

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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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
8,968 average per occurrence
4,415 average per occurrence

INDUSTRIAL HEATING WEBSITE

15,214 average users

INDUSTRIAL HEATING SOCIAL MEDIA

3,255 LinkedIn group members
1,615 Twitter followers
845 Facebook likes

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
INDUSTRIAL HEATING MAGAZINE (6 issues in the period)	19,469	6	19,475
a. Print	15,836	6	15,842
b. Digital	3,633	-	3,633
1. Requested	3,631	-	3,631
2. Non-Requested	2	-	2
INDUSTRIAL HEATING E-NEWSLETTERS			
a. IH magEzine (12 issued in the period)	8,968	-	8,968
b. IH Daily (127 issued in the period)	4,415	-	4,415
INDUSTRIAL HEATING WEBSITE (Monthly Users with 38,910 average Pageviews)	15,214	-	15,214
INDUSTRIAL HEATING SOCIAL MEDIA			
a. LinkedIn group members	*3,255	-	*3,255
b. Twitter followers	*1,615	-	*1,615
c. Facebook likes	*845	-	*845

*Social Media claims are cumulative figures, not averages.

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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, manager, 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	27
Advertiser and Agency	939
Allocated for Trade Shows and Conventions	-
All Other	804
TOTAL	1,770

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual Sponsored Individually Addressed	19,475	100.0	19,469	100.0	6	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,475	100.0	19,469	100.0	6	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019	Print	Digital	Total Qualified
January	15,854	3,621	19,475
February	15,867	3,608	19,475
March	15,890	3,585	19,475
April	15,905	3,570	19,475
May	15,774	3,701	19,475
June	15,764	3,711	19,475

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

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	Corporate/ Executive Management (Owner, Partner, Chairman, President, C-level Officer, Vice President, Director, Manager, 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	6,024	30.9	5,179	845	2,548	3,047	173	130	91	35	-
Contract Provider Heat Treating, Brazing, Forging, Sintering & Other Thermal Processing	2,257	11.6	1,943	314	964	1,090	42	58	80	23	-
Other Heat Treating, Brazing, Forging, Sintering & Thermal Processing (Note 3)	769	3.9	573	196	521	181	20	26	16	5	-
Alloys, Composites & Other Thermal Materials	2,408	12.4	2,010	398	805	1,408	67	43	68	17	-
Sub-Total Thermal Processing & Materials	11,458	58.8	9,705	1,753	4,838	5,726	302	257	255	80	-
Ovens, Furnaces, Induction & Other Thermal Processing Equipment	1,049	5.4	783	266	557	272	61	31	111	17	-
Thermal Processing Components, Instrumentation & Sub Systems	531	2.7	406	125	263	141	37	30	54	6	-
Thermal Processing Industrial Gases & Consumables	239	1.2	184	55	121	73	18	11	14	2	-
All Other Thermal Processing Equipment, Components & Supplies	653	3.4	499	154	305	239	28	21	53	7	-
Ceramic, Glass, Decorating and/or Designing, Brick, Refractories, Insulation	526	2.7	419	107	216	221	23	24	35	7	-
Sub-Total Equipment and Supplies to Thermal Processing	2,998	15.4	2,291	707	1,462	946	167	117	267	39	-
Primary Metals (Including Ferrous and Non-Ferrous)	4,086	21.0	3,129	957	2,039	1,490	202	79	207	69	-
Engineering & Consulting Firms (Note 4)	933	4.8	649	284	298	234	59	270	65	7	-
Others Allied to the Field	-	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,475	100.0	15,774	3,701	8,637	8,396	730	723	794	195	-
PERCENT	100.0		81.0	19.0	44.4	43.1	3.7	3.7	4.1	1.0	-

