

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.

### 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 manufacturing industries. Also served are non-manufacturing companies 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 and other qualified personnel as reported herein.

## CHANNELS

### METALFORMING MAGAZINE



5 issues in the period  
45,615 average circulation

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>METALFORMING MAGAZINE</b> (5 issues in the period)	45,615	-	45,615

(See Paragraph 3b for Format Type and Source)

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	27
Advertiser and Agency	1,200
Allocated for Trade Shows and Conventions	-
All Other	215
<b>TOTAL</b>	<b>1,442</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	44,556	97.7	44,556	97.7	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	1,059	2.3	1,059	2.3	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>45,615</b>	<b>100.0</b>	<b>45,615</b>	<b>100.0</b>	-	-

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2020 Issue	Print	Digital	Total Qualified
August	34,402	11,559	45,961
September	34,666	11,509	46,175
October	34,987	10,608	45,595
November	34,718	10,621	45,339
December	34,486	10,517	45,003

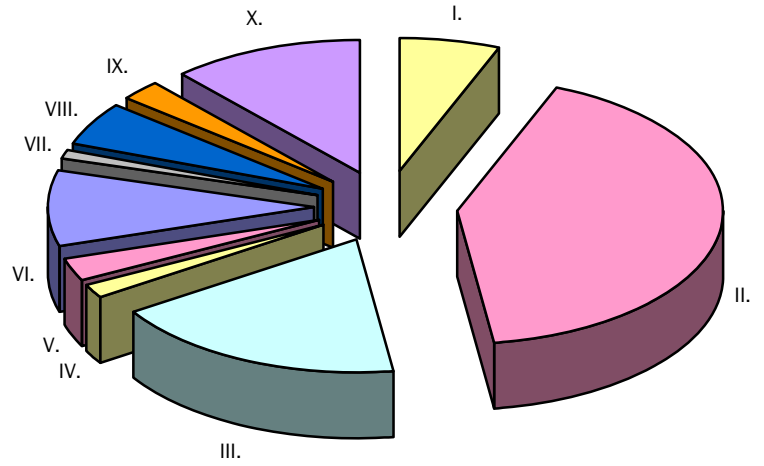
**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2020**  
 This issue is 1.7% or 765 copies below the average of the other 4 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Print		Job Function							
			Print	Digital	Company Management (Note 1)	Manufacturing Production Management	Manufacturing Production Department	Engineering Management	Manufacturing Engineering	Product Design/Development	Quality Assurance/Quality Control, Safety, HR and Training	Other Qualified Personnel (Note 2)
<b>PRIMARY METAL MANUFACTURING</b>												
Iron and Steel Mills and Ferroalloy Manufacturing	498	1.1	390	108	283	63	43	19	44	16	16	14
Steel Product Manufacturing from Purchased Steel	1,582	3.5	1,272	310	1,049	175	54	75	134	51	15	29
Alumina and Aluminum Production, Processing	269	0.6	209	60	157	36	12	14	33	8	4	5
Nonferrous Metal (except Aluminum) Production, Processing	217	0.5	163	54	136	29	8	4	22	7	7	4
Foundries	126	0.3	90	36	58	28	14	8	13	-	4	1
<b>Sub-Total PRIMARY METAL MANUFACTURING</b>	<b>2,692</b>	<b>6.0</b>	<b>2,124</b>	<b>568</b>	<b>1,683</b>	<b>331</b>	<b>131</b>	<b>120</b>	<b>246</b>	<b>82</b>	<b>46</b>	<b>53</b>
<b>FABRICATED METAL PRODUCT MANUFACTURING</b>												
Stamping, Spinning, or Forging	4,885	10.8	3,979	906	2,754	659	315	245	582	132	142	56
Cutlery and Handtool	323	0.7	249	74	231	27	13	9	30	7	1	5
Architectural and Structural Metals	5,488	12.2	4,426	1,062	3,816	678	293	126	361	75	86	53
Boiler, Tank and Shipping Container	438	1.0	328	110	221	74	33	18	58	8	19	7
Hardware Mfg.	364	0.8	282	82	211	57	17	13	49	10	6	1
