

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.

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.

CHANNELS

**CUTTING TOOL
ENGINEERING
PRINT AND DIGITAL
MAGAZINE**



EXECUTIVE SUMMARY

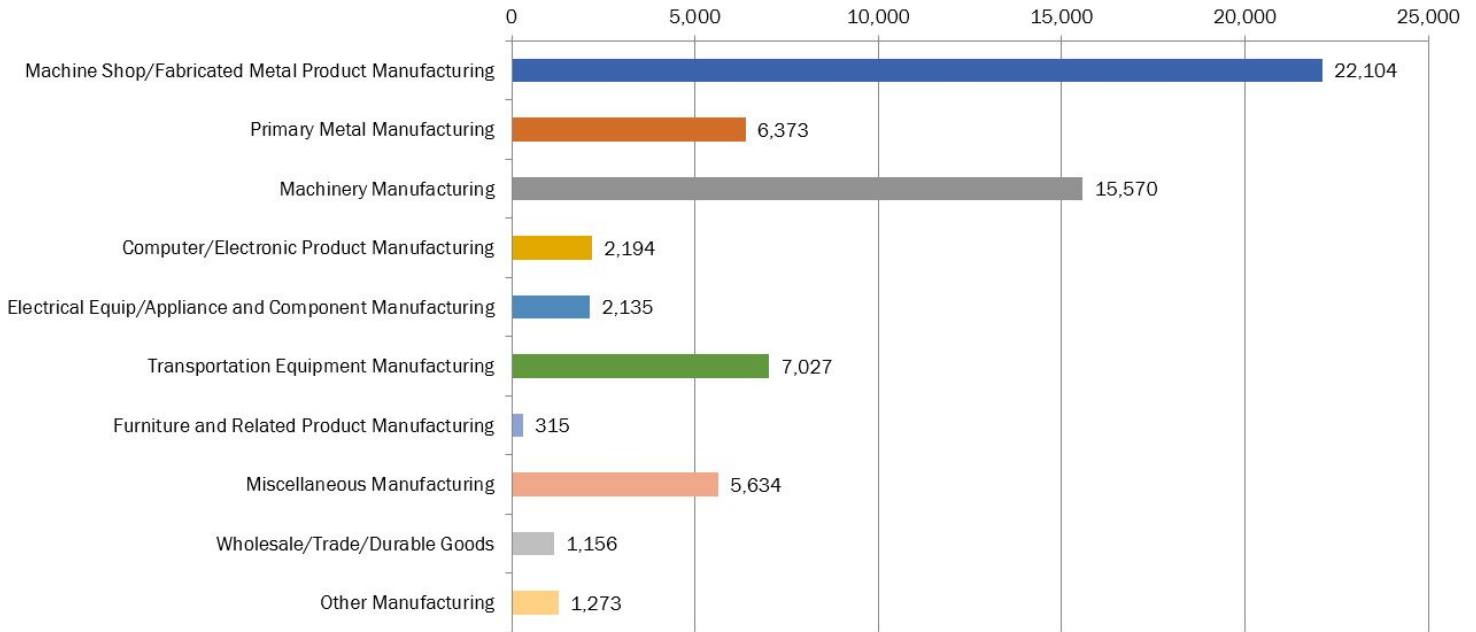
Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
CUTTING TOOL ENGINEERING PRINT AND DIGITAL MAGAZINE Unique Total* (6 issues in the period)	67,299	-	67,299
a. Print	54,339	-	54,339
b. Digital	14,478	-	14,478

(See Paragraph 3b for Source)

*Unique Total 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)	30,832	48.4	26,075	5,248
Engineering Manager (Supervise Engineering Personnel)	5,511	8.6	4,144	1,532
Engineering Department Personnel (Non-Supervisory Position)	7,503	11.8	5,402	2,391
Production Manager (Supervise Production Personnel)	6,399	10.0	5,192	1,349
Production Department Personnel (Non-Supervisory Position)	3,252	5.1	2,625	720
Design, R&D Personnel	1,478	2.3	1,039	510
Purchasing Personnel	2,639	4.1	2,022	679
Quality Assurance, Control Personnel	2,156	3.4	1,634	585
Other Titled & Non-Titled Personnel	4,011	6.3	3,275	925
UNIQUE TOTAL QUALIFIED CIRCULATION*	63,781	100.0	51,408	13,939

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2021

Qualification Source	Print	Digital	Unique Total Qualified*	Percent
I. Direct Request:	51,408	13,939	63,781	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*	51,408	13,939	63,781	100.0
PERCENT	80.6	21.9	100.0	

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

Note: Although age is not reported, all qualified circulation must be sourced within 36 months of the analyzed issue.

