

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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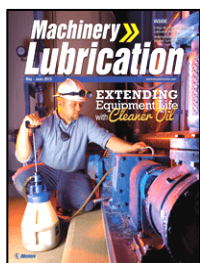
MACHINERY LUBRICATION is a B2B brand intended for individuals with interests in industrial lubrication, oil analysis and filtration. The brand content and editorial scope of the publication includes in-depth technical articles, best practices and new product announcements. The content of every issue is also available to subscribers globally via the online digital version.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

MACHINERY LUBRICATION MAGAZINE



3 Issues in the period
37,853 average circulation

MACHINERY LUBRICATION WEBSITE



189,739 average unique browsers

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
MACHINERY LUBRICATION MAGAZINE Unique Total* (3 issues in the period)	37,853	-	37,853
a. Print	25,713	-	25,713
b. Digital	15,176	-	15,176
1. Requested	15,176	-	15,176
2. Non-Requested	-	-	-
MACHINERY LUBRICATION WEBSITE (Monthly Unique Browsers with 348,024 average Page Impressions)	189,739	-	189,739

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

FIELD SERVED

MACHINERY LUBRICATION serves the field of lubricants and lubrication in plants, fleets and industrial facilities in power generation, mining, rubber/plastic, food processing, transportation, construction, textiles, paper, chemicals, petroleum products, primary metals, fabricated metals, automotive manufacturing, machinery manufacturing, electrical equipment, transportation equipment, miscellaneous manufacturing, engineering services, military/government and other related industries.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are professionals involved in the functions of engineering, engineering management, maintenance, maintenance management, lubrication, reliability, quality assurance, corporate management, training and other related and undefined functions.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency Allocated for Trade Shows and Conventions	269 175
All Other	507
TOTAL	950

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	37,853	100.0	37,853	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	37,853	100.0	37,853	100.0	-	-

2015 Issue	Print	Digital	Unique Total Qualified*
January/February	25,443	14,581	37,101
March/April	25,724	15,082	37,798
May/June	25,972	15,866	38,660

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

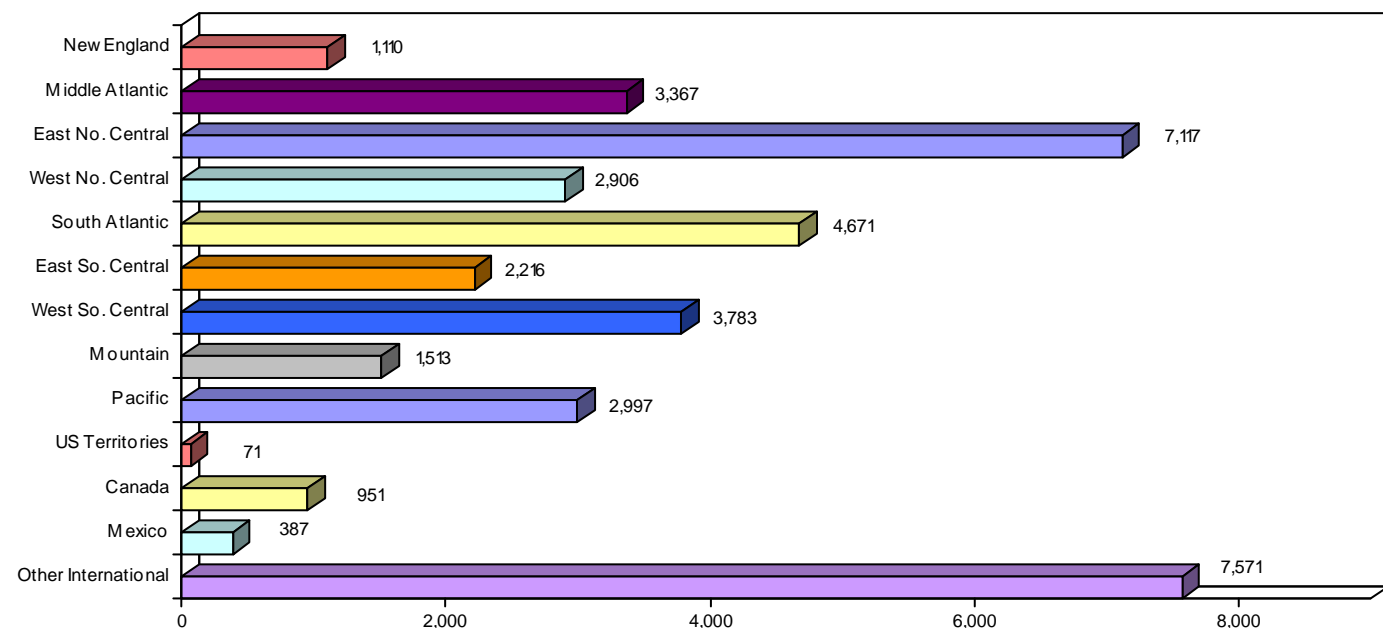
GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2015**