Spring and Wire Products	526	1.2	426	100	337	80	18	20	47	10	7	7
Machine Shops; Turned Products, Screw, Nut and Bolt	2,138	4.7	1,764	374	1,696	165	75	36	88	25	26	27
Coating, Engraving and Allied Activities	1,047	2.3	869	178	821	94	29	15	40	14	15	19
Metal Heat Treating	160	0.4	135	25	122	16	2	3	7	2	4	4
Other Fabricated Metal Products	3,443	7.7	2,848	595	2,392	340	155	131	259	66	65	35
<b>Sub-Total FABRICATED METAL PRODUCT MANUFACTURING</b>	<b>18,812</b>	<b>41.8</b>	<b>15,306</b>	<b>3,506</b>	<b>12,601</b>	<b>2,190</b>	<b>950</b>	<b>616</b>	<b>1,521</b>	<b>349</b>	<b>371</b>	<b>214</b>
<b>MACHINERY MANUFACTURING</b>												
Agriculture, Construction and Mining Machinery	1,474	3.3	1,100	374	618	215	154	61	346	44	17	19
Industrial Machinery	1,627	3.6	1,148	479	924	232	90	66	220	58	21	16
Commercial Service and Industry Machinery	442	1.0	350	92	259	67	24	12	56	14	4	6
Ventilation, Heating, Air-Conditioning	1,017	2.2	704	313	409	165	89	51	243	33	18	9
Metalworking Machinery	1,716	3.8	1,436	280	1,281	138	52	48	108	37	18	34
Engine, Turbine and Power Transmission Equipment	211	0.5	169	42	120	15	12	6	39	9	8	2
Other General Purpose Machinery	1,644	3.7	1,239	405	967	201	129	54	202	49	18	24
<b>Sub-Total MACHINERY MANUFACTURING</b>	<b>8,131</b>	<b>18.1</b>	<b>6,146</b>	<b>1,985</b>	<b>4,578</b>	<b>1,033</b>	<b>550</b>	<b>298</b>	<b>1,214</b>	<b>244</b>	<b>104</b>	<b>110</b>
<b>COMPUTER AND ELECTRONIC PRODUCT MANUFACTURING</b>												
Computer and Peripheral Equipment	119	0.3	87	32	72	9	2	3	18	9	4	2
Communications Equipment	91	0.2	65	26	36	14	10	7	16	8	3	-
Audio and Video Equipment Mfg.	53	0.1	41	12	33	5	-	2	8	2	-	-
Semiconductor and Other Electronic Components	204	0.4	137	67	85	29	17	11	44	12	2	4
Navigational, Measuring, Electromedical and Control Instruments	262	0.6	173	89	106	28	25	17	66	14	1	5
<b>Sub-Total COMPUTER AND ELECTRONIC PRODUCT MANUFACTURING</b>	<b>729</b>	<b>1.6</b>	<b>503</b>	<b>226</b>	<b>332</b>	<b>85</b>	<b>54</b>	<b>40</b>	<b>152</b>	<b>45</b>	<b>10</b>	<b>11</b>
<b>ELECTRICAL EQUIPMENT, APPLIANCE AND COMPONENT MANUFACTURING</b>												
Lighting Equipment	177	0.4	121	56	73	30	12	12	35	11	1	3
Household Appliance	304	0.7	194	110	59	47	22	22	118	23	9	4
Electrical Equipment (motor, generators, transformers, etc.)	413	0.9	277	136	166	46	39	21	108	17	6	10
Other Electrical Equipment and Components (batteries, wiring, etc.)	346	0.8	221	125	141	35	31	26	82	16	8	7
<b>Sub-Total ELECTRICAL EQUIPMENT, APPLIANCE AND COMPONENT MANUFACTURING</b>	<b>1,240</b>	<b>2.8</b>	<b>813</b>	<b>427</b>	<b>439</b>	<b>158</b>	<b>104</b>	<b>81</b>	<b>343</b>	<b>67</b>	<b>24</b>	<b>24</b>
<b>TRANSPORTATION EQUIPMENT MANUFACTURING</b>												
Motor Vehicles	421	0.9	305	116	133	49	34	40	110	36	8	11
Motor Vehicle Body and Trailers	442	1.0	316	126	202	64	39	33	70	20	10	4
