

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.

Penton Media
 1100 Superior Avenue
 Cleveland, OH 44114
 Tel. No.: (216) 696-7000
 Fax No.: (216) 696-8208
 www.newequipment.com

NEW EQUIPMENT DIGEST is a B2B brand providing new product information to corporate buyers and influencers from plant operations and engineering to the C-suite and purchasing. New Equipment Digest not only reports new products, but also covers upcoming trends within industries and product categories.

NEW EQUIPMENT DIGEST serves the general industrial field which includes OEM (original equipment manufacturers) and processing manufacturers. It also serves wholesalers or distributors of durable and nondurable goods, system integrators and contractors, 3rd party logistics providers, professional, scientific and technical industries and other industries allied to the field as shown in paragraph 3a.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include corporate & executive management, engineering, R&D, design & technical management, operations, production & plant management and purchasing & sourcing management and other management and professionals with other job titles allied to the field served.

PURPOSE

Included herein is a supplementary analysis of multiple products and services recommended, specified, authorized or purchased by qualified recipients.

CHANNELS

NEW EQUIPMENT DIGEST MAGAZINE



6 Issues in the period
 140,431 average circulation

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
NEW EQUIPMENT DIGEST MAGAZINE (6 issues in the period)	140,429	2	140,431
a. Print	80,314	2	80,316
b. Digital	60,115	-	60,115
1. Requested	38,598	-	38,598
2. Non-Requested	21,517	-	21,517

