

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.

BNP Media Inc.  
2401 W. Big Beaver Rd.  
Suite 700  
Troy, MI 48084-3333  
Tel. No.: (248) 362-3700  
Fax No.: (248) 362-0317  
www.industrialheating.com



Scan for publisher's contact information

**INDUSTRIAL HEATING** is a B2B brand intended for thermal processing engineers and key personnel responsible for the purchase, specification and recommendation of equipment, components and/or supplies for applications exceeding 1000 (degrees) F. The editorial scope of the brand provides comprehensive technical resources for high-temperature thermal processing technology and practical applications.

### 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

### INDUSTRIAL HEATING MAGAZINE



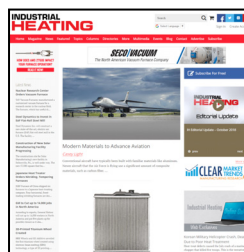
6 issues in the period  
19,475 average circulation

### INDUSTRIAL HEATING E-NEWSLETTERS



2 E-Newsletters in the period  
139 total issued in the period  
9,092 average per occurrence  
4,429 average per occurrence

### INDUSTRIAL HEATING WEBSITE



12,968 average users

### INDUSTRIAL HEATING SOCIAL MEDIA



3,208 LinkedIn group members  
1,575 Twitter followers  
834 Facebook likes

## EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
<b>INDUSTRIAL HEATING MAGAZINE</b> (6 issues in the period)	19,469	6	19,475
a. Print	16,119	6	16,125
b. Digital	3,350	-	3,350
1. Requested	3,349	-	3,349
2. Non-Requested	1	-	1
<b>INDUSTRIAL HEATING E-NEWSLETTERS</b>			
a. IH magEzine (12 issued in the period)	9,092	-	9,092
b. IH Daily (127 issued in the period)	4,429	-	4,429
<b>INDUSTRIAL HEATING WEBSITE</b> (Monthly Users with 33,468 average Pageviews)	12,968	-	12,968
<b>INDUSTRIAL HEATING SOCIAL MEDIA</b>			
a. LinkedIn group members	*3,208	-	*3,208
b. Twitter followers	*1,575	-	*1,575
c. Facebook likes	*834	-	*834

\*Social Media claims are cumulative figures, not averages.

**FIELD SERVED**

**INDUSTRIAL HEATING** serves the thermal processing industry including production and manufacturing systems involving captive in-house heat treating, brazing, forging, sintering & other thermal processing; contract provider heat treating, brazing, forging, sintering & other thermal processing; other heat treating, brazing, forging, sintering & thermal processing including military/government, R&D, testing lab or educational institution with on-site thermal process; alloys, composites & other thermal materials; ovens, furnaces, induction & other thermal processing equipment; thermal processing components, instrumentation & sub systems; thermal processing industrial gases & consumables; all other thermal processing equipment, components & supplies; ceramic, glass, decorating and/or designing, brick, refractories, insulation; primary metals (including ferrous and nonferrous); engineering & consulting firms (including contracting/consulting engineer firms for the thermal processing industry) and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are individuals in the following functions: manufacturing/operations/production/import/export/supply chain management/manufacturing engineering/plant engineering/metallurgical engineering/production engineering/research & development/design engineering; corporate/executive management (owner, partner, chairman, president, C-level officer, vice president, director, financial and senior supply chain titles); process engineering/environmental/technical engineering including instrumentation engineering management, consulting engineering, sales & marketing, purchasing including estimating and other functions.

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	26
Advertiser and Agency	985
Allocated for Trade Shows and Conventions	-
All Other	1,485
<b>TOTAL</b>	<b>2,496</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	19,474	100.0	19,469	100.0	5	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	1	-	-	-	1	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>19,475</b>	<b>100.0</b>	<b>19,469</b>	<b>100.0</b>	<b>6</b>	<b>-</b>

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

2018	Print	Digital	Total Qualified
July	16,268	3,207	19,475
August	16,267	3,208	19,475
September	16,343	3,132	19,475
October	16,360	3,115	19,475
November	15,697	3,778	19,475
December	15,816	3,659	19,475