Motor Vehicle Parts	1,863	4.1	1,329	534	675	270	146	166	457	79	48	22
Aerospace Products and Parts	763	1.7	541	222	270	96	64	47	211	38	29	8
Railroad Rolling Stock	93	0.2	67	26	23	15	10	13	24	5	3	-
Ship and Boat Building	269	0.6	189	80	83	56	36	11	63	11	5	4
Other Transportation Equipment	259	0.6	189	70	110	30	16	12	56	16	14	5
<b>Sub-Total TRANSPORTATION EQUIPMENT MANUFACTURING</b>	<b>4,110</b>	<b>9.1</b>	<b>2,936</b>	<b>1,174</b>	<b>1,496</b>	<b>580</b>	<b>345</b>	<b>322</b>	<b>991</b>	<b>205</b>	<b>117</b>	<b>54</b>
<b>FURNITURE AND RELATED PRODUCT MANUFACTURING</b>												
Metal Household Furniture	184	0.4	124	60	70	33	14	16	38	9	1	3
Office Furniture (except Wood) Mfg.	315	0.7	222	93	100	51	25	20	93	16	5	5
<b>Sub-Total FURNITURE AND RELATED PRODUCT MANUFACTURING</b>	<b>499</b>	<b>1.1</b>	<b>346</b>	<b>153</b>	<b>170</b>	<b>84</b>	<b>39</b>	<b>36</b>	<b>131</b>	<b>25</b>	<b>6</b>	<b>8</b>
<b>MISCELLANEOUS MANUFACTURING</b>												
Medical Equipment and Supplies (medical, dental, surgical)	406	0.9	297	109	124	66	45	22	106	32	9	2
Jewelry, Toy and Sign Manufacturing	265	0.6	192	73	138	45	19	20	27	7	4	5
All Other Miscellaneous Mfg.	1,705	3.8	1,290	415	951	223	97	70	220	90	30	24
<b>Sub-Total MISCELLANEOUS MANUFACTURING</b>	<b>2,376</b>	<b>5.3</b>	<b>1,779</b>	<b>597</b>	<b>1,213</b>	<b>334</b>	<b>161</b>	<b>112</b>	<b>353</b>	<b>129</b>	<b>43</b>	<b>31</b>
<b>Metal Service Centers and Offices</b>	<b>1,222</b>	<b>2.7</b>	<b>951</b>	<b>271</b>	<b>944</b>	<b>133</b>	<b>40</b>	<b>18</b>	<b>31</b>	<b>10</b>	<b>24</b>	<b>22</b>
<b>TOTAL METALWORKING MANUFACTURING INDUSTRIES</b>	<b>39,811</b>	<b>88.5</b>	<b>30,904</b>	<b>8,907</b>	<b>23,456</b>	<b>4,928</b>	<b>2,374</b>	<b>1,643</b>	<b>4,982</b>	<b>1,156</b>	<b>745</b>	<b>527</b>
Merchant Wholesalers, Durable Goods	1,976	4.4	1,399	577	1,438	205	73	35	130	33	17	45
Architectural, Engineering, and Related Services	533	1.2	326	207	256	74	25	28	75	40	15	20
Management, Scientific, and Technical Consulting Services	447	1.0	316	131	310	29	7	16	32	18	5	30
Scientific Research and Development Services	317	0.7	212	105	177	24	11	10	40	24	9	22
Educational Services	182	0.4	104	78	42	9	20	2	15	7	5	82
Repair and Maintenance	451	1.0	362	89	303	45	46	5	24	9	3	16
Other Non-Manufacturing Industries	1,286	2.8	863	423	754	212	90	35	88	35	25	47
<b>TOTAL NON-MANUFACTURING INDUSTRIES</b>	<b>5,192</b>	<b>11.5</b>	<b>3,582</b>	<b>1,610</b>	<b>3,280</b>	<b>598</b>	<b>272</b>	<b>131</b>	<b>404</b>	<b>166</b>	<b>79</b>	<b>262</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>45,003</b>	<b>100.0</b>	<b>34,486</b>	<b>10,517</b>	<b>26,736</b>	<b>5,526</b>	<b>2,646</b>	<b>1,774</b>	<b>5,386</b>	<b>1,322</b>	<b>824</b>	<b>789</b>
<b>PERCENT</b>			<b>76.6</b>	<b>23.4</b>	<b>59.4</b>	<b>12.3</b>	<b>5.9</b>	<b>3.9</b>	<b>12.0</b>	<b>2.9</b>	<b>1.8</b>	<b>1.8</b>