SUPPLEMENTARY DATA FOR ISSUE OF MAY 2016

This is an analysis of 114,901 or 82.1% respondents who responded to the question are you involved in recommending, specifying, authorizing and/or purchasing the following products or services. Since any one respondent may have checked more than one response, the totals for these products and services should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Total Respondents	Controls/ Electrical/ HVAC/ Pipe/ Process Equipment (Note 1)	Assembly/ Facilities/ Material Handling/ Packaging Equipment/ Tools (Note 2)	Adhesives/ Materials/ Compounds (Note 3)	Motion Control/ Fluid Power (Note 4)	Machine Tool/ Metalworking (Note 5)	Safety Equipment/ Emergency Response/ Environmental Compliance (Note 6)	Green Technology/ Alternative Energy	None of the Above
Oil & Gas Extraction, Mining & Petroleum, Coal	3,461	2.5	2,746	1,900	1,902	1,236	1,398	1,253	1,838	1,029	101
Food, Beverage & Tobacco Manufacturing	6,518	4.7	5,561	3,747	4,372	2,430	2,947	2,369	3,485	2,377	219
Textile Mills & Apparel Manufacturing (including Textile Product Mills, Apparel Mfg., Leather & Allied Product Mfg.)	1,505	1.1	1,216	786	910	566	615	541	768	521	47
Wood Product Manufacturing (including Sawmills and Mfg. of Veneer, Plywood & Engineered Wood Products)	2,306	1.6	1,967	1,356	1,544	1,024	1,076	1,028	1,370	850	77
Furniture & Related Product Manufacturing (including Wood Kitchen Cabinets & Countertops, Household & Institutional Furniture & Office Furniture)	1,405	1.0	1,165	750	932	584	581	573	683	459	62
Paper Manufacturing (including Printing, Publishing & related support activities)	5,847	4.2	4,188	2,808	3,233	1,890	2,126	1,804	2,482	1,682	190
Chemical Manufacturing & Pharmaceutical Manufacturing (including Resins, Synthetics, Pharmaceutical & Medicine, Paint, Adhesive, Soap and Cleaning Compounds)	5,487	3.9	4,531	3,047	3,147	2,143	2,146	1,680	2,924	1,686	121
Plastics, Rubber & Non-Metallic Mineral Product Manufacturing (including Clay, Glass, Cement, Concrete, Lime and Gypsum)	5,208	3.7	4,412	3,048	3,467	2,316	2,428	2,164	2,703	1,780	158
Sub-Total: Manufacturing (Discrete & Processing)	31,737	22.7	25,786	17,442	19,507	12,189	13,317	11,412	16,253	10,384	975
Primary Metal Manufacturing	8,681	6.2	7,640	5,242	5,767	3,539	4,520	4,310	4,160	2,945	322
Fabricated Metal Product Manufacturing	11,494	8.2	10,246	7,107	8,030	5,037	5,565	6,541	5,730	3,641	438
Machinery Manufacturing (including Industrial, Agricultural, Mining, Farm, Construction, Commercial & Service Industry, HVAC & Metalworking)	15,017	10.7	13,588	9,865	10,329	6,347	8,664	7,484	6,487	4,774	609
Computer & Electronic Product Manufacturing (including Computer & Peripheral Equipment, Computer Software, Communications & Telephone Apparatus, Radio, Television & Wireless Communications Equipment, Audio & Video Equipment, Semiconductor & Other Electron Mfg., Navigational, Measuring, Electromedical & Control Instruments)	8,664	6.2	4,477	3,600	3,022	1,783	2,117	1,741	1,920	1,464	159
Electrical Equip, Appliance & Component Mfg	8,760	6.3	7,732	6,145	5,504	3,331	4,168	3,555	3,654	2,761	325
Transportation Equipment Manufacturing (including Motor Vehicles, Trailers & Parts, Aerospace Products & Parts, Aircraft & Aircraft Engines & Parts, Guided Missiles & Space Vehicles, Railcars, Ships & Boats, Motorcycles, Military Armored Vehicles, Tanks & Components)	3,345	2.4	2,857	1,982	2,159	1,389	1,610	1,521	1,564	1,027	140
Automotive Manufacturing	5,882	4.2	4,221	2,967	3,134	2,047	2,322	2,312	2,270	1,514	187
Aerospace Manufacturing	7,201	5.1	3,925	2,804	2,753	1,857	2,127	2,012	1,939	1,308	138
Measuring Instruments Mfg & Medical Equipment & Supplies (including Laboratory Apparatus & Furniture, Surgical & Medical Instruments, Dental Equipment & Supplies)	4,257	3.0	3,326	2,440	2,432	1,639	1,715	1,529	1,650	1,013	140
Miscellaneous Manufacturing (including Jewelry & Silverware, Sporting & Athletic Goods, Dolls, Toys & Games, Office Supplies, Signs, Musical Instruments)	5,589	4.0	4,518	2,854	3,220	1,956	2,042	1,950	2,479	1,524	271
Sub-Total: Manufacturing (OEM)	78,890	56.4	62,530	45,006	46,350	28,925	34,850	32,955	31,853	21,971	2,729
Sub-Total: Manufacturing Industries	110,627	79.0	88,316	62,448	65,857	41,114	48,167	44,367	48,106	32,355	3,704
Wholesaler or Distributor of Durable and Non-Durable Goods	9,362	6.7	8,543	6,227	6,773	3,879	4,608	4,022	4,857	3,319	365
System Integrator or Contractor	6,168	4.4	5,824	4,805	4,552	2,723	3,508	3,053	3,252	2,415	299
3rd Party Logistics Provider	1,414	1.0	1,245	884	977	539	613	541	751	508	51
Professional, Scientific & Technical Services Other industries allied to the field (including Engineering Services, Construction, Agriculture, Forestry, Mining, Utilities, Transportation & Warehousing, Information Management, Admin & Support Svcs, Educational Svcs and Public Administration)	2,400	1.7	2,057	1,390	1,559	980	785	935	1,142	525	224
Sub-Total: Non-Manufacturing Industries	29,373	21.0	26,585	20,281	20,509	12,090	14,266	12,657	15,272	10,421	1,292
TOTAL QUALIFIED CIRCULATION	140,000	100.0	114,901	82,729	86,366	53,204	62,433	57,024	63,378	42,776	4,996

