

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

CUTTING TOOL ENGINEERING PRINT AND DIGITAL MAGAZINE



CUTTING TOOL ENGINEERING SOCIAL MEDIA



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)	64,302	-	64,302
a. Print	52,028	-	52,028
b. Digital	13,906	-	13,906
(See Paragraph 3b for Source)			
CUTTING TOOL ENGINEERING SOCIAL MEDIA			
a. Twitter followers	**25,100	-	**25,100
b. Facebook followers	**18,961	-	**18,961
c. LinkedIn followers	**6,585	-	**6,585
d. Pinterest followers	**749	-	**749
e. YouTube views	**1,793,683	-	**1,793,683
f. Instagram followers	**1,491	-	**1,491
g. Vimeo views	**202,100	-	**202,100

*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	791
Allocated for Trade Shows and Conventions	-
All Other	1,490
TOTAL	2,334

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	64,302	100.0	64,302	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	64,302	100.0	64,302	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022 Issue	Print	Digital	Unique Total Qualified*
January	51,730	14,018	64,153
February	51,737	14,035	64,172
March	51,699	14,001	64,104
April	51,693	14,023	64,111
May	52,606	13,643	64,567
June	52,704	13,718	64,706

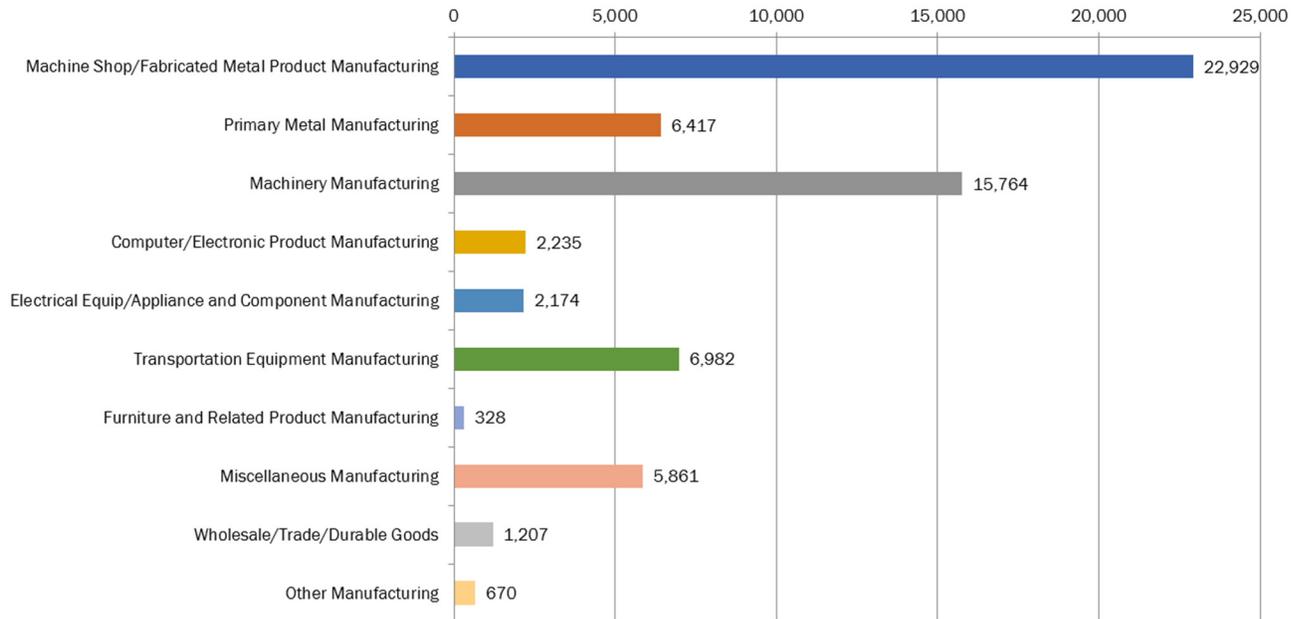
*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022
This issue is 0.5% or 318 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	22,929	35.5	19,360	4,065	13,244	1,561	1,777	2,439	1,159	337	731	723	958
Primary Metal Manufacturing	6,417	9.9	5,203	1,515	2,713	595	860	669	334	154	335	275	482
Machinery Manufacturing	15,764	24.4	12,637	3,440	7,176	1,517	2,087	1,645	836	367	692	460	984
Computer/Electronic Product Manufacturing	2,235	3.5	1,672	626	747	291	424	197	99	84	125	97	171
Electrical Equip/Appliance and Component Manufacturing	2,174	3.4	1,636	589	728	309	402	165	108	76	122	101	163
Transportation Equipment Manufacturing	6,982	10.8	5,690	1,414	3,076	704	1,020	704	337	180	314	278	369
Furniture and Related Product Manufacturing	328	0.5	264	77	133	24	38	31	25	10	27	8	32
Miscellaneous Manufacturing	5,861	9.1	4,680	1,410	2,457	462	796	502	323	223	283	280	535
Wholesale/Trade/Durable Goods	1,207	1.9	963	312	677	43	90	49	34	12	71	25	206
Other Manufacturing	670	1.0	501	195	276	75	103	42	45	42	12	15	60
UNIQUE TOTAL QUALIFIED CIRCULATION*	64,567	100.0	52,606	13,643	31,227	5,581	7,597	6,443	3,300	1,485	2,712	2,262	3,960

