

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.

MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES

CUTTING TOOL 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 may include features such as videos and surveys allowing 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



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
CUTTING TOOL ENGINEERING PRINT AND DIGITAL MAGAZINE			
Unique Total* (6 issues in the period)	64,704	-	64,704
a. Print	52,790	-	52,790
b. Digital	13,611	-	13,611
(See Paragraph 3b for Source)			
CUTTING TOOL ENGINEERING SOCIAL MEDIA**			
a. Twitter followers	32,700	-	32,700
b. Facebook followers	20,000	-	20,000
c. LinkedIn followers	6,793	-	6,793
d. Pinterest followers	827	-	827
e. YouTube views	1,843,891	-	1,843,891
f. Instagram followers	1,577	-	1,577
g. Vimeo views	238,800	-	238,800

*Unique Total represents unique recipients, not the sum of Print and Digital

**Social Media claims are cumulative figures, not averages.

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

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

FIELD SERVED

CUTTING TOOL ENGINEERING serves the following manufacturing industries: Primary Metal Manufacturing, Fabricated Metal Product Manufacturing/Machine Shop, Machinery Manufacturing, Computer/Electronic Product Manufacturing, Electrical Equipment/Appliance and Component Manufacturing, Transportation Equipment Manufacturing, Furniture and Related Product Manufacturing, Miscellaneous Manufacturing, and Wholesale/Trade/Durable Goods. Also served are other 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.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	53
Advertiser and Agency	161
Allocated for Trade Shows and Conventions	-
All Other	767
TOTAL	981

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	64,704	100.0	64,704	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	64,704	100.0	64,704	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022 Issues	Print	Digital	Unique Total Qualified*
July	52,442	14,050	64,747
August	52,456	14,202	64,872
September	52,023	14,191	64,492
October	52,749	13,389	64,505
November	52,653	13,618	64,604
December	54,419	12,217	65,004

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

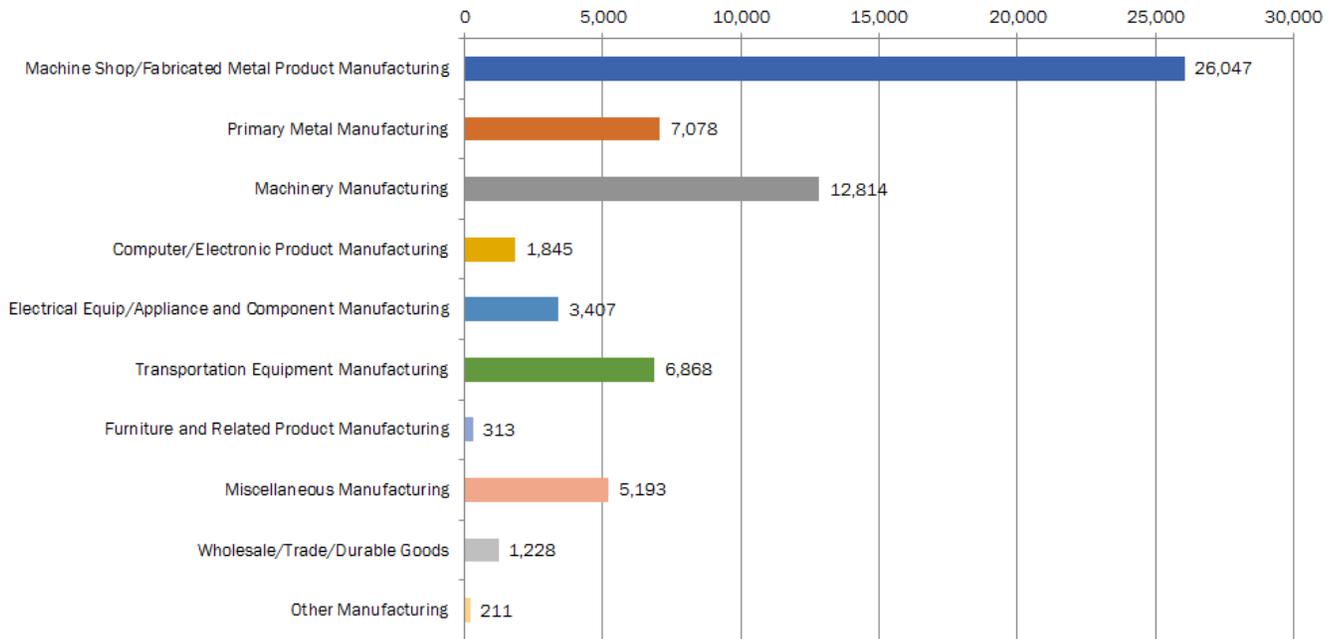
3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2022

