

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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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.

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



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) (See Paragraph 3b for Source)	30,218	-	30,218
Quality MAGAZINE E-NEWSLETTER			
Quality Update (12 issued in the period)	15,641	-	15,641
Quality MAGAZINE WEBSITE (Monthly Users with 160,438 average Pageviews)	94,741	-	94,741
Quality MAGAZINE SOCIAL MEDIA			
a. Twitter followers	*11,891	-	*11,891
b. LinkedIn group members	*11,507	-	*11,507
c. Facebook likes	*3,411	-	*3,411

*Social Media claims are cumulative figures, not averages.

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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	1,084
Allocated for Trade Shows and Conventions	-
All Other	-
TOTAL	1,085

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	30,218	100.0	30,218	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,218	100.0	30,218	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Total Qualified
January	29,248
February	29,901
March	29,996
April	29,996
May	30,999
June	31,170

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2021
This issue is 3.1% or 937 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	Manufacturing/ Operations/ Production/ Supply Chain Mgmt.	Manufacturing Engineering (Note 2)	Research & Development	Purchasing	Other Functions	Functions Not Available	
Aerospace Products/Parts	3,952	12.7	785	1,051	604	427	279	655	44	35	3	
Computer & Electronics Products, including Consumer	2,367	7.6	805	369	211	263	133	480	29	4	4	
Electrical Equipment, Appliances & Components (Note 3)	1,159	3.7	336	160	127	138	77	262	25	8	2	
Energy Industry	1,688	5.4	488	286	166	206	94	382	21	-	2	
Fabricated Metal Products	4,188	13.4	1,447	865	344	653	278	439	51	97	7	
Furniture & Fixtures	213	0.7	93	32	10	36	7	18	6	11	-	
Machinery (Note 4)	3,151	10.1	1,002	419	289	416	211	660	53	76	21	
Medical Equipment & Supplies	2,072	6.6	531	506	294	207	136	287	82	20	8	
Motor Vehicle, Body, Trailers, Parts	2,159	6.9	533	424	333	241	181	354	55	35	3	
Plastics & Rubber	1,842	5.9	456	463	186	296	102	245	45	44	2	
Primary Metals (Note 5)	740	2.4	144	200	84	99	51	129	13	15	4	
Test & Measurement Equipment (Note 6)	1,206	3.9	280	193	179	69	47	304	79	26	26	
Transportation Equipment (Note 7)	742	2.4	165	145	94	104	63	145	12	11	3	
Misc. Manufacturing (Note 8)	4,645	14.9	1,479	960	407	641	230	651	124	116	34	
Others Allied to the Field	1,046	3.4	139	233	84	28	24	166	37	2	144	
TOTAL QUALIFIED CIRCULATION	31,170	100.0	8,683	6,306	3,412	3,824	1,913	5,177	762	572	299	222
PERCENT	100.0		27.9	20.3	10.9	12.3	6.1	16.6	2.4	1.8	1.0	0.7

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 JUNE 2021

This is an analysis of 25,111 recipients or 80.6% 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)	10,112	32.4
Automatic Gauging Equipment	9,480	30.4
Handheld Gauges	11,451	36.7
Surface Analysis Equipment	7,975	25.6
Form Measurement Equipment	6,885	22.1
Linear Measurement Equipment	7,587	24.3
Non-Contact Inspection/Measurement	8,987	28.8
Materials Test	8,846	28.4
Environmental Test	5,888	18.9
Non-Destructive Test (NDT)	8,952	28.7
Data Collection/Acquisition	8,465	27.2
Quality Software	8,819	28.3
Registration & Certification Services	6,169	19.8
Calibration Equipment & Services	8,818	28.3
Color Measurement & Appearance Equipment	6,485	20.8
Production Equipment	7,881	25.3
Vision Systems Components	7,540	24.2