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2021

Mailing Address	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	51,408	13,939	63,781	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*	51,408	13,939	63,781	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 2019	July - December 2019	January - June 2020	July - December 2020	January - June 2021*	July - December 2021*
Unique Total Audit Average Qualified***:	60,418	59,905	60,003	60,394	65,716	67,299
Unique Qualified Non-Paid***:	60,416	59,905	60,003	60,394	65,716	67,299
Print:	58,559	53,801	51,886	51,144	53,532	54,339
Digital:	1,857	6,176	8,586	10,121	13,628	14,478
Unique Qualified Paid***:	2	-	-	-	-	-
Print:	2	-	-	-	-	-
Digital:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$100.49	**NC	**NC	**NC	**NC	**NC

*NOTE: January - December 2021 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 2021

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	202	43	235		Kentucky	741	168	890	
New Hampshire	373	97	461		Tennessee	983	275	1,219	
Vermont	127	38	164		Alabama	622	170	780	
Massachusetts	1,101	296	1,368		Mississippi	319	69	386	
Rhode Island	228	51	270		EAST SO. CENTRAL	2,665	682	3,275	5.1
Connecticut	893	223	1,092		Arkansas	391	94	474	
NEW ENGLAND	2,924	748	3,590	5.6	Louisiana	500	97	586	
New York	1,845	591	2,374		Oklahoma	468	93	552	
New Jersey	943	259	1,159		Texas	3,158	809	3,883	
Pennsylvania	2,725	693	3,328		WEST SO. CENTRAL	4,517	1,093	5,495	8.6
MIDDLE ATLANTIC	5,513	1,543	6,861	10.8	Montana	124	24	144	
Ohio	3,831	984	4,700		Idaho	242	41	278	
Indiana	2,351	631	2,905		Wyoming	81	15	93	
Illinois	3,826	993	4,692		Colorado	670	188	826	
Michigan	3,728	913	4,519		New Mexico	171	32	202	
Wisconsin	2,636	676	3,222		Arizona	643	139	766	
EAST NO. CENTRAL	16,372	4,197	20,038	31.4	Utah	410	103	500	
Minnesota	1,530	387	1,878		Nevada	150	33	180	
Iowa	808	224	1,021		MOUNTAIN	2,491	575	2,989	4.7
Missouri	1,187	313	1,468		Alaska	32	3	35	
North Dakota	98	24	120		Washington	858	265	1,083	
South Dakota	158	51	199		Oregon	583	158	726	
Nebraska	325	86	403		California	4,137	1,157	5,160	
Kansas	689	154	825		Hawaii	19	4	23	
WEST NO. CENTRAL	4,795	1,239	5,914	9.3	PACIFIC	5,629	1,587	7,027	11.0
Delaware	60	14	73		UNITED STATES	50,929	13,187	62,561	98.1
Maryland	446	102	537		U.S. Territories	4	7	11	
Washington, DC	7	5	11		Canada	467	515	971	
Virginia	676	179	831		Mexico	1	22	23	
West Virginia	220	41	254		Other International	5	205	210	
North Carolina	1,278	333	1,573		APO/FPO	-	-	-	
South Carolina	624	168	774		Email Only	2	3	5	
Georgia	1,003	214	1,197						
Florida	1,709	467	2,122		UNIQUE TOTAL QUALIFIED CIRCULATION*	51,408	13,939	63,781	100.0
SOUTH ATLANTIC	6,023	1,523	7,372	11.6					

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

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.

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 18, 2022

State Illinois

County Cook

Received by BPA Worldwide January 18, 2022

Type BD

ID Number C164B0D1

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.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	61
Advertiser and Agency	696
Allocated for Trade Shows and Conventions	-
All Other	1,539
TOTAL	2,296

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	67,299	100.0	67,299	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	67,299	100.0	67,299	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Print	Digital	Unique Total Qualified*
July	54,820	14,258	67,590
August	55,253	14,325	68,091
September	56,416	14,749	69,648
October	56,573	14,771	69,840
November	51,564	14,828	64,845
December	51,408	13,939	63,781

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

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2021
This issue is 6.2% or 4,222 copies below 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	22,104	34.7	18,553	3,962	12,883	1,499	1,660	2,382	1,112	321	676	644	927
Primary Metal Manufacturing	6,373	10.0	5,115	1,554	2,698	594	853	667	333	150	323	272	483
Machinery Manufacturing	15,570	24.4	12,325	3,524	7,117	1,477	2,060	1,630	823	369	679	438	977
Computer/Electronic Product Manufacturing	2,194	3.4	1,616	639	728	280	427	196	93	86	122	94	168
Electrical Equip/Appliance and Component Manufacturing	2,135	3.4	1,575	612	707	311	394	163	106	75	118	98	163
Transportation Equipment Manufacturing	7,027	11.0	5,619	1,524	3,066	708	1,043	718	345	181	315	280	371
Furniture and Related Product Manufacturing	315	0.5	253	74	125	23	37	32	24	10	27	7	30
Miscellaneous Manufacturing	5,634	8.8	4,469	1,388	2,352	448	762	486	317	209	267	263	530
Wholesale/Trade/Durable Goods	1,156	1.8	925	295	647	39	90	45	29	13	69	23	201
Other Manufacturing	1,273	2.0	958	367	509	132	177	80	70	64	43	37	161
UNIQUE TOTAL QUALIFIED CIRCULATION*	63,781	100.0	51,408	13,939	30,832	5,511	7,503	6,399	3,252	1,478	2,639	2,156	4,011

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