

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)	65,006	-	65,006
a. Print	54,179	-	54,179
b. Digital	12,429	-	12,429
(See Paragraph 3b for Source)			
CUTTING TOOL ENGINEERING SOCIAL MEDIA**			
a. Twitter followers	35,500	-	35,500
b. Facebook followers	21,000	-	21,000
c. LinkedIn followers	7,000	-	7,000
d. Pinterest followers	897	-	897
e. YouTube views	1,890,002	-	1,890,002
f. Instagram followers	1,780	-	1,780
g. Vimeo views	295,900	-	295,900

*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	259
Advertiser and Agency	1,261
Allocated for Trade Shows and Conventions	67
All Other	811
TOTAL	2,398

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	65,006	100.0	65,006	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	65,006	100.0	65,006	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2023 Issues	Print	Digital	Unique Total Qualified*
January	54,254	12,385	65,004
February	54,257	12,336	65,004
March	54,246	12,348	65,004
April	54,240	12,387	65,018
May	54,168	12,441	65,004
June	53,912	12,679	65,004

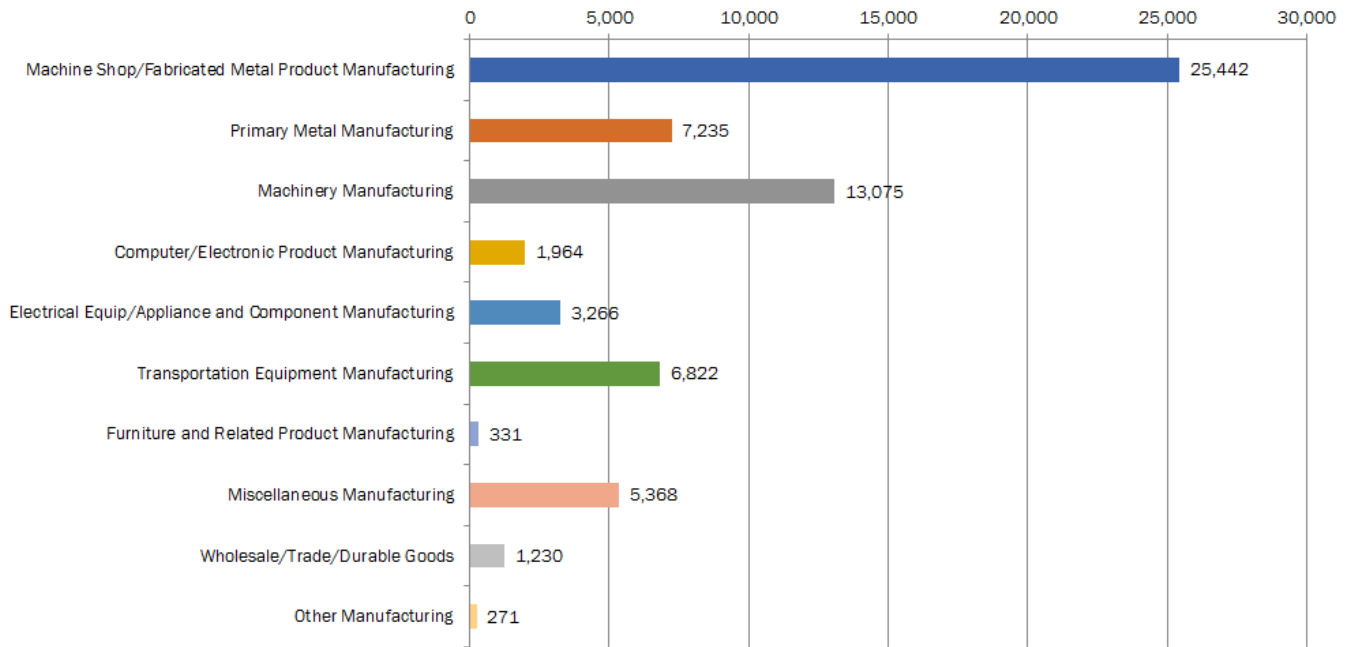
*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2023
This issue is -% or 3 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	25,442	39.2	22,014	3,986	13,195	2,202	2,452	2,412	916	349	1,252	1,771	893
Primary Metal Manufacturing	7,235	11.1	6,001	1,487	3,037	706	970	676	357	143	416	496	434
Machinery Manufacturing	13,075	20.1	10,291	3,077	5,902	1,220	1,783	1,292	682	281	676	455	784
Computer/Electronic Product Manufacturing	1,964	3.0	1,487	537	691	239	365	153	86	60	123	101	146
Electrical Equip./Appliance and Component Manufacturing	3,266	5.0	2,739	575	1,129	489	630	190	109	72	212	274	161
Transportation Equipment Manufacturing	6,822	10.5	5,818	1,103	2,826	794	1,072	543	229	126	401	567	264
Furniture and Related Product Manufacturing	331	0.5	268	77	142	21	32	28	24	12	28	12	32
Miscellaneous Manufacturing	5,368	8.3	4,135	1,412	2,223	440	696	454	285	168	328	316	458
Wholesale/Trade/Durable Goods	1,230	1.9	967	340	684	41	94	52	56	9	96	28	170
Other Manufacturing	271	0.4	192	85	122	17	32	19	8	3	16	16	38
UNIQUE TOTAL QUALIFIED CIRCULATION*	65,004	100.0	53,912	12,679	29,951	6,169	8,126	5,819	2,752	1,223	3,548	4,036	3,380