This issue is 0.6% or 360 copies above the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Unique Total Qualified*	Percent of Total	Print	Digital	Classification by Title								
					Corporate Manager (Owner, Chairman, President, VP, GM or Other Corporate Manager)	Engineering Manager (Supervise Engineering Personnel)	Engineering Department (Non-Supervisory Position)	Production Manager (Supervise Production Personnel)	Production Department (Non-Supervisory Position)	Design, R&D	Purchasing	Quality Assurance/Control	Other
Machine Shop/Fabricated Metal Product Manufacturing	26,047	40.1	22,757	3,839	12,771	1,823	2,884	3,004	1,353	386	1,340	1,617	869
Primary Metal Manufacturing	7,078	10.9	5,870	1,488	2,876	636	1,001	729	424	153	422	404	433
Machinery Manufacturing	12,814	19.7	10,143	2,978	5,750	1,204	1,758	1,283	667	278	666	441	767
Computer/Electronic Product Manufacturing	1,845	2.8	1,396	511	642	215	346	151	82	59	122	90	138
Electrical Equip/Appliance and Component Manufacturing	3,407	5.2	2,913	545	1,076	417	737	280	178	89	236	240	154
Transportation Equipment Manufacturing	6,868	10.6	5,911	1,065	2,606	633	1,234	695	336	144	434	531	255
Furniture and Related Product Manufacturing	313	0.5	249	76	130	20	30	27	22	12	28	12	32
Miscellaneous Manufacturing	5,193	8.0	4,050	1,328	2,157	416	672	436	274	160	324	313	441
Wholesale/Trade/Durable Goods	1,228	1.9	972	328	672	42	102	50	51	10	91	29	181
Other Manufacturing	211	0.3	158	59	88	18	27	18	8	3	12	12	25
UNIQUE TOTAL QUALIFIED CIRCULATION*	65,004	100.0	54,419	12,217	28,768	5,424	8,791	6,673	3,395	1,294	3,675	3,689	3,295

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

Primary Business



Classification by Title	Unique Total Qualified*	Percent	Print	Digital
Corporate Manager (Owner, Chairman, President, VP, GM or other Corporate Manager)	28,768	44.3	24,458	4,842
Engineering Manager (Supervise Engineering Personnel)	5,424	8.3	4,358	1,246
Engineering Department Personnel (Non-Supervisory Position)	8,791	13.5	7,138	1,956
Production Manager (Supervise Production Personnel)	6,673	10.3	5,683	1,143
Production Department Personnel (Non-Supervisory Position)	3,395	5.2	2,890	603
Design, R&D Personnel	1,294	2.0	978	383
Purchasing Personnel	3,675	5.6	3,052	697
Quality Assurance, Control Personnel	3,689	5.7	3,163	604
Other Titled & Non-Titled Personnel	3,295	5.1	2,699	743
UNIQUE TOTAL QUALIFIED CIRCULATION*	65,004	100.0	54,419	12,217

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

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

Qualification Source	Print	Digital	Unique Total Qualified**	Percent
I. Direct Request:	42,855	12,217	53,440	82.2
II. Request from recipient's company:	-	-	-	-
III. Membership Benefit:	-	-	-	-
IV. Communication (other than request):	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	11,564	-	11,564	17.8
Association rosters and directories	-	-	-	-
Business directories	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-
*Other sources	11,564	-	11,564	17.8
VI. Single Copy Sales:	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION**	54,419	12,217	65,004	100.0
PERCENT	83.7	18.8	100.0	

*See Additional Data

**Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

Note: 13,282 copies or 20.4% of Total Qualified circulation is > 24 months.

