

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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**METALFORMING** is a B2B brand intended for individuals with broad based interests in manufacturing industries, serving those who create metal products using stamping, fabricating and other value-added processes. The brand content and editorial scope of the publication includes news and industry commentary, in-depth technical articles, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital version.

### MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES

**METALFORMING** is produced in print and digital formats. The editorial for the print copy is the same for all recipients. The digital format is written and designed for the digital reading experience, accessed by a computer, mobile phone, or tablet. Digital formats may include features such as videos and surveys allowing for user interaction with the brand.

### FIELD SERVED

**METALFORMING** serves the precision metalforming industry consisting of companies manufacturing formed metal components, assemblies and end products for use in the furniture & fixtures, primary metal products, fabricated metal products, machinery (except electrical), electric & electronic equipment, transportation equipment, instruments and related equipment and other qualified industries as reported herein.

### 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.

## CHANNELS

### METALFORMING PRINT AND DIGITAL MAGAZINE



## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>METALFORMING PRINT AND DIGITAL MAGAZINE</b> (5 issues in the period)	44,909	-	44,909
a. Print	33,049	-	33,049
b. Digital	11,860	-	11,860
(See Paragraph 3b for Source)			

## AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	20
Advertiser and Agency	947
Allocated for Trade Shows and Conventions	82
All Other	226
<b>TOTAL</b>	<b>1,275</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	42,619	94.9	42,619	94.9	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	2,290	5.1	2,290	5.1	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>44,909</b>	<b>100.0</b>	<b>44,909</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

## 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022 Issue	Print	Digital	Total Qualified
January/February	33,958	11,093	45,051
March	32,930	11,983	44,913
April	32,882	12,012	44,894
May	32,708	12,179	44,887
June/July	32,770	12,032	44,802

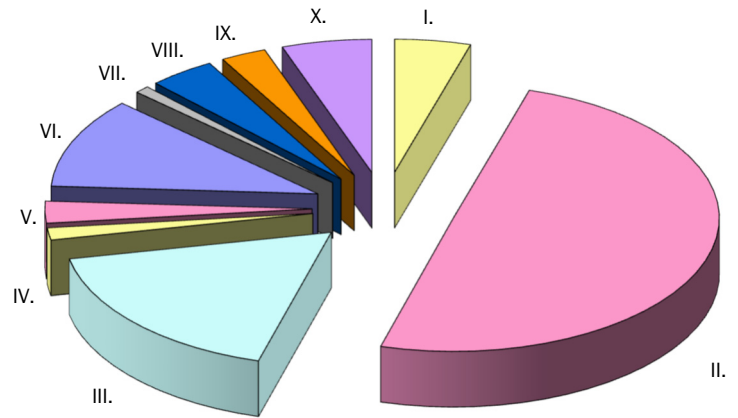
**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE/JULY 2022**  
 This issue is 0.3% or 134 copies below the average of the other 4 issues reported in Paragraph 2.

