

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.

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

**CHANNELS**

**Quality MAGAZINE**

6 issues in the period  
50,000 average  
circulation

**Quality MAGAZINE E-NEWSLETTER**

24 issued in the period  
30,185 average per  
occurrence

**Quality MAGAZINE WEBSITE**

54,702 average users

**Quality MAGAZINE SOCIAL MEDIA**

11,852 LinkedIn group  
members  
10,938 Twitter followers  
2,945 Facebook likes

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>Quality MAGAZINE</b> (6 issues in the period)	49,997	3	50,000
a. Print	37,370	3	37,373
b. Digital	12,627	-	12,627
1. Requested	12,627	-	12,627
2. Non-Requested	-	-	-
<b>Quality MAGAZINE E-NEWSLETTER</b>			
Quality Update (24 issued in the period)	30,185	-	30,185
<b>Quality MAGAZINE WEBSITE</b> (Monthly Users with 102,840 average Pageviews)	54,702	-	54,702
<b>Quality MAGAZINE SOCIAL MEDIA</b>			
a. LinkedIn group members	*11,852	-	*11,852
b. Twitter followers	*10,938	-	*10,938
c. Facebook likes	*2,945	-	*2,945

\*Social Media claims are cumulative figures, not averages.

**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 management, quality management, quality engineering, manufacturing/operations/production/supply chain management, manufacturing engineering, engineering, research & development, purchasing and other functions 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	14
Advertiser and Agency	2,005
Allocated for Trade Shows and Conventions	-
All Other	1,855
<b>TOTAL</b>	<b>3,874</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	50,000	100.0	49,997	100.0	3	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>50,000</b>	<b>100.0</b>	<b>49,997</b>	<b>100.0</b>	<b>3</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2019 Issue	Print	Digital	Total Qualified
January	38,374	11,627	50,001
February	38,383	11,618	50,001
March	37,302	12,699	50,001
April	37,495	12,505	50,000
May	37,967	12,033	50,000
June	34,720	15,280	50,000

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019**  
**This issue is equal to the average of the other 5 issues reported in Paragraph 2.**

Business and Industry	Total Qualified	Percent of Total	Print	Digital	Classification by Job Function									
					Corporate/ Executive Mgmt. (Note 1)	Quality Mgmt.	Quality Engineering	Manufacturing/ Operations/ Production/ Supply Chain Mgmt.	Manufacturing Engineering	Engineering (Note 2)	Research & Development	Purchasing	Other Functions	
Aerospace Products/Parts	6,309	12.6	4,845	1,464	1,304	1,726	922	730	452	965	135	75	-	
Computer & Electronics Products, including Consumer	4,539	9.1	3,284	1,255	1,504	686	423	539	304	899	119	65	-	
Electrical Equipment, Appliances & Components (Note 3)	1,812	3.6	1,381	431	474	350	201	197	116	407	37	30	-	
Energy Industry	3,044	6.1	2,222	822	961	552	300	359	182	586	66	38	-	
Fabricated Metal Products	8,242	16.5	6,589	1,653	3,142	1,559	547	1,388	526	809	94	177	-	
Furniture & Fixtures	448	1.0	344	104	228	49	21	72	16	36	7	19	-	
Machinery (Note 4)	5,104	10.2	3,876	1,228	1,798	714	410	678	339	968	75	122	-	
Medical Equipment & Supplies	3,301	6.6	2,433	868	889	749	398	381	267	436	143	38	-	
Motor Vehicle, Body, Trailers, Parts	4,005	8.0	3,062	943	1,027	759	619	457	349	669	67	58	-	
Plastics & Rubber	2,809	5.6	2,142	667	714	751	286	416	177	339	70	56	-	
Primary Metals (Note 5)	1,050	2.1	813	237	199	316	115	151	61	170	17	21	-	
Test & Measurement Equipment (Note 6)	1,561	3.1	1,021	540	374	386	174	106	79	339	76	27	-	
Transportation Equipment (Note 7)	1,011	2.0	765	246	222	216	127	131	90	192	19	14	-	
Misc. Manufacturing (Note 8)	6,692	13.4	5,151	1,541	2,224	1,357	563	1,048	366	823	150	161	-	
Others Allied to the Field	73	0.1	39	34	10	28	9	6	2	16	1	1	-	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>50,000</b>	<b>100.0</b>	<b>37,967</b>	<b>12,033</b>	<b>15,070</b>	<b>10,198</b>	<b>5,115</b>	<b>6,659</b>	<b>3,326</b>	<b>7,654</b>	<b>1,076</b>	<b>902</b>	<b>-</b>	
<b>PERCENT</b>	<b>100.0</b>		<b>75.9</b>	<b>24.1</b>	<b>30.1</b>	<b>20.4</b>	<b>10.2</b>	<b>13.3</b>	<b>6.7</b>	<b>15.3</b>	<b>2.2</b>	<b>1.8</b>	<b>-</b>	

