



Welcome to the BPA Brand Report

You are looking at the contemporary design that has replaced BPA's traditional "green sheets" and "pink sheets."

No longer called a "Circulation Statement," the BPA Brand Report showcases the entire scope of a brand's audience that media buyers and marketers have been looking for, including all of the circulation data you have relied upon from BPA.

The fully customizable Brand Report may include a variety of channels, including:

- Publication/magazine circulation
- Website traffic
- E-newsletter distribution
- Event/tradeshows/conference attendance
- Webinar attendance
- Social media, including online networks and communities
- Mobile media/Apps
- And More!

[Click here to learn more about effectively using the BPA Brand Report.](#)

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

CHANNELS

**Quality
MAGAZINE**



6 issues in the period
50,009 average circulation

**Quality MAGAZINE
E-NEWSLETTER**



24 issued in the period
23,849 average per occurrence

**Quality MAGAZINE
WEBSITE**



24,671 average unique
browsers

**Quality MAGAZINE
SOCIAL MEDIA**



8,240 average LinkedIn group
members
5,746 average Twitter followers
972 average Facebook likes

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
Quality MAGAZINE (6 issues in the period)	50,005	4	50,009
a. Print	40,073	4	40,077
b. Digital	9,932	-	9,932
1. Requested	9,932	-	9,932
2. Non-Requested	-	-	-
Quality MAGAZINE E-NEWSLETTER			
a. Quality Update (24 issued in the period)	23,849	-	23,849
Quality MAGAZINE WEBSITE (Monthly Unique Browsers with 50,932 average Page Impressions)	24,671	-	24,671
Quality MAGAZINE SOCIAL MEDIA			
a. LinkedIn group members	8,240	-	8,240
b. Twitter followers	5,746	-	5,746
c. Facebook likes	972	-	972

Proud Partner of www.buysafemedia.com

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 and functions unknown 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	65
Advertiser and Agency Allocated for Trade Shows and Conventions	1,908
	-
All Other	1,967
TOTAL	3,940

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	50,009	100.0	50,005	100.0	4	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	50,009	100.0	50,005	100.0	4	-

1a. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - PRINT

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	40,077	100.0	40,073	100.0	4	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,077	100.0	40,073	100.0	4	-

1b. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - DIGITAL

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	9,932	100.0	9,932	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9,932	100.0	9,932	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2014	Number Removed	Number Added	Print	Digital	Total Qualified
January	267	256	41,131	8,892	50,023
February	501	480	41,004	8,998	50,002
March	147	150	40,854	9,151	50,005
April	161	161	40,734	9,271	50,005
May	11,506	11,502	38,301	11,700	50,001
June	16	34	38,440	11,579	50,019
TOTAL	12,598	12,583			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014
 This issue is --% or 10 copies below the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED OF TOTAL	PERCENT OF TOTAL	CLASSIFICATION BY JOB FUNCTION										
			Print	Digital	Corporate/ Executive Mgmt. (Note 1)	Quality Mgmt. (Note 2)	Quality Engineering	Manufacturing/ Operations/ Production/ Supply Chain Mgmt.	Manufacturing Engineering	Engineering (Note 3)	Research & Development	Purchasing	Other Functions and Functions Not Available
Aerospace Products/Parts	6,613	13.2	5,056	1,557	1,407	1,543	863	856	595	1,159	129	61	-
Computer & Electronics Products, including Consumer	4,705	9.4	3,409	1,296	1,324	610	387	638	478	1,093	125	50	-
Electrical Equipment, Appliances & Components (Note 4)	3,123	6.3	2,296	827	830	467	245	468	287	717	65	44	-
Energy Industry	2,546	5.1	1,872	674	600	383	161	428	202	689	54	29	-
Fabricated Metal Products	8,017	16.0	6,642	1,375	2,436	1,658	507	1,681	695	819	79	142	-
Furniture & Fixtures	523	1.0	419	104	230	59	24	117	28	44	5	16	-
Machinery (Note 5)	4,095	8.2	3,222	873	1,030	606	366	771	409	766	73	74	-
Medical Equipment & Supplies	3,563	7.1	2,665	898	666	1,002	448	431	322	508	152	34	-
Motor Vehicle, Body, Trailers, Parts	3,589	7.2	2,672	917	655	764	526	562	419	547	63	53	-
Plastics & Rubber	4,165	8.3	3,119	1,046	1,180	816	251	805	303	558	192	60	-
Primary Metals (Note 6)	1,178	2.4	956	222	227	345	131	187	75	177	20	16	-
Test & Measurement Equipment (Note 7)	1,557	3.1	1,142	415	311	394	157	169	80	370	62	14	-
Transportation Equipment (Note 8)	1,223	2.5	922	301	195	267	155	186	139	231	29	21	-
Miscellaneous Manufacturing (Note 9)	5,089	10.2	3,894	1,195	1,354	1,090	297	1,056	282	695	187	128	-
Others Allied to the Field	15	-	15	-	8	6	-	-	-	1	-	-	-
TOTAL QUALIFIED CIRCULATION	50,001	100.0	38,301	11,700	12,453	10,010	4,518	8,355	4,314	8,374	1,235	742	-
PERCENT	100.0		76.6	23.4	24.9	20.0	9.0	16.7	8.6	16.8	2.5	1.5	-

