BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED DECEMBER 2021

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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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.

MAGAZINE CHANNEL FORMAT – DIGITAL ISSUES

Quality MAGAZINE is produced in a digital format and is written and designed for the digital reading experience, which may be accessed by a computer, mobile phone, or tablet. This digital format includes features such as videos and surveys allowing for user interaction with the brand.

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 DIGITAL

Quality MAGAZINE E-NEWSLETTER

Quality MAGAZINE WEBSITE

Quality MAGAZINE SOCIAL MEDIA

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
Quality MAGAZINE DIGITAL (6 issues in the period)	30,878	1	30,879
(See Paragraph 3b for Source)			
Quality MAGAZINE E-NEWSLETTER			
Quality Update (12 issued in the period)	15,562	-	15,562
Quality MAGAZINE WEBSITE (Monthly Users with 139,948 average Pageviews)	79,627	-	79,627
Quality MAGAZINE SOCIAL MEDIA			
a. Twitter followers	*12,003	-	*12,003
b. Facebook likes	*3,417	-	*3,417
c. LinkedIn fans	*1,565	-	*1,565

*Social Media claims are cumulative figures, not averages.

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MAGAZINE CHANNEL FORMAT: This magazine is produced in digital format.
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 management, quality management, quality engineering, manufacturing/operations/production/supply chain management, manufacturing engineering, engineering, research & development, purchasing, 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	1
Advertiser and Agency	1,066
Allocated for Trade Shows and Conventions	-
All Other	-
TOTAL	**1,067**

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	30,879	100.0	30,878	100.0	1	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**30,879**	**100.0**	**30,878**	**100.0**	**1**	**-**

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Total Qualified
July	30,852
August	30,912
September	30,718
October	30,884
November	30,902
December	31,000

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2021
This issue is 0.1% or 29 copies above the average of the other 5 issues reported in Paragraph 2.

			CLASSIFICATION BY JOB FUNCTION									
Business and Industry	Total Qualified	Percent of Total	Corporate/ Executive Mgmt. (Note 1)	Quality Mgmt.	Quality Engineering	Manufac-turing/ Operations/ Production/ Supply Chain Mgmt.	Manufac-turing Engineering	Engineering (Note 2)	Research & Develop-ment	Purchasing	Other Functions	Functions Not Available
Aerospace Products/Parts	3,885	12.6	784	1,012	596	418	267	655	64	45	37	7
Computer & Electronics Products, including Consumer	2,285	7.4	770	351	186	244	131	472	69	31	22	9
Electrical Equipment, Appliances & Components (Note 3)	1,159	3.8	324	167	134	133	74	262	28	24	12	1
Energy Industry	1,657	5.4	481	280	167	196	85	374	38	21	14	1
Fabricated Metal Products	4,072	13.2	1,376	858	331	635	263	440	47	95	18	9
Furniture & Fixtures	217	0.7	92	35	7	34	7	22	7	11	2	-
Machinery (Note 4)	3,152	10.2	973	423	251	419	214	671	56	70	68	7
Medical Equipment & Supplies	2,021	6.5	511	501	272	196	136	276	79	23	25	2
Motor Vehicle, Body, Trailers, Parts	2,101	6.8	520	388	329	231	183	347	57	33	12	1
Plastics & Rubber	1,820	5.9	455	458	167	291	106	249	40	42	9	3
Primary Metals (Note 5)	753	2.4	147	194	80	105	53	137	13	13	10	1
Test & Measurement Equipment (Note 6)	1,244	4.0	303	181	142	67	55	305	77	24	89	1
Transportation Equipment (Note 7)	751	2.4	175	150	94	98	61	137	12	12	11	1
Misc. Manufacturing (Note 8)	4,669	15.1	1,462	980	390	637	225	657	121	120	71	6
Others Allied to the Field	1,116	3.6	166	320	100	34	28	191	45	2	178	52
TOTAL QUALIFIED CIRCULATION	**30,902**	**100.0**	**8,539**	**6,298**	**3,246**	**3,738**	**1,888**	**5,195**	**753**	**566**	**578**	**101**
PERCENT	**100.0**		**27.6**	**20.4**	**10.5**	**12.1**	**6.1**	**16.8**	**2.5**	**1.8**	**1.9**	**0.3**

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 NOVEMBER 2021
This is an analysis of 24,513 recipients or 79.3% 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)	9,843	31.9
Automatic Gauging Equipment	9,105	29.5
Handheld Gauges	11,202	36.3
Surface Analysis Equipment	7,779	25.2
Form Measurement Equipment	6,647	21.5
Linear Measurement Equipment	7,339	23.7
Non-Contact Inspection/Measurement	8,614	27.9
Materials Test	8,534	27.6
Environmental Test	5,683	18.4
Non-Destructive Test (NDT)	8,716	28.2
Data Collection/Acquisition	8,322	26.9
Quality Software	8,708	28.2
Registration & Certification Services	6,031	19.5
Calibration Equipment & Services	8,680	28.1
Color Measurement & Appearance Equipment	6,227	20.2
Production Equipment	7,696	24.9
Vision Systems Components	7,317	23.7

