

## BUSINESS PUBLICATION

### Publisher's Statement

6 months ended December 31, 2017

*Subject to Audit*

### Field Served:

Serves the original equipment manufacturing (OEM) and in-plant design markets.



<b>TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION</b>		<b>18,396</b>
<b>AVERAGE QUALIFIED NONPAID CIRCULATION</b>		
Qualified Nonpaid Individual - Print		11,828
Qualified Nonpaid Individual - Digital		3,705
Qualified Nonpaid Individual - Print & Digital (Unduplicated)		2,863
<b>Total Qualified Nonpaid Individual</b>		<b>18,396</b>
<b>Total Average Qualified Nonpaid Circulation</b>		<b>18,396</b>

<b>AVERAGE NONQUALIFIED CIRCULATION</b>		
Nonqualified Allocated for Shows & Conventions - Print		100
<b>Total Nonqualified Allocated for Shows &amp; Conventions</b>		<b>100</b>
Nonqualified Miscellaneous, Including Staff Copies - Print		341
Nonqualified Miscellaneous, Including Staff Copies - Digital		3,664
Nonqualified Miscellaneous, Including Staff Copies - Print & Digital (Unduplicated)		54
<b>Total Nonqualified Miscellaneous, Including Staff Copies</b>		<b>4,059</b>
<b>Total Average Nonqualified Circulation</b>		<b>4,159</b>

<b>AVERAGE CIRCULATION BY ISSUES</b>					
Issue		Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
Sep		12,045	3,825	2,560	18,430
Oct		11,735	3,698	2,954	18,387
Nov/Dec		11,703	3,592	3,075	18,370

