

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
138 total issued in the period
8,338 average per occurrence
4,900 average per occurrence

INDUSTRIAL HEATING WEBSITE

27,121 average users

INDUSTRIAL HEATING SOCIAL MEDIA

3,499 LinkedIn group members
1,710 Twitter followers
865 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)	19,472	3	19,475
(See Paragraph 3b for Format Type and Source)			
INDUSTRIAL HEATING E-NEWSLETTERS			
a. IH magEzine (11 issued in the period)	8,338	-	8,338
b. IH Daily (127 issued in the period)	4,900	-	4,900
INDUSTRIAL HEATING WEBSITE (Monthly Users with 60,146 average Pageviews)	27,121	-	27,121
INDUSTRIAL HEATING SOCIAL MEDIA			
a. LinkedIn group members	*3,499	-	*3,499
b. Twitter followers	*1,710	-	*1,710
c. Facebook likes	*865	-	*865

*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, 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	26
Advertiser and Agency	930
Allocated for Trade Shows and Conventions	-
All Other	506
TOTAL	1,462

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	19,475	100.0	19,472	100.0	3	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,475	100.0	19,472	100.0	3	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020	Print	Digital	Total Qualified
January	11,895	7,580	19,475
February	11,971	7,504	19,475
March	12,026	7,449	19,475
April	12,091	7,384	19,475
May	7,881	11,594	19,475
June	8,027	11,448	19,475

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020
 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, 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	6,383	32.8	3,265	3,118	3,675	2,292	150	103	121	42	-	
Contract Provider Heat Treating, Brazing, Forging, Sintering & Other Thermal Processing	2,059	10.6	1,146	913	956	956	40	47	51	9	-	
Other Heat Treating, Brazing, Forging, Sintering & Thermal Processing (Note 3)	440	2.3	150	290	220	162	20	18	16	4	-	
Alloys, Composites & Other Thermal Materials	3,568	18.3	1,207	2,361	1,117	2,076	109	92	132	42	-	
Sub-Total Thermal Processing & Materials	12,450	64.0	5,768	6,682	5,968	5,486	319	260	320	97	-	
Ovens, Furnaces, Induction & Other Thermal Processing Equipment	1,060	5.4	338	722	534	326	58	26	102	14	-	
Thermal Processing Components, Instrumentation & Sub Systems	499	2.6	154	345	233	160	25	27	47	7	-	
Thermal Processing Industrial Gases & Consumables	225	1.1	68	157	106	83	13	2	18	3	-	
All Other Thermal Processing Equipment, Components & Supplies	643	3.3	192	451	271	249	25	25	67	6	-	
Ceramic, Glass, Decorating and/or Designing, Brick, Refractories, Insulation	605	3.1	184	421	244	266	17	22	47	9	-	
Sub-Total Equipment and Supplies to Thermal Processing	3,032	15.5	936	2,096	1,388	1,084	138	102	281	39	-	
Primary Metals (Including Ferrous and Non-Ferrous)	3,071	15.8	972	2,099	1,134	1,487	151	66	173	60	-	
Engineering & Consulting Firms (Note 4)	922	4.7	205	717	294	264	57	226	73	8	-	
Others Allied to the Field	-	-	-	-	-	-	-	-	-	-	-	
TOTAL QUALIFIED CIRCULATION	19,475	100.0	7,881	11,594	8,784	8,321	665	654	847	204	-	
PERCENT	100.0		40.5	59.5	45.1	42.7	3.4	3.4	4.3	1.1	-	

