# CUTTING TOOL ENGINEERING

## **BRAND REPORT**

FOR THE 6 MONTH PERIOD ENDED JUNE 2021



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**



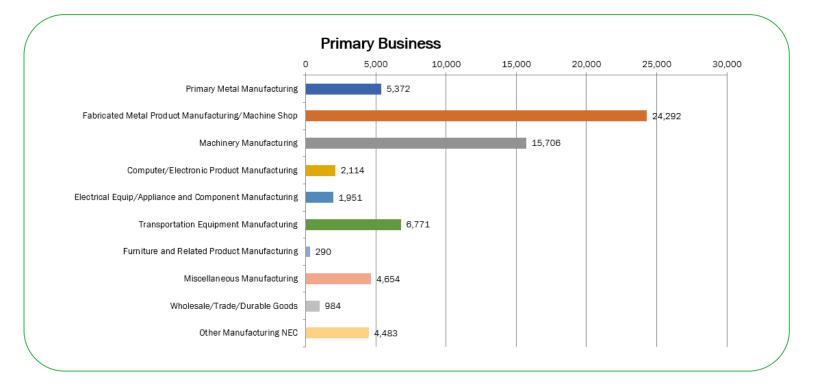
#### **EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>CUTTING TOOL ENGINEERING PRINT AND DIGITAL MAGAZINE</b> Unique Total* (6 issues in the period)	65,716	-	65,716
a. Print	53,532	-	53,532
b. Digital	13,628	-	13,628
(Coo Dougraph 2h for Course)			

(See Paragraph 3b for Source)

<sup>\*</sup>Unique Total represents unique recipients, not the sum of Print and Digital



UNIQUE TOTAL QUALIFIED CIRCULATION*	66,617	100.0	54,095	14,048
Other Titled & Non-Titled Personnel	3,679	5.5	2,975	879
Quality Assurance, Control Personnel	2,109	3.2	1,620	549
Purchasing Personnel	2,587	3.9	2,015	631
Design, R&D Personnel	1,527	2.3	1,112	489
Production Department Personnel (Non-Supervisory Position)	3,239	4.9	2,650	670
Production Manager (Supervise Production Personnel)	6,821	10.2	5,607	1,352
Engineering Department Personnel (Non-Supervisory Position)	7,402	11.1	5,361	2,328
Engineering Manager (Supervise Engineering Personnel)	5,642	8.5	4,300	1,508
Corporate Manager (Owner, Chairman, President, VP, GM or other Corporate Manager)	33,611	50.4	28,455	5,642
Classification by Title	Unique Total Qualified*	Percent	Print	Digital

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

Qualification Source	Print	Digital	Unique Total Qualified*	Percent
I. Direct Request:	54,095	14,048	66,617	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*	54,095	14,048	66,617	100.0
PERCENT	81.2	21.1	100.0	

<sup>\*</sup>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 MAY 2021

Mailing Address	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	54,036	14,007	66,523	99.9
Individuals by name only	58	40	93	0.1
Titles or functions only	1	1	1	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	54,095	14,048	66,617	100.0

<sup>\*</sup>Unique Total Qualified represents unique recipients, not the sum of Print and Digital

#### AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
6-Month Period Ended:	July – December 2018	January – June 2019	July – December 2019	January – June 2020	July – December 2020	January – June 2021*
Unique Total Audit Average Qualified***:	62,336	60,418	59,905	60,003	60,394	65,716
Unique Qualified Non- Paid***:	62,334	60,416	59,905	60,003	60,394	65,716
Print:	61,181	58,559	53,801	51,886	51,144	53,532
Digital:	1,153	1,857	6,176	8,586	10,121	13,628
Unique Qualified Paid***:	2	2	-		-	
Print:	2	2	-	-	-	-
Digital:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$104.64	\$100.49	**NC	**NC	**NC	**NC

<sup>\*</sup>NOTE: January – June 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 MAY 2021**

