BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED DECEMBER 2013

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.

BPA WORLDWIDE BRAND REPORT

BNP Media II, LLC
2401 W. Big Beaver Road
Suite 700
Troy, MI 48084-3333
Tel. No.: (248) 362-3700
Fax No.: (248) 362-0317
www.qualitymag.com

Scan for publisher's contact information

Quality MAGAZINE is a B2B brand intended for those manufacturing professionals involved with quality assurance and process improvement. The editorial scope of the brand reports on sound metrology methods, statistical analysis and the process improvement techniques needed to significantly improve quality on the shop floor and in manufacturing planning.

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.

CHANNELS

Quality MAGAZINE

7 issues in the period
50,015 average circulation

Quality MAGAZINE E-NEWSLETTER

24 issued in the period
24,107 average per occurrence

Quality MAGAZINE WEBSITE

22,705 average unique browsers

Quality MAGAZINE SOCIAL MEDIA

7,350 average LinkedIn group members
5,217 average Twitter followers
889 average Facebook likes

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
Quality MAGAZINE (7 issues in the period)	50,011	4	50,015
a. Print	41,069	4	41,073
b. Digital	8,942	-	8,942
1. Requested	8,942	-	8,942
2. Non-Requested	-	-	-
Quality MAGAZINE E-NEWSLETTER			
a. Quality Update E-Newsletter - (24 issued in the period)	24,107	-	24,107
Quality MAGAZINE WEBSITE (Monthly Unique Browsers with 47,349 average Page Impressions – Note 1)	22,705	-	22,705
Quality MAGAZINE SOCIAL MEDIA			
a. Linkedin group members	7,350	-	7,350
b. Twitter followers	5,217	-	5,217
c. Facebook likes	889	-	889

Note 1: Unique Browsers: See Website Glossary in Channel Profile.

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Duplication is identified or has been eliminated within each channel;
no attempt has been made to identify or eliminate duplication that may exist across media channels.

FIELD SERVED
Quality MAGAZINE serves those involved in aerospace products/parts, computer & electronics products, including consumer, electrical equipment, appliances & components, energy industry, fabricated metal products, furniture & fixtures, machinery, medical equipment & supplies, motor vehicle, body, trailers, parts, plastics & rubber, primary metals, test & measurement equipment, transportation equipment, miscellaneous manufacturing and others allied to the field as shown in Paragraph 3a.

DEFINITION OF RECIPIENT QUALIFICATION
Qualified recipients are titled individuals in corporate/executive mgmt., quality mgmt., quality engineering, manufacturing/operations/production/supply chain mgmt., manufacturing engineering, engineering, research & development, purchasing and other functions and functions not available as shown in Paragraph 3a.

PURPOSE
Included herein is a supplementary analysis of individuals who recommend, specify and/or buy: coordinate measuring machines (CMMs); automatic gauging equipment; handheld gauges; surface analysis equipment; form measurement equipment; linear measurement equipment; non-contact inspection/measurement; materials test; environmental test; non-destructive test (NDT); data collection/acquisition; quality software; registration & certification services; calibration equipment & services; color measurement & appearance equipment; production equipment; vision systems components and/or sensors.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	68
Advertiser and Agency	1,936
Allocated for Trade Shows and Conventions	-
All Other	1,627
TOTAL	**3,631**

1. AVERAGE QUALIFIED CIRCULATION FOR MAGAZINE FOR THE PERIOD

	Total Qualified		Qualified Non-Paid		Qualified Paid	
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent
Individual	50,015	100.0	50,011	100.0	4	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi–Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**50,015**	**100.0**	**50,011**	**100.0**	**4**	**-**

1. AVERAGE QUALIFIED CIRCULATION FOR MAGAZINE FOR THE PERIOD - PRINT

	Total Qualified		Qualified Non-Paid		Qualified Paid	
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent
Individual	41,073	100.0	41,069	100.0	4	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi–Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**41,073**	**100.0**	**41,069**	**100.0**	**4**	**-**

1. AVERAGE QUALIFIED CIRCULATION FOR MAGAZINE FOR THE PERIOD - DIGITAL

	Total Qualified		Qualified Non-Paid		Qualified Paid	
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent
Individual	8,942	100.0	8,942	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi–Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**8,942**	**100.0**	**8,942**	**100.0**	**-**	**-**

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2013	Number Removed	Number Added	Print	Digital	Total Qualified
July	230	232	40,870	9,136	50,006
August	170	169	41,002	9,003	50,005
September	102	116	41,130	8,889	50,019
October	101	105	41,108	8,915	50,023
November	285	273	41,118	8,893	50,011
Buyer's Guide	-	-	41,118	8,893	50,011
December	48	71	41,169	8,865	50,034
TOTAL	**936**	**966**			

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no attempt has been made to identify or eliminate duplication that may exist across media channels.