Note 1: Category includes Controls & Instrumentation, Electrical/Electronic Components, HVAC, Pipe/Valves/Fittings/Tubing and Process Equipment.
 Note 2: Category includes Assembly/Fastening/Tools, Material Handling Equipment or Services, Packaging Equipment and Tools, Hand & Power.
 Note 3: Category includes Adhesives/Sealants/Lubricants/Chemicals and Materials/Compounds.
 Note 4: Category includes Motion Control and Fluid Power.
 Note 5: Category includes Machine Tool/Automation Technology and Metalworking/Welding/Fabrication.
 Note 6: Category includes Safety Equipment/Worker Protection, Emergency Response and Environmental Compliance.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

QUALIFICATION SOURCE	Qualified Within					Total Qualified	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	65,371	29,956	8,739	68,098	35,968	104,066	74.3
II. Request from recipient's company:	139	-	-	132	7	139	0.1
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	35,665	130	-	12,375	23,420	35,795	25.6
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	35,665	130	-	12,375	23,420	35,795	25.6
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	101,175	30,086	8,739	80,605	59,395	140,000	100.0
PERCENT	72.3	21.5	6.2	57.6	42.4	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	139,995	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	5	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	140,000	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2013	January - June 2014	July - December 2014	January - June 2015	July - December 2015*	January - June 2016*
Total Audit Average Qualified:	150,319	147,870	144,199	142,624	145,410	140,431
Qualified Non-Paid:	150,319	147,864	144,194	142,618	145,405	140,429
Print:	124,623	106,671	84,432	78,744	79,559	80,314
Digital:	25,696	41,193	59,762	64,874	65,846	60,115
Qualified Paid:	-	6	5	6	5	2
Print:	-	5	4	4	2	2
Digital:	-	1	1	2	3	-
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 2015 - June 2016 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 MAY 2016

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	528		Kentucky	1,994	
New Hampshire	730		Tennessee	2,844	
Vermont	307		Alabama	1,887	
Massachusetts	2,878		Mississippi	896	
Rhode Island	407		EAST SO. CENTRAL	7,621	5.4
Connecticut	1,866		Arkansas	1,107	
NEW ENGLAND	6,716	4.8	Louisiana	1,304	
New York	7,117		Oklahoma	1,450	
New Jersey	3,265		Texas	8,653	
Pennsylvania	8,017		WEST SO. CENTRAL	12,514	8.9
MIDDLE ATLANTIC	18,399	13.2	Montana	436	
Ohio	9,138		Idaho	740	
Indiana	4,427		Wyoming	280	
Illinois	8,243		Colorado	2,050	
Michigan	6,336		New Mexico	527	
Wisconsin	5,759		Arizona	1,808	
EAST NO. CENTRAL	33,903	24.2	Utah	1,267	
Minnesota	4,304		Nevada	581	
Iowa	2,387		MOUNTAIN	7,689	5.5
Missouri	2,947		Alaska	117	
North Dakota	474		Washington	2,422	
South Dakota	608		Oregon	1,695	
Nebraska	1,324		California	12,861	
Kansas	1,851		Hawaii	138	
WEST NO. CENTRAL	13,895	9.9	PACIFIC	17,233	12.3
Delaware	342		UNITED STATES	139,747	99.8
Maryland	2,059		U.S. Territories	242	
Washington, DC	208		Canada	4	
Virginia	2,914		Mexico	-	
West Virginia	715		Other International	-	
North Carolina	4,427		APO/FPO	7	
South Carolina	2,145				
Georgia	3,527				
Florida	5,440				
SOUTH ATLANTIC	21,777	15.6			
			TOTAL QUALIFIED CIRCULATION	140,000	100.0

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital versions are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, 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.

PARAGRAPH 3b:

Other Sources includes 1 source of circulation for a quantity of 35,795 or 25.6%, including the Merit database.

