

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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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.

FIELD SERVED

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 provider, professional, scientific and technical services 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 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
135,780 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)	135,776	4	135,780
a. Print	75,478	4	75,482
b. Digital	60,298	1	60,299
1. Requested	47,652	1	47,653
2. Non-Requested	12,646	-	12,646

SUPPLEMENTARY DATA FOR ISSUE OF JUNE 2017

This is an analysis of 110,709 or 78.8% respondents who responded to the question "Which of the following products or services, if any, do you recommend, specify, authorize and/or purchase in your job?" 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/ Compliance (Note 6)	Green Technology/ Alternative Energy	None of the Above
Oil & Gas Extraction, Mining & Petroleum, Coal	2,781	2.0	2,404	1,805	1,807	1,191	1,297	1,242	1,592	857	85
Food, Beverage & Tobacco Manufacturing	5,912	4.2	4,321	3,114	3,584	2,073	2,342	2,022	2,677	1,735	185
Textile Mills & Apparel Manufacturing (including Textile Product Mills, Apparel Mfg., Leather & Allied Product Mfg.)	1,499	1.1	1,028	696	818	522	525	497	647	406	38
Wood Product Manufacturing (including Sawmills and Mfg. of Veneer, Plywood & Engineered Wood Products)	2,010	1.4	1,878	1,319	1,552	1,010	1,021	1,008	1,256	757	70
Furniture & Related Product Manufacturing (including Wood Kitchen Cabinets & Countertops, Household & Institutional Furniture & Office Furniture)	1,654	1.2	1,031	676	842	530	494	546	592	384	50
Paper Manufacturing (including Printing, Publishing & related support activities)	5,990	4.3	3,649	2,473	2,951	1,734	1,848	1,608	2,091	1,332	182
Chemical Manufacturing & Pharmaceutical Manufacturing (including Resins, Synthetics, Pharmaceutical & Medicine, Paint, Adhesive, Soap and Cleaning Compounds)	4,489	3.2	3,537	2,588	2,669	1,856	1,724	1,444	2,205	1,200	103
Plastics, Rubber & Non-Metallic Mineral Product Manufacturing (including Clay, Glass, Cement, Concrete, Lime and Gypsum)	4,463	3.2	3,553	2,548	2,890	1,994	1,945	1,847	2,090	1,289	131
Sub-Total: Manufacturing (Discrete & Processing)	28,798	20.6	21,401	15,219	17,113	10,910	11,196	10,214	13,150	7,960	844
Primary Metal Manufacturing	6,862	4.9	6,041	4,192	4,740	3,013	3,513	3,791	3,277	2,149	271
Fabricated Metal Product Manufacturing	12,022	8.6	10,337	7,357	8,368	5,354	5,637	7,255	5,510	3,262	399
Machinery Manufacturing (including Industrial, Agricultural, Mining, Farm, Construction, Commercial & Service Industry, HVAC & Metalworking)	15,361	11.0	13,463	10,058	10,660	6,778	8,273	8,225	6,307	4,250	586
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)	5,002	3.6	3,594	2,995	2,458	1,446	1,567	1,429	1,448	1,076	142
Electrical Equip, Appliance & Component Mfg	7,649	5.5	6,387	5,318	4,739	2,895	3,324	3,188	2,987	2,184	284
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)	2,492	1.8	2,322	1,639	1,849	1,189	1,264	1,314	1,250	809	116
Automotive Manufacturing	4,946	3.5	3,605	2,595	2,790	1,801	1,957	2,138	1,876	1,151	165
Aerospace Manufacturing	4,376	3.1	3,124	2,319	2,309	1,583	1,620	1,712	1,486	969	110
Measuring Instruments Mfg & Medical Equipment & Supplies (including Laboratory Apparatus & Furniture, Surgical & Medical Instruments, Dental Equipment & Supplies)	4,256	3.0	2,960	2,269	2,250	1,523	1,458	1,474	1,404	804	126
Miscellaneous Manufacturing (including Jewelry & Silverware, Sporting & Athletic Goods, Dolls, Toys & Games, Office Supplies, Signs, Musical Instruments)	6,175	4.4	4,888	3,354	3,688	2,305	2,302	2,352	2,482	1,486	360
Sub-Total: Manufacturing (OEM)	69,141	49.4	56,721	42,096	43,851	27,887	30,915	32,878	28,027	18,140	2,559
Sub-Total: Manufacturing Industries	97,939	69.9	78,122	57,315	60,964	38,797	42,111	43,092	41,177	26,100	3,403
Wholesaler or Distributor of Durable and Non-Durable Goods	10,856	7.8	10,381	7,567	8,307	4,988	5,508	5,236	5,735	3,461	408
System Integrator or Contractor	5,677	4.1	5,509	4,531	4,334	2,612	3,156	3,009	3,092	2,196	269
3rd Party Logistics Provider	1,207	0.9	1,127	753	886	484	511	491	678	426	52
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)	12,372	8.8	11,632	9,058	8,894	5,455	6,098	5,735	6,711	4,362	396
Sub-Total: Non-Manufacturing Industries	42,116	30.1	32,587	24,780	25,497	15,524	17,126	16,338	18,410	11,622	1,387
TOTAL QUALIFIED CIRCULATION	140,055	100.0	110,709	82,095	86,461	54,321	59,237	59,430	59,587	37,722	4,790