Note 1: Company Management job functions include Purchasing, Marketing & Sales.  
 Note 2: Other Qualified Personnel job functions include Director of Education, Professor, Teacher and Instructor.

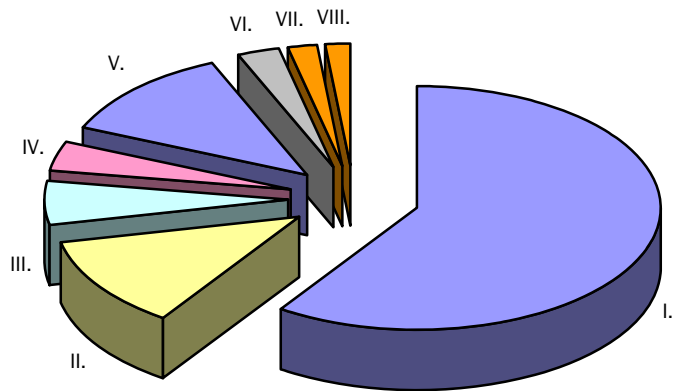
**3a. Breakout of Qualified Circulation by Business and Industry**  
 (Please Refer to Paragraph 3a for Complete Descriptions)

Business and Industry	Copies
I. Primary Metal Manufacturing	2,692
II. Fabricated Metal Product Manufacturing	18,812
III. Machinery Manufacturing	8,131
IV. Computer and Electronic Product Manufacturing	729
V. Electrical Equipment, Appliance and Component Manufacturing	1,240
VI. Transportation Equipment Manufacturing	4,110
VII. Furniture and Related Product Manufacturing	499
VIII. Miscellaneous Manufacturing	2,376
IX. Metal Service Centers and Offices	1,222
X. Non-Manufacturing Industries	5,192
<b>TOTAL QUALIFIED</b>	<b>45,003</b>



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

Job Function	Copies	Percent
I. Company Management	26,736	59.4
II. Manufacturing Production Management	5,526	12.3
III. Manufacturing Production Department	2,646	5.9
IV. Engineering Management	1,774	3.9
V. Manufacturing Engineering	5,386	12.0
VI. Product Design/Development	1,322	2.9
VII. Quality Assurance/Quality Control, Safety, HR and Training	824	1.8
VIII. Other Qualified Personnel	789	1.8
<b>TOTAL</b>	<b>45,003</b>	<b>100.0</b>



