

B2B Media

Publisher's Statement

6 months ended December 31, 2023

Subject to Audit

Field Served:

METALFORMING serves the precision metalforming industry consisting of companies manufacturing formed metal components, assemblies and end products for use in the fabricated metal products, machinery (except electrical), computer and electronic, electrical equipment, transportation equipment, miscellaneous and other qualified industries as reported herein.



TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		43,663
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		28,757
Qualified Nonpaid Individual - Digital		12,302
Total Qualified Nonpaid Individual		41,059
Qualified Nonpaid Association - Print		1,521
Qualified Nonpaid Association - Digital		1,083
Total Qualified Nonpaid Association		2,604
Total Average Qualified Nonpaid Circulation		43,663

AVERAGE NONQUALIFIED CIRCULATION		
Nonqualified Allocated for Shows & Conventions - Print		275
Total Nonqualified Allocated for Shows & Conventions		275
Nonqualified Miscellaneous, Including Staff Copies - Print		599
Nonqualified Miscellaneous, Including Staff Copies - Digital		117
Total Nonqualified Miscellaneous, Including Staff Copies		716
Total Average Nonqualified Circulation		991

CIRCULATION BY ISSUES					
Issue		Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
	Aug	30,428	13,208		43,636
	Sep	30,200	13,130		43,330
	Oct	30,433	13,327		43,760
	Nov	30,666	13,425		44,091
	Dec	29,665	13,835		43,500

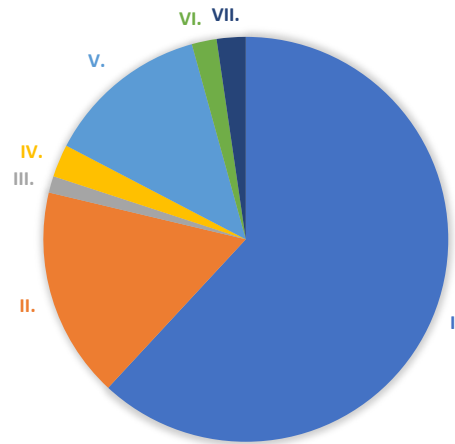
BUSINESS/OCCUPATIONAL ANALYSIS													
Classification by Business & Industry		Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid Print & Digital (Unduplicated)	Company Management (Note 1)	Manufacturing Production Management	Manufacturing Production Department	Engineering Management	Manufacturing Engineering	Product Design/ Development	Quality Assurance/ Quality Control, Safety, HR, Training, and Education
1.	FABRICATED METAL PRODUCT MANUFACTURING												
	Stamping, Spinning, or Forging	6,311	14.5	4,554	1,757		3,270	1,168	450	322	767	126	208
	Cutlery and Handtool	473	1.1	341	132		340	41	12	10	54	9	7
	Architectural and Structural Metals	7,384	17.0	5,163	2,221		4,527	1,357	390	225	636	107	136
	Boiler, Tank and Shipping Container	698	1.6	486	212		351	141	36	28	108	7	27
	Hardware Mfg.	493	1.1	333	160		312	66	16	19	64	10	6
	Spring and Wire Products	691	1.6	517	174		468	102	25	24	52	8	12
	Machine Shops; Turned Products, Screw, Nut and Bolt	2,669	6.1	2,119	550		2,048	276	121	35	134	19	36
	Coating, Engraving and Allied Activities	1,331	3.1	1,008	323		1,064	129	42	17	50	10	19
	Metal Heat Treating	160	0.4	119	41		115	22	2	3	11	3	3
	Other Fabricated Metal Products	6,716	15.4	4,712	2,004		4,410	989	333	207	527	114	142
	Sub-Total FABRICATED METAL PRODUCT MANUFACTURING	26,926	61.9	19,352	7,574		16,905	4,291	1,427	890	2,403	413	596
2.	MACHINERY MANUFACTURING												
	Agriculture, Construction and Mining Machinery	1,443	3.3	994	449		528	270	157	64	371	31	22
	Industrial Machinery	1,049	2.4	594	455		566	158	57	51	168	30	19
	Commercial Service and Industry Machinery	260	0.6	151	109		111	57	23	12	46	6	5
	Ventilation, Heating, Air-Conditioning	1,001	2.3	588	413		363	220	71	64	244	15	24
	Metalworking Machinery	1,763	4.1	1,195	568		1,286	162	62	59	144	23	27
	Engine, Turbine and Power Transmission Equipment	133	0.3	81	52		71	15	11	5	26	2	3
	Other General Purpose Machinery	1,666	3.8	1,114	552		861	279	124	65	280	33	24
	Sub-Total MACHINERY MANUFACTURING	7,315	16.8	4,717	2,598		3,786	1,161	505	320	1,279	140	124
3.	COMPUTER AND ELECTRONIC PRODUCT MANUFACTURING												
	Computer and Peripheral Equipment	89	0.2	51	38		48	8	4	5	19	3	2
	Communications Equipment	73	0.2	48	25		24	17	10	3	13	3	3
	Audio and Video Equipment Mfg.	30	0.1	16	14		17	1	3	2	5	2	
	Semiconductor and Other Electronic Components	162	0.4	92	70		65	30	9	9	39	7	3
	Navigational, Measuring, Electromedical and Control Instruments	222	0.5	128	94		89	33	17	13	52	13	5
	Sub-Total COMPUTER AND ELECTRONIC PRODUCT MANUFACTURING	576	1.3	335	241		243	89	43	32	128	28	13