*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)	29,950	46.1	25,427	5,042
Engineering Manager (Supervise Engineering Personnel)	6,169	9.5	5,057	1,284
Engineering Department Personnel (Non-Supervisory Position)	8,126	12.5	6,399	2,021
Production Manager (Supervise Production Personnel)	5,819	9.0	4,778	1,182
Production Department Personnel (Non-Supervisory Position)	2,752	4.2	2,216	633
Design, R&D Personnel	1,223	1.9	896	392
Purchasing Personnel	3,548	5.4	2,904	723
Quality Assurance, Control Personnel	4,036	6.2	3,482	633
Other Titled & Non-Titled Personnel	3,381	5.2	2,753	769

UNIQUE TOTAL QUALIFIED CIRCULATION* **65,004** **100.0** **53,912** **12,679**

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

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

Qualification Source	Print	Digital	Unique Total Qualified**	Percent
I. Direct Request:	42,348	12,679	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**	53,912	12,679	65,004	100.0
PERCENT	82.9	19.5	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 JUNE 2023

Mailing Address	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	53,909	12,679	65,001	100.0
Individuals by name only	1	-	1	-
Titles or functions only	-	-	-	-
Company names only	2	-	2	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	53,912	12,679	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	Audited Data	Circulation Claim
	July - December 2020	January - June 2021	July - December 2021	January - June 2022	July - December 2022	January - June 2023*
Unique Total Audit Average Qualified***:	60,394	65,716	67,299	64,302	64,704	65,006
Unique Qualified Non-Paid***:	60,394	65,716	67,299	64,302	64,704	65,006
Print:	51,144	53,532	54,339	52,028	52,790	54,179
Digital:	10,121	13,628	14,478	13,906	13,611	12,429
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 - June 2023 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 JUNE 2023*

State	Print	Digital	Unique Total Qualified**	Percent	State	Print	Digital	Unique Total Qualified**	Percent
Maine	204	38	231		Kentucky	849	153	979	
New Hampshire	413	89	491		Tennessee	1,087	268	1,319	
Vermont	120	33	151		Alabama	706	151	844	
Massachusetts	1,223	307	1,491		Mississippi	356	64	416	
Rhode Island	230	50	272		EAST SO. CENTRAL	2,998	636	3,558	5.5
Connecticut	1,045	222	1,242		Arkansas	455	111	547	
NEW ENGLAND	3,235	739	3,878	6.0	Louisiana	547	101	636	
New York	1,971	574	2,476		Oklahoma	52	17	62	
New Jersey	1,026	255	1,243		Texas	3,276	767	3,960	
Pennsylvania	2,970	681	3,572		WEST SO. CENTRAL	4,330	996	5,205	8.0
MIDDLE ATLANTIC	5,967	1,510	7,291	11.2	Montana	101	21	121	
Ohio	4,255	862	4,989		Idaho	222	34	251	
Indiana	2,477	574	2,976		Wyoming	70	14	82	
Illinois	3,757	820	4,455		Colorado	607	180	758	
Michigan	3,863	757	4,502		New Mexico	148	30	177	
Wisconsin	2,742	573	3,225		Arizona	690	138	806	
EAST NO. CENTRAL	17,094	3,586	20,147	31.0	Utah	418	92	499	
Minnesota	1,613	365	1,940		Nevada	170	26	193	
Iowa	863	197	1,050		MOUNTAIN	2,426	535	2,887	4.4
Missouri	1,227	263	1,456		Alaska	21	2	23	
North Dakota	109	18	126		Washington	893	229	1,086	
South Dakota	171	53	214		Oregon	613	156	752	
Nebraska	344	70	406		California	4,312	1,077	5,252	
Kansas	706	151	841		Hawaii	24	2	26	
WEST NO. CENTRAL	5,033	1,117	6,033	9.3	PACIFIC	5,863	1,466	7,139	11.0
Delaware	65	14	78		UNITED STATES	53,236	12,034	63,696	98.0
Maryland	431	107	527		U.S. Territories	-	-	-	
Washington, DC	14	3	16		Canada	672	443	1,103	
Virginia	738	169	887		Mexico	-	40	40	
West Virginia	236	43	273		Other International	4	157	160	
North Carolina	1,407	338	1,710		APO/FPO	-	-	-	
South Carolina	675	138	792		Email Only	-	5	5	
Georgia	1,077	205	1,255						
Florida	1,647	432	2,020		UNIQUE TOTAL QUALIFIED CIRCULATION**	53,912	12,679	65,004	100.0
SOUTH ATLANTIC	6,290	1,449	7,558	11.6					