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018**

This issue is equal to the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Classification by Job Function									
			Print	Digital	Manufacturing/ Operations/ Production/Import/ Export/Supply Chain Management/ Manufacturing Engineering/ Plant Engineering/ Metallurgical Engineering/ Production Engineering/ Research & Development/ Design	Engineering	Corporate/ Executive Management (Owner, Partner, Chairman, President, C-level Officer, Vice President, Director, Financial and Senior Supply Chain Titles)	Process Engineering/ Environmental/ Technical Engineering (Note 1)	Consulting Engineering	Sales & Marketing	Purchasing (Note 2)	Other Functions
Captive In-house Heat Treating, Brazing, Forging, Sintering & Other Thermal Processing	5,962	30.6	5,060	902	2,572	2,943	183	138	90	36	-	
Contract Provider Heat Treating, Brazing, Forging, Sintering & Other Thermal Processing	2,327	12.0	1,992	335	990	1,130	44	53	86	24	-	
Other Heat Treating, Brazing, Forging, Sintering & Thermal Processing (Note 3)	769	3.9	549	220	521	182	19	27	15	5	-	
Alloys, Composites & Other Thermal Materials	2,449	12.6	2,014	435	808	1,438	69	43	75	16	-	
<b>Sub-Total Thermal Processing &amp; Materials</b>	<b>11,507</b>	<b>59.1</b>	<b>9,615</b>	<b>1,892</b>	<b>4,891</b>	<b>5,693</b>	<b>315</b>	<b>261</b>	<b>266</b>	<b>81</b>	<b>-</b>	
Ovens, Furnaces, Induction & Other Thermal Processing Equipment	1,087	5.6	799	288	559	288	66	34	122	18	-	
Thermal Processing Components, Instrumentation & Sub Systems	537	2.7	403	134	269	133	38	37	54	6	-	
Thermal Processing Industrial Gases & Consumables	252	1.3	191	61	126	76	18	12	18	2	-	
All Other Thermal Processing Equipment, Components & Supplies	656	3.4	497	159	307	246	29	20	47	7	-	
Ceramic, Glass, Decorating and/or Designing, Brick, Refractories, Insulation	535	2.7	421	114	219	219	24	24	42	7	-	
<b>Sub-Total Equipment and Supplies to Thermal Processing</b>	<b>3,067</b>	<b>15.7</b>	<b>2,311</b>	<b>756</b>	<b>1,480</b>	<b>962</b>	<b>175</b>	<b>127</b>	<b>283</b>	<b>40</b>	<b>-</b>	
Primary Metals (Including Ferrous and Non-Ferrous)	4,006	20.6	3,114	892	2,006	1,473	190	74	205	58	-	
Engineering & Consulting Firms (Note 4)	895	4.6	657	238	278	225	61	266	60	5	-	
Others Allied to the Field	-	-	-	-	-	-	-	-	-	-	-	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>19,475</b>	<b>100.0</b>	<b>15,697</b>	<b>3,778</b>	<b>8,655</b>	<b>8,353</b>	<b>741</b>	<b>728</b>	<b>814</b>	<b>184</b>	<b>-</b>	
<b>PERCENT</b>	<b>100.0</b>		<b>80.6</b>	<b>19.4</b>	<b>44.4</b>	<b>42.9</b>	<b>3.8</b>	<b>3.7</b>	<b>4.2</b>	<b>1.0</b>	<b>-</b>	

Note 1: Process Engineering/Environmental/Technical Engineering includes instrumentation engineering management.

Note 2: Purchasing includes estimating.

Note 3: Other Heat Treating, Brazing, Forging, Sintering & Thermal Processing includes military/government, R&D, testing lab or educational institution with on-site thermal process.

Note 4: Engineering & Consulting Firms may include contracting/consulting engineer firm for the thermal processing industry.

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018**

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Year	3 Year				
I. Direct Request:	12,423	4,852	-	13,497	3,778	17,275	88.7
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	2,200	-	-	2,200	-	2,200	11.3
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,623</b>	<b>4,852</b>	<b>-</b>	<b>15,697</b>	<b>3,778</b>	<b>19,475</b>	<b>100.0</b>
<b>PERCENT</b>	<b>75.1</b>	<b>24.9</b>	<b>-</b>	<b>80.6</b>	<b>19.4</b>	<b>100.0</b>	

\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018**

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	15,697	3,778	19,475	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,697</b>	<b>3,778</b>	<b>19,475</b>	<b>100.0</b>

**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 2016	July – December 2016	January – June 2017	July – December 2017	January – June 2018*	July – December 2018*
Total Audit Average Qualified:	19,475	19,475	19,475	19,475	19,475	19,475
Qualified Non-Paid:	19,421	19,430	19,431	19,440	19,459	19,469
Print:	15,758	16,078	16,577	16,411	16,280	16,119
Digital:	3,663	3,352	2,854	3,029	3,179	3,350
Qualified Paid:	54	45	44	35	16	6
Print:	53	43	42	34	16	6
Digital:	1	2	2	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: January – December 2018 data is unaudited.