BUSINESS/OCCUPATIONAL ANALYSIS (CONTINUED)													
Classification by Business & Industry		Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid Print & Digital (Unduplicated)	Company Management (Note 1)	Manufacturing Production Management	Manufacturing Production Department	Engineering Management	Manufacturing Engineering	Product Design/ Development	Quality Assurance/ Quality Control, Safety, HR, Training, and Education
4.	ELECTRICAL EQUIPMENT, APPLIANCE AND COMPONENT MANUFACTURING												
	Lighting Equipment	151	0.3	77	74		54	41	10	13	25	5	3
	Household Appliance	359	0.8	210	149		78	58	27	19	155	16	6
	Electrical Equipment (motor, generators, transformers, etc.)	347	0.8	219	128		128	52	33	17	101	10	6
	Other Electrical Equipment and Components (batteries, wiring, etc.)	280	0.6	157	123		93	51	20	23	73	13	7
	Sub-Total ELECTRICAL EQUIPMENT, APPLIANCE AND COMPONENT MANUFACTURING	1,137	2.6	663	474		353	202	90	72	354	44	22
5.	TRANSPORTATION EQUIPMENT MANUFACTURING												
	Motor Vehicles	556	1.3	356	200		207	78	57	39	142	21	12
	Motor Vehicle Body and Trailers	812	1.9	521	291		332	157	64	59	156	23	21
	Motor Vehicle Parts	2,894	6.7	1,758	1,136		1,182	464	216	194	689	75	74
	Aerospace Products and Parts	890	2.0	545	345		277	119	99	53	279	30	33
	Railroad Rolling Stock	91	0.2	60	31		24	17	11	6	29	3	1
	Ship and Boat Building	310	0.7	199	111		93	87	30	20	65	7	8
	Other Transportation Equipment	124	0.3	38	86		40	4	13	10	41	10	6
	Sub-Total TRANSPORTATION EQUIPMENT MANUFACTURING	5,677	13.1	3,477	2,200		2,155	926	490	381	1,401	169	155
6.	MISCELLANEOUS MANUFACTURING												
	Medical Equipment and Supplies (medical, dental, surgical)	406	0.9	273	133		112	71	46	33	113	22	9
	Jewelry, Toy and Sign Manufacturing												
	Other Miscellaneous Mfg.	458	1.1	246	212		239	80	36	20	60	23	
	Sub-Total MISCELLANEOUS MANUFACTURING	864	2.0	519	345		351	151	82	53	173	45	9
	TOTAL MANUFACTURING INDUSTRIES	42,495	97.7	29,063	13,432		23,793	6,820	2,637	1,748	5,738	839	919
7.	Merchant Wholesalers, Durable Goods	770	1.8	486	284		577	70	29	11	67	9	7
8.	Architectural, Engineering, and Related Services	84	0.2	38	46		41	9	3	4	17	3	7
9.	Management, Scientific, and Technical Consulting Services	79	0.2	43	36		64	3	1	4	6	1	
10.	Scientific Research and Development Services	50	0.1	31	19		28	3	3	2	4	7	3
11.	Educational Services	22	0.1	4	18		8	1	2				12
12.	Repair and Maintenance												
	TOTAL OTHER QUALIFIED INDUSTRIES	1,005	2.3	602	403		718	86	38	21	94	20	29
	Total Qualified Circulation	43,500	100.0	29,665	13,835		24,511	6,906	2,675	1,769	5,832	859	948
	Percent	100.0		68.2	31.8		56.3	15.9	6.1	4.1	13.4	2.0	2.2

Note 1: Company Management job functions include Purchasing, Marketing & Sales.

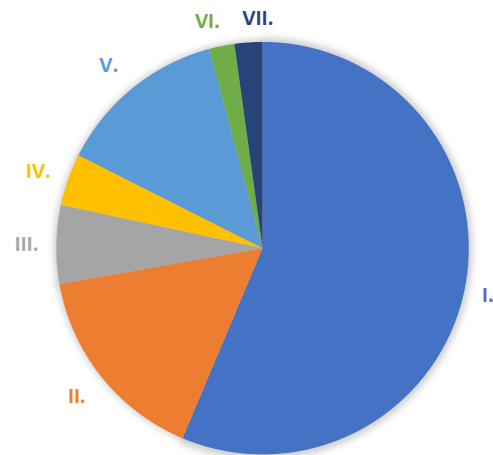
BREAKOUT OF QUALIFIED CIRCULATION BY BUSINESS & INDUSTRY

Business & Industry	Copies
I. Fabricated Metal Product Manufacturing	26,926
II. Machinery Manufacturing	7,315
III. Computer and Electronic Product Manufacturing	576
IV. Electrical Equipment, Appliance and Component Manufacturing	1,137
V. Transportation Equipment Manufacturing	5,677
VI. Miscellaneous Manufacturing	864
VII. Total Other Qualified Industries	1,005
Total Qualified Circulation	43,500