PUBLISHER'S AFFIDAVIT

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

Desiree Torres, Senior User Marketing Director

Lauren Mena, Contractor, User Marketing

(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	August 17, 2016
State	Florida
County	Hillsborough
Received by BPA Worldwide	August 17, 2016
Type	BSJ
ID Number	N020B0J6

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	11
Advertiser and Agency	1,501
Allocated for Trade Shows and Conventions	-
All Other	-
TOTAL	1,512

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	140,431	100.0	140,429	100.0	2	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	140,431	100.0	140,429	100.0	2	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

	2016 Issue	Print	Digital	Total Qualified
January		80,000	61,836	141,836
February		80,346	60,342	140,688
March		80,346	59,724	140,070
April		80,000	60,000	140,000
May		80,605	59,395	140,000
June		80,605	59,395	140,000

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016
This issue is 0.4% or 519 copies below the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE CATEGORY					CLASSIFICATION BY EMPLOYEE SIZE				
			Corporate & Executive Mgmt (A) (Note 1)	Engineering, R&D, Design & Technical Mgmt (B) (Note 2)	Operations, Production & Plant Mgmt (C) (Note 3)	Purchasing and Sourcing Mgmt (D) (Note 4)	Other Mgmt and Professionals with Other Job Titles (E) (Note 5)	Under 100 Employees	100-499 Employees	500 - 999 Employees	1,000 or More Employees	Other
Oil & Gas Extraction, Mining & Petroleum, Coal	3,461	2.5		1,028	1,146	102	223	1,516	969	289	486	201
Food, Beverage & Tobacco Manufacturing	6,518	4.7	2,255	1,370	2,322	242	329	2,493	2,232	687	763	343
Textile Mills & Apparel Manufacturing (including Textile Product Mills, Apparel Mfg., Leather & Allied Product Mfg.)	1,505	1.1	546	302	515	52	90	641	492	135	137	100
Wood Product Manufacturing (including Sawmills and Mfg. of Veneer, Plywood & Engineered Wood Products)	2,306	1.6	1,066	344	701	98	97	1,394	539	100	111	162
Furniture & Related Product Manufacturing (including Wood Kitchen Cabinets & Countertops, Household & Institutional Furniture & Office Furniture)	1,405	1.0	563	329	361	85	67	687	377	83	145	113
Paper Manufacturing (including Printing, Publishing & related support activities)	5,847	4.2	2,649	808	1,950	165	275	3,044	1,505	399	343	556
Chemical Manufacturing & Pharmaceutical Manufacturing (including Resins, Synthetics, Pharmaceutical & Medicine, Paint, Adhesive, Soap and Cleaning Compounds)	5,487	3.9	1,152	2,040	1,857	144	294	1,895	1,840	554	858	340
Plastics, Rubber & Non-Metallic Mineral Product Manufacturing (including Clay, Glass, Cement, Concrete, Lime and Gypsum)	5,208	3.7	1,606	1,510	1,701	167	224	2,379	1,756	353	369	351
Sub-Total: Manufacturing (Discrete & Processing)	31,737	22.7	10,799	7,731	10,553	1,055	1,599	14,049	9,710	2,600	3,212	2,166
Primary Metal Manufacturing	8,681	6.2	2,880	3,077	2,092	262	370	4,041	2,378	715	777	770
Fabricated Metal Product Manufacturing	11,494	8.2	4,301	3,364	2,929	401	499	6,494	3,193	648	626	533
Machinery Manufacturing (including Industrial, Agricultural, Mining, Farm, Construction, Commercial & Service Industry, HVAC & Metalworking)	15,017	10.7	5,034	6,299	2,546	399	739	8,139	3,747	948	1,178	1,005