Business and Industry	Job Function										Quality Assurance/ Quality Control, Safety, HR, Training, and Education
	Total Qualified	Percent of Total	Print	Digital	Company Management (Note 1)	Manufacturing Production Management	Manufacturing Production Department	Engineering Management	Manufacturing Engineering	Product Design/ Development	
<b>PRIMARY METAL MANUFACTURING</b>											
Iron and Steel Mills and Ferroalloy Manufacturing	395	0.9	295	100	255	46	34	9	31	11	9
Steel Product Manufacturing from Purchased Steel	1,215	2.7	949	266	893	111	38	47	91	34	1
Alumina and Aluminum Production, Processing	220	0.5	161	59	160	21	3	7	22	4	3
Nonferrous Metal (except Aluminum) Production, Processing	154	0.3	110	44	106	14	9	3	13	2	7
Foundries	78	0.2	52	26	39	18	7	2	9	-	3
<b>Sub-Total PRIMARY METAL MANUFACTURING</b>	<b>2,062</b>	<b>4.6</b>	<b>1,567</b>	<b>495</b>	<b>1,453</b>	<b>210</b>	<b>91</b>	<b>68</b>	<b>166</b>	<b>51</b>	<b>23</b>
<b>FABRICATED METAL PRODUCT MANUFACTURING</b>											
Stamping, Spinning, or Forging	5,368	12.0	4,117	1,251	3,035	763	356	271	658	108	177
Cutlery and Handtool	486	1.1	366	120	350	42	13	10	57	7	7
Architectural and Structural Metals	6,587	14.7	5,113	1,474	4,599	928	312	158	464	80	46
Boiler, Tank and Shipping Container	599	1.3	437	162	312	115	28	24	90	7	23
Hardware Mfg.	475	1.1	341	134	293	67	18	22	58	10	7
Spring and Wire Products	627	1.4	480	147	405	100	20	20	57	10	15
Machine Shops; Turned Products, Screw, Nut and Bolt	2,706	6.0	2,236	470	2,253	203	78	25	105	18	24
Coating, Engraving and Allied Activities	1,205	2.7	946	259	977	111	38	17	32	13	17
Metal Heat Treating	188	0.4	144	44	143	21	1	4	12	2	5
Other Fabricated Metal Products	4,064	9.1	3,089	975	2,883	475	182	139	308	64	13
<b>Sub-Total FABRICATED METAL PRODUCT MANUFACTURING</b>	<b>22,305</b>	<b>49.8</b>	<b>17,269</b>	<b>5,036</b>	<b>15,250</b>	<b>2,825</b>	<b>1,046</b>	<b>690</b>	<b>1,841</b>	<b>319</b>	<b>334</b>
<b>MACHINERY MANUFACTURING</b>											
Agriculture, Construction and Mining Machinery	1,405	3.1	988	417	593	232	132	63	328	39	18
Industrial Machinery	1,427	3.2	925	502	827	188	89	54	206	40	23
Commercial Service and Industry Machinery	330	0.7	232	98	181	53	23	14	48	5	6
Ventilation, Heating, Air-Conditioning	1,024	2.3	659	365	427	193	69	61	231	21	22
Metalworking Machinery	1,727	3.9	1,260	467	1,320	148	52	51	122	29	5
Engine, Turbine and Power Transmission Equipment	173	0.4	124	49	98	13	15	5	32	4	6
Other General Purpose Machinery	1,716	3.8	1,270	446	1,026	203	141	65	225	36	20
<b>Sub-Total MACHINERY MANUFACTURING</b>	<b>7,802</b>	<b>17.4</b>	<b>5,458</b>	<b>2,344</b>	<b>4,472</b>	<b>1,030</b>	<b>521</b>	<b>313</b>	<b>1,192</b>	<b>174</b>	<b>100</b>
<b>COMPUTER AND ELECTRONIC PRODUCT MANUFACTURING</b>											
Computer and Peripheral Equipment	100	0.2	60	40	64	5	4	3	18	4	2
Communications Equipment	83	0.2	60	23	31	15	10	6	12	3	3
Audio and Video Equipment Mfg.	44	0.1	28	16	29	2	1	1	7	6	1
Semiconductor and Other Electronic Components	177	0.4	112	65	81	26	11	12	35	11	1
Navigational, Measuring, Electromedical and Control Instruments	254	0.6	156	98	120	25	22	13	53	15	6
<b>Sub-Total COMPUTER AND ELECTRONIC PRODUCT MANUFACTURING</b>	<b>658</b>	<b>1.5</b>	<b>416</b>	<b>242</b>	<b>325</b>	<b>73</b>	<b>48</b>	<b>35</b>	<b>125</b>	<b>39</b>	<b>13</b>