BREAKOUT OF QUALIFIED CIRCULATION BY JOB FUNCTION

Job Function	Copies	%
I. Company Management	24,511	56.3
II. Manufacturing Production Management	6,906	15.9
III. Manufacturing Production Department	2,675	6.1
IV. Engineering Management	1,769	4.1
V. Manufacturing Engineering	5,832	13.4
VI. Product Design/Development	859	2.0
VII. Quality Assurance/ Quality Control, Safety, HR, Training, and Education	948	2.2
Total Qualified Circulation	43,500	100.0



AGE OF SOURCE ANALYSIS								
				Qualified Within				
Source	Print	Digital	Print & Digital (Unduplicated)	1 Year	2 Years	3 Years	Total	Percent
Total Direct Request From Recipient	28,193	12,745		32,393	8,546		40,939	94.1
Total Direct Request From Recipient's Company								
Total Communication Other Than Request								
Association	1,472	1,090		2,407	154		2,561	5.9
Business Directories								
Lists								
Acquired Circulation								
Other Sources								
Total Qualified Subscriptions	29,665	13,835		34,800	8,700		43,500	100.0
Percent	68.2	31.8		80.0	20.0		100.0	

GEOGRAPHIC ANALYSIS				
State	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
Alabama	493	205		698
Arizona	306	102		408
Arkansas	210	81		291
California	1,794	624		2,418
Colorado	284	86		370
Connecticut	453	129		582
Delaware	28	12		40
District of Columbia	6	1		7
Florida	891	349		1,240
Georgia	1,022	522		1,544
Idaho	101	37		138
Illinois	3,159	1,537		4,696
Indiana	1,481	671		2,152
Iowa	547	237		784
Kansas	322	133		455
Kentucky	558	213		771
Louisiana	219	46		265
Maine	73	17		90
Maryland	170	75		245
Massachusetts	456	140		596
Michigan	2,213	1,031		3,244
Minnesota	764	293		1,057
Mississippi	167	57		224
Missouri	637	255		892
Montana	48	18		66
Nebraska	188	80		268
Nevada	106	49		155
New Hampshire	111	40		151
New Jersey	470	179		649
New Mexico	57	17		74
New York	865	309		1,174
North Carolina	699	267		966
North Dakota	74	34		108
Ohio	2,242	918		3,160
Oklahoma	279	120		399
Oregon	247	72		319
Pennsylvania	1,279	455		1,734
Rhode Island	95	27		122
South Carolina	400	179		579
South Dakota	123	49		172
Tennessee	780	355		1,135
Texas	1,459	609		2,068
Utah	180	101		281
Vermont	38	12		50
Virginia	304	132		436
Washington	332	151		483
West Virginia	64	13		77
Wisconsin	1,933	860		2,793
Wyoming	21	9		30
TOTAL 48 CONTERMINOUS STATES	28,748	11,908		40,656
Alaska	15	3		18
Hawaii	20	8		28
TOTAL ALASKA & HAWAII	35	11		46
Single Copy Sales				
U.S. Unclassified				
TOTAL UNITED STATES	28,783	11,919		40,702
Poss. & Other Areas	22	20		42
U.S. & POSS., etc.	28,805	11,939		40,744
Canada	842	680		1,522
International	18	1,216		1,234
Military or Civilian Personnel Overseas				
Total International	860	1,896		2,756
E-mail Address Only				
Other Unclassified				
GRAND TOTAL	29,665	13,835		43,500

NOTES

Definition of Recipient Qualification:

Qualified recipients are company management, manufacturing production management, manufacturing production department, engineering management, manufacturing engineering, product design/development, purchasing, marketing and sales, quality assurance/quality control, safety, HR and training, education.

Rounding %: Due to rounding, percentages may not always add up to 100%.

Analyzed Issue: The information in Business/Occupational Analysis; Age of Source Analysis; and Geographic Analysis is from an analysis of the Dec issue.

Age of Source Projection: The figures used are based on percentages established for the June/July 2023 issue and projected against the totals for the December 2023 issue.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

Frequency: 10 times per year
Format: Standard

Established: 1967
AAM Member Since: 1993
Member #: 06-3016-3
SRDS: 88

Parent Company: Precision Metalforming Assoc.

MELODY BERENDT
Circulation Manager

MICHAEL VOHLAND
VP Sales/Publisher

Published by:
PMA Services Inc.
6363 Oaktree Blvd
Independence, OH 44130
T: (216) 901-8800
www.metalformingmagazine.com