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2013
This issue is -% or 5 copies below the average of the other 5 issues reported in Paragraph 2.

					CLASSIFICATION BY FUNCTION								
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	Corporate/ Executive Mgmt. (Note 1)	Quality Mgmt. (Note 2)	Quality Engineering	Manufac-turing/ Operations/ Production/ Supply Chain Mgmt.	Manufac-turing Engineering	Engineering (Note 3)	Research & Development	Purchasing	Other Functions and Functions Not Available
Aerospace Products/Parts	6,209	12.4	5,032	1,177	1,189	1,599	933	794	739	799	101	49	6
Computer & Electronics Products, including Consumer	4,508	9.0	3,613	895	1,068	779	416	629	685	734	97	48	52
Electrical Equipment, Appliances & Components (Note 4)	3,457	6.9	2,895	562	773	595	306	593	529	473	81	32	75
Energy Industry	2,082	4.2	1,692	390	395	424	192	372	221	412	39	19	8
Fabricated Metal Products	8,185	16.4	7,060	1,125	2,322	1,876	591	1,700	887	563	69	132	45
Furniture & Fixtures	475	0.9	410	65	198	52	29	105	39	32	8	9	3
Machinery (Note 5)	5,055	10.1	4,337	718	1,346	915	396	959	721	570	76	70	2
Medical Equipment & Supplies	3,479	7.0	2,789	690	730	892	404	451	424	347	141	34	56
Motor Vehicle, Body, Trailers, Parts	3,820	7.6	3,164	656	622	792	606	654	580	449	69	44	4
Plastics & Rubber	4,226	8.4	3,271	955	1,124	908	302	821	377	470	168	51	5
Primary Metals (Note 6)	1,641	3.3	1,444	197	330	449	189	302	166	162	18	15	10
Test & Measurement Equipment (Note 7)	1,152	2.3	869	283	264	236	107	136	117	226	46	9	11
Transportation Equipment (Note 8)	1,335	2.7	1,115	220	198	301	177	238	214	169	21	16	1
Miscellaneous Manufacturing (Note 9)	4,037	8.1	3,256	781	1,022	824	253	901	376	440	100	93	28
Others Allied to the Field	350	0.7	171	179	84	43	111	24	43	12	12	2	19
TOTAL QUALIFIED CIRCULATION	**50,011**	**100.0**	**41,118**	**8,893**	**11,665**	**10,685**	**5,012**	**8,679**	**6,118**	**5,858**	**1,046**	**623**	**325**
PERCENT	**100.0**		**82.2**	**17.8**	**23.3**	**21.4**	**10.0**	**17.4**	**12.2**	**11.7**	**2.1**	**1.3**	**0.6**

Note 1: Corporate/Executive Mgmt. includes owner, partner, chairman, president, C-level officer, vice president, director, financial and senior supply chain title.
Note 2: Quality Mgmt. may include continuous improvement manager/director/coordinator, compliance director/manager, corporate QA/QC manager, director of QA/QC, director of Six Sigma, group manager quality, inspection manager/coordinator, inspection supervisor/manager, lead manufacturing manager/director, plant quality manager, process manager, product assurance manager/coordinator, QA/QC coordinator, QA/QC foreman, QA/QC leader, QA/QC manager, QA/QC supervisor, quality systems manager, quality team leader, reliability director/manager, safety manager/director senior QA/QC manager, test manager/director, VP quality and VP regulatory affairs.
Note 3: Engineering includes application engineering, consulting engineering, design engineering, lab/R&D engineering, metallurgical engineering, plant engineering, process engineering, production engineering, technical engineering and other engineering.
Note 4: Electrical Equipment, Appliances & Components include commercial appliances & vending machines, electrical housewares & portable appliances, household cooking, household laundry, water processing appliances and other electrical equipment, appliances & components.
Note 5: Machinery includes air conditioning & refrigeration equipment, commercial, industrial, process equipment and other machinery.
Note 6: Primary Metals include ferrous, non-ferrous and other primary metals.
Note 7: Test & Measurement Equipment includes coatings, control instruments, electromedical, navigation and other test & measurement equipment.
Note 8: Transportation Equipment includes farm equipment and other transportation equipment.
Note 9: Miscellaneous Manufacturing includes consumers goods and other miscellaneous manufacturing.