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	239	45	273		Kentucky	797	164	945	
New Hampshire	383	100	473		Tennessee	993	266	1,226	
Vermont	131	40	167		Alabama	691	163	840	
Massachusetts	1,180	303	1,451		Mississippi	325	67	390	
Rhode Island	245	48	277		EAST SO. CENTRAL	2,806	660	3,401	5.1
Connecticut	948	217	1,145		Arkansas	425	108	519	
NEW ENGLAND	3,126	753	3,786	5.7	Louisiana	534	102	624	
New York	1,908	558	2,410		Oklahoma	566	106	664	
New Jersey	975	246	1,173		Texas	3,250	815	3,986	
Pennsylvania	2,810	664	3,390		WEST SO. CENTRAL	4,775	1,131	5,793	8.7
MIDDLE ATLANTIC	5,693	1,468	6,973	10.5	Montana	137	22	157	
Ohio	3,945	963	4,791		Idaho	267	42	301	
Indiana	2,498	628	3,054		Wyoming	88	14	100	
Illinois	4,152	980	5,004		Colorado	729	188	889	
Michigan	4,027	933	4,833		New Mexico	185	27	209	
Wisconsin	2,715	690	3,311		Arizona	707	140	827	
EAST NO. CENTRAL	17,337	4,194	20,993	31.5	Utah	420	104	516	
Minnesota	1,653	374	1,992		Nevada	169	39	205	
Iowa	862	238	1,091		MOUNTAIN	2,702	576	3,204	4.8
Missouri	1,227	320	1,516		Alaska	26	6	32	
North Dakota	109	22	129		Washington	910	266	1,139	
South Dakota	176	41	206		Oregon	612	151	748	
Nebraska	337	81	409		California	4,503	1,092	5,466	
Kansas	732	157	872		Hawaii	22	3	25	
WEST NO. CENTRAL	5,096	1,233	6,215	9.3	PACIFIC	6,073	1,518	7,410	11.1
Delaware	62	15	75		UNITED STATES	53,992	13,006	65,473	98.3
Maryland	467	101	557		U.S. Territories	11	7	18	
Washington, DC	7	7	13		Canada	89	826	915	
Virginia	685	167	827		Mexico	-	20	20	
West Virginia	237	41	272		Other International	3	187	189	
North Carolina	1,346	320	1,633		APO/FPO	-	-	-	
South Carolina	679	163	826		Email Only	-	2	2	
Georgia	1,035	233	1,249		UNIQUE TOTAL				
Florida	1,866	426	2,246		QUALIFIED	54,095	14,048	66,617	100.0
SOUTH ATLANTIC	6,384	1,473	7,698	11.6	CIRCULATION*				

 $<sup>{}^{*}</sup>$ 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.

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 State County

Illinois Cook

July 28, 2021

Received by BPA Worldwide

July 28, 2021

Type

BD

**ID Number** 

C164B0J1

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.

<b>AVERAGE NON-QUALIFIED CIT</b>	RCULATION
Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	58
Advertiser and Agency	1,399
Allocated for Trade Shows and Conventions	-
All Other	1,555
TOTAL	3,012

	Total Q	ualified	Qualified	Non-Paid	Qualified Paid		
Qualified Circulation	Copies	Percent	Copies	Percent	Copies	Percent	
Individual	65,716	100.0	65,716	100.0	-	-	
Sponsored Individually Addressed	-	-	-	-	-	-	
Membership Benefit	-	-	-	-	-	-	
Multi-Copy Same Addressee	-	-	-	-	-	-	
Single Copy Sales	-	-	-	-	-	-	
TOTAL QUALIFIED CIRCULATION	65,716	100.0	65,716	100.0	-	-	

2021 Issue	Print	Digital	Unique Total Qualified*
lanuary	51,463	12,440	62,670
February	53,235	13,342	65,210
March	54,479	13,863	66,876
April	53,843	14,010	66,317
Мау	54,095	14,048	66,617
lune	54,080	14,062	66,606
Inique Total Qualified represents unique recipie	ents, not the sum of Print and Digital.		

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY	2021
This issue is 1.6% or 1.081 copies above the average of the other 5 issues reported in Paragra	aph 2.

					Classification by Title										
Business and Industry	Unique Total Qualified*	Percent of Total	Print	Digital	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	Othe		
Primary Metal Manufacturing	5,372	8.1	4,236	1,451	2,232	513	753	576	260	133	290	226	38		
abricated Metal Product Manufacturing/Machine Shop	24,292	36.4	20,671	3,986	14,880	1,506	1,609	2,639	1,172	346	709	672	7		
achinery Manufacturing	15,706	23.6	12,481	3,472	7,464	1,495	1,997	1,727	821	372	604	406	8		
omputer/Electronic Product Manufacturing	2,114	3.2	1,558	599	730	296	414	188	86	85	110	80	1		
ectrical Equip/Appliance and Component Manufacturing	1,951	2.9	1,463	549	662	285	352	153	93	74	106	82	1		
ansportation Equipment Manufacturing	6,771	10.2	5,436	1,420	2,970	706	1,012	746	332	188	279	257	2		
urniture and Related Product Manufacturing	290	0.4	228	77	123	24	34	31	20	8	22	7			
iscellaneous Manufacturing	4,654	7.0	3,681	1,156	1,999	397	632	424	241	165	209	206	3		
holesale/Trade/Durable Goods	984	1.5	791	254	542	39	75	43	17	12	62	16	1		
her Manufacturing NEC	4,483	6.7	3,550	1,084	2,009	381	524	294	197	144	196	157	5		
UNIQUE TOTAL QUALIFIED CIRCULATION*	66,617	100.0	54,095	14,048	33,611	5,642	7,402	6,821	3,239	1,527	2,587	2,109	3,6		

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<sup>\*</sup>Unique Total Qualified represents unique recipients, not the sum of Print and Digital.