

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.

# Machinery Lubrication

Noria Corporation  
1328 East 43rd Court  
Tulsa, OK 74105  
Tel. No.: 918.749.1400  
Fax No.: 918.746.0925  
www.machinerylubrication.com

**ABOUT MACHINERY LUBRICATION**

**MACHINERY LUBRICATION** is a B2B brand sent to a focused base in a variety of plant and industrial facilities and markets. Machinery Lubrication targets maintenance and engineering decision-makers responsible for improving the productivity, performance and reliability of their plants' mission-critical mechanical assets. Machinery Lubrication magazine provides tactical and strategic insights that help keep plant equipment running at peak performance.

**BRAND REPORT PURPOSE**

The Brand Report provides a deeper understanding and identification of all 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 across multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary.

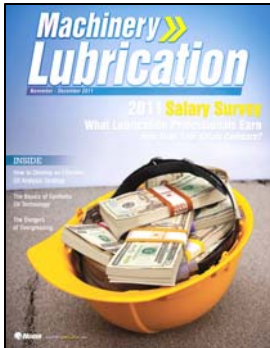
**FIELD SERVED**

**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.

**Channels Include:**



**MACHINERY LUBRICATION Magazine**

3 issues in period  
36,016 average circulation  
Pages 4 - 7



**MACHINERY LUBRICATION Website**

106,212 average unique browsers  
Page 7

**1 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)	36,016	-	36,016
a. Print	25,765	-	25,765
b. Digital	13,577	-	13,577
1. Requested	13,577	-	13,577
2. Non-Requested	-	-	-
MACHINERY LUBRICATION Website (Unique Browsers) (Note 1)	<b>106,212</b>	-	<b>106,212</b>
<b>SIX-MONTH AVERAGE TOTAL</b>	<b>142,228</b>	-	<b>142,228</b>

\*Unique Total represents unique recipients, not the sum of Print and Digital.  
Note 1: Unique Browsers: See Website Glossary in Table 4.

**Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.**

**2 CHANNEL FREQUENCY FOR PERIOD**

	MACHINERY LUBRICATION Magazine			MACHINERY LUBRICATION Website
	Print	Digital	*Unique Total	Unique Browsers (Note 1)
January _____	-	-	-	102,994
January/February _____	25,455	13,297	35,419	-
February _____	-	-	-	112,269
March _____	-	-	-	115,553
March/April _____	25,687	13,688	36,014	-
April _____	-	-	-	103,684
May _____	-	-	-	108,001
May/June _____	26,155	13,747	36,614	-
June _____	-	-	-	94,773
<b>AVERAGE</b>	<b>25,765</b>	<b>13,577</b>	<b>36,016</b>	<b>106,212</b>

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

Note 1: Unique Browsers: See Website Glossary in Table 4.