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, and Facilities, Maintenance/Plant Operations.
 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 JUNE 2017

QUALIFICATION SOURCE	Qualified Within					Total Qualified	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	66,469	28,766	7,054	51,317	50,972	102,289	73.0
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	3	-	-	3	-	3	-
V. TOTAL - Sources other than above (listed alphabetically):	37,763	-	-	22,896	14,867	37,763	27.0
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	37,763	-	-	22,896	14,867	37,763	27.0
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	104,235	28,766	7,054	74,216	65,839	140,055	100.0
PERCENT	74.5	20.5	5.0	53.0	47.0	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2017

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	140,048	100.0
Individuals by name only	-	-
Titles or functions only	1	-
Company names only	6	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	140,055	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 2014	January - June 2015	July - December 2015	January - June 2016	July - December 2016*	January - June 2017*
Total Audit Average Qualified:	144,199	142,624	141,859	140,432	139,234	141,279
Qualified Non-Paid:	144,194	142,618	141,854	140,429	139,232	141,274
Print:	84,432	78,744	79,559	80,314	76,715	75,478
Digital:	59,762	64,874	62,295	60,115	62,517	65,796
Qualified Paid:	5	6	5	3	2	5
Print:	4	4	2	3	2	4
Digital:	1	2	3	-	-	1
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 2016 - June 2017 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 2017

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	618		Kentucky	1,957	
New Hampshire	900		Tennessee	2,801	
Vermont	364		Alabama	1,869	
Massachusetts	3,541		Mississippi	891	
Rhode Island	539		EAST SO. CENTRAL	7,518	5.4
Connecticut	2,224		Arkansas	1,117	
NEW ENGLAND	8,186	5.8	Louisiana	1,157	
New York	7,011		Oklahoma	1,502	
New Jersey	3,874		Texas	8,583	
Pennsylvania	7,647		WEST SO. CENTRAL	12,359	8.8
MIDDLE ATLANTIC	18,532	13.2	Montana	437	
Ohio	8,917		Idaho	734	
Indiana	4,293		Wyoming	238	
Illinois	8,122		Colorado	2,046	
Michigan	6,258		New Mexico	528	
Wisconsin	5,746		Arizona	1,726	
EAST NO. CENTRAL	33,336	23.9	Utah	1,267	
Minnesota	4,259		Nevada	604	
Iowa	2,382		MOUNTAIN	7,580	5.4
Missouri	3,037		Alaska	105	
North Dakota	496		Washington	2,506	
South Dakota	602		Oregon	1,714	
Nebraska	1,306		California	12,729	
Kansas	1,807		Hawaii	140	
WEST NO. CENTRAL	13,889	9.9	PACIFIC	17,194	12.3
Delaware	324		UNITED STATES	139,789	99.8
Maryland	1,986		U.S. Territories	264	
Washington, DC	209		Canada	-	
Virginia	2,845		Mexico	-	
West Virginia	682		Other International	-	
North Carolina	4,283		APO/FPO	2	
South Carolina	2,057				
Georgia	3,344				
Florida	5,465				
SOUTH ATLANTIC	21,195	15.1			
			TOTAL QUALIFIED CIRCULATION	140,055	100.0

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 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 include 1 source of circulation for a quantity of 37,763 copies or 27.0%, 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 14, 2017
State	Florida
County	Hillsborough
Received by BPA Worldwide	August 14, 2017
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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	14
Advertiser and Agency	1,432
Allocated for Trade Shows and Conventions	38
All Other	1,540
TOTAL	3,024

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	135,780	100.0	135,776	100.0	4	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	135,780	100.0	135,776	100.0	4	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Total Qualified
January	75,000	57,644	132,644
February	75,000	58,449	133,449
March	75,000	60,995	135,995
April	76,491	60,093	136,584
May	77,184	58,772	135,956
June	74,216	65,839	140,055

