

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.

CTE Publications, Inc.
1 Northfield Plaza, Suite 240
Northfield, IL 60093
Tel.: (847) 498-9100
Fax: (847) 559-4444
www.ctemag.com

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

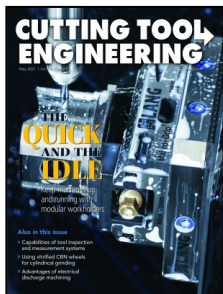
CUTTING TOOL ENGINEERING serves the following manufacturing industries: Primary Metal Manufacturing, Fabricated Metal Product Manufacturing/Machine Shop, Machinery Manufacturing, Computer/Electronic Product Manufacturing, Electrical Equipment/Appliance and Component Manufacturing, Transportation Equipment 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

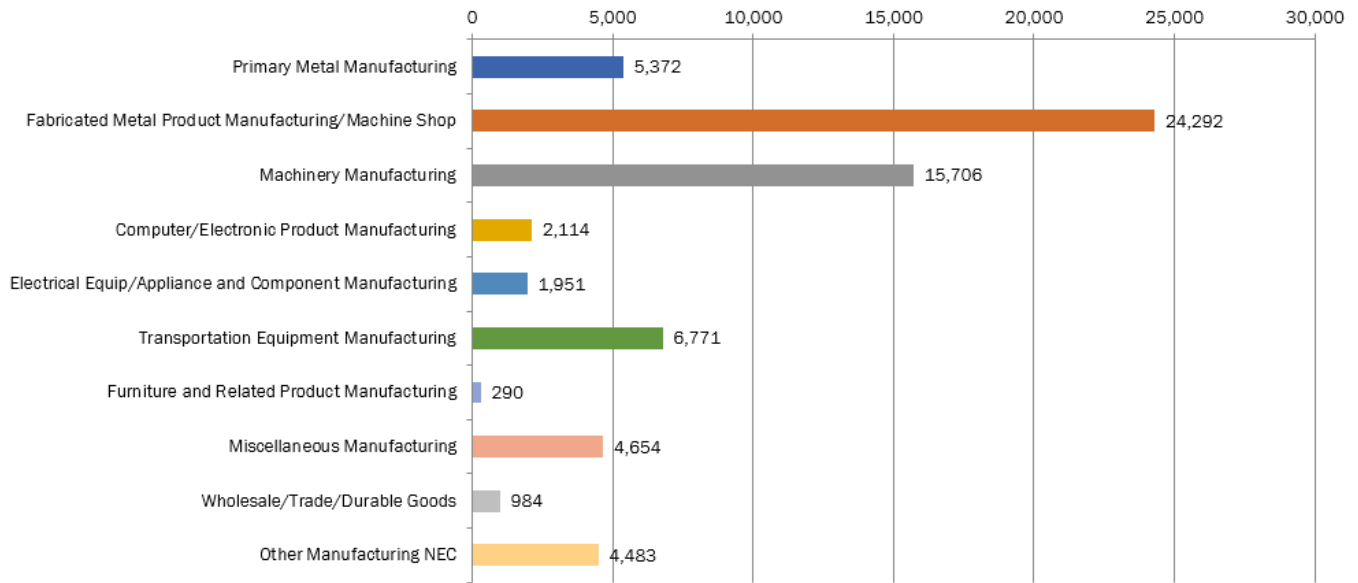
Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
CUTTING TOOL ENGINEERING PRINT AND DIGITAL MAGAZINE Unique Total* (6 issues in the period)	65,716	-	65,716
a. Print	53,532	-	53,532
b. Digital	13,628	-	13,628

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

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

*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.

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 July 28, 2021

State Illinois

County Cook

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.

AVERAGE NON-QUALIFIED CIRCULATION

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

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	65,716	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	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Print	Digital	Unique Total Qualified*
January	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
May	54,095	14,048	66,617
June	54,080	14,062	66,606

*Unique Total Qualified represents unique recipients, 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 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
Primary Metal Manufacturing	5,372	8.1	4,236	1,451	2,232	513	753	576	260	133	290	226	389
Fabricated 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	759
Machinery Manufacturing	15,706	23.6	12,481	3,472	7,464	1,495	1,997	1,727	821	372	604	406	820
Computer/Electronic Product Manufacturing	2,114	3.2	1,558	599	730	296	414	188	86	85	110	80	125
Electrical Equip/Appliance and Component Manufacturing	1,951	2.9	1,463	549	662	285	352	153	93	74	106	82	144
Transportation Equipment Manufacturing	6,771	10.2	5,436	1,420	2,970	706	1,012	746	332	188	279	257	281
Furniture and Related Product Manufacturing	290	0.4	228	77	123	24	34	31	20	8	22	7	21
Miscellaneous Manufacturing	4,654	7.0	3,681	1,156	1,999	397	632	424	241	165	209	206	381
Wholesale/Trade/Durable Goods	984	1.5	791	254	542	39	75	43	17	12	62	16	178
Other Manufacturing NEC	4,483	6.7	3,550	1,084	2,009	381	524	294	197	144	196	157	581
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	3,679

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