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

Qualification Source	Total Qualified	Percent
I. Direct Request:	30,885	99.1
II. Request from recipient's company:	-	-
III. Membership Benefit:	-	-
IV. Communication (other than request):	285	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	31,170	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 JUNE 2021*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	66		Kentucky	335	
New Hampshire	189		Tennessee	548	
Vermont	81		Alabama	342	
Massachusetts	699		Mississippi	134	
Rhode Island	137		EAST SO. CENTRAL	1,359	4.4
Connecticut	569		Arkansas	171	
NEW ENGLAND	1,741	5.6	Louisiana	167	
New York	1,388		Oklahoma	176	
New Jersey	688		Texas	1,632	
Pennsylvania	1,467		WEST SO. CENTRAL	2,146	6.9
MIDDLE ATLANTIC	3,543	11.4	Montana	54	
Ohio	1,965		Idaho	105	
Indiana	1,093		Wyoming	29	
Illinois	2,421		Colorado	320	
Michigan	1,876		New Mexico	90	
Wisconsin	1,332		Arizona	414	
EAST NO. CENTRAL	8,687	27.9	Utah	253	
Minnesota	834		Nevada	119	
Iowa	405		MOUNTAIN	1,384	4.4
Missouri	525		Alaska	21	
North Dakota	68		Washington	454	
South Dakota	68		Oregon	279	
Nebraska	177		California	2,454	
Kansas	315		Hawaii	31	
WEST NO. CENTRAL	2,392	7.7	PACIFIC	3,239	10.4
Delaware	39		UNITED STATES	28,184	90.5
Maryland	322		U.S. Territories	44	
Washington, DC	29		Canada	393	
Virginia	458		Mexico	187	
West Virginia	86		Other International	2,356	
North Carolina	776		APO/FPO	-	
South Carolina	401		Email Only	6	
Georgia	632		TOTAL QUALIFIED CIRCULATION	31,170	100.0
Florida	950				
SOUTH ATLANTIC	3,693	11.8			

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2021*

Region/Country	Total Qualified	Percent	Region/Country	Total Qualified	Percent
ASIA	799	2.6	CARIBBEAN	16	0.1
MIDDLE EAST	170	0.5	CENTRAL AMERICA	15	-
EUROPE	921	3.0	SOUTH AMERICA	184	0.6
AFRICA	154	0.5	ASIA PACIFIC	97	0.3
NORTH AMERICA			Email Only	6	-
Canada	393		TOTAL QUALIFIED CIRCULATION	31,170	100.0
Mexico	187				
United States	28,184				
U.S. Territories and APO/FPO	44				
Subtotal	28,808	92.4			

*See Additional Data

E-NEWSLETTER CHANNEL

2021	Quality Update	2021	Quality Update
JANUARY		APRIL	
January 6	14,342	April 7	15,661
January 20	14,988	April 21	15,970
FEBRUARY		MAY	
February 3	15,753	May 5	16,000
February 17	15,542	May 19	16,120
MARCH		JUNE	
March 3	15,753	June 2	15,919
March 17	15,824	June 16	15,821
AVERAGE:			15,641

Quality Update (12 issued in the period)

WEBSITE CHANNEL

WWW.QUALITYMAG.COM

2021	Pageviews	Sessions	Users	Average Session Duration
January	156,626	108,522	93,393	1:02
February	157,222	108,496	93,899	1:02
March	178,859	122,118	104,982	1:04
April	161,604	110,311	94,060	1:06
May	153,853	106,975	90,526	1:09
June	154,463	108,065	91,588	1:06
AVERAGE:	160,438	110,748	94,741	1:05

January – June 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 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



Twitter followers

<https://twitter.com/QualityMagazine>



LinkedIn group members

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



Facebook likes

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

2021	Twitter followers	LinkedIn group members	Facebook likes
Beginning Balance:	11,830	11,581	3,385
January	11,844	11,566	3,385
February	11,898	11,547	3,386
March	11,938	11,539	3,395
April	11,970	11,528	3,394
May	11,906	11,518	3,409
June	11,891	11,507	3,411

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

July 13, 2021

State

Michigan

County

Oakland

Received by BPA Worldwide

July 13, 2021

Type

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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.