SUPPLEMENTARY DATA FOR ISSUE OF NOVEMBER 2013

This is an analysis of 43,943 recipients or 87.9% who responded to the question, "Which of the following products do you recommend, specify, and/or buy in your job?" (See link to questionnaire used to elicit this data on the back of this report). Since any one respondent may have checked more than one response, the totals for each of these products should not be added together as the total may exceed the total circulation. This data is presented for statistical and marketing purposes only.

QUALITY BUYING INFLUENCE	Respondents	Percent of Total
Coordinate Measuring Machines (CMMs)	20,188	40.4
Automatic Gauging Equipment	19,834	39.7
Handheld Gauges	29,223	58.4
Surface Analysis Equipment	18,547	37.1
Form Measurement Equipment	17,461	34.9
Linear Measurement Equipment	22,248	44.5
Non-Contact Inspection/Measurement	19,333	38.7
Materials Test	21,405	42.8
Environmental Test	14,482	29.0
Non-Destructive Test (NDT)	18,014	36.0
Data Collection/Acquisition	21,592	43.2
Quality Software	21,694	43.4
Registration & Certification Services	17,238	34.5
Calibration Equipment & Services	24,238	48.5
Color Measurement & Appearance Equipment	11,981	24.0
Production Equipment	22,601	45.2
Vision Systems Components and/or Sensors	14,908	29.8

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2013

QUALIFICATION SOURCE	Qualified Within 1 Year	2 Years	3 Years	Print	Digital	Total Qualified	Percent
I. Direct Request:	**30,477**	**18,996**	-	**40,580**	**8,893**	**49,473**	**98.9**
II. Request from recipient's company:	**538**	-	-	**538**	-	**538**	**1.1**
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (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:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**31,015**	**18,996**	-	**41,118**	**8,893**	**50,011**	**100.0**
PERCENT	**62.0**	**38.0**	-	**82.2**	**17.8**	**100.0**	

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2013*

State	Print	Digital	Total	Percent
Maine	132	30	162	
New Hampshire	318	40	358	
Vermont	118	19	137	
Massachusetts	1,246	254	1,500	
Rhode Island	173	37	210	
Connecticut	951	166	1,117	
NEW ENGLAND	2,938	546	3,484	7.0
New York	1,908	364	2,272	
New Jersey	886	172	1,058	
Pennsylvania	2,188	379	2,567	
MIDDLE ATLANTIC	4,982	915	5,897	11.8
Ohio	2,954	606	3,560	
Indiana	1,525	302	1,827	
Illinois	3,010	518	3,528	
Michigan	2,326	492	2,818	
Wisconsin	1,843	329	2,172	
EAST NO. CENTRAL	11,658	2,247	13,905	27.8
Minnesota	1,342	244	1,586	
Iowa	567	117	684	
Missouri	763	157	920	
North Dakota	86	16	102	
South Dakota	121	28	149	
Nebraska	292	59	351	
Kansas	501	84	585	
WEST NO. CENTRAL	3,672	705	4,377	8.8
Delaware	81	17	98	
Maryland	438	86	524	
Washington, DC	33	4	37	
Virginia	628	119	747	
West Virginia	162	14	176	
North Carolina	1,160	223	1,383	
South Carolina	641	135	776	
Georgia	874	217	1,091	
Florida	1,440	338	1,778	
SOUTH ATLANTIC	5,457	1,153	6,610	13.2
Kentucky	552	112	664	
Tennessee	874	174	1,048	
Alabama	524	112	636	
Mississippi	189	40	229	
EAST SO. CENTRAL	2,139	438	2,577	5.1
Arkansas	294	45	339	
Louisiana	238	37	275	
Oklahoma	378	77	455	
Texas	2,302	567	2,869	
WEST SO. CENTRAL	3,212	726	3,938	7.9
Montana	47	14	61	
Idaho	120	24	144	
Wyoming	22	1	23	
Colorado	472	95	567	
New Mexico	127	22	149	
Arizona	531	127	658	
Utah	308	81	389	
Nevada	93	17	110	
MOUNTAIN	1,720	381	2,101	4.2
Alaska	24	3	27	
Washington	507	110	617	
Oregon	366	86	452	
California	3,860	887	4,747	
Hawaii	26	6	32	
PACIFIC	4,783	1,092	5,875	11.7
UNITED STATES	40,561	8,203	48,764	97.5
U.S. Territories	57	34	91	
Canada	460	328	788	
Mexico	25	31	56	
Other International	13	297	310	
APO/FPO	2	-	2	
TOTAL	**41,118**	**8,893**	**50,011**	**100.0**