Computer & Electronic Product Manufacturing (including Computer & Peripheral Equipment, Computer Software, Communications & Telephone Apparatus, Radio, Television & Wireless Communications Equipment, Audio & Video Equipment, Semiconductor & Other Electron Mfg., Navigational, Measuring, Electromedical & Control Instruments)	8,664	6.2	1,195	5,095	2,074	75	225	2,441	1,086	355	851	3,931
Electrical Equip, Appliance & Component Mfg	8,760	6.3	2,133	4,418	1,569	177	463	3,895	2,430	736	1,018	681
Transportation Equipment Manufacturing (including Motor Vehicles, Trailers & Parts, Aerospace Products & Parts, Aircraft & Aircraft Engines & Parts, Guided Missiles & Space Vehicles, Railcars, Ships & Boats, Motorcycles, Military Armored Vehicles, Tanks & Components)	3,345	2.4	1,085	1,151	787	127	195	1,484	838	302	473	248
Automotive Manufacturing	5,882	4.2	1,177	2,966	1,420	114	205	1,757	1,256	499	950	1,420
Aerospace Manufacturing	7,201	5.1	555	4,737	1,670	83	156	1,401	987	390	1,192	3,231
Measuring Instruments Mfg & Medical Equipment & Supplies (including Laboratory Apparatus & Furniture, Surgical & Medical Instruments, Dental Equipment & Supplies)	4,257	3.0	907	2,104	926	90	230	1,540	1,043	375	558	741
Miscellaneous Manufacturing (including Jewelry & Silverware, Sporting & Athletic Goods, Dolls, Toys & Games, Office Supplies, Signs, Musical Instruments)	5,589	4.0	1,880	1,511	1,528	190	480	2,693	1,566	398	546	386
Sub-Total: Manufacturing (OEM)	78,890	56.3	21,147	34,722	17,541	1,918	3,562	33,885	18,524	5,366	8,169	12,946
Sub-Total: Manufacturing Industries	110,627	79.0	31,946	42,453	28,094	2,973	5,161	47,934	28,234	7,966	11,381	15,112
Wholesaler or Distributor of Durable and Non-Durable Goods	9,362	6.7	4,347	1,397	2,065	407	1,146	6,392	1,728	434	426	382
System Integrator or Contractor	6,168	4.4	2,740	2,203	873	90	262	4,205	1,018	291	502	152
3rd Party Logistics Provider	1,414	1.0	595	284	383	32	120	845	294	80	135	60
Professional Scientific & Technical Services	10,029	7.2	3,263	4,055	2,035	148	528	5,828	1,940	624	1,340	297
Other industries allied to the field (including Engineering Services, Construction, Agriculture, Forestry, Mining, Utilities, Transportation & Warehousing, Information Management, Admin & Support Svcs, Educational Svcs and Public Administration)	2,400	1.7	736	546	495	93	530	1,257	510	143	287	203
Sub-Total: Non-Manufacturing Industries	29,373	21.0	11,681	8,485	5,851	770	2,586	18,527	5,490	1,572	2,690	1,094
TOTAL QUALIFIED CIRCULATION	140,000	100.0	43,627	50,938	33,945	3,743	7,747	66,461	33,724	9,538	14,071	16,206

Note 1: (A) Corporate and Executive Management include CEO, COO, CFO, CIO, Executive VP and General Manager, Treasurer, Secretary, Owner, VP and Director.
 Note 2: (B) Engineering, R&D, Design & Technical Management include VPs and Directors of Engineering, R&D and Information Technology/Systems, Plant Engineer, Design Engineer, Maintenance Engineer and Production Engineer.
 Note 3: (C) Operations, Production and Plant Management include VPs and Directors of Operations, Quality, Lean/Six Sigma, Production, Maintenance Managers, Plant Managers, Superintendents, Supervisors, Foremen, Master Mechanics, Chief Machinists and Safety Directors.
 Note 4: (D) Purchasing and Sourcing Management include VPs and Directors of Purchasing & Sourcing, Buyers and Managers of Procurement.
 Note 5: (E) Other Management & Professional with Other Job Titles include Distribution, Warehousing & Logistics Management, Sales & Business Development Management and other job titles.