**BUSINESS/OCCUPATIONAL ANALYSIS**

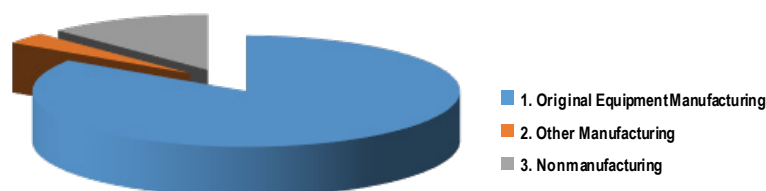
Classification by Business & Industry	Total Qualified Nonpaid	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Classification by Occupation*										
						1	2	3	4	5	6 Engineering			9	12	13
						Executive Management	Administrative Management	Maintenance Management/Engineering	Purchasing	Plant/Production Operations	(a) Plant Engineering	(b) Technicians, Technologists	(c) Engineering Titles n.e.c.	Design Engineering/Research & Development	Other Qualified Personnel n.e.c.	Copies Addressed by Company Name only
<b>Original Equipment Manufacturing</b>																
Furniture and Fixtures	1,096	6.0	686	296	114	667	67	26	36	175	17	16	20	72		
Fabricated Metal Products	2,973	16.2	2,202	320	451	1,285	198	76	158	459	184	102	140	304	67	
Industrial Machinery and Equipment	2,444	13.3	1,488	568	388	1,140	188	47	70	362	156	67	104	276	34	
Electronic and Other Electric Equipment	2,698	14.7	1,430	718	550	827	205	76	113	355	208	249	235	393	37	
Transportation Equipment	588	3.2	369	95	124	163	35	29	22	109	54	24	57	84	11	
Measuring, Analyzing, and Controlling Instruments: Photographic, Medical and Optical Goods; Watches and Clocks	1,664	9.0	1,051	339	274	419	117	62	81	197	150	166	171	281	20	
Miscellaneous Manufacturing Industries	4,029	21.9	2,917	586	526	1,678	352	121	154	669	280	217	216	325	17	
<b>Sub-Total Original Equipment Manufacturing</b>	<b>15,492</b>	<b>84.3</b>	<b>10,143</b>	<b>2,922</b>	<b>2,427</b>	<b>6,179</b>	<b>1,162</b>	<b>437</b>	<b>634</b>	<b>2,326</b>	<b>1,049</b>	<b>841</b>	<b>943</b>	<b>1,735</b>	<b>186</b>	
<b>Other Manufacturing</b>																
Food and Kindred Products	64	0.3	37	6	21	10	5	5	4	8	11	7	4	10		
Tobacco Products	2	0.0	1	1				1						1		
Textile Mill Products	17	0.1	9	4	4	4	1	2		3	2	1	1	3		
Apparel and Other Finished Products, Made from Fabrics and Similar Materials	15	0.1	6	3	6	5	1	1	1	1		2	1	2	1	
Lumber and Wood Products, Except Furniture	43	0.2	29	4	10	18	1	4	2	5	3	2	1	7		
Paper and Allied Products	31	0.2	24	1	6	2	1	2	3	3	7	7	3	2	1	
Printing, Publishing, and Allied Industries	35	0.2	19	9	7	10	5		2	4	4	1		6	3	
Chemicals and Allied Products	56	0.3	30	7	19	10		6	3	5	11	8	4	7	2	
Petroleum Refining and Related Industries	33	0.2	16	7	10	10	4	1		1	3	2	3	5	4	
Rubber and Miscellaneous Plastics Products	87	0.5	58	11	18	27	8	2	6	9	12	10	3	10		
Leather and Leather Products	2	0.0	2			1	1									
Stone, Clay, Glass, and Concrete Products	21	0.1	11	2	8	3	1	1	4	1	3	4	1	3		
Primary Metal Industries	197	1.1	131	18	48	80	16	10	10	27	16	6	15	15	2	
<b>Sub-Total Other Manufacturing</b>	<b>603</b>	<b>3.3</b>	<b>373</b>	<b>73</b>	<b>157</b>	<b>180</b>	<b>44</b>	<b>35</b>	<b>35</b>	<b>67</b>	<b>72</b>	<b>50</b>	<b>36</b>	<b>71</b>	<b>13</b>	
<b>Sub-Total Manufacturing</b>	<b>16,095</b>	<b>87.6</b>	<b>10,516</b>	<b>2,995</b>	<b>2,584</b>	<b>6,359</b>	<b>1,206</b>	<b>472</b>	<b>669</b>	<b>2,393</b>	<b>1,121</b>	<b>891</b>	<b>979</b>	<b>1,806</b>	<b>199</b>	
<b>Nonmanufacturing</b>																
Agriculture, Forestry, and Fishing, Mining	41	0.2	23	6	12	13		1	2	5	5	4	3	5	3	
Construction	52	0.3	29	10	13	25	4	3	1	6	6	4	1	2		
Transportation, Communications, Electric, Gas and Sanitary Services	514	2.8	174	218	122	189	26	19	6	58	41	66	58	43	8	
Wholesale Trade	374	2.0	226	77	71	144	87	3	16	57	14	19	12	10	12	
Retail Trade	67	0.4	40	18	9	29	12		8	6	3	3		6		
Finance, Insurance, and Real Estate	5	0.0	1		4	1	2			1					1	
Engineering Services, Architectural Services, Surveying Services	656	3.6	367	136	153	207	36	14	13	43	76	56	86	114	11	
Services (excluding Engineering, Architectural, Surveying Services)	236	1.3	120	61	55	29	17	8	2	13	11	84	16	19	37	
Public Administration	205	1.1	102	55	48	11	10	18	3	16	6	92	17	19	13	
Others Allied to the Field	125	0.7	105	16	4	32	14	7	7	9	7	16	4	4	25	
<b>Sub-Total Nonmanufacturing</b>	<b>2,275</b>	<b>12.4</b>	<b>1,187</b>	<b>597</b>	<b>491</b>	<b>680</b>	<b>208</b>	<b>73</b>	<b>58</b>	<b>214</b>	<b>169</b>	<b>344</b>	<b>197</b>	<b>222</b>	<b>110</b>	
<b>Total Qualified Circulation</b>	<b>18,370</b>	<b>100.0</b>	<b>11,703</b>	<b>3,592</b>	<b>3,075</b>	<b>7,039</b>	<b>1,414</b>	<b>545</b>	<b>727</b>	<b>2,607</b>	<b>1,290</b>	<b>1,235</b>	<b>1,176</b>	<b>2,028</b>	<b>309</b>	

\*See Notes for Descriptions of Classification.