<b>ELECTRICAL EQUIPMENT, APPLIANCE AND COMPONENT MANUFACTURING</b>											
Lighting Equipment	171	0.4	97	74	74	40	13	13	24	5	2
Household Appliance	325	0.7	189	136	65	53	22	18	147	15	5
Electrical Equipment (motor, generators, transformers, etc.)	393	0.9	256	137	165	46	43	21	102	9	7
Other Electrical Equipment and Components (batteries, wiring, etc.)	298	0.7	187	111	123	44	22	20	73	11	5
<b>Sub-Total ELECTRICAL EQUIPMENT, APPLIANCE AND COMPONENT MANUFACTURING</b>	<b>1,187</b>	<b>2.7</b>	<b>729</b>	<b>458</b>	<b>427</b>	<b>183</b>	<b>100</b>	<b>72</b>	<b>346</b>	<b>40</b>	<b>19</b>
<b>TRANSPORTATION EQUIPMENT MANUFACTURING</b>											
Motor Vehicles	495	1.1	341	154	191	59	44	38	126	27	10
Motor Vehicle Body and Trailers	603	1.3	406	197	275	98	46	48	107	20	9
Motor Vehicle Parts	2,325	5.2	1,509	816	907	360	182	187	561	71	57
Aerospace Products and Parts	827	1.8	554	273	317	99	63	52	232	30	34
Railroad Rolling Stock	96	0.2	66	30	23	18	11	8	29	4	3
Ship and Boat Building	314	0.7	209	105	112	63	41	15	70	6	7
Other Transportation Equipment	257	0.6	173	84	135	19	19	11	55	9	9
<b>Sub-Total TRANSPORTATION EQUIPMENT MANUFACTURING</b>	<b>4,917</b>	<b>10.9</b>	<b>3,258</b>	<b>1,659</b>	<b>1,960</b>	<b>716</b>	<b>406</b>	<b>359</b>	<b>1,180</b>	<b>167</b>	<b>129</b>
<b>FURNITURE AND RELATED PRODUCT MANUFACTURING</b>											
Metal Household Furniture	162	0.4	97	65	69	26	10	14	34	8	1
Office Furniture (except Wood) Mfg.	236	0.5	154	82	79	45	23	13	66	6	4
<b>Sub-Total FURNITURE AND RELATED PRODUCT MANUFACTURING</b>	<b>398</b>	<b>0.9</b>	<b>251</b>	<b>147</b>	<b>148</b>	<b>71</b>	<b>33</b>	<b>27</b>	<b>100</b>	<b>14</b>	<b>5</b>
<b>MISCELLANEOUS MANUFACTURING</b>											
Medical Equipment and Supplies (medical, dental, surgical)	427	1.0	285	142	132	71	48	29	115	25	7
Jewelry, Toy and Sign Manufacturing	225	0.5	156	69	130	38	17	13	21	5	1
Other Miscellaneous Mfg.	1,148	2.6	824	324	683	148	71	43	129	53	21
<b>Sub-Total MISCELLANEOUS MANUFACTURING</b>	<b>1,800</b>	<b>4.1</b>	<b>1,265</b>	<b>535</b>	<b>945</b>	<b>257</b>	<b>136</b>	<b>85</b>	<b>265</b>	<b>83</b>	<b>29</b>
<b>Metal Service Centers and Offices</b>	<b>1,233</b>	<b>2.7</b>	<b>907</b>	<b>326</b>	<b>963</b>	<b>152</b>	<b>38</b>	<b>17</b>	<b>28</b>	<b>6</b>	<b>29</b>
<b>TOTAL MANUFACTURING INDUSTRIES</b>	<b>42,362</b>	<b>94.6</b>	<b>31,120</b>	<b>11,242</b>	<b>25,943</b>	<b>5,517</b>	<b>2,419</b>	<b>1,666</b>	<b>5,243</b>	<b>893</b>	<b>681</b>
Merchant Wholesalers, Durable Goods	1,424	3.2	987	437	1,115	101	44	24	99	23	18
Architectural, Engineering, and Related Services	325	0.7	180	145	161	42	17	16	48	20	21
Management, Scientific, and Technical Consulting Services	242	0.6	164	78	201	7	6	6	11	7	4
Scientific Research and Development Services	152	0.3	90	62	92	13	9	1	19	10	8
Educational Services	62	0.1	30	32	20	4	4	2	6	1	25
Repair and Maintenance	235	0.5	199	36	176	20	23	1	12	1	2
<b>TOTAL OTHER QUALIFIED INDUSTRIES</b>	<b>2,440</b>	<b>5.4</b>	<b>1,650</b>	<b>790</b>	<b>1,765</b>	<b>187</b>	<b>103</b>	<b>50</b>	<b>195</b>	<b>62</b>	<b>78</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>44,802</b>	<b>100.0</b>	<b>32,770</b>	<b>12,032</b>	<b>27,708</b>	<b>5,704</b>	<b>2,522</b>	<b>1,716</b>	<b>5,438</b>	<b>955</b>	<b>759</b>
<b>PERCENT</b>	<b>100.0</b>		<b>73.1</b>	<b>26.9</b>	<b>61.9</b>	<b>12.7</b>	<b>5.6</b>	<b>3.8</b>	<b>12.2</b>	<b>2.1</b>	<b>1.7</b>