\*\*NC = None Claimed.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018\***

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	49	9	58		Kentucky	184	34	218	
New Hampshire	87	25	112		Tennessee	260	60	320	
Vermont	25	6	31		Alabama	286	67	353	
Massachusetts	249	56	305		Mississippi	69	13	82	
Rhode Island	53	11	64		EAST SO. CENTRAL	799	174	973	5.0
Connecticut	246	54	300		Arkansas	123	34	157	
NEW ENGLAND	709	161	870	4.5	Louisiana	183	24	207	
New York	632	136	768		Oklahoma	206	52	258	
New Jersey	330	67	397		Texas	1,268	328	1,596	
Pennsylvania	1,000	212	1,212		WEST SO. CENTRAL	1,780	438	2,218	11.4
MIDDLE ATLANTIC	1,962	415	2,377	12.2	Montana	60	10	70	
Ohio	1,243	256	1,499		Idaho	74	14	88	
Indiana	627	117	744		Wyoming	24	5	29	
Illinois	1,098	271	1,369		Colorado	172	46	218	
Michigan	1,183	293	1,476		New Mexico	53	12	65	
Wisconsin	663	165	828		Arizona	196	50	246	
EAST NO. CENTRAL	4,814	1,102	5,916	30.4	Utah	141	42	183	
Minnesota	374	83	457		Nevada	65	16	81	
Iowa	238	66	304		MOUNTAIN	785	195	980	5.0
Missouri	342	89	431		Alaska	17	3	20	
North Dakota	42	14	56		Washington	269	53	322	
South Dakota	47	9	56		Oregon	183	38	221	
Nebraska	101	18	119		California	1,377	345	1,722	
Kansas	189	56	245		Hawaii	12	2	14	
WEST NO. CENTRAL	1,333	335	1,668	8.6	PACIFIC	1,858	441	2,299	11.8
Delaware	31	8	39		UNITED STATES	15,652	3,641	19,293	99.1
Maryland	140	38	178		U.S. Territories	20	24	44	
Washington, DC	9	4	13		Canada	2	3	5	
Virginia	181	47	228		Mexico	1	15	16	
West Virginia	72	11	83		Other International	22	95	117	
North Carolina	356	66	422		APO/FPO	-	-	-	
South Carolina	202	55	257						
Georgia	287	81	368						
Florida	334	70	404						
SOUTH ATLANTIC	1,612	380	1,992	10.2					
					<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,697</b>	<b>3,778</b>	<b>19,475</b>	<b>100.0</b>

\*See Additional Data

## E-NEWSLETTER CHANNEL

2018	IH magEzine	IH Daily
<b>JULY</b>		3,831
July 12	8,283	-
July 26	9,313	-
<b>AUGUST</b>		4,580
August 9	9,188	-
August 23	9,231	-
<b>SEPTEMBER</b>		4,607
September 13	9,264	-
September 27	9,234	-
<b>OCTOBER</b>		4,572
October 11	9,134	-
October 25	9,201	-
<b>NOVEMBER</b>		4,506
November 8	9,102	-
November 20	9,148	-
<b>DECEMBER</b>		4,469
December 6	8,918	-
December 20	9,093	-
<b>AVERAGE:</b>	<b>9,092</b>	<b>4,429</b>

IH magEzine (12 issued in the period)  
 IH Daily (127 issued in the period)

## WEBSITE CHANNEL

WWW.INDUSTRIALHEATING.COM				
2018	Pageviews	Sessions	Users	Average Session Duration
July	30,528	14,088	11,276	1:53
August	31,801	15,456	12,349	1:47
September	29,555	14,600	11,787	1:43
October	36,187	17,803	14,442	1:36
November	35,253	17,760	14,394	1:44
December	37,486	17,229	13,561	1:54
<b>AVERAGE:</b>	<b>33,468</b>	<b>16,156</b>	<b>12,968</b>	<b>1:46</b>

July - December 2018 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

### WEBSITE GLOSSARY

**Pageviews:** A Pageview 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.

**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. A period of 30 minutes of inactivity will terminate the session.

**Users:** An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

**Average Session Duration:** The time visitors remain on a site per session.

# SOCIAL MEDIA CHANNEL

## Industrial Heating Social Media



LinkedIn group members

<https://www.linkedin.com/groups/3706207/profile>



Twitter followers

<https://twitter.com/IndHeat>



Facebook likes

<https://www.facebook.com/IndustrialHeating>

2018

	LinkedIn group members	Twitter followers	Facebook likes
Beginning Balance:	3,145	1,554	809
July	3,159	1,568	810
August	3,168	1,547	821
September	3,167	1,558	816
October	3,192	1,570	823
November	3,193	1,572	829
December	3,208	1,575	834

## ADDITIONAL DATA

### MAGAZINE:

#### 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 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 2 sources of circulation for quantities of 941 copies or 4.8% to 1,259 copies or 6.5%, including InforGroup and Dun & Bradstreet.

#### GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters, Website and Social Media are not reported at the media owner's option.

#### FOR SAMPLE OF QUALIFICATION FORM USED BY PUBLICATION, PLEASE VISIT THE FOLLOWING LINK:

[www.industrialheating.com/subscribe](http://www.industrialheating.com/subscribe)

### PUBLISHER'S AFFIDAVIT

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

Carolann Bieniek, Audience Audit Coordinator

Rita M. Fournia, HR & IT Director

(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 4, 2019

State

Michigan

County

Oakland

Received by BPA Worldwide

January 4, 2019

Type

BD

ID Number

I037B0D8

#### 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.