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	89	34	104		Kentucky	547	128	608	
New Hampshire	95	24	104		Tennessee	725	138	803	
Vermont	32	16	41		Alabama	502	131	563	
Massachusetts	432	105	501		Mississippi	214	58	242	
Rhode Island	52	17	62		EAST SO. CENTRAL	1,988	455	2,216	5.7
Connecticut	254	69	298		Arkansas	522	79	564	
NEW ENGLAND	954	265	1,110	2.9	Louisiana	459	122	511	
New York	941	254	1,085		Oklahoma	359	112	409	
New Jersey	485	136	569		Texas	1,946	658	2,299	
Pennsylvania	1,520	348	1,713		WEST SO. CENTRAL	3,286	971	3,783	9.8
MIDDLE ATLANTIC	2,946	738	3,367	8.7	Montana	72	29	87	
Ohio	1,602	408	1,837		Idaho	129	39	149	
Indiana	898	223	1,029		Wyoming	77	32	93	
Illinois	1,520	337	1,717		Colorado	330	95	382	
Michigan	1,135	276	1,290		New Mexico	77	33	88	
Wisconsin	1,099	247	1,244		Arizona	263	115	325	
EAST NO. CENTRAL	6,254	1,491	7,117	18.4	Utah	198	72	236	
Minnesota	758	169	849		Nevada	126	54	153	
Iowa	446	109	518		MOUNTAIN	1,272	469	1,513	3.9
Missouri	588	151	670		Alaska	42	19	47	
North Dakota	67	19	78		Washington	454	146	520	
South Dakota	57	14	64		Oregon	317	89	354	
Nebraska	289	58	321		California	1,736	505	2,035	
Kansas	365	98	406		Hawaii	28	19	41	
WEST NO. CENTRAL	2,570	618	2,906	7.5	PACIFIC	2,577	778	2,997	7.8
Delaware	62	23	77		UNITED STATES	25,927	6,923	29,680	76.8
Maryland	295	89	343		U.S. Territories	45	34	71	
Washington, DC	23	10	29		Canada	-	951	951	
Virginia	565	166	663		Mexico	-	387	387	
West Virginia	144	39	171		Other International	-	7,571	7,571	
North Carolina	853	207	964		APO/FPO	-	-	-	
South Carolina	590	157	666						
Georgia	828	172	913						
Florida	720	275	845						
SOUTH ATLANTIC	4,080	1,138	4,671	12.1					
					UNIQUE TOTAL QUALIFIED CIRCULATION*	25,972	15,866	38,660	100.0

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2015**

Region/Country	Print	Digital	Unique Total Qualified*	Percent
ASIA				
Afghanistan	-	1	1	
Azerbaijan	-	4	4	
Bangladesh	-	26	26	
Bhutan	-	1	1	
British Indian Ocean Territory	-	1	1	
Brunei Darussalam	-	2	2	
Cambodia	-	1	1	
China	-	108	108	
Georgia	-	1	1	
Hong Kong - SAR	-	26	26	
India	-	1,169	1,169	
Indonesia	-	195	195	
Japan	-	19	19	
Kazakhstan	-	3	3	
Korea, Republic Of	-	65	65	
Laos	-	1	1	
Malaysia	-	212	212	
Mongolia	-	5	5	
Nepal	-	3	3	
Pakistan	-	133	133	
Philippines	-	185	185	
Singapore	-	166	166	
Sri Lanka	-	44	44	
Taiwan	-	24	24	
Tajikistan	-	1	1	
Thailand	-	144	144	
Turkmenistan	-	1	1	
Uzbekistan	-	1	1	
Vietnam	-	23	23	
unspecified Asia	-	10	10	
Subtotal	-	2,575	2,575	6.7
MIDDLE EAST				
Bahrain	-	8	8	
Iran	-	149	149	
Iraq	-	10	10	
Israel	-	18	18	
Jordan	-	11	11	
Kuwait	-	16	16	
Lebanon	-	8	8	
Oman	-	22	22	
Qatar	-	38	38	
Saudi Arabia	-	172	172	
Syrian Arab Republic	-	7	7	
United Arab Emirates	-	160	160	
Yemen	-	10	10	
Subtotal	-	629	629	1.6
EUROPE				
Albania	-	4	4	
Austria	-	12	12	
Belarus	-	2	2	
Belgium	-	56	56	
Bosnia and Herzegovina	-	2	2	
Bulgaria	-	20	20	
Channel Islands	-	1	1	
Croatia	-	12	12	
Cyprus	-	4	4	
Czech Republic	-	14	14	
Denmark	-	23	23	
Estonia	-	7	7	
Finland	-	26	26	
France	-	48	48	
Germany	-	69	69	
Greece	-	56	56	
Hungary	-	17	17	
Iceland	-	6	6	
Ireland	-	33	33	
Italy	-	97	97	
Latvia	-	1	1	
Lithuania	-	5	5	
Luxembourg	-	2	2	
Macedonia	-	2	2	
Malta	-	3	3	
Moldova	-	1	1	
Netherlands	-	95	95	
Norway	-	46	46	
Poland	-	43	43	
Portugal	-	54	54	
Romania	-	45	45	
Russian Federation	-	67	67	
Serbia	-	12	12	
Slovakia	-	5	5	
Slovenia	-	8	8	
Spain	-	135	135	
Sweden	-	58	58	
Switzerland	-	8	8	
Turkey	-	109	109	