**3 GEOGRAPHIC DISTRIBUTION\*\***

State	MACHINERY LUBRICATION Magazine for Issue of May/June 2012				State	MACHINERY LUBRICATION Magazine for Issue of May/June 2012			
	Print	Digital	Unique Total*	Percent		Print	Digital	Unique Total*	Percent
Maine _____	141	27	149		Kentucky _____	569	103	616	
New Hampshire _____	111	21	120		Tennessee _____	705	123	760	
Vermont _____	59	4	62		Alabama _____	460	122	507	
Massachusetts _____	447	85	484		Mississippi _____	178	36	190	
Rhode Island _____	46	12	54		<b>EAST SO. CENTRAL</b>	<b>1,912</b>	<b>384</b>	<b>2,073</b>	<b>5.7</b>
Connecticut _____	307	52	332		Arkansas _____	327	52	349	
<b>NEW ENGLAND</b>	<b>1,111</b>	<b>201</b>	<b>1,201</b>	<b>3.3</b>	Louisiana _____	490	111	532	
New York _____	987	226	1,103		Oklahoma _____	362	72	388	
New Jersey _____	562	120	625		Texas _____	1,930	557	2,154	
Pennsylvania _____	1,443	283	1,576		<b>WEST SO. CENTRAL</b>	<b>3,109</b>	<b>792</b>	<b>3,423</b>	<b>9.4</b>
<b>MIDDLE ATLANTIC</b>	<b>2,992</b>	<b>629</b>	<b>3,304</b>	<b>9.0</b>	Montana _____	99	25	110	
Ohio _____	1,663	299	1,798		Idaho _____	157	27	163	
Indiana _____	840	170	906		Wyoming _____	76	31	85	
Illinois _____	1,405	288	1,538		Colorado _____	321	85	349	
Michigan _____	1,098	222	1,186		New Mexico _____	106	30	117	
Wisconsin _____	1,062	164	1,146		Arizona _____	271	72	305	
<b>EAST NO. CENTRAL</b>	<b>6,068</b>	<b>1,143</b>	<b>6,574</b>	<b>18.0</b>	Utah _____	220	66	244	
Minnesota _____	682	121	732		Nevada _____	130	45	150	
Iowa _____	491	106	537		<b>MOUNTAIN</b>	<b>1,380</b>	<b>381</b>	<b>1,523</b>	<b>4.2</b>
Missouri _____	610	95	646		Alaska _____	86	29	94	
North Dakota _____	86	18	92		Washington _____	483	138	542	
South Dakota _____	94	14	98		Oregon _____	322	64	345	
Nebraska _____	285	52	304		California _____	1,784	446	1,983	
Kansas _____	417	83	443		Hawaii _____	59	17	64	
<b>WEST NO. CENTRAL</b>	<b>2,665</b>	<b>489</b>	<b>2,852</b>	<b>7.8</b>	<b>PACIFIC</b>	<b>2,734</b>	<b>694</b>	<b>3,028</b>	<b>8.3</b>
Delaware _____	98	19	106		<b>UNITED STATES</b>	<b>26,079</b>	<b>5,671</b>	<b>28,482</b>	<b>77.8</b>
Maryland _____	267	70	293		U.S. Territories _____	76	33	89	
Washington, DC _____	21	12	27		Canada _____	-	1,006	1,006	
Virginia _____	588	136	643		Mexico _____	-	246	246	
West Virginia _____	156	47	177		Other International _____	-	6,791	6,791	
North Carolina _____	828	164	897		APO/FPO _____	-	-	-	
South Carolina _____	558	121	606		<b>UNIQUE TOTAL*</b>	<b>26,155</b>	<b>13,747</b>	<b>36,614</b>	<b>100.0</b>
Georgia _____	771	137	832						
Florida _____	821	252	923						
<b>SOUTH ATLANTIC</b>	<b>4,108</b>	<b>958</b>	<b>4,504</b>	<b>12.3</b>					