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 2020

Qualification Source	Qualified Within						Total Qualified	Percent
	1 Year	2 Year	3 Year	Print	Digital			
I. Direct Request:	12,434	4,841	-	5,900	11,375		17,275	88.7
II. Request from recipient's company:	-	-	-	-	-		-	-
III. Membership Benefit:	-	-	-	-	-		-	-
IV. Communication (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	-	-	1,981	219		2,200	11.3
VI. Single Copy Sales:	-	-	-	-	-		-	-
TOTAL QUALIFIED CIRCULATION	14,634	4,841	-	7,881	11,594		19,475	100.0
PERCENT	75.1	24.9	-	40.5	59.5		100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	7,881	11,594	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	7,881	11,594	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 2017	January – June 2018	July – December 2018	January – June 2019	July – December 2019	January – June 2020*
Total Audit Average Qualified:	19,475	19,475	19,475	19,475	19,475	19,475
Qualified Non-Paid:	19,440	19,459	19,469	19,469	19,467	19,472
Print:	16,411	16,280	16,119	15,836	12,808	10,647
Digital:	3,029	3,179	3,350	3,633	6,659	8,825
Qualified Paid:	35	16	6	6	8	3
Print:	34	16	6	6	7	2
Digital:	1	-	-	-	1	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 2020 data is unaudited.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	28	34	62		Kentucky	121	112	233	
New Hampshire	54	63	117		Tennessee	138	204	342	
Vermont	14	17	31		Alabama	163	176	339	
Massachusetts	129	195	324		Mississippi	51	48	99	
Rhode Island	24	54	78		EAST SO. CENTRAL	473	540	1,013	5.2
Connecticut	136	197	333		Arkansas	63	93	156	
NEW ENGLAND	385	560	945	4.9	Louisiana	56	72	128	
New York	308	548	856		Oklahoma	103	126	229	
New Jersey	177	263	440		Texas	513	750	1,263	
Pennsylvania	648	736	1,384		WEST SO. CENTRAL	735	1,041	1,776	9.1
MIDDLE ATLANTIC	1,133	1,547	2,680	13.8	Montana	27	33	60	
Ohio	787	958	1,745		Idaho	44	53	97	
Indiana	387	437	824		Wyoming	10	15	25	
Illinois	527	757	1,284		Colorado	80	129	209	
Michigan	579	765	1,344		New Mexico	12	40	52	
Wisconsin	259	501	760		Arizona	73	153	226	
EAST NO. CENTRAL	2,539	3,418	5,957	30.6	Utah	58	111	169	
Minnesota	142	290	432		Nevada	18	43	61	
Iowa	99	179	278		MOUNTAIN	322	577	899	4.6
Missouri	154	218	372		Alaska	2	17	19	
North Dakota	18	35	53		Washington	113	179	292	
South Dakota	15	41	56		Oregon	88	119	207	
Nebraska	36	80	116		California	609	901	1,510	
Kansas	101	138	239		Hawaii	10	36	46	
WEST NO. CENTRAL	565	981	1,546	7.9	PACIFIC	822	1,252	2,074	10.7
Delaware	17	26	43		UNITED STATES	7,861	11,348	19,209	98.7
Maryland	71	129	200		U.S. Territories	6	21	27	
Washington, DC	1	14	15		Canada	3	16	19	
Virginia	107	183	290		Mexico	1	21	22	
West Virginia	47	45	92		Other International	10	188	198	
North Carolina	182	297	479		APO/FPO	-	-	-	
South Carolina	97	166	263						
Georgia	165	246	411						
Florida	200	326	526						
SOUTH ATLANTIC	887	1,432	2,319	11.9					
					TOTAL QUALIFIED CIRCULATION	7,881	11,594	19,475	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2020	IH magEzine	IH Daily*
JANUARY		5,797
January 23	10,389	-
FEBRUARY		5,724
February 6	10,328	-
February 20	10,158	-
MARCH		5,713
March 12	10,192	-
March 26	10,162	-
APRIL		5,022
April 9	9,743	-
April 23	6,812	-
MAY		3,419
May 7	5,809	-
May 21	5,622	-
JUNE		3,669
June 11	5,774	-
June 25	6,731	-
DAILY AVERAGE:	8,338	4,900

IH magEzine (11 issued in the period)
 IH Daily (127 issued in the period)
 *Monthly Averages Reported

WEBSITE CHANNEL

WWW.INDUSTRIALHEATING.COM

2020	Pageviews	Sessions	Users	Average Session Duration
January	50,122	27,894	23,226	1:27
February	62,182	36,032	27,961	2:14
March	61,593	35,041	26,764	2:24
April	61,048	36,251	27,699	2:15
May	63,035	38,091	29,190	2:11
June	62,894	36,392	27,888	2:22
AVERAGE:	60,146	34,950	27,121	2:09

January – June 2020 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>

2020

	LinkedIn group members	Twitter followers	Facebook likes
Beginning Balance:	3,286	1,665	853
January	3,312	1,673	855
February	3,323	1,681	858
March	3,366	1,680	862
April	3,397	1,691	863
May	3,440	1,702	865
June	3,499	1,710	865

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 310 copies or 1.6% to 1,890 copies or 9.7%, 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. 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

July 14, 2020

State

Michigan

County

Oakland

Received by BPA Worldwide

July 14, 2020

Type

BD

ID Number

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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.