- 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 MAY 2014

This is an analysis of 42,883 recipients or 85.8% 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)	19,026	38.1
Automatic Gauging Equipment	18,829	37.7
Handheld Gauges	27,506	55.0
Surface Analysis Equipment	17,797	35.6
Form Measurement Equipment	16,450	32.9
Linear Measurement Equipment	20,498	41.0
Non-Contact Inspection/Measurement	18,405	36.8
Materials Test	20,369	40.7
Environmental Test	13,858	27.7
Non-Destructive Test (NDT)	17,210	34.4
Data Collection/Acquisition	20,703	41.4
Quality Software	20,238	40.5
Registration & Certification Services	15,918	31.8
Calibration Equipment & Services	22,323	44.6
Color Measurement & Appearance Equipment	11,091	22.2
Production Equipment	21,198	42.4
Vision Systems Components and/or Sensors	14,640	29.3

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014

QUALIFICATION SOURCE	Qualified Within					Total Qualified	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	27,971	18,804	1,701	36,776	11,700	48,476	97.0
II. Request from recipient's company:	1,109	416	-	1,525	-	1,525	3.0
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	29,080	19,220	1,701	38,301	11,700	50,001	100.0
PERCENT	58.2	38.4	3.4	76.6	23.4	100.0	

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Total
Maine	130	32	162		Kentucky	484	140	624	
New Hampshire	278	50	328		Tennessee	812	210	1,022	
Vermont	110	29	139		Alabama	498	134	632	
Massachusetts	1,111	329	1,440		Mississippi	189	53	242	
Rhode Island	169	49	218		EAST SO. CENTRAL	1,983	537	2,520	5.0
Connecticut	841	194	1,035		Arkansas	261	65	326	
NEW ENGLAND	2,639	683	3,322	6.7	Louisiana	241	55	296	
New York	1,833	469	2,302		Oklahoma	347	110	457	
New Jersey	834	232	1,066		Texas	2,121	710	2,831	
Pennsylvania	2,088	507	2,595		WEST SO. CENTRAL	2,970	940	3,910	7.8
MIDDLE ATLANTIC	4,755	1,208	5,963	11.9	Montana	51	17	68	
Ohio	2,715	693	3,408		Idaho	111	37	148	
Indiana	1,397	382	1,779		Wyoming	24	4	28	
Illinois	2,709	641	3,350		Colorado	413	146	559	
Michigan	2,166	646	2,812		New Mexico	100	34	134	
Wisconsin	1,737	442	2,179		Arizona	426	172	598	
EAST NO. CENTRAL	10,724	2,804	13,528	27.1	Utah	288	114	402	
Minnesota	1,255	319	1,574		Nevada	99	28	127	
Iowa	509	145	654		MOUNTAIN	1,512	552	2,064	4.1
Missouri	713	197	910		Alaska	17	3	20	
North Dakota	80	22	102		Washington	514	168	682	
South Dakota	115	30	145		Oregon	355	112	467	
Nebraska	290	76	366		California	3,602	1,127	4,729	
Kansas	442	113	555		Hawaii	26	11	37	
WEST NO. CENTRAL	3,404	902	4,306	8.6	PACIFIC	4,514	1,421	5,935	11.9
Delaware	85	18	103		UNITED STATES	37,639	10,564	48,203	96.4
Maryland	398	124	522		U.S. Territories	51	41	92	
Washington, DC	26	13	39		Canada	544	386	930	
Virginia	600	170	770		Mexico	22	62	84	
West Virginia	123	24	147		Other International	43	647	690	
North Carolina	1,106	280	1,386		APO/FPO	2	-	2	
South Carolina	593	168	761						
Georgia	830	283	1,113		TOTAL QUALIFIED CIRCULATION	38,301	11,700	50,001	100.0
Florida	1,377	437	1,814						
SOUTH ATLANTIC	5,138	1,517	6,655	13.3					

*See Additional Data

E-NEWSLETTER CHANNEL

2014	Quality Update	2014	Quality Update
January		April	
January 8	24,161	April 2	24,916
January 15	24,112	April 9	24,986
January 22	24,087	April 16	23,775
January 29	24,472	April 23	23,346
February		May	
February 5	24,739	May 7	23,655
February 12	23,362	May 14	23,588
February 19	24,656	May 21	23,593
February 26	23,648	May 28	22,959
March		June	
March 5	23,762	June 4	22,289
March 12	23,971	June 11	22,880
March 19	24,728	June 18	22,865
March 26	24,153	June 25	23,667
			AVERAGE:
Quality Update (24 issued in the period)			23,849

WEBSITE CHANNEL

WWW.QUALITYMAG.COM

2014	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	48,092	27,362	23,759	1.15	01:52	01:25
February	45,145	25,493	21,669	1.18	02:01	01:34
March	52,545	29,824	24,584	1.21	01:59	01:30
April	49,132	27,376	21,920	1.25	02:17	01:49
May	47,942	29,290	24,044	1.22	02:27	01:34
June	62,733	38,639	32,049	1.21	02:25	01:30
AVERAGE:	50,932	29,664	24,671	1.20	02:10	01:34

January - June 2014 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

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 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.

Unique Browsers: An identified and unduplicated cookie 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.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

SOCIAL MEDIA CHANNEL

Quality MAGAZINE Social Media



LinkedIn group members

<http://www.linkedin.com/groups?gid=1876808>



Twitter followers

<http://twitter.com/QualityMagazine>



Facebook likes

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

2014

January	7,918	5,525	937
February	8,041	5,611	947
March	8,168	5,717	970
April	8,324	5,800	987
May	8,450	5,875	993
June	8,539	5,949	997
AVERAGE:	8,240	5,746	972

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.

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. Fournia, 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 July 8, 2014

State Michigan

County Oakland

Received by BPA Worldwide July 8, 2014

Type BSJ

ID Number Q002B0J4

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.