SUPPLEMENTAL ANALYSIS								
US-SIC	Classification by Business & Industry	Total Qualified			Canada		Outside Canada	
		Units	Copies	%	Units	Copies	Units	Copies
	<b>Original Equipment Manufacturing</b>							
25	Furniture and Fixtures	837	1,096	6.0	837	1,095		1
34	Fabricated Metal Products	2,117	2,973	16.2	2,116	2,972	1	1
35	Industrial Machinery and Equipment	1,793	2,444	13.3	1,793	2,444		
36	Electronic and Other Electric Equipment	1,882	2,698	14.7	1,882	2,698		
37	Transportation Equipment	345	588	3.2	345	588		
38	Measuring, Analyzing, and Controlling Instruments: Photographic, Medical and Optical Goods; Watches and Clocks	1,059	1,664	9.0	1,058	1,663	1	1
39	Miscellaneous Manufacturing Industries	3,082	4,029	21.9	3,081	4,027	1	2
	<b>Sub-Total Original Equipment Manufacturing</b>	<b>11,115</b>	<b>15,492</b>	<b>84.3</b>	<b>11,112</b>	<b>15,487</b>	<b>3</b>	<b>5</b>
	<b>Other Manufacturing</b>							
20	Food and Kindred Products	51	64	0.3	51	64		
21	Tobacco Products	2	2	0.0	2	2		
22	Textile Mill Products	12	17	0.1	12	17		
23	Apparel and Other Finished Products, Made From Fabrics and Similar Materials	12	15	0.1	12	15		
24	Lumber and Wood Products, Except Furniture	35	43	0.2	35	43		
26	Paper and Allied Products	24	31	0.2	24	31		
27	Printing, Publishing, and Allied Industries	27	35	0.2	27	34		1
28	Chemicals and Allied Products	48	56	0.3	48	56		
29	Petroleum Refining and Related Industries	27	33	0.2	27	33		
30	Rubber and Miscellaneous Plastics Products	70	87	0.5	70	87		
31	Leather and Leather Products	2	2	0.0	2	2		
32	Stone, Clay, Glass, and Concrete Products	19	21	0.1	19	21		
33	Primary Metal Industries	150	197	1.1	150	197		
	<b>Sub-Total Other Manufacturing</b>	<b>479</b>	<b>603</b>	<b>3.3</b>	<b>479</b>	<b>602</b>		<b>1</b>
	<b>Sub-Total Manufacturing</b>	<b>11,594</b>	<b>16,095</b>	<b>87.6</b>	<b>11,591</b>	<b>16,089</b>	<b>3</b>	<b>6</b>
	<b>Nonmanufacturing</b>							
01-14	Agriculture, Forestry, and Fishing, Mining	34	41	0.2	34	41		
15-17	Construction	46	52	0.3	46	52		
40-49	Transportation, Communications, Electric, Gas and Sanitary Services	442	514	2.8	442	513		1
50-51	Wholesale Trade	304	374	2.0	304	374		
52-59	Retail Trade	61	67	0.4	61	67		
60-67	Finance, Insurance, and Real Estate	4	5	0.0	4	5		
871	Engineering Services, Architectural Services, Surveying Services	536	656	3.6	536	655		1
70-89	Services (Excluding Engineering, Architectural, Surveying Services)	180	236	1.3	172	227	8	9
90-97	Public Administration	161	205	1.1	161	205		
99	Others Allied to the Field	100	125	0.7	90	115	10	10
	<b>Sub-Total Nonmanufacturing</b>	<b>1,868</b>	<b>2,275</b>	<b>12.4</b>	<b>1,850</b>	<b>2,254</b>	<b>18</b>	<b>21</b>
	<b>Total Qualified Circulation</b>	<b>13,462</b>	<b>18,370</b>	<b>100.0</b>	<b>13,441</b>	<b>18,343</b>	<b>21</b>	<b>27</b>

\*A unit is an establishment primarily engaged in one type of economic activity at a single physical location.

Qualified Circulation by Industry			
	Industry	Copies	%
1.	Original Equipment Manufacturing	15,492	84.3
2.	Other Manufacturing	603	3.3
3.	Nonmanufacturing	2,275	12.4
	<b>Total Qualified Circulation</b>	<b>18,370</b>	<b>100.0</b>



1. EXECUTIVE MANAGEMENT: includes President, Vice-President, Director, General Manager, Owner, Partner, Proprietor, Principal.
2. ADMINISTRATIVE MANAGEMENT: includes Administrative Manager, Managers, Branch Manager, Consultant, Divisional Managers, Marketing Manager, Manager Information Services, Systems Analyst, Systems Manager.
3. MAINTENANCE MANAGEMENT/ENGINEERING: includes Equipment Maintenance Director, Maintenance Superintendent, Plant Maintenance Manager, Vice-President Maintenance, Manager Engineering Maintenance, Maintenance Engineer.
4. PURCHASING: includes Purchasing Agent, Purchasing Engineer, Purchasing Manager, Buyer.
5. PLANT/PRODUCTION OPERATIONS: includes Manager Factory Engineering, Manager Operations Engineering, Operations Manager, Plant Manager, Plant Superintendent, Shop Superintendent, Superintendent of Operations, Project Supervisor, Manager Production Engineering, Production Engineer, Production Manager, Manufacturing Manager.
6. ENGINEERING: includes Chief Engineer, Director of Engineering, Electrical Engineer, Equipment Engineer, Industrial Engineer, Industrial Machinery and Tools Engineer, Mechanical Engineer, Vice-President Engineering, Plant Engineer, Chemical Engineer, Engineering Supervisor, Engineering Superintendent, Planning Engineer, Manager Engineering, Manager Operations and Engineering, Engineering Technician, Engineering Technologist, Technologist, Technician, Technical Manager, Technical Supervisor, Civil Engineer, Aerospace Engineer, Consulting Engineer, Other Engineering Titles.
9. DESIGN ENGINEERING/RESEARCH & DEVELOPMENT: includes Chief Design Operator, Design Draftsman, Design Engineer, Design Manager, Design Technician, Designer, Electrical Designer, Industrial Designer, Packaging Development Manager, Product Designer, Project Engineer, Project Designer, Structural Design Engineer, Supervisor of Design, Tool Designer, Director Packaging, Draftsmen, Vice-President Design Engineering, Group Leader, Methods Engineer, Director Research and Development, Research Engineer, Quality Control Engineer, Testing Engineer.
12. OTHER QUALIFIED PERSONNEL, n.e.c.includes others allied to the field.
13. COPIES ADDRESSED BY COMPANY NAME ONLY, including libraries.