- Note 1: Corporate/Executive Mgmt includes owner, partner, chairman, president, C-level officer, vice president, director, financial and senior supply chain titles.  
 Note 2: 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 3: 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 4: Machinery includes air conditioning & refrigeration equipment, commercial, industrial, process equipment and other machinery.  
 Note 5: Primary Metals include ferrous, non-ferrous and other primary metals.  
 Note 6: Test & Measurement Equipment includes coatings, control instruments, electromedical, navigation and other test & measurement equipment.  
 Note 7: Transportation Equipment includes farm equipment and other transportation equipment.  
 Note 8: Misc. Manufacturing includes consumers goods and other miscellaneous manufacturing.

**SUPPLEMENTARY DATA FOR ISSUE OF MAY 2019**

**This is an analysis of 41,154 recipients or 82.3% who responded to the question, "Which of the following products do you recommend, specify, and/or buy in your job?" (See questionnaire used to elicit this data on the back page 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)	18,061	36.1
Automatic Gauging Equipment	17,138	34.3
Handheld Gauges	20,736	41.5
Surface Analysis Equipment	14,373	28.7
Form Measurement Equipment	13,596	27.2
Linear Measurement Equipment	14,820	29.6
Non-Contact Inspection/Measurement	18,129	36.3
Materials Test	18,205	36.4
Environmental Test	11,339	22.7
Non-Destructive Test (NDT)	16,877	33.8
Data Collection/Acquisition	15,733	31.5
Quality Software	14,516	29.0
Registration & Certification Services	11,140	22.3
Calibration Equipment & Services	16,116	32.2
Color Measurement & Appearance Equipment	11,839	23.7
Production Equipment	15,019	30.0
Vision Systems Components	12,699	25.4

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019**

Qualification Source	Qualified Within					Total Qualified	Percent
	1 Year	2 Year	3 Year	Print	Digital		
I. Direct Request:	34,104	15,896	-	37,967	12,033	50,000	100.0
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. Total Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>34,104</b>	<b>15,896</b>	<b>-</b>	<b>37,967</b>	<b>12,033</b>	<b>50,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>68.2</b>	<b>31.8</b>	<b>-</b>	<b>75.9</b>	<b>24.1</b>	<b>100.0</b>	

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019\***

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	88	22	110		Kentucky	466	119	585	
New Hampshire	259	64	323		Tennessee	684	194	878	
Vermont	110	24	134		Alabama	488	136	624	
Massachusetts	860	241	1,101		Mississippi	168	38	206	
Rhode Island	170	41	211		<b>EAST SO. CENTRAL</b>	<b>1,806</b>	<b>487</b>	<b>2,293</b>	<b>4.6</b>
Connecticut	722	190	912		Arkansas	243	59	302	
<b>NEW ENGLAND</b>	<b>2,209</b>	<b>582</b>	<b>2,791</b>	<b>5.6</b>	Louisiana	243	55	298	
New York	1,824	480	2,304		Oklahoma	308	106	414	
New Jersey	885	221	1,106		Texas	2,033	565	2,598	
Pennsylvania	2,009	514	2,523		<b>WEST SO. CENTRAL</b>	<b>2,827</b>	<b>785</b>	<b>3,612</b>	<b>7.2</b>
<b>MIDDLE ATLANTIC</b>	<b>4,718</b>	<b>1,215</b>	<b>5,933</b>	<b>11.9</b>	Montana	48	23	71	
Ohio	2,695	653	3,348		Idaho	155	39	194	
Indiana	1,451	405	1,856		Wyoming	33	6	39	
Illinois	2,934	850	3,784		Colorado	401	123	524	
Michigan	2,378	693	3,071		New Mexico	117	37	154	
Wisconsin	1,752	479	2,231		Arizona	494	165	659	
<b>EAST NO. CENTRAL</b>	<b>11,210</b>	<b>3,080</b>	<b>14,290</b>	<b>28.5</b>	Utah	311	108	419	
Minnesota	1,171	323	1,494		Nevada	135	37	172	
Iowa	543	139	682		<b>MOUNTAIN</b>	<b>1,694</b>	<b>538</b>	<b>2,232</b>	<b>4.5</b>
Missouri	639	179	818		Alaska	29	11	40	
North Dakota	77	24	101		Washington	623	176	799	
South Dakota	113	27	140		Oregon	375	123	498	
Nebraska	261	82	343		California	3,359	1,047	4,406	
Kansas	435	103	538		Hawaii	45	15	60	
<b>WEST NO. CENTRAL</b>	<b>3,239</b>	<b>877</b>	<b>4,116</b>	<b>8.2</b>	<b>PACIFIC</b>	<b>4,431</b>	<b>1,372</b>	<b>5,803</b>	<b>11.6</b>
Delaware	54	15	69		<b>UNITED STATES</b>	<b>36,931</b>	<b>10,219</b>	<b>47,150</b>	<b>94.3</b>
Maryland	424	117	541		U.S. Territories	33	26	59	
Washington, DC	27	22	49		Canada	433	198	631	
Virginia	610	175	785		Mexico	70	137	207	
West Virginia	129	27	156		Other International	498	1,453	1,951	
North Carolina	1,027	277	1,304		APO/FPO	2	-	2	
South Carolina	500	134	634						
Georgia	849	199	1,048						
Florida	1,177	317	1,494						
<b>SOUTH ATLANTIC</b>	<b>4,797</b>	<b>1,283</b>	<b>6,080</b>	<b>12.2</b>					
					<b>TOTAL QUALIFIED CIRCULATION</b>	<b>37,967</b>	<b>12,033</b>	<b>50,000</b>	<b>100.0</b>