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

\*\*See Additional Data

**Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.**

**3 GEOGRAPHIC DISTRIBUTION – INTERNATIONAL \*\***

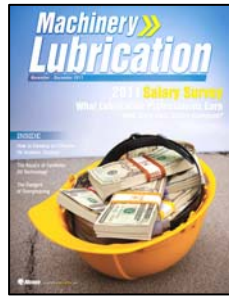
Region/Country	MACHINERY LUBRICATION Magazine for Issue of May/June 2012				Region/Country	MACHINERY LUBRICATION Magazine for Issue of May/June 2012			
	Print	Digital	Unique Total**	Percent		Print	Digital	Unique Total**	Percent
<b>ASIA</b>					<b>AFRICA</b>				
Azerbaijan	-	4	4		Algeria	-	20	20	
Bangladesh	-	13	13		Angola	-	1	1	
British Indian Ocean Territory	-	1	1		Botswana	-	6	6	
Cambodia	-	3	3		Cameroon	-	4	4	
China	-	151	151		Cape Verde	-	1	1	
Hong Kong - SAR	-	25	25		Cote D'Ivoire	-	1	1	
India	-	1,075	1,075		Egypt	-	94	94	
Indonesia	-	299	299		Equatorial Guinea	-	2	2	
Japan	-	12	12		Ethiopia	-	5	5	
Kazakhstan	-	6	6		Ghana	-	21	21	
Korea, Democratic People's	-	1	1		Guinea	-	1	1	
Korea, Republic Of	-	34	34		Kenya	-	17	17	
Kyrgyzstan	-	1	1		Lesotho	-	1	1	
Macao	-	2	2		Liberia	-	4	4	
Malaysia	-	285	285		Malawi	-	1	1	
Myanmar	-	7	7		Mauritius	-	5	5	
Nepal	-	4	4		Morocco	-	2	2	
Pakistan	-	109	109		Mozambique	-	2	2	
Philippines	-	139	139		Namibia	-	8	8	
Singapore	-	172	172		Nigeria	-	70	70	
Sri Lanka	-	26	26		Senegal	-	2	2	
Taiwan	-	31	31		Sierra Leone	-	1	1	
Thailand	-	181	181		South Africa	-	208	208	
Tibet	-	1	1		Sudan	-	7	7	
Vietnam	-	22	22		Tanzania	-	6	6	
Subtotal	-	2,604	2,604	7.1	Tunisia	-	7	7	
<b>MIDDLE EAST</b>					Uganda	-	9	9	
Bahrain	-	11	11		Zambia	-	12	12	
Iran	-	125	125		Zimbabwe	-	13	13	
Iraq	-	8	8		Subtotal	-	531	531	1.4
Israel	-	25	25		<b>NORTH AMERICA</b>				
Jordan	-	11	11		Canada	-	1,006	1,006	
Kuwait	-	20	20		United States	26,079	5,671	28,482	
Lebanon	-	3	3		Mexico	-	246	246	
Oman	-	19	19		unspecified North America	76	33	89	
Qatar	-	45	45		Subtotal	26,155	6,956	29,823	81.5
Saudi Arabia	-	177	177		<b>CARIBBEAN</b>				
Syrian Arab Republic	-	6	6		Barbados	-	3	3	
United Arab Emirates	-	106	106		Bermuda	-	1	1	
Yemen	-	10	10		Cuba	-	5	5	
Subtotal	-	566	566	1.5	Dominican Republic	-	8	8	
<b>EUROPE</b>					Jamaica	-	8	8	
Albania	-	5	5		Netherlands Antilles	-	2	2	
Austria	-	3	3		Bahamas	-	1	1	
Belarus	-	1	1		Trinidad and Tobago	-	18	18	
Belgium	-	57	57		Subtotal	-	46	46	0.1
Bosnia and Herzegovina	-	2	2		<b>CENTRAL AMERICA</b>				
Bulgaria	-	13	13		Costa Rica	-	10	10	
Croatia	-	13	13		El Salvador	-	3	3	
Cyprus	-	9	9		Guatemala	-	19	19	
Czech Republic	-	12	12		Honduras	-	5	5	
Denmark	-	25	25		Nicaragua	-	6	6	
Estonia	-	3	3		Panama	-	12	12	
Finland	-	15	15		Subtotal	-	55	55	0.2
France	-	54	54		<b>SOUTH AMERICA</b>				
Germany	-	49	49		Argentina	-	96	96	
Gibraltar	-	1	1		Bolivia	-	30	30	
Greece	-	34	34		Brazil	-	253	253	
Hungary	-	9	9		Chile	-	67	67	
Iceland	-	7	7		Colombia	-	108	108	
Italy	-	74	74		Ecuador	-	41	41	
Latvia	-	2	2		Guyana	-	3	3	
Lithuania	-	3	3		Paraguay	-	4	4	
Malta	-	10	10		Peru	-	101	101	
Montenegro	-	2	2		Suriname	-	3	3	
Netherlands	-	81	81		Uruguay	-	14	14	
Norway	-	30	30		Venezuela	-	71	71	
Poland	-	37	37		Subtotal	-	791	791	2.2
Portugal	-	36	36		<b>ASIA PACIFIC</b>				
Ireland	-	15	15		American Samoa	-	1	1	
Romania	-	51	51		Australia	-	759	759	
Russian Federation	-	26	26		Kiribati	-	1	1	
Serbia	-	17	17		New Caledonia	-	5	5	
Slovakia	-	7	7		New Zealand	-	75	75	
Slovenia	-	7	7		Papua New Guinea	-	6	6	
Spain	-	104	104		Saipan	-	3	3	
Sweden	-	39	39		Vanuatu	-	1	1	
Switzerland	-	14	14		Subtotal	-	851	851	2.3
Turkey	-	99	99		<b>UNIQUE TOTAL*</b>	<b>26,155</b>	<b>13,747</b>	<b>36,614</b>	<b>100.0</b>
Ukraine	-	6	6						
United Kingdom	-	366	366						
unspecified Europe	-	9	9						
Subtotal	-	1,347	1,347	3.7					

