, Circulation 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 24, 2019

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County Cook

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Type BD

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About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.

