



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED DECEMBER 2013



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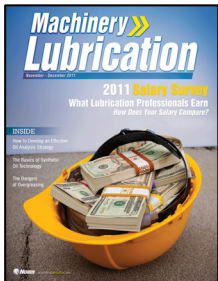
MACHINERY LUBRICATION is a B2B brand intended for individuals with interests in industrial lubrication, oil analysis and filtration. The brand content and editorial scope of the publication includes in-depth technical articles, best practices and new product announcements. The content of every issue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

CHANNELS

MACHINERY LUBRICATION MAGAZINE



3 Issues in the period
41,501 average circulation

MACHINERY LUBRICATION WEBSITE



114,451 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)	41,501	-	41,501
a. Print	28,336	-	28,336
b. Digital	16,252	-	16,252
1. Requested	16,252	-	16,252
2. Non-Requested	-	-	-
MACHINERY LUBRICATION WEBSITE (Monthly Unique Browsers with 237,902 average Page Impressions – Note 1)	114,451	-	114,451

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

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	280
Allocated for Trade Shows and Conventions	-
All Other	648
TOTAL	928

1. AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	41,501	100.0	41,501	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	41,501	100.0	41,501	100.0	-	-

1. AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD - PRINT

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	28,336	100.0	28,336	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	28,336	100.0	28,336	100.0	-	-

1. AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD - DIGITAL

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	16,252	100.0	16,252	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,252	100.0	16,252	100.0	-	-

1. AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD - BOTH

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	3,087	100.0	3,087	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	3,087	100.0	3,087	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2013 Issue	Number Removed	Number Added	Print	Digital	Unique Total Qualified*
July/August	275	3,314	29,720	17,010	43,679
September/October	375	1,021	30,176	17,378	44,325
November/December	15,837	8,012	25,114	14,368	36,500
TOTAL	16,487	12,347			

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

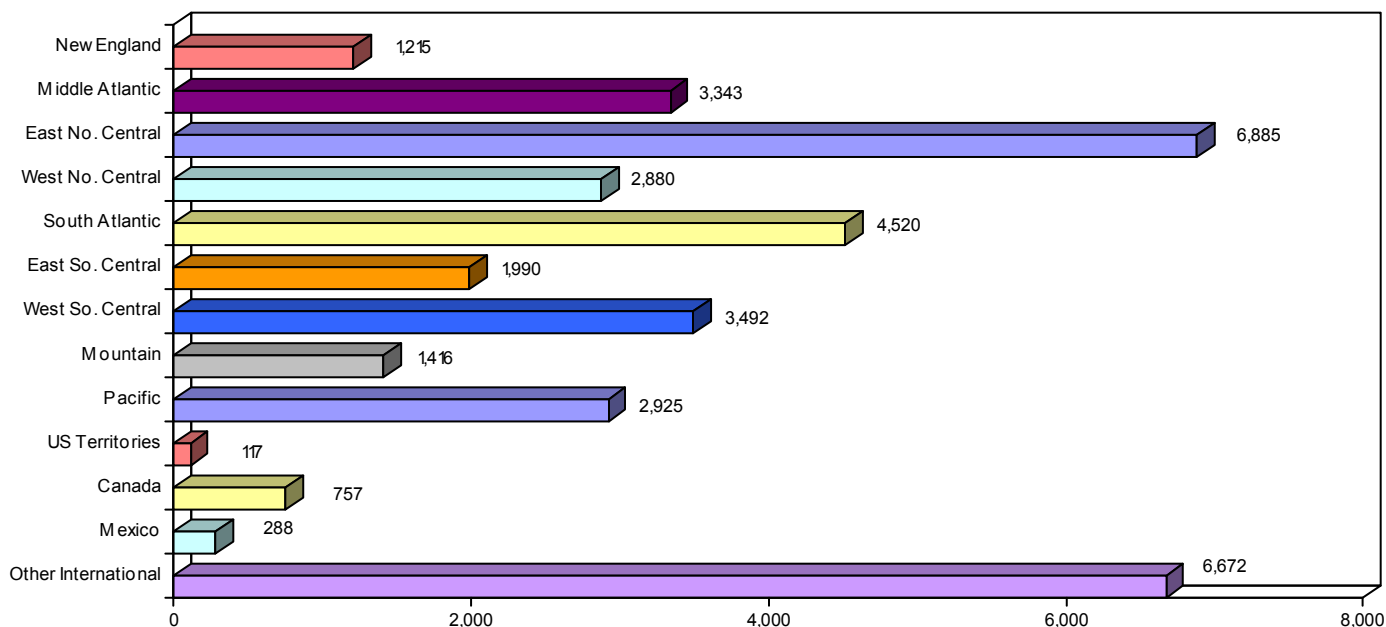
GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2013**

