

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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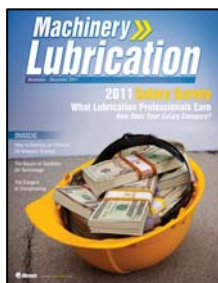
**MACHINERY LUBRICATION** is a B2B brand intended for individuals with interests in industrial lubrication, oil analysis and filtration. The brand content and editorial scope of the publication includes in-depth technical articles, best practices and new product announcements. The content of every issue 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  
37,502 average circulation

**MACHINERY LUBRICATION WEBSITE**



130,737 average unique browsers

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>MACHINERY LUBRICATION MAGAZINE</b> Unique Total* (3 issues in the period)	37,502	-	37,502
a. Print	25,422	-	25,422
b. Digital	14,926	-	14,926
1. Requested	14,926	-	14,926
2. Non-Requested	-	-	-
<b>MACHINERY LUBRICATION WEBSITE</b> (Monthly Unique Browsers with 262,075 average Page Impressions)	130,737	-	130,737

\*Unique Total 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	184	75
All Other	483	
<b>TOTAL</b>	<b>742</b>	

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	37,502	100.0	37,502	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>37,502</b>	<b>100.0</b>	<b>37,502</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**1a. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - PRINT**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	25,422	100.0	25,422	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,422</b>	<b>100.0</b>	<b>25,422</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**1b. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - DIGITAL**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	14,926	100.0	14,926	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,926</b>	<b>100.0</b>	<b>14,926</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**1c. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - BOTH**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	2,846	100.0	2,846	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>2,846</b>	<b>100.0</b>	<b>2,846</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2014 Issue	Number Removed	Number Added	Print	Digital	Unique Total Qualified*
January/February	225	724	25,316	14,475	36,999
March/April	371	816	25,397	14,889	37,444
May/June	334	954	25,552	15,415	38,064
<b>TOTAL</b>	<b>930</b>	<b>2,494</b>			