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**See Additional Data

Region/Country	Print	Digital	Unique Total Qualified*	Percent
Ukraine	-	8	8	
United Kingdom	-	447	447	
Subtotal	-	1,663	1,663	4.3
AFRICA				
Algeria	-	27	27	
Angola	-	3	3	
Botswana	-	15	15	
Cameroon	-	5	5	
Cape Verde	-	2	2	
Congo	-	3	3	
Cote D'Ivoire	-	1	1	
Djibouti	-	1	1	
Egypt	-	136	136	
Equatorial Guinea	-	1	1	
Ethiopia	-	5	5	
Ghana	-	43	43	
Guinea	-	2	2	
Kenya	-	48	48	
Lesotho	-	2	2	
Libyan Arab Jamahiriya	-	5	5	
Madagascar	-	3	3	
Malawi	-	2	2	
Mali	-	2	2	
Mauritius	-	4	4	
Morocco	-	17	17	
Mozambique	-	7	7	
Namibia	-	5	5	
Nigeria	-	110	110	
Rwanda	-	1	1	
South Africa	-	301	301	
Sudan	-	13	13	
Swaziland	-	2	2	
Tanzania	-	15	15	
Togo	-	2	2	
Tunisia	-	9	9	
Uganda	-	17	17	
Zambia	-	21	21	
Zimbabwe	-	23	23	
unspecified Africa	-	1	1	
Subtotal	-	854	854	2.2
NORTH AMERICA				
Canada	-	951	951	
Mexico	-	387	387	
United States	25,972	6,957	29,751	
Subtotal	25,972	8,295	31,089	80.4
CARIBBEAN				
Bahamas	-	1	1	
Barbados	-	2	2	
Bermuda	-	1	1	
Cayman Islands	-	2	2	
Cuba	-	7	7	
Dominican Republic	-	15	15	
Jamaica	-	12	12	
Netherlands Antilles	-	4	4	
Trinidad and Tobago	-	28	28	
Subtotal	-	72	72	0.2
CENTRAL AMERICA				
Costa Rica	-	15	15	
El Salvador	-	12	12	
Guatemala	-	18	18	
Honduras	-	8	8	
Nicaragua	-	2	2	
Panama	-	14	14	
Subtotal	-	69	69	0.2
SOUTH AMERICA				
Argentina	-	96	96	
Bolivia	-	32	32	
Brazil	-	268	268	
Chile	-	82	82	
Colombia	-	122	122	
Ecuador	-	33	33	
Guyana	-	2	2	
Paraguay	-	1	1	
Peru	-	128	128	
Suriname	-	5	5	
Uruguay	-	18	18	
Venezuela	-	69	69	
Subtotal	-	856	856	2.2
ASIA PACIFIC				
Australia	-	727	727	
Fiji	-	2	2	
New Caledonia	-	2	2	
New Zealand	-	108	108	
Papua New Guinea	-	14	14	
Subtotal	-	853	853	2.2
UNIQUE TOTAL QUALIFIED CIRCULATION*	25,972	15,866	38,660	100.0

WEBSITE CHANNEL

WWW.MACHINERYLUBRICATION.COM

2015	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	330,705	218,418	181,455	1.20	03:02	01:34
February	330,157	219,241	181,858	1.21	03:02	01:32
March	373,610	249,191	203,953	1.22	03:05	01:32
April	358,369	236,479	194,061	1.22	03:01	01:34
May	345,019	228,593	188,909	1.21	03:01	01:32
June	350,288	230,190	188,200	1.22	02:59	01:34
AVERAGE:	348,024	230,352	189,739	1.21	03:01	01:33

January – June 2015 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Page Impressions: A Page Impression is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

User Sessions: A single continuous set of activity attributable to a cookie'd browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Unique Browsers: An identified and unduplicated Cookie'd Browser that accesses Internet content or advertising during a measurement period.