State	Print	Digital	Unique Total Qualified*	Percent
Maine	127	23	138	
New Hampshire	112	22	123	
Vermont	55	11	60	
Massachusetts	452	111	517	
Rhode Island	49	10	53	
Connecticut	287	54	324	
NEW ENGLAND	1,082	231	1,215	3.3
New York	973	274	1,135	
New Jersey	550	136	625	
Pennsylvania	1,396	311	1,583	
MIDDLE ATLANTIC	2,919	721	3,343	9.1
Ohio	1,526	371	1,744	
Indiana	827	202	940	
Illinois	1,564	365	1,767	
Michigan	1,042	265	1,195	
Wisconsin	1,105	220	1,239	
EAST NO. CENTRAL	6,064	1,423	6,885	18.9
Minnesota	740	172	846	
Iowa	478	119	550	
Missouri	559	124	624	
North Dakota	72	18	79	
South Dakota	62	18	70	
Nebraska	288	64	326	
Kansas	346	91	385	
WEST NO. CENTRAL	2,545	606	2,880	7.9
Delaware	83	24	100	
Maryland	303	92	355	
Washington, DC	22	11	29	
Virginia	593	141	669	
West Virginia	137	46	159	
North Carolina	821	202	932	
South Carolina	582	130	649	
Georgia	763	170	856	
Florida	659	257	771	
SOUTH ATLANTIC	3,963	1,073	4,520	12.4
Kentucky	498	114	563	
Tennessee	647	151	732	
Alabama	435	132	491	
Mississippi	182	50	204	
EAST SO. CENTRAL	1,762	447	1,990	5.4
Arkansas	447	69	487	
Louisiana	414	113	463	
Oklahoma	311	101	361	
Texas	1,849	595	2,181	
WEST SO. CENTRAL	3,021	878	3,492	9.6
Montana	74	34	86	
Idaho	127	36	145	
Wyoming	86	24	96	
Colorado	293	95	343	
New Mexico	74	30	89	
Arizona	266	100	321	
Utah	168	56	193	
Nevada	116	52	143	
MOUNTAIN	1,204	427	1,416	3.9
Alaska	61	32	74	
Washington	404	131	469	
Oregon	281	75	321	
California	1,705	534	2,024	
Hawaii	31	10	37	
PACIFIC	2,482	782	2,925	8.0
UNITED STATES	25,042	6,588	28,666	78.5
U.S. Territories	72	63	117	
Canada	-	757	757	
Mexico	-	288	288	
Other International	-	6,672	6,672	
APO/FPO	-	-	-	
UNIQUE TOTAL QUALIFIED CIRCULATION*	25,114	14,368	36,500	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 NOVEMBER 2013**