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



**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2014\*\***

Region/Country	Print	Digital	Unique Total Qualified*	Percent	Region/Country	Print	Digital	Unique Total Qualified*	Percent
<b>ASIA</b>					<b>AFRICA</b>				
Azerbaijan	-	1	1		Turkey	-	121	121	
Bangladesh	-	20	20		Ukraine	-	9	9	
Bhutan	-	2	2		United Kingdom	-	398	398	
Brunei Darussalam	-	4	4		Subtotal	-	1,578	1,578	4.1
Cambodia	-	4	4		<b>AFRICA</b>				
China	-	147	147		Algeria	-	26	26	
Georgia	-	1	1		Angola	-	3	3	
Hong Kong - SAR	-	25	25		Botswana	-	11	11	
India	-	1,299	1,299		Cameroon	-	4	4	
Indonesia	-	265	265		Cape Verde	-	2	2	
Japan	-	20	20		Congo	-	1	1	
Kazakhstan	-	4	4		Cote D'Ivoire	-	3	3	
Korea, Democratic People's Republic Of	-	1	1		Djibouti	-	1	1	
Korea, Republic Of	-	69	69		Egypt	-	130	130	
Laos	-	3	3		Equatorial Guinea	-	1	1	
Malaysia	-	255	255		Ethiopia	-	6	6	
Mongolia	-	1	1		Ghana	-	29	29	
Myanmar	-	11	11		Guinea	-	1	1	
Nepal	-	2	2		Kenya	-	30	30	
Pakistan	-	149	149		Lesotho	-	1	1	
Philippines	-	200	200		Libyan Arab Jamahiriya	-	6	6	
Singapore	-	143	143		Madagascar	-	2	2	
Sri Lanka	-	42	42		Mali	-	1	1	
Taiwan	-	21	21		Mauritius	-	2	2	
Thailand	-	150	150		Morocco	-	17	17	
Turkmenistan	-	1	1		Mozambique	-	6	6	
Uzbekistan	-	1	1		Namibia	-	7	7	
Vietnam	-	26	26		Nigeria	-	82	82	
Subtotal	-	2,867	2,867	7.5	Senegal	-	2	2	
<b>MIDDLE EAST</b>					South Africa	-	278	278	
Bahrain	-	9	9		Sudan	-	14	14	
Iran	-	139	139		Swaziland	-	2	2	
Iraq	-	9	9		Tanzania	-	15	15	
Israel	-	22	22		Togo	-	5	5	
Jordan	-	12	12		Tunisia	-	12	12	
Kuwait	-	7	7		Uganda	-	13	13	
Lebanon	-	7	7		Zambia	-	15	15	
Oman	-	13	13		Zimbabwe	-	26	26	
Qatar	-	27	27		unspecified Africa	-	1	1	
Saudi Arabia	-	179	179		Subtotal	-	755	755	2.0
Syrian Arab Republic	-	8	8		<b>NORTH AMERICA</b>				
United Arab Emirates	-	157	157		Canada	-	870	870	
Yemen	-	10	10		Mexico	-	342	342	
Subtotal	-	599	599	1.6	United States	25,552	6,532	29,181	
<b>EUROPE</b>					Subtotal	25,552	7,744	30,393	79.8
Albania	-	2	2		<b>CARIBBEAN</b>				
Austria	-	12	12		Cayman Islands	-	1	1	
Belarus	-	1	1		Cuba	-	4	4	
Belgium	-	50	50		Dominican Republic	-	14	14	
Bosnia and Herzegovina	-	3	3		Jamaica	-	10	10	
Bulgaria	-	17	17		Netherlands Antilles	-	5	5	
Channel Islands	-	1	1		Saint Lucia	-	1	1	
Croatia	-	12	12		Trinidad and Tobago	-	26	26	
Cyprus	-	5	5		Virgin Islands, British	-	1	1	
Czech Republic	-	16	16		Subtotal	-	62	62	0.2
Denmark	-	19	19		<b>CENTRAL AMERICA</b>				
Estonia	-	8	8		Costa Rica	-	13	13	
Finland	-	18	18		El Salvador	-	4	4	
France	-	49	49		Guatemala	-	18	18	
Germany	-	72	72		Honduras	-	11	11	
Gibraltar	-	1	1		Nicaragua	-	7	7	
Greece	-	46	46		Panama	-	10	10	
Greenland	-	1	1		Subtotal	-	63	63	0.2
Hungary	-	12	12		<b>SOUTH AMERICA</b>				
Iceland	-	4	4		Argentina	-	106	106	
Ireland	-	29	29		Bolivia	-	33	33	
Italy	-	92	92		Brazil	-	289	289	
Latvia	-	1	1		Chile	-	66	66	
Lithuania	-	5	5		Colombia	-	132	132	
Luxembourg	-	1	1		Ecuador	-	36	36	
Macedonia	-	7	7		Guyana	-	2	2	
Malta	-	3	3		Paraguay	-	2	2	
Moldova	-	1	1		Peru	-	134	134	
Netherlands	-	93	93		Suriname	-	6	6	
Norway	-	38	38		Uruguay	-	20	20	
Poland	-	31	31		Venezuela	-	50	50	
Portugal	-	58	58		Subtotal	-	876	876	2.3
Romania	-	47	47		<b>ASIA PACIFIC</b>				
Russian Federation	-	54	54		Australia	-	752	752	
Serbia	-	20	20		Fiji	-	2	2	
Slovakia	-	6	6		New Caledonia	-	2	2	
Slovenia	-	7	7		New Zealand	-	103	103	
Spain	-	144	144		Papua New Guinea	-	11	11	
Sweden	-	52	52		Solomon Islands	-	1	1	
Switzerland	-	12	12		Subtotal	-	871	871	2.3
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>						<b>25,552</b>	<b>15,415</b>	<b>38,064</b>	<b>100.0</b>

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

\*\*See Additional Data

## WEBSITE CHANNEL

### WWW.MACHINERYLUBRICATION.COM

2014	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	259,890	153,282	125,332	1.22	02:45	01:55
February	250,100	149,302	122,631	1.22	02:50	01:55
March	283,289	169,967	138,448	1.23	02:53	01:55
April	260,632	159,591	130,107	1.23	02:52	01:49
May	259,307	163,062	134,200	1.22	02:53	01:42
June	259,231	162,060	133,705	1.21	02:47	01:40
<b>AVERAGE:</b>	<b>262,075</b>	<b>159,544</b>	<b>130,737</b>	<b>1.22</b>	<b>02:50</b>	<b>01:49</b>

January - June 2014 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](http://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.