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2021

Qualification Source	Total Qualified	Percent
I. Direct Request:	30,620	99.1
II. Request from recipient's company:	-	-
III. Membership Benefit:	-	-
IV. Communication (other than request):	282	0.9
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:	-	-
TOTAL QUALIFIED CIRCULATION	**30,902**	**100.0**
PERCENT	**100.0**	

Note: Although age is not reported, all qualified circulation must be sourced within 36 months of the analyzed issue.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2021*

State	Total Qualified	Percent
Maine	63	
New Hampshire	190	
Vermont	79	
Massachusetts	695	
Rhode Island	137	
Connecticut	553	
NEW ENGLAND	1,717	5.6
New York	1,360	
New Jersey	681	
Pennsylvania	1,460	
MIDDLE ATLANTIC	3,501	11.3
Ohio	1,923	
Indiana	1,062	
Illinois	2,376	
Michigan	1,846	
Wisconsin	1,292	
EAST NO. CENTRAL	8,499	27.5
Minnesota	821	
Iowa	398	
Missouri	518	
North Dakota	70	
South Dakota	64	
Nebraska	178	
Kansas	311	
WEST NO. CENTRAL	2,360	7.6
Delaware	41	
Maryland	310	
Washington, DC	28	
Virginia	448	
West Virginia	84	
North Carolina	761	
South Carolina	386	
Georgia	623	
Florida	945	
SOUTH ATLANTIC	3,626	11.7

State	Total Qualified	Percent
Kentucky	327	
Tennessee	539	
Alabama	339	
Mississippi	126	
EAST SO. CENTRAL	1,331	4.3
Arkansas	163	
Louisiana	165	
Oklahoma	177	
Texas	1,591	
WEST SO. CENTRAL	2,096	6.8
Montana	52	
Idaho	106	
Wyoming	32	
Colorado	309	
New Mexico	87	
Arizona	406	
Utah	244	
Nevada	117	
MOUNTAIN	1,353	4.4
Alaska	21	
Washington	449	
Oregon	274	
California	2,424	
Hawaii	31	
PACIFIC	3,199	10.4
UNITED STATES	27,682	89.6
U.S. Territories	45	
Canada	417	
Mexico	209	
Other International	2,541	
APO/FPO	-	
Email Only	8	
TOTAL QUALIFIED CIRCULATION	**30,902**	**100.0**

***See Additional Data**

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2021*

Region/Country	Total Qualified	Percent
ASIA	880	2.8
MIDDLE EAST	186	0.6
EUROPE	959	3.1
AFRICA	178	0.6
NORTH AMERICA		
Canada	417	
Mexico	209	
United States	27,682	
U.S. Territories and APO/FPO	45	
Subtotal	28,353	91.8

Region/Country	Total Qualified	Percent
CARIBBEAN	18	0.1
CENTRAL AMERICA	15	0.1
SOUTH AMERICA	200	0.6
ASIA PACIFIC	105	0.3
Email Only	8	-
TOTAL QUALIFIED CIRCULATION	**30,902**	**100.0**

***See Additional Data**

E-NEWSLETTER CHANNEL

2021	Quality Update	2021	Quality Update
JULY		**OCTOBER**	
July 7	16,181	October 6	15,439
July 21	15,897	October 20	15,567
AUGUST		**NOVEMBER**	
August 4	15,826	November 3	15,407
August 18	15,627	November 17	15,298
SEPTEMBER		**DECEMBER**	
September 1	15,560	December 1	15,203
September 15	15,441	December 15	15,297
		AVERAGE:	**15,562**

Quality Update (12 issued in the period)

WEBSITE CHANNEL

WWW.QUALITYMAG.COM

2021	Pageviews	Sessions	Users	Average Session Duration
July	120,539	81,918	69,359	1:07
August	131,926	90,222	77,351	1:04
September	148,363	97,278	82,066	1:12
October	188,159	120,041	101,559	1:08
November	140,513	97,042	82,347	1:08
December	110,187	76,772	65,081	1:07
AVERAGE:	**139,948**	**93,878**	**79,627**	**1:07**

July – December 2021 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 cookied 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 Cookied 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

2021	Twitter followers https://twitter.com/QualityMagazine	Facebook likes https://facebook.com/QualityMagazine	LinkedIn fans* https://linkedin.com/company/quality-mag
Beginning Balance:	11,891	3,411	1,323
July	11,925	3,413	1,323
August	11,947	3,417	1,389
September	11,966	3,419	1,429
October	11,980	3,420	1,498
November	12,006	3,417	1,521
December	12,003	3,417	1,565

***Effective July 1, 2021, LinkedIn Company Page Data is reported.**

ADDITIONAL DATA

MAGAZINE:
CHANGE IN FREQUENCY:
Effective with the January 2021 issue, Quality Magazine changed its frequency from 13 to 12 issues per year.

FOR SAMPLE OF QUALIFICATION FORM USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA, PLEASE VISIT THE FOLLOWING LINK:
https://bnp.dragonforms.com/BNP6049_Vqdigital?pk=BPA1220

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

Nikki Smith, Online Development 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 13, 2022
State	Michigan
County	Oakland
Received by BPA Worldwide	January 13, 2022
Type	BSJ
ID Number	Q002B0D1

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.

MAGAZINE CHANNEL FORMAT: This magazine is produced in digital format.

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