Unique Browser Frequency: Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

Page Duration: The average time spent viewing any page on a web site.

User Session Duration: The average time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's 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 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:

Business Directories include 1 source of circulation for a quantity of 7,563 copies or 19.6%, including Hoovers.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

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

Mike Ramsey, Publisher

Ally Katz, Production 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 2, 2015

State

Oklahoma

City

Tulsa

Received by BPA Worldwide

July 2, 2015

Type

BD

ID Number

M384B0J5

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.

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2015
 This issue is 3.2% or 1,210 copies above the average of the other 2 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	FUNCTION											
			Print	Digital	Engineering	Engineering Management	Maintenance	Maintenance Management	Lubrication	Reliability	Quality Assurance	Corporate Management	Training	Other functions and functions not available
Power Generation	2,160	5.6	1,300	1,079	670	222	287	283	110	197	52	120	38	181
Mining	1,337	3.5	583	877	190	98	175	310	119	245	14	74	24	88
Rubber/Plastic	1,953	5.1	1,617	424	329	166	228	853	20	59	44	130	10	114
Food Processing	4,558	11.8	3,904	879	372	255	530	2,477	70	127	146	282	29	270
Transportation	1,197	3.1	824	477	297	156	150	190	46	23	35	167	28	105
Construction	1,008	2.6	618	473	198	110	132	235	40	16	21	146	23	87
Textiles	417	1.1	322	119	46	31	55	188	11	15	5	29	6	31
Paper	2,009	5.2	1,725	423	187	87	282	853	126	191	23	115	20	125
Chemicals	2,450	6.3	1,672	971	437	150	274	672	185	218	74	198	20	222
Petroleum Products	3,761	9.7	1,618	2,635	511	205	211	347	1,062	250	144	450	109	472
Primary Metals	1,407	3.6	1,105	381	215	103	175	620	40	73	15	52	12	102
Fabricated Metals	1,928	5.0	1,592	413	307	179	184	790	26	22	34	188	17	181
Automotive Manufacturer	1,418	3.7	1,040	467	277	129	185	538	51	25	36	74	13	90
Machinery Manufacturer	1,719	4.4	1,010	836	580	277	135	225	64	28	50	168	40	152
Electrical Equipment	828	2.1	563	302	305	133	65	115	5	15	36	81	7	66
Transportation Equipment	641	1.7	457	230	74	55	96	272	18	10	24	49	9	34
Miscellaneous Manufacturing	2,175	5.6	1,661	726	338	177	232	669	93	91	46	246	38	245
Engineering Services	2,582	6.7	786	1,976	863	434	228	275	211	181	39	182	99	70
Military/Government	1,055	2.7	769	398	322	141	134	224	11	23	29	51	24	96
Other Related Businesses	4,057	10.5	2,806	1,780	553	284	484	698	216	167	100	411	170	974
UNIQUE TOTAL QUALIFIED CIRCULATION*	38,660	100.0	25,972	15,866	7,071	3,392	4,242	10,834	2,524	1,976	967	3,213	736	3,705
PERCENT	100.0		67.2	41.0	18.3	8.8	11.0	28.0	6.5	5.1	2.5	8.3	1.9	9.6

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2015

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	19,216	10,895	-	17,956	15,331	30,111	77.9
II. Request from recipient's company:	986	-	-	453	535	986	2.5
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	7,563	-	-	7,563	-	7,563	19.6
Association rosters and directories	-	-	-	-	-	-	-
**Business directories	7,563	-	-	7,563	-	7,563	19.6
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	27,765	10,895	-	25,972	15,866	38,660	100.0
PERCENT	71.8	28.2	-	67.2	41.0	100.0	

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July - December 2012	January - June 2013	July - December 2013	January - June 2014	July - December 2014	January - June 2015*
Unique Total Audit Average Qualified***:	37,852	38,056	41,501	37,502	38,214	37,853
Unique Qualified Non-Paid***:	37,852	38,056	41,501	37,502	38,214	37,853
Print:	26,410	26,563	28,336	25,422	25,739	25,713
Digital:	14,538	14,142	16,252	14,926	15,424	15,176
Unique 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: January - June 2015 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

*** Unique Total Qualified represents unique recipients, not the sum of Print and Digital.