**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2020**

Qualification Source	Qualified Within					Total Qualified	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	35,093	8,315	-	33,058	10,350	43,408	96.5
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	909	686	-	1,428	167	1,595	3.5
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>36,002</b>	<b>9,001</b>	<b>-</b>	<b>34,486</b>	<b>10,517</b>	<b>45,003</b>	<b>100.0</b>
<b>PERCENT</b>	<b>80.0</b>	<b>20.0</b>	<b>-</b>	<b>76.6</b>	<b>23.4</b>	<b>100.0</b>	

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS**

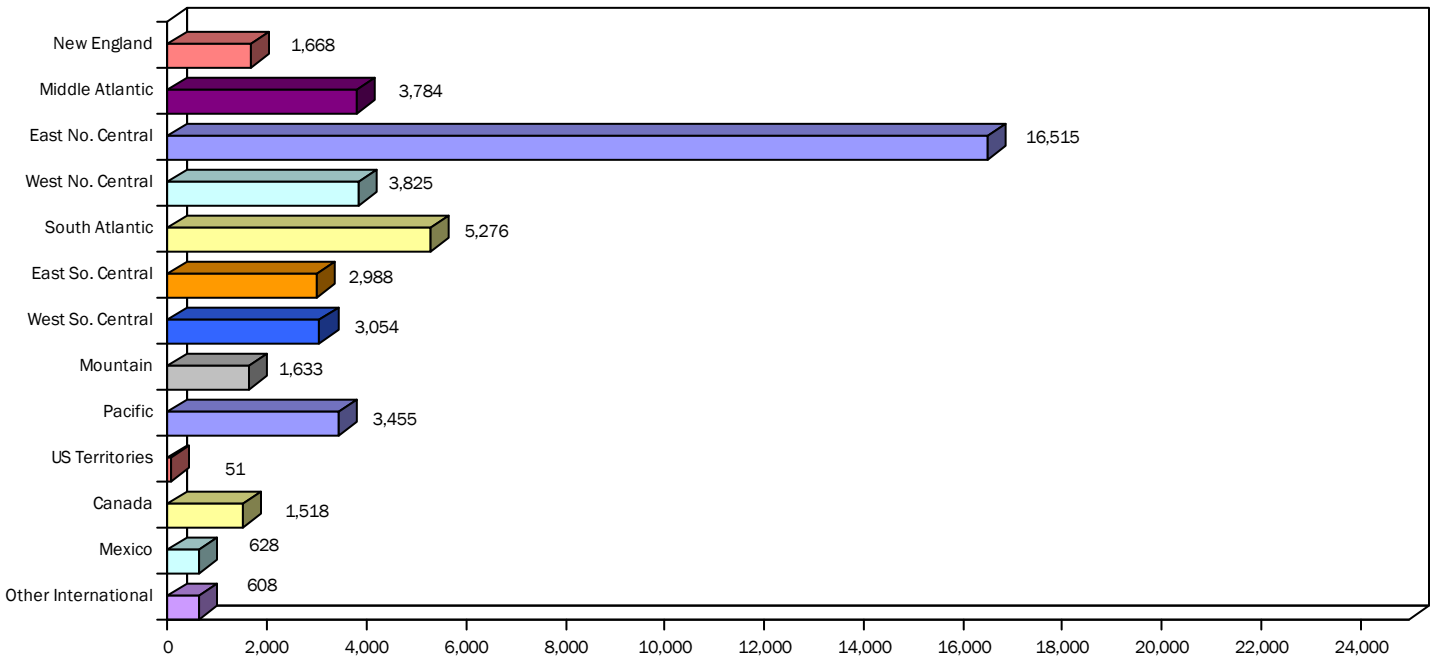
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January - June 2018	July - December 2018	January - June 2019	July - December 2019	January - June 2020	July - December 2020*
Total Audit Average Qualified:	50,414	49,506	49,010	49,000	46,806	45,615
Qualified Non-Paid:	50,414	49,506	49,010	49,000	46,806	45,615
Print:	41,810	41,166	40,161	39,194	35,450	34,652
Digital:	8,604	8,340	8,849	9,806	11,356	10,963
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 - December 2020 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 DECEMBER 2020**