AGE OF SOURCE ANALYSIS								
Source	Print	Digital	Print & Digital (Unduplicated)	Qualified Within				
				1 Year	2 Years	3 Years	Total	%
<b>Total Direct Request From Recipient</b>	<b>11,309</b>	<b>3,471</b>	<b>2,972</b>	<b>14,510</b>	<b>2,579</b>	<b>663</b>	<b>17,752</b>	<b>96.6</b>
<b>Total Direct Request From Recipient's Company</b>	<b>310</b>	<b>96</b>	<b>81</b>	<b>158</b>	<b>165</b>	<b>164</b>	<b>487</b>	<b>2.7</b>
<b>Total Communication Other Than Request</b>								
Association								
Business Directories	84	25	22	131			131	0.7
Lists								
Acquired Circulation								
Other Sources								
<b>Total Qualified Subscriptions</b>	<b>11,703</b>	<b>3,592</b>	<b>3,075</b>	<b>14,799</b>	<b>2,744</b>	<b>827</b>	<b>18,370</b>	<b>100.0</b>
<b>Percent</b>	<b>63.7</b>	<b>19.6</b>	<b>16.7</b>	<b>80.6</b>	<b>14.9</b>	<b>4.5</b>	<b>100.0</b>	

MAILING ADDRESS ANALYSIS					
	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	%
Individual by Name and Title and/or Occupation	11,658	3,592	3,074	18,324	99.8
Individual by Name Only	37		1	38	0.2
Title or Occupation Only	1			1	0.0
Company Name Only	7			7	0.0
Multicopy Same Addressee					
<b>Total Qualified Subscriptions</b>	<b>11,703</b>	<b>3,592</b>	<b>3,075</b>	<b>18,370</b>	<b>100.0</b>
<b>Total Qualified Circulation</b>	<b>11,703</b>	<b>3,592</b>	<b>3,075</b>	<b>18,370</b>	<b>100.0</b>

GEOGRAPHIC ANALYSIS					
Province	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Units
Alberta	850	341	187	1,378	1,092
British Columbia	1,069	377	205	1,651	1,265
Manitoba	315	119	84	518	386
New Brunswick	224	62	33	319	227
Newfoundland/Labrador	90	29	7	126	110
Northwest Territories	2	1		3	3
Nova Scotia	243	94	45	382	271
Nunavut	1			1	1
Ontario	6,022	1,304	1,917	9,243	6,612
Prince Edward Island	32	11	3	46	35
Quebec	2,618	1,172	557	4,347	3,190
Saskatchewan	213	75	36	324	259
Yukon Territory	4	1		5	5
Canadian Unclassified					
<b>TOTAL CANADA</b>	<b>11,683</b>	<b>3,586</b>	<b>3,074</b>	<b>18,343</b>	<b>13,456</b>
United States	16	6	1	23	5
Military or Civilian Personnel Overseas					
Other International	4			4	1
<b>Total International</b>	<b>20</b>	<b>6</b>	<b>1</b>	<b>27</b>	<b>6</b>
E-mail Address Only					
Other Unclassified					
<b>GRAND TOTAL</b>	<b>11,703</b>	<b>3,592</b>	<b>3,075</b>	<b>18,370</b>	<b>13,462</b>

## NOTES

**Definition of Recipient Qualification:**

Qualified recipients are: individuals in the following areas: Design Engineering; Research and Development, Engineering Management; Design of Equipment for in-plant use; Standards Testing, Evaluation and Quality Control; and other related areas of activity. Also qualified are Educational Institutions; Government Establishments, Libraries, and other job functions allied to the field.

**Rounding %:** Due to rounding, percentages may not always add up to 100%.

**Analyzed Issue:** The information in Business/Occupational Analysis; Age of Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the November/December 2017 issue.

**Age of Source Projection:** The figures used are based on percentages established for the May/June 2017 issue and projected against the totals for the November/December 2017 issue.

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We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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**Format:** Standard

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