

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.

FIELD SERVED

CUTTING TOOL ENGINEERING serves the following manufacturing industries: Primary Metal Manufacturing, Fabricated Metal Product 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 and non-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
MAGAZINE**



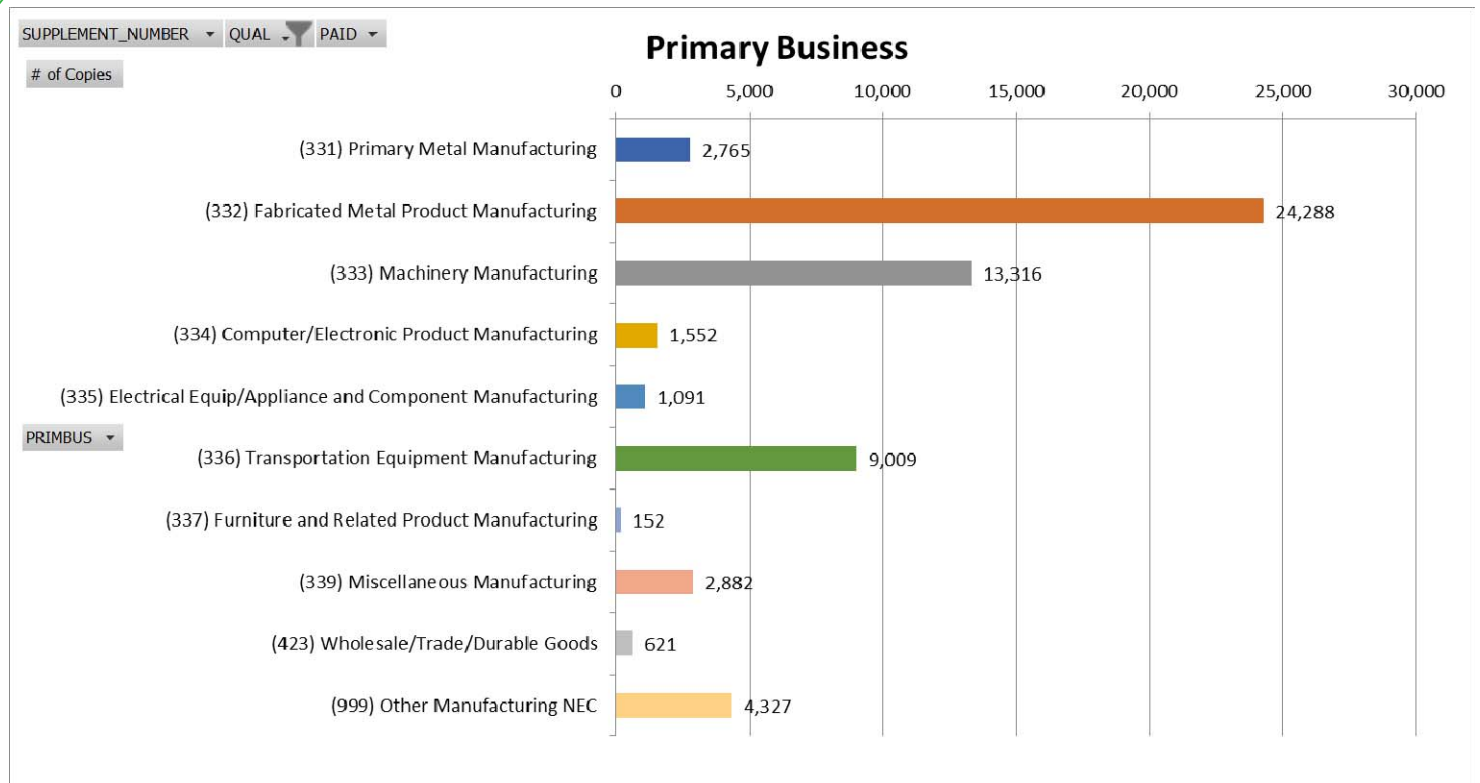
6 issues in the period
60,003 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
CUTTING TOOL ENGINEERING MAGAZINE (6 issues in the period)	60,003	-	60,003

(See Paragraph 3b for Format Type and Source)



Classification by Title	Unique Total Qualified*	Percent	Print	Digital
Corporate Manager (Owner, Chairman, President, VP, GM or other Corporate Manager)	33,200	55.3	29,577	3,804
Engineering Manager (Supervise Engineering Personnel)	4,889	8.2	3,986	987
Engineering Department Personnel (Non-Supervisory Position)	5,736	9.6	4,476	1,361
Production Manager (Supervise Production Personnel)	6,566	10.9	5,688	950
Production Department Personnel (Non-Supervisory Position)	2,791	4.7	2,381	450
Design, R&D Personnel	1,408	2.3	1,087	363
Purchasing Personnel	1,637	2.7	1,424	231
Quality Assurance, Control Personnel	1,314	2.2	1,116	206
Other Titled & Non-Titled Personnel	2,462	4.1	2,137	394
UNIQUE TOTAL QUALIFIED CIRCULATION*	60,003	100.0	51,872	8,746

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020

Qualification Source	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	41,882	18,121	-	51,872	8,746	60,003	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*	41,882	18,121	-	51,872	8,746	60,003	100.0
PERCENT	69.8	30.2	-	86.4	14.6	100.0	

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

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020

Mailing Address	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	51,833	8,721	59,940	99.9
Individuals by name only	39	25	63	0.1
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	51,872	8,746	60,003	100.0