Region/Country	Print	Digital	Unique Total Qualified*	Percent	Region/Country	Print	Digital	Unique Total Qualified*	Percent
ASIA					Switzerland				
Azerbaijan	-	1	1		Turkey	-	105	105	
Bangladesh	-	19	19		Ukraine	-	9	9	
Bhutan	-	1	1		United Kingdom	-	342	342	
Brunei Darussalam	-	4	4		Subtotal	-	1,353	1,353	3.7
Cambodia	-	4	4		AFRICA				
China	-	117	117		Algeria	-	21	21	
Georgia	-	1	1		Angola	-	3	3	
Hong Kong - SAR	-	21	21		Botswana	-	12	12	
India	-	1,146	1,146		Cameroon	-	4	4	
Indonesia	-	219	219		Cape Verde	-	2	2	
Japan	-	16	16		Congo	-	2	2	
Kazakhstan	-	4	4		Cote D'Ivoire	-	3	3	
Korea, Democratic People's Republic Of	-	1	1		Egypt	-	109	109	
Korea, Republic Of	-	57	57		Equatorial Guinea	-	1	1	
Laos	-	2	2		Ethiopia	-	5	5	
Malaysia	-	222	222		Ghana	-	26	26	
Mongolia	-	1	1		Guinea	-	1	1	
Myanmar	-	11	11		Kenya	-	25	25	
Nepal	-	2	2		Lesotho	-	1	1	
Pakistan	-	119	119		Libyan Arab Jamahiriya	-	5	5	
Philippines	-	169	169		Madagascar	-	2	2	
Singapore	-	130	130		Malawi	-	2	2	
Sri Lanka	-	39	39		Mali	-	1	1	
Taiwan	-	18	18		Mauritius	-	2	2	
Thailand	-	152	152		Morocco	-	10	10	
Turkmenistan	-	1	1		Mozambique	-	4	4	
Uzbekistan	-	1	1		Namibia	-	4	4	
Vietnam	-	22	22		Nigeria	-	60	60	
Subtotal	-	2,500	2,500	6.8	Senegal	-	2	2	
MIDDLE EAST					South Africa	-	250	250	
Bahrain	-	8	8		Sudan	-	14	14	
Iran	-	119	119		Swaziland	-	2	2	
Iraq	-	8	8		Tanzania	-	13	13	
Israel	-	22	22		Togo	-	2	2	
Jordan	-	11	11		Tunisia	-	10	10	
Kuwait	-	6	6		Uganda	-	11	11	
Lebanon	-	5	5		Zambia	-	15	15	
Oman	-	14	14		Zimbabwe	-	19	19	
Qatar	-	27	27		Subtotal	-	643	643	1.8
Saudi Arabia	-	157	157		NORTH AMERICA				
Syrian Arab Republic	-	8	8		Canada	-	757	757	
United Arab Emirates	-	137	137		Mexico	-	288	288	
Yemen	-	10	10		United States	25,114	6,651	28,783	
Subtotal	-	532	532	1.5	Subtotal	25,114	7,696	29,828	81.7
EUROPE					CARIBBEAN				
Albania	-	2	2		Cuba	-	4	4	
Austria	-	11	11		Dominican Republic	-	9	9	
Belarus	-	1	1		Jamaica	-	8	8	
Belgium	-	47	47		Netherlands Antilles	-	3	3	
Bosnia and Herzegovina	-	3	3		Trinidad and Tobago	-	21	21	
Bulgaria	-	16	16		Virgin Islands, British	-	1	1	
Croatia	-	10	10		Subtotal	-	46	46	0.1
Cyprus	-	4	4		CENTRAL AMERICA				
Czech Republic	-	14	14		Costa Rica	-	13	13	
Denmark	-	15	15		El Salvador	-	3	3	
Estonia	-	8	8		Guatemala	-	15	15	
Finland	-	13	13		Honduras	-	7	7	
France	-	40	40		Nicaragua	-	7	7	
Germany	-	69	69		Panama	-	8	8	
Gibraltar	-	1	1		Subtotal	-	53	53	0.1
Greece	-	42	42		SOUTH AMERICA				
Greenland	-	1	1		Argentina	-	93	93	
Hungary	-	11	11		Bolivia	-	29	29	
Iceland	-	4	4		Brazil	-	249	249	
Ireland	-	23	23		Chile	-	59	59	
Italy	-	78	78		Colombia	-	117	117	
Latvia	-	1	1		Ecuador	-	30	30	
Lithuania	-	3	3		Guyana	-	2	2	
Luxembourg	-	2	2		Paraguay	-	2	2	
Macedonia	-	6	6		Peru	-	115	115	
Malta	-	3	3		Suriname	-	4	4	
Moldova	-	1	1		Uruguay	-	15	15	
Netherlands	-	77	77		Venezuela	-	39	39	
Norway	-	36	36		Subtotal	-	754	754	2.1
Poland	-	24	24		ASIA PACIFIC				
Portugal	-	51	51		Australia	-	679	679	
Romania	-	40	40		Fiji	-	2	2	
Russian Federation	-	44	44		New Caledonia	-	2	2	
Serbia	-	17	17		New Zealand	-	98	98	
Slovakia	-	6	6		Papua New Guinea	-	9	9	
Slovenia	-	6	6		Solomon Islands	-	1	1	
Spain	-	114	114		Subtotal	-	791	791	2.2
Sweden	-	41	41		UNIQUE TOTAL QUALIFIED CIRCULATION*	25,114	14,368	36,500	100.0

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

**See Additional Data

WEBSITE CHANNEL*

2013	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	226,309	138,193	111,078	1.24	02:42	01:43
August	225,533	133,586	107,642	1.24	02:32	01:45
September	235,962	138,945	113,379	1.23	02:41	01:53
October	270,814	156,176	127,272	1.23	02:39	01:57
November	249,689	147,336	121,569	1.21	02:44	01:54
December	219,102	128,384	105,764	1.21	02:47	01:58
AVERAGE:	237,902	140,437	114,451	1.23	02:41	01:52

*See Additional Data

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 browser resulting in one or more pulled text and/or graphics downloads from a site.