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

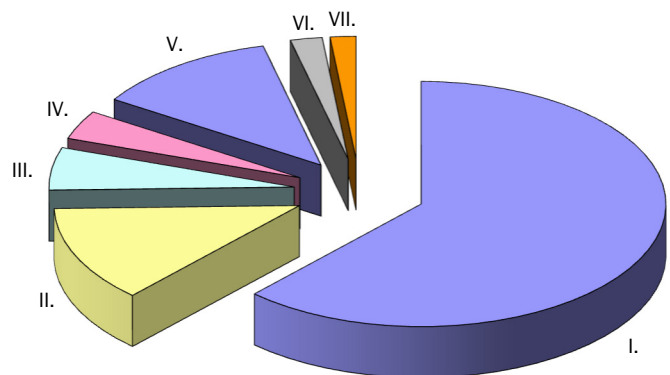
**3a. Breakout of Qualified Circulation by Business and Industry**  
(Please Refer to Paragraph 3a for Complete Descriptions)

	Business and Industry	Copies
I.	Primary Metal Manufacturing	2,062
II.	Fabricated Metal Product Manufacturing	22,305
III.	Machinery Manufacturing	7,802
IV.	Computer and Electronic Product Manufacturing	658
V.	Electrical Equipment, Appliance and Component Manufacturing	1,187
VI.	Transportation Equipment Manufacturing	4,917
VII.	Furniture and Related Product Manufacturing	398
VIII.	Miscellaneous Manufacturing	1,800
IX.	Metal Service Centers and Offices	1,233
X.	Other Qualified Industries	2,440
<b>TOTAL QUALIFIED</b>		<b>44,802</b>



**3a. Breakout of Qualified Circulation by Job Function**  
(Please Refer to Paragraph 3a for Complete Descriptions)

	Job Function	Copies	Percent
I.	Company Management	27,708	61.9
II.	Manufacturing Production Management	5,704	12.7
III.	Manufacturing Production Department	2,522	5.6
IV.	Engineering Management	1,716	3.8
V.	Manufacturing Engineering	5,438	12.2
VI.	Product Design/Development	955	2.1
VII.	Quality Assurance/Quality Control, Safety, HR, Training, and Education	759	1.7
<b>TOTAL</b>		<b>44,802</b>	<b>100.0</b>



### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE/JULY 2022

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	34,036	8,513	-	31,218	11,331	42,549	95.0
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	1,806	447	-	1,552	701	2,253	5.0
IV. Communication (other than request):	-	-	-	-	-	-	-
V. 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>35,842</b>	<b>8,960</b>	<b>-</b>	<b>32,770</b>	<b>12,032</b>	<b>44,802</b>	<b>100.0</b>
<b>PERCENT</b>	<b>80.0</b>	<b>20.0</b>	<b>-</b>	<b>73.1</b>	<b>26.9</b>	<b>100.0</b>	

### AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July – December 2019	January – June 2020	July – December 2020	January – June 2021	July – December 2021*	January – June 2022*
Total Audit Average Qualified:	49,000	46,806	45,615	45,177	45,296	44,909
Qualified Non-Paid:	49,000	46,806	45,615	45,177	45,296	44,909
Print:	39,194	35,450	34,652	34,796	34,612	33,049
Digital:	9,806	11,356	10,963	10,381	10,684	11,860
Qualified Paid:	-	-	-	-	-	-
Print:	-	-	-	-	-	-
Digital:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

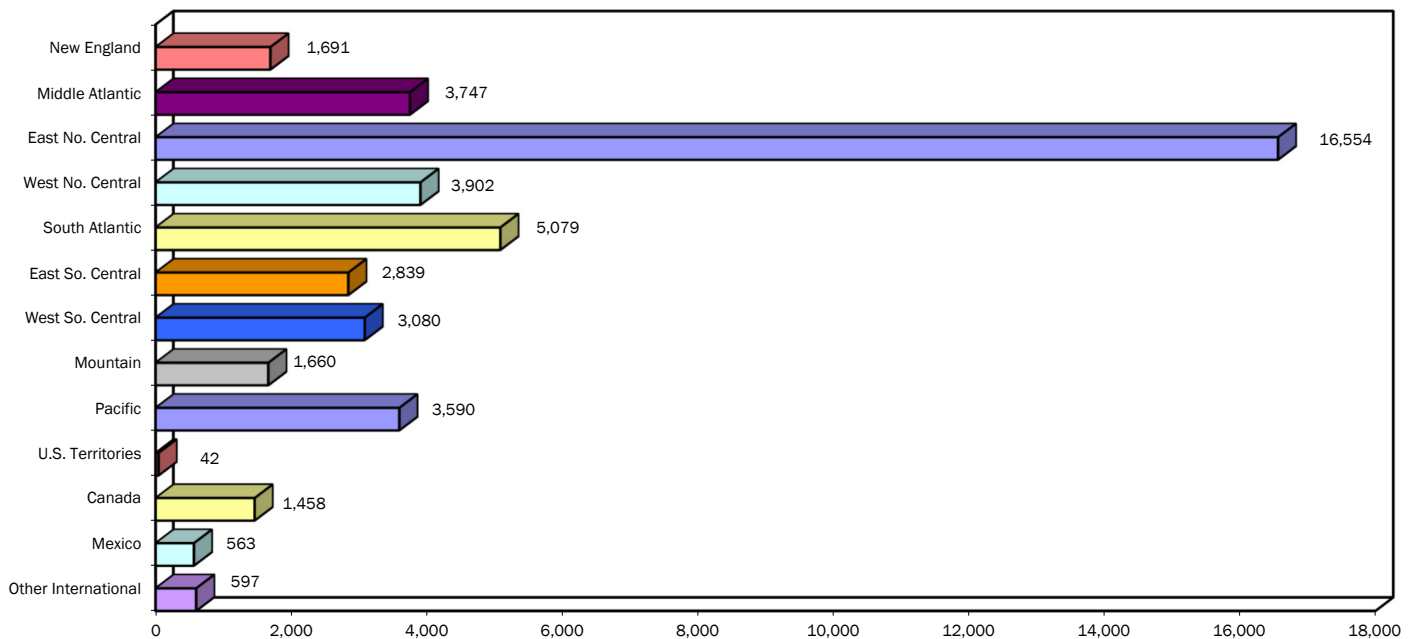
\*NOTE: July 2021 – June 2022 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

### GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE/JULY 2022

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	72	12	84		Kentucky	683	185	868	
New Hampshire	127	36	163		Tennessee	806	273	1,079	
Vermont	50	8	58		Alabama	494	157	651	
Massachusetts	512	130	642		Mississippi	188	53	241	
Rhode Island	113	20	133		EAST SO. CENTRAL	2,171	668	2,839	6.3
Connecticut	505	106	611		Arkansas	214	54	268	
NEW ENGLAND	1,379	312	1,691	3.8	Louisiana	242	43	285	
New York	986	264	1,250		Oklahoma	311	117	428	
New Jersey	563	147	710		Texas	1,612	487	2,099	
Pennsylvania	1,424	363	1,787		WEST SO. CENTRAL	2,379	701	3,080	6.9
MIDDLE ATLANTIC	2,973	774	3,747	8.4	Montana	65	16	81	
Ohio	2,465	789	3,254		Idaho	106	30	136	
Indiana	1,583	621	2,204		Wyoming	32	5	37	
Illinois	3,465	1,529	4,994		Colorado	319	86	405	
Michigan	2,409	904	3,313		New Mexico	60	16	76	
Wisconsin	2,003	786	2,789		Arizona	364	96	460	
EAST NO. CENTRAL	11,925	4,629	16,554	37.0	Utah	194	89	283	
Minnesota	904	264	1,168		Nevada	139	43	182	
Iowa	578	224	802		MOUNTAIN	1,279	381	1,660	3.7
Missouri	700	244	944		Alaska	14	2	16	
North Dakota	56	34	90		Washington	390	126	516	
South Dakota	120	43	163		Oregon	269	68	337	
Nebraska	197	76	273		California	2,128	572	2,700	
Kansas	348	114	462		Hawaii	16	5	21	
WEST NO. CENTRAL	2,903	999	3,902	8.7	PACIFIC	2,817	773	3,590	8.0
Delaware	41	9	50		UNITED STATES	31,741	10,401	42,142	94.1
Maryland	195	69	264		U.S. Territories	20	22	42	
Washington, DC	5	-	5		Canada	979	479	1,458	
Virginia	312	108	420		Mexico	23	540	563	
West Virginia	82	13	95		Other International	7	590	597	
North Carolina	775	214	989		APO/FPO	-	-	-	
South Carolina	424	110	534						
Georgia	1,091	350	1,441						
Florida	990	291	1,281						
SOUTH ATLANTIC	3,915	1,164	5,079	11.3					
					<b>TOTAL QUALIFIED CIRCULATION</b>	<b>32,770</b>	<b>12,032</b>	<b>44,802</b>	<b>100.0</b>

## GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



## 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 brand existed first, 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.

### PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Michael Vohland, VP Sales/Publisher

Melody Berendt, Circulation Manager

(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 28, 2022

State

Ohio

County

Cuyahoga

Received by BPA Worldwide

July 28, 2022

Type

BJ

ID Number

M165B0J2

#### About BPA Worldwide.

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.