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2022

Mailing Address	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	54,419	12,217	65,004	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	54,419	12,217	65,004	100.0

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	January - June 2020	July - December 2020	January - June 2021	July - December 2021	January - June 2022*	July - December 2022*
Unique Total Audit Average Qualified***:	60,003	60,394	65,716	67,299	64,302	64,704
Unique Qualified Non-Paid***:	60,003	60,394	65,716	67,299	64,302	64,704
Print:	51,886	51,144	53,532	54,339	52,028	52,790
Digital:	8,586	10,121	13,628	14,478	13,906	13,611
Unique Qualified Paid***:	-	-	-	-	-	-
Print:	-	-	-	-	-	-
Digital:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: January - December 2022 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

***Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2022*

State	Print	Digital	Unique Total Qualified**	Percent	State	Print	Digital	Unique Total Qualified**	Percent
Maine	198	37	224		Kentucky	874	149	999	
New Hampshire	438	86	512		Tennessee	1,098	257	1,319	
Vermont	129	33	161		Alabama	701	144	831	
Massachusetts	1,249	299	1,506		Mississippi	355	63	414	
Rhode Island	244	47	282		EAST SO. CENTRAL	3,028	613	3,563	5.5
Connecticut	1,075	213	1,262		Arkansas	464	102	547	
NEW ENGLAND	3,333	715	3,947	6.0	Louisiana	542	95	625	
New York	2,000	547	2,479		Oklahoma	42	18	52	
New Jersey	1,032	243	1,238		Texas	3,304	750	3,962	
Pennsylvania	2,991	637	3,546		WEST SO. CENTRAL	4,352	965	5,186	8.0
MIDDLE ATLANTIC	6,023	1,427	7,263	11.2	Montana	99	20	118	
Ohio	4,331	849	5,051		Idaho	222	31	249	
Indiana	2,443	546	2,912		Wyoming	72	14	84	
Illinois	3,790	771	4,440		Colorado	593	171	737	
Michigan	3,914	738	4,533		New Mexico	141	28	168	
Wisconsin	2,783	552	3,241		Arizona	703	138	816	
EAST NO. CENTRAL	17,261	3,456	20,177	31.0	Utah	415	86	488	
Minnesota	1,628	344	1,934		Nevada	162	26	185	
Iowa	864	178	1,033		MOUNTAIN	2,407	514	2,845	4.4
Missouri	1,240	262	1,464		Alaska	20	2	22	
North Dakota	106	17	122		Washington	883	222	1,067	
South Dakota	171	51	211		Oregon	626	152	761	
Nebraska	342	72	406		California	4,357	1,051	5,270	
Kansas	714	142	841		Hawaii	25	2	27	
WEST NO. CENTRAL	5,065	1,066	6,011	9.2	PACIFIC	5,911	1,429	7,147	11.0
Delaware	65	12	76		UNITED STATES	53,769	11,579	63,729	98.0
Maryland	445	96	529		U.S. Territories	-	-	-	
Washington, DC	14	3	16		Canada	646	438	1,072	
Virginia	755	166	901		Mexico	-	41	41	
West Virginia	240	40	274		Other International	4	155	158	
North Carolina	1,410	322	1,691		APO/FPO	-	-	-	
South Carolina	691	132	803		Email Only	-	4	4	
Georgia	1,094	198	1,262						
Florida	1,675	425	2,038		UNIQUE TOTAL QUALIFIED CIRCULATION**	54,419	12,217	65,004	100.0
SOUTH ATLANTIC	6,389	1,394	7,590	11.7					