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	73	15	88		Kentucky	840	142	982	
New Hampshire	132	28	160		Tennessee	853	244	1,097	
Vermont	51	2	53		Alabama	526	150	676	
Massachusetts	498	112	610		Mississippi	186	47	233	
Rhode Island	125	17	142		<b>EAST SO. CENTRAL</b>	<b>2,405</b>	<b>583</b>	<b>2,988</b>	<b>6.7</b>
Connecticut	527	88	615		Arkansas	216	44	260	
<b>NEW ENGLAND</b>	<b>1,406</b>	<b>262</b>	<b>1,668</b>	<b>3.7</b>	Louisiana	234	44	278	
New York	1,042	226	1,268		Oklahoma	315	105	420	
New Jersey	580	125	705		Texas	1,684	412	2,096	
Pennsylvania	1,498	313	1,811		<b>WEST SO. CENTRAL</b>	<b>2,449</b>	<b>605</b>	<b>3,054</b>	<b>6.8</b>
<b>MIDDLE ATLANTIC</b>	<b>3,120</b>	<b>664</b>	<b>3,784</b>	<b>8.4</b>	Montana	64	10	74	
Ohio	2,668	599	3,267		Idaho	102	23	125	
Indiana	1,545	510	2,055		Wyoming	28	6	34	
Illinois	3,761	1,406	5,167		Colorado	339	91	430	
Michigan	2,536	713	3,249		New Mexico	57	12	69	
Wisconsin	2,134	643	2,777		Arizona	367	70	437	
<b>EAST NO. CENTRAL</b>	<b>12,644</b>	<b>3,871</b>	<b>16,515</b>	<b>36.7</b>	Utah	206	72	278	
Minnesota	931	215	1,146		Nevada	149	37	186	
Iowa	638	204	842		<b>MOUNTAIN</b>	<b>1,312</b>	<b>321</b>	<b>1,633</b>	<b>3.6</b>
Missouri	677	218	895		Alaska	16	3	19	
North Dakota	62	27	89		Washington	424	100	524	
South Dakota	127	31	158		Oregon	262	56	318	
Nebraska	197	59	256		California	2,088	481	2,569	
Kansas	338	101	439		Hawaii	19	6	25	
<b>WEST NO. CENTRAL</b>	<b>2,970</b>	<b>855</b>	<b>3,825</b>	<b>8.5</b>	<b>PACIFIC</b>	<b>2,809</b>	<b>646</b>	<b>3,455</b>	<b>7.7</b>
Delaware	36	10	46		<b>UNITED STATES</b>	<b>33,253</b>	<b>8,945</b>	<b>42,198</b>	<b>93.8</b>
Maryland	240	64	304		U.S. Territories	24	27	51	
Washington, DC	6	-	6		Canada	1,103	415	1,518	
Virginia	307	90	397		Mexico	105	523	628	
West Virginia	82	12	94		Other International	1	607	608	
North Carolina	780	190	970		APO/FPO	-	-	-	
South Carolina	449	114	563						
Georgia	1,221	387	1,608						
Florida	1,017	271	1,288						
<b>SOUTH ATLANTIC</b>	<b>4,138</b>	<b>1,138</b>	<b>5,276</b>	<b>11.7</b>					
					<b>TOTAL QUALIFIED CIRCULATION</b>	<b>34,486</b>	<b>10,517</b>	<b>45,003</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.

### CHANGE IN FREQUENCY:

Effective with the June/July 2020 issue, MetalForming changed its frequency from 12 to 11 issues per year.

### PUBLISHER'S AFFIDAVIT

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

Michael Vohland, VP of 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

State

County

Received by BPA Worldwide

Type

ID Number

February 12, 2021

Ohio

Cuyahoga

February 12, 2021

BJ

M165B0D0

### 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.