### MAGAZINE:

#### PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 6,762 copies or 17.8%, including Dun and Bradstreet.

### 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, 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 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 14, 2014

State

Oklahoma

City

Tulsa

Received by BPA Worldwide

July 14, 2014

Type

BD

ID Number

M384B0J4

#### 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.

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2014**  
 This issue is 2.3% or 842 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	2,182	5.7	1,380	1,022	703	232	310	284	108	164	51	121	29	180	
Mining	1,329	3.5	601	844	203	89	199	283	124	223	15	77	34	82	
Rubber/Plastic	1,801	4.7	1,488	395	399	222	454	357	29	50	36	147	10	97	
Food Processing	3,694	9.7	3,090	798	518	414	953	1,007	73	128	136	241	20	204	
Transportation	1,174	3.1	837	422	328	155	151	160	41	21	43	153	31	91	
Construction	1,031	2.7	634	478	181	129	149	237	45	15	21	145	15	94	
Textiles	454	1.2	366	108	73	52	142	93	10	12	5	45	6	16	
Paper	1,849	4.9	1,587	401	240	184	417	446	114	167	26	128	15	112	
Chemicals	2,548	6.7	1,832	884	541	258	482	353	166	210	81	210	33	214	
Petroleum Products	3,608	9.5	1,606	2,423	465	213	260	275	944	242	130	433	98	548	
Primary Metals	1,236	3.2	970	337	259	131	286	273	40	70	28	61	13	75	
Fabricated Metals	1,427	3.8	1,083	415	383	179	178	229	25	22	37	174	16	184	
Automotive Manufacturer	1,540	4.0	1,136	492	385	199	388	248	59	22	34	119	16	70	
Machinery Manufacturer	2,355	6.2	1,656	805	761	371	394	268	61	27	51	234	39	149	
Electrical Equipment	901	2.4	642	294	361	147	92	86	8	12	32	90	8	65	
Transportation Equipment	778	2.0	598	212	157	96	203	163	19	3	31	66	8	32	
Miscellaneous Manufacturing	1,895	5.0	1,433	643	390	192	237	336	83	83	62	240	30	242	
Engineering Services	2,496	6.6	805	1,855	876	406	225	281	180	143	30	189	96	70	
Military/Government	1,034	2.7	772	369	324	123	144	212	19	20	31	39	30	92	
Other Related Businesses	4,732	12.4	3,036	2,218	727	288	618	744	250	201	104	449	202	1,149	
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>38,064</b>	<b>100.0</b>	<b>25,552</b>	<b>15,415</b>	<b>8,274</b>	<b>4,080</b>	<b>6,282</b>	<b>6,335</b>	<b>2,398</b>	<b>1,835</b>	<b>984</b>	<b>3,361</b>	<b>749</b>	<b>3,766</b>	
<b>PERCENT</b>	<b>100.0</b>		<b>67.1</b>	<b>40.5</b>	<b>21.8</b>	<b>10.7</b>	<b>16.5</b>	<b>16.6</b>	<b>6.3</b>	<b>4.8</b>	<b>2.6</b>	<b>8.8</b>	<b>2.0</b>	<b>9.9</b>	

\*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 2014**

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	<b>19,187</b>	<b>10,933</b>	-	<b>18,113</b>	<b>14,818</b>	<b>30,120</b>	<b>79.1</b>
II. Request from recipient's company:	<b>696</b>	<b>486</b>	-	<b>677</b>	<b>597</b>	<b>1,182</b>	<b>3.1</b>
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>6,762</b>	-	-	<b>6,762</b>	-	<b>6,762</b>	<b>17.8</b>
Association rosters and directories	-	-	-	-	-	-	-
**Business directories	6,762	-	-	6,762	-	6,762	17.8
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>26,645</b>	<b>11,419</b>	-	<b>25,552</b>	<b>15,415</b>	<b>38,064</b>	<b>100.0</b>
<b>PERCENT</b>	<b>70.0</b>	<b>30.0</b>	-	<b>67.1</b>	<b>40.5</b>	<b>100.0</b>	

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

\*\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2014**

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	25,552	15,415	38,064	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>25,552</b>	<b>15,415</b>	<b>38,064</b>	<b>100.0</b>

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

**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 2011	January - June 2012	July - December 2012	January - June 2013	July - December 2013	January - June 2014*
Unique Total Audit Average Qualified***:	36,542	36,016	37,852	38,056	41,501	37,502
Unique Qualified Non-Paid***:	36,542	36,016	37,852	38,056	41,501	37,502
Print:	26,567	25,766	26,410	26,563	28,336	25,422
Digital:	13,335	13,577	14,538	14,142	16,252	14,927
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 2014 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.