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

\*\*See Additional Data

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

**4 CHANNEL PROFILE MAGAZINE**



Official Publication of: Noria Corporation  
 Established: 2001  
 Issues Per Year: 6

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	312
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	283
Digital _____	-
All Other _____	538
<b>TOTAL</b>	<b>1,133</b>

AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	36,016	100.0	36,016	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>36,016</b>	<b>100.0</b>	<b>36,016</b>	<b>100.0</b>	-	-

AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD - PRINT						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	25,765	100.0	25,765	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,765</b>	<b>100.0</b>	<b>25,765</b>	<b>100.0</b>	-	-

AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD - DIGITAL						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	13,577	100.0	13,577	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,577</b>	<b>100.0</b>	<b>13,577</b>	<b>100.0</b>	-	-

AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD - BOTH PRINT & DIGITAL						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	3,327	100.0	3,327	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>3,327</b>	<b>100.0</b>	<b>3,327</b>	<b>100.0</b>	-	-

QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2012								
QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified**	Percent	
	1 Year	2 Years	3 Years					
I. Direct Request: _____	16,851	7,701	2,798	16,926	13,348	27,350	74.7	
II. Request from recipient's company: _____	220	567	16	768	399	803	2.2	
III. Membership Benefit: _____	-	-	-	-	-	-	-	
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-	
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>8,461</b>	-	-	<b>8,461</b>	-	<b>8,461</b>	<b>23.1</b>	
Association rosters and directories _____	-	-	-	-	-	-	-	
*Business directories _____	8,461	-	-	8,461	-	8,461	23.1	
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-	
Other sources _____	-	-	-	-	-	-	-	
VI. Single Copy Sales: _____	-	-	-	-	-	-	-	
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>25,532</b>	<b>8,268</b>	<b>2,814</b>	<b>26,155</b>	<b>13,747</b>	<b>36,614</b>	<b>100.0</b>	
<b>PERCENT</b>	<b>69.7</b>	<b>22.6</b>	<b>7.7</b>	<b>71.4</b>	<b>37.5</b>	<b>100.0</b>		

\*See Additional Data

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

**Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.**

**4 CHANNEL PROFILE (CONTINUED)  
MAGAZINE (CONTINUED)**

<b>AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS</b>						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July-December 2009	January-June 2010	July-December 2010	January-June 2011	July-December 2011	January-June 2012*
Unique Total Audit Average Qualified***: _____	41,063	41,597	40,173	36,107	36,542	36,016
Unique Qualified Non-Paid***: _____	41,063	41,597	40,173	36,107	36,542	36,016
Print _____	29,510	29,655	28,886	26,904	26,567	25,765
Digital _____	14,495	14,978	14,419	12,477	13,335	13,577
Unique Qualified Paid Total***: _____	-	-	-	-	-	-
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 2012 data is unaudited. With each successive period, new data will be added until six 6-month periods of data are displayed.**

\*\*NC = None Claimed.

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

**WEBSITE\***

Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	225,144	121,992	102,994	1.18	01:51	03:25
February _____	246,192	133,945	112,269	1.19	01:50	03:22
March _____	252,658	138,164	115,553	1.20	01:51	03:25
April _____	227,839	123,935	103,684	1.20	01:53	03:28
May _____	236,834	130,044	108,001	1.20	01:55	03:29
June _____	221,006	114,723	94,773	1.21	01:52	03:36
<b>AVERAGE:</b>	<b>234,946</b>	<b>127,134</b>	<b>106,212</b>	<b>1.20</b>	<b>01:52</b>	<b>03:28</b>

\*See Additional Data

**WEBSITE GLOSSARY:**

<b>Unique Browsers:</b> An identified and unduplicated Cookie Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness
<b>Page Impressions:</b> The number of web pages successfully viewed by all browsers within the reporting period
<b>User Sessions:</b> A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session
<b>Unique Browser Frequency:</b> The average number of user sessions per Unique Browser over the selected reporting period
<b>User Session Duration:</b> The average time a browser remained on the site per session
<b>Page Duration:</b> The average time a browser spent viewing any page(s) on the site

**Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.**

## 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 brand existed first, editorial and design are unchanged from the original print edition. With a replica digital product, 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.