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 MAY 2019

Qualification Source	Qualified Within					Total Qualified	Percent
	1 Year	2 Year	3 Year	Print	Digital		
I. Direct Request:	12,423	4,852	-	13,579	3,696	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	-	-	2,195	5	2,200	11.3
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,623	4,852	-	15,774	3,701	19,475	100.0
PERCENT	75.1	24.9	-	81.0	19.0	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	15,774	3,701	19,475	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,774	3,701	19,475	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July – December 2016	January – June 2017	July – December 2017	January – June 2018	July – December 2018	January – June 2019*
Total Audit Average Qualified:	19,475	19,475	19,475	19,475	19,475	19,475
Qualified Non-Paid:	19,430	19,431	19,440	19,459	19,469	19,469
Print:	16,078	16,577	16,411	16,280	16,119	15,836
Digital:	3,352	2,854	3,029	3,179	3,350	3,633
Qualified Paid:	45	44	35	16	6	6
Print:	43	42	34	16	6	6
Digital:	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 – June 2019 data is unaudited.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	52	7	59		Kentucky	181	35	216	
New Hampshire	88	23	111		Tennessee	271	60	331	
Vermont	26	6	32		Alabama	289	64	353	
Massachusetts	248	55	303		Mississippi	69	12	81	
Rhode Island	50	12	62		EAST SO. CENTRAL	810	171	981	5.0
Connecticut	246	53	299		Arkansas	125	31	156	
NEW ENGLAND	710	156	866	4.5	Louisiana	176	22	198	
New York	637	133	770		Oklahoma	205	50	255	
New Jersey	336	65	401		Texas	1,258	314	1,572	
Pennsylvania	1,019	204	1,223		WEST SO. CENTRAL	1,764	417	2,181	11.2
MIDDLE ATLANTIC	1,992	402	2,394	12.3	Montana	60	9	69	
Ohio	1,235	253	1,488		Idaho	73	14	87	
Indiana	626	115	741		Wyoming	22	5	27	
Illinois	1,104	261	1,365		Colorado	168	43	211	
Michigan	1,168	280	1,448		New Mexico	54	12	66	
Wisconsin	659	162	821		Arizona	194	50	244	
EAST NO. CENTRAL	4,792	1,071	5,863	30.1	Utah	147	39	186	
Minnesota	364	81	445		Nevada	64	18	82	
Iowa	244	62	306		MOUNTAIN	782	190	972	5.0
Missouri	338	85	423		Alaska	19	1	20	
North Dakota	46	9	55		Washington	264	56	320	
South Dakota	45	10	55		Oregon	178	39	217	
Nebraska	101	19	120		California	1,387	314	1,701	
Kansas	188	56	244		Hawaii	13	2	15	
WEST NO. CENTRAL	1,326	322	1,648	8.5	PACIFIC	1,861	412	2,273	11.7
Delaware	32	7	39		UNITED STATES	15,672	3,519	19,191	98.6
Maryland	149	36	185		U.S. Territories	26	19	45	
Washington, DC	8	4	12		Canada	13	3	16	
Virginia	183	47	230		Mexico	3	20	23	
West Virginia	74	10	84		Other International	60	140	200	
North Carolina	355	68	423		APO/FPO	-	-	-	
South Carolina	202	58	260						
Georgia	288	85	373						
Florida	344	63	407						
SOUTH ATLANTIC	1,635	378	2,013	10.3					
					TOTAL QUALIFIED CIRCULATION	15,774	3,701	19,475	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2019	IH magEzine	IH Daily
JANUARY		4,481
January 10	9,040	-
January 24	9,031	-
FEBRUARY		4,435
February 7	8,996	-
February 21	8,951	-
MARCH		4,346
March 7	8,953	-
March 21	8,925	-
APRIL		4,412
April 11	8,947	-
April 25	8,932	-
MAY		4,423
May 9	8,997	-
May 23	8,978	-
JUNE		4,395
June 13	8,952	-
June 27	8,913	-
AVERAGE:	8,968	4,415

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

WEBSITE CHANNEL

WWW.INDUSTRIALHEATING.COM

2019	Pageviews	Sessions	Users	Average Session Duration
January	42,635	20,262	16,047	1:41
February	36,802	17,078	14,218	1:40
March	38,477	18,834	15,798	1:38
April	38,479	18,924	15,643	1:36
May	41,900	19,546	15,737	2:13
June	35,170	16,735	13,841	1:34
AVERAGE:	38,910	18,563	15,214	1:50

January - June 2019 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>

2019

	LinkedIn group members	Twitter followers	Facebook likes
Beginning Balance:	3,208	1,575	834
January	3,216	1,573	834
February	3,222	1,578	836
March	3,230	1,586	842
April	3,242	1,598	844
May	3,253	1,612	846
June	3,255	1,615	845

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 InfoGroup 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

PUBLISHER'S AFFIDAVIT

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

Carolyn Bieniek, Audience Audit Coordinator

Rita M. Fomina, 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

July 10, 2019

State

Michigan

County

Oakland

Received by BPA Worldwide

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Type

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About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.