

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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**FASTENER TECHNOLOGY INTERNATIONAL** is a technical B2B brand intended for manufacturers, distributors and users of all types of fasteners. The brand content and editorial scope of the publication includes projecting trends, tracking technology developments, and reporting on the most efficient, productive and safest operating processes. Every issue includes a magazine-in-a-magazine section called Fastener Focus for fastener distributors, OEMs and users.

**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.

**FIELD SERVED**

**FASTENER TECHNOLOGY INTERNATIONAL** serves the fields of the manufacturing, distribution and application of mechanical fasteners and custom-formed parts and others allied to the field as reported in paragraph 3a.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are involved in general management, operations management, technical/production/engineering/quality, purchasing, sales and marketing, and other functions allied to the field served.

**CHANNELS**

**FASTENER TECHNOLOGY INTERNATIONAL MAGAZINE**



3 Issues in the period  
13,112 average circulation

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>FASTENER TECHNOLOGY INTERNATIONAL MAGAZINE</b> Unique Total* (3 issues in the period)	13,112	-	13,112
a. Print	11,236	-	11,236
b. Digital	4,254	-	4,254
1. Requested	4,254	-	4,254
2. Non-Requested	-	-	-

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

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	7
Advertiser and Agency	397
*Allocated for Trade Shows and Conventions	400
All Other	338
<b>TOTAL</b>	<b>1,142</b>

\*See Additional Data

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

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	13,112	100.0	13,112	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,112</b>	<b>100.0</b>	<b>13,112</b>	<b>100.0</b>	-	-

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

2016 Issue	Print	Digital	Unique Total Qualified*
August/September	11,169	4,230	13,034
October/November	11,167	4,255	13,059
December/January	11,373	4,279	13,242

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

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2016**  
**This issue is 0.6% or 79 copies below the average of the other 2 issues reported in Paragraph 2.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	PRIMARY JOB FUNCTION					
			General Management (A)	Operations Management (B)	Technical/ Production/ Engineering/ Quality (C)	Purchasing (D)	Sales and Marketing (E)	Other Functions (F)
Fastener Manufacturer	4,040	30.9	1,252	415	980	145	1,175	73
Formed Parts/Cold Heading, Manufacturer	550	4.2	151	70	193	23	108	5
Fastener User Direct OEM and Component Supplier	722	5.5	117	39	368	101	87	10
Fastener Distributor	4,307	33.1	1,595	377	334	779	1,099	123
Government	65	0.5	5	5	46	3	-	6
Machinery Supplier	701	5.4	225	36	133	19	267	21
Tooling Supplier	444	3.4	168	39	53	7	161	16
Accessory Supplier	800	6.1	299	57	100	20	300	24
Wire/Rod Supplier	302	2.3	75	18	68	6	133	2
Consulting, Design Engineering Firms, Libraries and Others Allied to the Field	1,128	8.6	356	55	290	40	276	111
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,059</b>	<b>100.0</b>	<b>4,243</b>	<b>1,111</b>	<b>2,565</b>	<b>1,143</b>	<b>3,606</b>	<b>391</b>
<b>PERCENT</b>	<b>100.0</b>		<b>32.5</b>	<b>8.5</b>	<b>19.6</b>	<b>8.8</b>	<b>27.6</b>	<b>3.0</b>

### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2016

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	4,632	1,794	1,628	8,054	61.7
II. Request from recipient's company:	276	208	288	772	5.9
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:	2,704	732	797	4,233	32.4
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>7,612</b>	<b>2,734</b>	<b>2,713</b>	<b>13,059</b>	<b>100.0</b>
<b>PERCENT</b>	<b>58.3</b>	<b>20.9</b>	<b>20.8</b>	<b>100.0</b>	

\*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	Audited Data	Circulation Claim
	January - June 2014	July - December 2014	January - June 2015	July - December 2015	January - June 2016	July - December 2016*
Unique Total Audit Average Qualified***:	13,160	13,230	13,067	13,096	13,046	13,111
Unique Qualified Non-Paid Total***:	13,160	13,230	13,067	13,096	13,046	13,111
Print:	11,285	11,281	11,202	11,248	11,167	11,236
Digital:	4,270	4,356	4,348	4,374	4,335	4,254
Unique Qualified Paid Total***:	-	-	-	-	-	-
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: July - December 2016 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.