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

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July - December 2017	January - June 2018	July - December 2018	January - June 2019	July - December 2019	January - June 2020*
Unique Total Audit Average Qualified***:	62,069	60,661	62,336	60,418	59,905	60,003
Unique Qualified Non-Paid***:	62,066	60,658	62,334	60,416	59,905	60,003
Print:	60,877	59,494	61,181	58,559	53,801	51,886
Digital:	1,189	1,164	1,153	1,857	6,176	8,586
Unique Qualified Paid***:	3	3	2	2	-	-
Print:	3	3	2	2	-	-
Digital:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$109.35	\$93.60	\$104.64	\$100.49	**NC	**NC

*NOTE: January - June 2020 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 2020

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	254	21	273		Kentucky	776	104	874	
New Hampshire	324	53	375		Tennessee	1,002	146	1,135	
Vermont	106	24	127		Alabama	711	81	787	
Massachusetts	1,063	154	1,199		Mississippi	297	35	332	
Rhode Island	242	17	255		EAST SO. CENTRAL	2,786	366	3,128	5.2
Connecticut	910	120	1,019		Arkansas	372	58	427	
NEW ENGLAND	2,899	389	3,248	5.4	Louisiana	510	51	558	
New York	1,708	268	1,953		Oklahoma	661	102	755	
New Jersey	880	110	980		Texas	3,103	550	3,619	
Pennsylvania	2,483	351	2,811		WEST SO. CENTRAL	4,646	761	5,359	8.9
MIDDLE ATLANTIC	5,071	729	5,744	9.6	Montana	148	13	160	
Ohio	3,734	565	4,237		Idaho	293	33	319	
Indiana	2,367	382	2,731		Wyoming	77	15	92	
Illinois	4,018	680	4,645		Colorado	701	106	796	
Michigan	4,069	623	4,632		New Mexico	181	23	203	
Wisconsin	2,529	424	2,910		Arizona	655	96	740	
EAST NO. CENTRAL	16,717	2,674	19,155	31.9	Utah	396	66	457	
Minnesota	1,569	201	1,757		Nevada	159	31	187	
Iowa	775	137	907		MOUNTAIN	2,610	383	2,954	4.9
Missouri	1,180	170	1,340		Alaska	29	6	35	
North Dakota	112	14	124		Washington	943	139	1,066	
South Dakota	161	26	181		Oregon	609	81	685	
Nebraska	289	53	340		California	4,543	643	5,130	
Kansas	670	90	754		Hawaii	23	3	26	
WEST NO. CENTRAL	4,756	691	5,403	9.0	PACIFIC	6,147	872	6,942	11.6
Delaware	70	7	76		UNITED STATES	51,770	7,719	58,875	98.1
Maryland	428	50	476		U.S. Territories	17	8	25	
Washington, DC	9	3	12		Canada	83	871	954	
Virginia	636	101	732		Mexico	-	14	14	
West Virginia	204	29	232		Other International	2	133	134	
North Carolina	1,219	182	1,387		APO/FPO	-	-	-	
South Carolina	709	89	793		Email Only	-	1	1	
Georgia	1,058	138	1,190						
Florida	1,805	255	2,044		UNIQUE TOTAL QUALIFIED CIRCULATION*	51,872	8,746	60,003	100.0
SOUTH ATLANTIC	6,138	854	6,942	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.

Megan Kommes, Audience 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 28, 2020

State Illinois

County Cook

Received by BPA Worldwide July 28, 2020

Type BD

ID Number C164B0J0

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	60
Advertiser and Agency	1,459
Allocated for Trade Shows and Conventions	-
All Other	1,631
TOTAL	3,150

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	60,003	100.0	60,003	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	60,003	100.0	60,003	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Print	Digital	Unique Total Qualified*
January	51,986	8,236	60,003
February	51,977	8,259	60,003
March	51,906	8,619	60,003
April	51,892	8,704	60,003
May	51,872	8,746	60,003
June	51,682	8,952	60,003

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

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020

This issue is equal to the average of the other 5 issues reported in Paragraph 2.
North American Industrial Classification System (NAICS) is a numerical coding system developed jointly by the Economic Classification Policy Committee of the Office of Management and Budget as well as Statistics Canada and Mexico. Copies of the NAICS Manual can be purchased from the Superintendent of Documents of the U.S. Government Printing Office, Washington, D.C. 20402 (Classification based on 2017 NAICS Manual).

NAICS Code	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
331	Primary Metal Manufacturing	2,765	4.6	2,268	685	1,232	269	386	334	150	99	76	65	154
332	Fabricated Metal Product Manufacturing	24,288	40.5	21,584	2,819	15,679	1,408	1,341	2,704	1,108	301	607	567	573
333	Machinery Manufacturing	13,316	22.2	11,262	2,130	6,835	1,274	1,487	1,549	702	349	332	214	574
334	Computer/Electronic Product Manufacturing	1,552	2.6	1,250	312	581	245	266	155	78	88	39	38	62
335	Electrical Equip/Appliance and Component Manufacturing	1,091	1.8	850	254	411	178	214	95	51	57	19	21	45
336	Transportation Equipment Manufacturing	9,009	15.0	7,879	1,170	4,337	869	1,174	1,060	357	241	383	259	329
337	Furniture and Related Product Manufacturing	152	0.3	116	37	77	15	17	15	11	4	8	1	4
339	Miscellaneous Manufacturing	2,882	4.8	2,442	549	1,345	255	374	284	145	118	61	66	234
423	Wholesale/Trade/Durable Goods	621	1.0	547	102	354	20	41	20	8	8	27	7	136
999	Other Manufacturing NEC	4,327	7.2	3,674	688	2,349	356	436	350	181	143	85	76	351
UNIQUE TOTAL QUALIFIED CIRCULATION*		60,003	100.0	51,872	8,746	33,200	4,889	5,736	6,566	2,791	1,408	1,637	1,314	2,462

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