\*See Additional Data

**E-NEWSLETTER CHANNEL**

2019	Quality Update	2019	Quality Update
<b>JANUARY</b>		<b>APRIL</b>	
January 2	29,050	April 3	30,140
January 9	29,004	April 10	30,595
January 16	28,925	April 17	31,286
January 23	28,942	April 24	31,256
<b>FEBRUARY</b>		<b>MAY</b>	
February 6	29,233	May 1	31,152
February 13	29,555	May 8	31,077
February 20	29,470	May 15	30,777
February 27	29,739	May 22	30,783
<b>MARCH</b>		<b>JUNE</b>	
March 6	30,003	June 5	30,688
March 13	30,040	June 12	30,810
March 20	30,089	June 19	30,774
March 27	30,321	June 26	30,736

**AVERAGE: 30,185**

Quality Update (24 issued in the period)

## WEBSITE CHANNEL

### WWW.QUALITYMAG.COM

2019	Pageviews	Sessions	Users	Average Session Duration
January	101,967	62,142	51,648	1:18
February	104,134	65,072	54,974	1:13
March	110,198	69,892	59,697	1:11
April	104,702	67,047	56,681	1:13
May	101,091	63,952	53,829	1:14
June	94,946	60,590	51,380	1:09
<b>AVERAGE:</b>	<b>102,840</b>	<b>64,783</b>	<b>54,702</b>	<b>1:13</b>

January – June 2019 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

#### WEBSITE GLOSSARY

**Pageviews:** A Pageview 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.

**Sessions:** A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

**Users:** An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

**Average Session Duration:** The time visitors remain on a site per session.

## SOCIAL MEDIA CHANNEL

### Quality MAGAZINE Social Media



LinkedIn group members

<https://linkedin.com/groups?gid=1876808&monstPopular=&trk=tyah>



Twitter followers

<https://twitter.com/QualityMagazine>



Facebook likes

<https://www.facebook.com/QualityMagazine>

2019	LinkedIn group members	Twitter followers	Facebook likes
Beginning Balance:	11,776	10,606	2,681
January	11,788	10,689	2,688
February	11,809	10,726	2,718
March	11,830	10,776	2,774
April	11,853	10,831	2,845
May	11,856	10,887	2,903
June	11,852	10,938	2,945

## ADDITIONAL DATA

### MAGAZINE:

### 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.

### GEOGRAPHIC DISTRIBUTION:

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

### FOR SAMPLE OF QUALIFICATION FORM USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA, PLEASE VISIT THE FOLLOWING LINK:

[https://bnp.sub-forms.com/BNP6049\\_Vqnew](https://bnp.sub-forms.com/BNP6049_Vqnew)

### 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, HR & IT 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

July 2, 2019

State

Michigan

County

Oakland

Revised

July 2, 2019

Type

BSJ

ID Number

Q002B0J9

#### 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.