*See Additional Data

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

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2023*

Region/Country	Print	Digital	Unique Total Qualified**	Percent
ASIA				
China	-	2	2	
India	-	61	61	
Indonesia	-	2	2	
Japan	1	-	1	
Korea, Republic Of	-	3	3	
Malaysia	-	3	3	
Pakistan	-	2	2	
Singapore	-	1	1	
Taiwan	-	2	2	
Thailand	-	2	2	
Subtotal	1	78	79	0.1
MIDDLE EAST				
Iran	-	1	1	
Israel	-	5	5	
Jordan	-	1	1	
Syrian Arab Republic	-	1	1	
United Arab Emirates	-	1	1	
Subtotal	-	9	9	-
EUROPE				
Belarus	-	1	1	
Croatia	-	1	1	
Denmark	-	1	1	
France	-	2	2	
Germany	-	4	4	
Hungary	-	1	1	
Italy	-	1	1	
Netherlands	-	3	3	
Portugal	-	3	3	
Romania	-	1	1	
Spain	-	3	3	
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	672	443	1,103	
Mexico	-	40	40	
United States	53,236	12,034	63,696	
Subtotal	53,908	12,517	64,839	99.8
SOUTH AMERICA				
Argentina	-	3	3	
Bolivia	-	1	1	
Brazil	-	4	4	
Chile	-	1	1	
Ecuador	1	1	2	
Guyana	-	1	1	
Subtotal	1	11	12	-
ASIA PACIFIC				
Australia	-	7	7	
New Zealand	-	2	2	
Subtotal	-	9	9	-
Email Only	-	5	5	-

UNIQUE TOTAL QUALIFIED CIRCULATION** **53,912** **12,679** **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
2023	https://twitter.com/ctepius	https://www.facebook.com/ctemag	https://www.linkedin.com/company/cutting-tool-engineering	https://www.pinterest.com/ctepius/pins/	https://www.youtube.com/user/CTEplus/	https://instagram.com/ctepius/	https://vimeo.com/ctepius

	Twitter followers	Facebook followers	LinkedIn followers	Pinterest followers	YouTube views	Instagram followers	Vimeo views
Beginning Balance	32,700	20,000	6,793	827	1,843,891	1,577	238,800
January	34,000	21,000	6,821	840	1,852,262	1,577	251,600
February	34,900	21,000	6,843	855	1,860,873	1,577	257,400
March	35,600	21,000	6,877	870	1,870,212	1,577	268,300
April	35,700	21,000	6,932	886	1,876,897	1,577	282,200
May	35,600	21,000	7,000	894	1,883,784	1,577	288,700
June	35,500	21,000	7,000	897	1,890,002	1,780	295,900

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 include 1 source of circulation for a quantity of 11,564 copies or 17.8%, including 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.

Jacquelyn Ott, Circulation Manager

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	July 18, 2023
State	Illinois
County	Cook
Received by BPA Worldwide	July 18, 2023
Type	BD
ID Number	C164BRJ23

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.