***See Additional Data**

Duplication is identified or has been eliminated within each channel;
no attempt has been made to identify or eliminate duplication that may exist across media channels.

E-NEWSLETTER CHANNEL

2013	Quality Update E-Newsletter	2013	Quality Update E-Newsletter
JULY		OCTOBER	
July 3	24,495	October 2	24,188
July 10	24,386	October 9	24,174
July 17	24,331	October 16	23,782
July 24	24,264	October 23	23,967
AUGUST		NOVEMBER	
August 7	24,220	November 6	23,937
August 14	24,162	November 13	23,899
August 21	24,099	November 20	23,837
August 28	23,758	November 27	23,971
SEPTEMBER		DECEMBER	
September 4	24,028	December 4	24,107
September 11	24,054	December 11	24,181
September 18	24,225	December 18	24,155
September 25	24,250	December 23	24,088
		AVERAGE:	24,107

Quality Update E-Newsletter (24 issued in the period)

WEBSITE CHANNEL*

2013	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	46,587	27,504	21,379	1.29	02:00	01:23
August	47,853	27,546	21,589	1.28	01:52	01:23
September	48,957	27,577	22,541	1.22	01:52	01:27
October	52,058	29,489	25,964	1.14	01:40	01:17
November	47,100	27,021	23,661	1.14	01:45	01:18
December	41,536	24,032	21,097	1.14	01:52	01:21
AVERAGE:	**47,349**	**27,195**	**22,705**	**1.20**	**01:50**	**01:22**

***See Additional Data**

WEBSITE GLOSSARY

Page Impressions: A Page Impression is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

User Sessions: A single continuous set of activity attributable to a cookied browser resulting in one or more pulled text and/or graphics downloads from a site.

Unique Browsers: An identified and unduplicated Cookied Browser that accesses Internet content or advertising during a measurement period.

Unique Browser Frequency: Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

Page Duration: The average time spent viewing any page on a web site.

User Session Duration: The average time visitors remain on a site per session.

SOCIAL MEDIA CHANNEL

	Quality MAGAZINE Social Media		
2013	LinkedIn group members http://www.linkedin.com/groups?gid=1876808	Twitter followers http://twitter.com/QualityMagazine	Facebook likes http://www.facebook.com/QualityMagazine
July	6,995	4,928	855
August	7,036	5,068	871
September	7,259	5,174	879
October	7,414	5,307	894
November	7,610	5,381	908
December	7,786	5,445	926
AVERAGE:	**7,350**	**5,217**	**889**

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no attempt has been made to identify or eliminate duplication that may exist across media channels.

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.

MAGAZINE:
FOR SAMPLE OF QUALIFICATION FORM USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA, PLEASE VISIT THE FOLLOWING LINK:
https://bnp-sub.halldata.com/VQnew

GEOGRAPHIC DISTRIBUTION:
Geographic data for E-Newsletter, Website and Social Media are not reported at the media owner's option.

WEBSITE ACTIVITY:
July - December 2013 data was provided by Google Analytics.
All website activity is audited by BPA Worldwide.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Catherine M. Ronan, Corporate Audience Audit Manager

Rita M. Foumia, Corporate Strategy Director

(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	January 14, 2014
State	Michigan
County	Oakland
Received by BPA Worldwide	January 14, 2014
Type	BSJ
ID Number	Q002B0D3

About BPA Worldwide:
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

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