*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)	31,227	48.4	26,590	5,174
Engineering Manager (Supervise Engineering Personnel)	5,581	8.6	4,256	1,503
Engineering Department Personnel (Non-Supervisory Position)	7,597	11.8	5,583	2,327
Production Manager (Supervise Production Personnel)	6,443	10.0	5,311	1,293
Production Department Personnel (Non-Supervisory Position)	3,300	5.1	2,701	705
Design, R&D Personnel	1,485	2.3	1,076	483
Purchasing Personnel	2,712	4.2	2,098	683
Quality Assurance, Control Personnel	2,262	3.5	1,734	603
Other Titled & Non-Titled Personnel	3,960	6.1	3,257	872
UNIQUE TOTAL QUALIFIED CIRCULATION*	64,567	100.0	52,606	13,643

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

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

Qualification Source	Print	Digital	Unique Total Qualified*	Percent
I. Direct Request:	52,606	13,643	64,567	100.0
II. Request from recipient's company:	-	-	-	-
III. Membership Benefit:	-	-	-	-
IV. Communication (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:	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	52,606	13,643	64,567	100.0
PERCENT	81.5	21.1	100.0	

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

Note: Although age is not reported, all qualified circulation is sourced within 24 months of the analyzed issue.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022*

Region/Country	Print	Digital	Unique Total Qualified**	Percent
ASIA				
China	-	2	2	
India	1	74	75	
Indonesia	-	2	2	
Japan	1	-	1	
Korea, Republic Of	-	4	4	
Malaysia	-	3	3	
Pakistan	-	2	2	
Singapore	-	2	2	
Sri Lanka	-	1	1	
Taiwan	-	1	1	
Thailand	-	2	2	
Subtotal	2	93	95	0.2
MIDDLE EAST				
Iran	-	4	4	
Israel	-	7	7	
Jordan	-	1	1	
United Arab Emirates	-	1	1	
Subtotal	-	13	13	-
EUROPE				
Belarus	-	1	1	
Croatia	-	1	1	
Denmark	-	2	2	
Finland	164	1	1	
France	-	2	2	
Germany	-	7	7	
Hungary	-	1	1	
Italy	-	3	3	
Netherlands	-	3	3	
Poland	-	3	3	
Portugal	-	6	6	
Romania	-	1	1	
Russian Federation	-	2	2	
Slovenia	-	1	1	

*See Additional Data

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

Region/Country	Print	Digital	Unique Total Qualified**	Percent
Spain	-	7	7	
Sweden	1	3	4	
Switzerland	1	4	5	
Turkey	-	7	7	
United Kingdom	2	14	15	
Subtotal	4	69	72	0.1
AFRICA				
Egypt	-	1	1	
Equatorial Guinea	-	1	1	
Kenya	1	1	2	
Nigeria	-	1	1	
Subtotal	1	4	5	-
NORTH AMERICA				
Canada	477	507	974	
Mexico	1	22	23	
United States	52,116	12,891	63,336	
unspecified North America	4	7	11	-
Subtotal	52,598	13,427	64,344	99.7
SOUTH AMERICA				
Argentina	-	5	5	
Bolivia	-	1	1	
Brazil	-	8	8	
Chile	-	1	1	
Ecuador	1	1	2	
Guyana	-	1	1	
Venezuela	-	1	1	
Subtotal	1	18	19	-
ASIA PACIFIC				
Australia	-	9	9	
New Zealand	-	3	3	
Subtotal	-	12	12	-
Email Only	-	7	7	-
UNIQUE TOTAL QUALIFIED CIRCULATION**	52,606	13,643	64,567	100.0

SOCIAL MEDIA CHANNEL

Cutting Tool Engineering Social Media

 Twitter followers	 Facebook followers	 LinkedIn followers	 Pinterest followers	 YouTube views	 Instagram followers	 Vimeo views
https://twitter.com/cteplus	https://www.facebook.com/ctemag	https://www.linkedin.com/company/cutting-tool-engineering	https://www.pinterest.com/cteplus/pins/	https://www.youtube.com/user/CTEplus/	https://instagram.com/cteplus/	https://vimeo.com/cteplus

2022	Twitter followers	Facebook followers	LinkedIn followers	Pinterest followers	YouTube views	Instagram followers	Vimeo views
Beginning Balance	-	-	-	-	-	-	-
January	21,200	18,095	2,404	677	1,745,068	1,184	174,200
February	21,400	18,096	2,439	686	1,754,678	1,195	179,100
March	22,400	18,203	5,460	700	1,765,539	1,209	184,300
April	23,200	18,203	5,460	711	1,775,860	1,223	189,500
May	24,100	18,203	6,547	729	1,785,521	1,223	194,400
June	25,100	18,961	6,585	749	1,793,683	1,491	202,100

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.

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.)

Date signed July 27, 2022
 State Illinois
 County Cook
 Received by BPA Worldwide July 27, 2022
 Type BD
 ID Number C164B0J2

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.