### TABLE 3:

Geographic data is not available for Website and therefore is not reported herein.

### TABLE 4 – QUALIFICATION SOURCE:

Business directories include 1 source of circulation for a quantity of 8,461 copies or 23.1%, including Dun & Bradstreet.

### WEBSITE ACTIVITY:

January – June data was provided by Nielsen.  
All website activity is audited by BPA Worldwide.

### PUBLISHER'S AFFIDAVIT

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

Mike Ramsey, Publisher

Rhonda Johnson, Media 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 circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed July 17, 2012

State Oklahoma

County Tulsa

Received by BPA Worldwide July 17, 2012

Type BJ

ID Number M384B0J2

### 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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.

**4 CHANNEL PROFILE (CONTINUED)  
MAGAZINE (CONTINUED)**

<b>BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2012</b>														
<b>This issue is 2.5% or 897 copies above the average of the other 2 issues reported in Table two.</b>														
BUSINESS AND INDUSTRY	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print	Digital	FUNCTION									
					Engineering	Engineering Management	Maintenance	Maintenance Management	Lubrication	Reliability	Quality Assurance	Corporate Management	Training	Other functions and functions not available
Power Generation _____	2,604	7.1	1,899	985	597	186	505	542	146	252	38	97	39	202
Mining _____	1,310	3.6	697	752	141	83	212	358	112	212	8	77	20	87
Rubber/Plastic _____	1,575	4.3	1,362	291	289	109	375	532	29	74	19	82	10	56
Food Processing _____	3,009	8.2	2,619	547	384	158	768	1,134	86	119	67	174	16	103
Transportation _____	836	2.3	633	285	141	70	141	197	51	21	29	98	24	64
Construction _____	1,056	2.9	765	383	111	88	180	289	33	17	28	199	24	87
Textiles _____	343	0.9	287	72	66	25	77	99	13	20	4	23	2	14
Paper _____	1,717	4.7	1,505	329	195	66	384	577	116	224	15	65	11	64
Chemicals _____	2,340	6.4	1,795	723	379	145	475	496	147	277	27	163	32	199
Petroleum Products _____	4,043	11.1	2,168	2,414	406	182	270	324	1,041	328	136	527	106	723
Primary Metals _____	1,301	3.6	1,038	333	188	81	338	419	33	92	17	57	24	52
Fabricated Metals _____	1,721	4.7	1,489	310	347	164	379	457	36	26	28	157	11	116
Automotive Manufacturer _____	953	2.6	686	335	206	82	233	255	44	20	14	38	25	36
Machinery Manufacturer _____	2,330	6.4	1,729	736	685	341	347	427	56	58	42	188	43	143
Electrical Equipment _____	497	1.4	371	165	122	56	96	94	5	20	22	46	5	31
Transportation Equipment _____	598	1.6	465	185	96	60	156	161	14	14	13	57	7	20
Miscellaneous Manufacturing _____	1,743	4.8	1,360	579	247	140	329	370	83	88	35	247	34	170
Engineering Services _____	2,322	6.3	931	1,563	805	397	184	269	171	143	23	157	75	98
Military/Government _____	862	2.4	669	304	189	68	167	228	22	28	28	28	38	66
Other Related Businesses _____	5,454	14.9	3,687	2,456	535	225	808	986	350	254	83	532	295	1,386
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>36,614</b>	<b>100.0</b>	<b>26,155</b>	<b>13,747</b>	<b>6,129</b>	<b>2,726</b>	<b>6,424</b>	<b>8,214</b>	<b>2,588</b>	<b>2,287</b>	<b>676</b>	<b>3,012</b>	<b>841</b>	<b>3,717</b>
<b>PERCENT</b>	<b>100.0</b>		<b>71.4</b>	<b>37.5</b>	<b>16.7</b>	<b>7.5</b>	<b>17.6</b>	<b>22.4</b>	<b>7.1</b>	<b>6.2</b>	<b>1.8</b>	<b>8.2</b>	<b>2.3</b>	<b>10.2</b>

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

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.