Unique Browsers: An identified and unduplicated Cookie 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.

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 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.

MAGAZINE:

PARAGRAPH 3a:

The November/December 2013 issue is 17.0% or 7,502 copies below the average of the other 2 issues reported in Paragraph 2.

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 6,484 copies or 17.8%, including Dun and Bradstreet.

GEOGRAPHIC DISTRIBUTION:

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

WEBSITE ACTIVITY:

July - December 2013 data was provided by Google Analytics.
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

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

January 30, 2014

State

Oklahoma

County

Tulsa

Received by BPA Worldwide

January 30, 2014

Type

BD

ID Number

M384B0D3

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 NOVEMBER 2013
 This issue is 17.0% or 7,502 copies below the average of the other 2 issues reported in Paragraph 2. (See Additional Data)

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	2,059	5.6	1,334	943	668	227	272	269	102	155	46	119	27	174
Mining	1,212	3.3	573	760	179	81	185	252	109	212	14	72	29	79
Rubber/Plastic	1,808	4.9	1,512	382	404	227	465	354	25	48	34	146	11	94
Food Processing	3,679	10.1	3,114	760	511	418	963	1,003	65	111	140	244	20	204
Transportation	1,126	3.1	809	400	321	148	145	148	38	20	43	144	30	89
Construction	963	2.6	608	442	175	122	140	218	34	9	18	139	14	94
Textiles	459	1.2	379	99	71	52	150	95	11	9	5	45	5	16
Paper	1,819	5.0	1,561	402	241	184	416	439	102	157	27	125	16	112
Chemicals	2,477	6.8	1,809	842	536	253	482	343	150	191	79	204	31	208
Petroleum Products	3,317	9.1	1,554	2,201	435	194	247	251	862	217	113	396	88	514
Primary Metals	1,227	3.4	978	324	257	131	284	272	38	64	28	64	13	76
Fabricated Metals	1,407	3.9	1,073	405	374	178	175	223	23	19	39	172	17	187
Automotive Manufacturer	1,502	4.1	1,145	453	366	206	387	247	46	21	31	117	14	67
Machinery Manufacturer	2,294	6.3	1,635	769	735	354	397	269	52	26	50	227	37	147
Electrical Equipment	881	2.4	628	294	354	148	87	84	6	11	31	89	7	64
Transportation Equipment	754	2.1	600	194	153	91	204	159	15	3	28	63	7	31
Miscellaneous Manufacturing	1,813	5.0	1,385	609	379	187	217	313	81	76	60	233	29	238
Engineering Services	2,232	6.1	758	1,641	809	360	195	243	158	118	27	171	85	66
Military/Government	1,006	2.8	749	370	321	119	138	211	17	19	30	35	26	90
Other Related Businesses	4,465	12.2	2,910	2,078	706	280	568	719	214	187	102	434	188	1,067
UNIQUE TOTAL QUALIFIED CIRCULATION*	36,500	100.0	25,114	14,368	7,995	3,960	6,117	6,112	2,148	1,673	945	3,239	694	3,617
PERCENT	100.0		68.8	39.4	21.9	10.8	16.8	16.7	5.9	4.6	2.6	8.9	1.9	9.9

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2013

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	18,399	10,484	-	17,907	13,856	28,883	79.1
II. Request from recipient's company:	667	466	-	723	512	1,133	3.1
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	6,484	-	-	6,484	-	6,484	17.8
Association rosters and directories	-	-	-	-	-	-	-
**Business directories	6,484	-	-	6,484	-	6,484	17.8
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	25,550	10,950	-	25,114	14,368	36,500	100.0
PERCENT	70.0	30.0	-	68.8	39.4	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	Circulation Claim	Circulation Claim
	January - June 2011	July - December 2011	January - June 2012	July - December 2012	January - June 2013*	July - December 2013*
Unique Total Audit Average Qualified***:	36,107	36,542	36,016	37,852	38,056	41,501
Unique Qualified Non-Paid***:	36,107	36,542	36,016	37,852	38,056	41,501
Print:	26,904	26,567	25,766	26,410	26,563	28,336
Digital:	12,477	13,335	13,577	14,538	14,142	16,252
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 - December 2013 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.

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2013

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	25,114	14,368	36,500	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	25,114	14,368	36,500	100.0

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