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2017
This issue is 3.8% or 5,129 copies above 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	None Specified
Oil & Gas Extraction, Mining & Petroleum, Coal	2,781	2.0	871	757	745	63	345	1,521	735	216	309	-
Food, Beverage & Tobacco Manufacturing	5,912	4.2	2,296	1,016	1,909	145	546	2,498	2,271	596	547	-
Textile Mills & Apparel Manufacturing (including Textile Product Mills, Apparel Mfg., Leather & Allied Product Mfg.)	1,499	1.1	655	224	455	23	142	648	641	116	94	-
Wood Product Manufacturing (including Sawmills and Mfg. of Veneer, Plywood & Engineered Wood Products)	2,010	1.4	906	293	480	60	271	1,476	402	65	67	-
Furniture & Related Product Manufacturing (including Wood Kitchen Cabinets & Countertops, Household & Institutional Furniture & Office Furniture)	1,654	1.2	783	253	446	50	122	667	775	102	110	-
Paper Manufacturing (including Printing, Publishing & related support activities)	5,990	4.3	2,792	615	1,728	77	778	2,940	2,355	436	259	-
Chemical Manufacturing & Pharmaceutical Manufacturing (including Resins, Synthetics, Pharmaceutical & Medicine, Paint, Adhesive, Soap and Cleaning Compounds)	4,489	3.2	1,153	1,444	1,246	79	567	1,946	1,577	421	545	-
Plastics, Rubber & Non-Metallic Mineral Product Manufacturing (including Clay, Glass, Cement, Concrete, Lime and Gypsum)	4,463	3.2	1,503	1,120	1,261	93	486	2,335	1,657	257	214	-
Sub-Total: Manufacturing (Discrete & Processing)	28,798	20.6	10,959	5,722	8,270	590	3,257	14,031	10,413	2,209	2,145	-
Primary Metal Manufacturing	6,862	4.9	2,697	2,072	1,496	168	429	4,093	1,787	515	467	-
Fabricated Metal Product Manufacturing	12,022	8.6	4,776	2,931	2,608	271	1,436	7,416	3,594	550	462	-
Machinery Manufacturing (including Industrial, Agricultural, Mining, Farm, Construction, Commercial & Service Industry, HVAC & Metalworking)	15,361	11.0	5,416	5,242	2,525	266	1,912	9,630	4,076	839	816	-
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)	5,002	3.6	1,023	2,676	1,042	38	223	3,688	628	213	473	-
Electrical Equip, Appliance & Component Mfg	7,649	5.5	2,228	3,290	1,338	101	692	4,035	2,323	594	697	-
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)	2,492	1.8	831	834	507	79	241	1,433	558	179	322	-
Automotive Manufacturing	4,946	3.5	1,462	1,814	1,229	81	360	2,403	1,367	487	689	-
Aerospace Manufacturing	4,376	3.1	509	2,579	944	58	286	2,703	682	251	740	-
Measuring Instruments Mfg & Medical Equipment & Supplies (including Laboratory Apparatus & Furniture, Surgical & Medical Instruments, Dental Equipment & Supplies)	4,256	3.0	1,351	1,466	989	60	390	1,906	1,560	363	427	-
Miscellaneous Manufacturing (including Jewelry & Silverware, Sporting & Athletic Goods, Dolls, Toys & Games, Office Supplies, Signs, Musical Instruments)	6,175	4.4	2,092	1,452	1,367	121	1,143	3,319	2,087	354	415	-
Sub-Total: Manufacturing (OEM)	69,141	49.4	22,385	24,356	14,045	1,243	7,112	40,626	18,662	4,345	5,508	-
Sub-Total: Manufacturing Industries	97,939	69.9	33,344	30,078	22,315	1,833	10,369	54,657	29,075	6,554	7,653	-
Wholesaler or Distributor of Durable and Non-Durable Goods	10,856	7.8	4,201	1,666	1,733	315	2,941	8,157	1,783	468	448	-
System Integrator or Contractor	5,677	4.1	2,681	1,880	767	70	279	4,312	779	224	362	-
3rd Party Logistics Provider	1,207	0.9	529	217	285	22	154	854	198	60	95	-
Professional Scientific & Technical Services	12,372	8.8	3,961	4,202	1,770	104	2,335	8,965	1,726	571	1,110	-
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)	12,004	8.6	3,424	5,686	663	77	2,154	10,300	1,043	276	385	-
Sub-Total: Non-Manufacturing Industries	42,116	30.1	14,796	13,651	5,218	588	7,863	32,588	5,529	1,599	2,400	-
TOTAL QUALIFIED CIRCULATION	140,055	100.0	48,140	43,729	27,533	2,421	18,232	87,245	34,604	8,153	10,053	-

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