**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2016**

Region/Country	Print	Digital	Unique Total Qualified*	Percent	Region/Country	Print	Digital	Unique Total Qualified*	Percent
<b>ASIA</b>					Slovenia	8	3	11	
Bangladesh	3	3	4		Spain	39	36	55	
China	395	143	485		Sweden	19	17	30	
Hong Kong - SAR	23	16	27		Switzerland	14	6	16	
India	515	381	657		Turkey	80	63	103	
Indonesia	29	15	31		Ukraine	4	4	4	
Japan	62	31	77		United Kingdom	182	118	235	
Korea, Republic Of	75	48	92		Subtotal	948	606	1,210	9.3
Malaysia	59	27	69		<b>AFRICA</b>				
Pakistan	41	22	46		Algeria	2	1	2	
Philippines	8	8	10		Egypt	4	9	11	
Singapore	53	39	70		Ghana	1	-	1	
Taiwan	356	106	407		Kenya	-	1	1	
Thailand	25	7	27		Madagascar	1	1	1	
Vietnam	2	2	3		Malawi	2	-	2	
Subtotal	1,646	848	2,005	15.4	Nigeria	1	-	1	
<b>MIDDLE EAST</b>					South Africa	22	13	28	
Bahrain	-	1	1		Tunisia	2	1	2	
Iran	49	33	61		Zimbabwe	2	1	2	
Israel	37	13	40		unspecified Africa	1	1	2	
Jordan	1	1	2		Subtotal	38	28	53	0.4
Kuwait	-	2	2		<b>NORTH AMERICA</b>				
Lebanon	1	1	1		Canada	409	175	493	
Qatar	-	1	1		Mexico	204	85	240	
Saudi Arabia	11	4	12		United States	7,440	2,257	8,472	
United Arab Emirates	23	10	26		Subtotal	8,053	2,517	9,205	70.5
Subtotal	122	66	146	1.1	<b>CARIBBEAN</b>				
<b>EUROPE</b>					Dominican Republic	1	1	1	
Austria	6	3	8		Trinidad and Tobago	5	2	7	
Belgium	26	18	32		Subtotal	6	3	8	0.1
Bulgaria	4	4	6		<b>CENTRAL AMERICA</b>				
Croatia	-	1	1		Belize	1	1	2	
Cyprus	-	1	1		Costa Rica	6	-	6	
Czech Republic	4	3	5		El Salvador	-	1	1	
Denmark	11	14	20		Guatemala	6	1	6	
Estonia	1	-	1		Honduras	1	-	1	
Finland	6	4	8		Nicaragua	2	-	2	
France	68	47	88		Panama	2	2	4	
Germany	178	89	218		Subtotal	18	5	22	0.2
Greece	3	3	4		<b>SOUTH AMERICA</b>				
Hungary	3	3	4		Argentina	34	17	38	
Iceland	1	-	1		Brazil	148	65	165	
Ireland	17	13	22		Chile	25	9	28	
Italy	172	102	215		Colombia	23	12	31	
Latvia	1	-	1		Ecuador	6	4	7	
Liechtenstein	2	-	2		Peru	8	8	11	
Lithuania	-	1	1		Venezuela	8	13	18	
Luxembourg	4	1	4		Subtotal	252	128	298	2.3
Macedonia	2	3	3		<b>ASIA PACIFIC</b>				
Netherlands	32	11	38		Australia	67	42	87	
Norway	5	2	6		New Zealand	17	12	25	
Poland	20	14	24		Subtotal	84	54	112	0.9
Portugal	16	10	19		<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>11,167</b>	<b>4,255</b>	<b>13,059</b>	<b>100.0</b>
Romania	10	4	11						
Russian Federation	7	7	10						
Serbia	2	1	2						
Slovakia	1	-	1						

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

**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.

**AVERAGE NON-QUALIFIED CIRCULATION: SHOW COPIES**

**TRADE SHOW DISTRIBUTION:**

Show copy distribution includes:  
200 copies for WIRE China held in Shanghai, China on September 26-29, 2016.  
1,000 copies for National Industrial Fastener & Mill Supply Expo held in Las Vegas, NV on October 25-27, 2016.

**PARAGRAPH 3b:**

Business directories include 1 source of circulation for a quantity of 648 copies or 5.0%. Other sources include 3 sources of circulation for quantities of 732 copies or 5.6% to 2,056 copies or 15.7%, including NIFMSE.

**PUBLISHER'S AFFIDAVIT**

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

Chip Lippincott, Publisher

Richard Jarrett, Circulation 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

State

County

Received by BPA Worldwide

Type

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January 27, 2017

Ohio

Summit

January 27, 2017

BJ

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**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.