*See Additional Data

**Unique Total Qualified represents unique recipients, not the sum of Print and Digital

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2022*

Region/Country	Print	Digital	Unique Total Qualified**	Percent
ASIA				
China	-	2	2	
India	-	59	59	
Indonesia	-	1	1	
Japan	1	-	1	
Korea, Republic Of	-	3	3	
Malaysia	-	2	2	
Pakistan	-	2	2	
Singapore	-	1	1	
Taiwan	-	2	2	
Thailand	-	2	2	
Subtotal	1	74	75	0.1
MIDDLE EAST				
Iran	-	2	2	
Israel	-	5	5	
Jordan	-	1	1	
Syrian Arab Republic	-	1	1	
United Arab Emirates	-	1	1	
Subtotal	-	10	10	-
EUROPE				
Belarus	-	1	1	
Croatia	-	1	1	
Denmark	-	1	1	
France	-	2	2	
Germany	-	4	4	
Hungary	-	1	1	
Italy	-	1	1	
Netherlands	-	2	2	
Portugal	-	3	3	
Romania	-	1	1	
Spain	-	4	4	
Sweden	-	2	2	

Region/Country	Print	Digital	Unique Total Qualified**	Percent
Switzerland	1	4	5	
Turkey	-	7	7	
United Kingdom	1	13	13	
Subtotal	2	47	48	0.1
AFRICA				
Equatorial Guinea	-	1	1	
Kenya	-	1	1	
Nigeria	-	1	1	
Subtotal	-	3	3	-
NORTH AMERICA				
Canada	646	438	1,072	
Mexico	-	41	41	
United States	53,769	11,579	63,729	
Subtotal	54,415	12,058	64,842	99.8
SOUTH AMERICA				
Argentina	-	3	3	
Bolivia	-	1	1	
Brazil	-	4	4	
Chile	-	1	1	
Ecuador	1	1	2	
Guyana	-	1	1	
Venezuela	-	1	1	
Subtotal	1	12	13	-
ASIA PACIFIC				
Australia	-	7	7	
New Zealand	-	2	2	
Subtotal	-	9	9	-
Email Only	-	4	4	-
UNIQUE TOTAL QUALIFIED CIRCULATION**	54,419	12,217	65,004	100.0

*See Additional Data

**Unique Total Qualified represents unique recipients, not the sum of Print and Digital

SOCIAL MEDIA CHANNEL

Cutting Tool Engineering Social Media



Twitter followers



Facebook followers



LinkedIn followers



Pinterest followers



YouTube views



Instagram followers



Vimeo views

<https://www.linkedin.com/company/cuttingtoolengineering>

<https://twitter.com/ctepius>

<https://www.facebook.com/ctemag>

<https://www.pinterest.com/ctepius/pins/>

<https://www.youtube.com/user/CTEplus/>

<https://instagram.com/ctepius/>

<https://vimeo.com/ctepius>

2022	Twitter followers	Facebook followers	LinkedIn followers	Pinterest followers	YouTube views	Instagram followers	Vimeo views
Beginning Balance	25,100	18,961	6,585	749	1,793,683	1,491	202,100
July	25,800	19,000	6,613	759	1,802,051	1,498	202,100
August	27,000	19,000	6,662	766	1,810,419	1,498	202,100
September	28,100	19,000	6,693	781	1,818,787	1,514	226,100
October	30,000	20,000	6,726	802	1,827,155	1,514	226,200
November	30,900	20,000	6,740	811	1,835,523	1,514	238,800
December	32,700	20,000	6,793	827	1,843,891	1,577	238,800

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.

PARAGRAPH 3b:

Other sources includes 1 source of circulation for a quantity of 11,564 or 17.8%, PinPoint Technologies.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Social Media is 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.

Barbara Schrafel, Director of Audience Development

Dennis Spaeth, Publisher

(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

January 13, 2023

State

Illinois

County

Cook

Received by BPA Worldwide

January 13, 2023

Type

BD

ID Number

C164BRD22

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.