

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.

**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  
13,120 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)	13,120	-	13,120
a. Print	11,461	-	11,461
b. Digital	3,724	-	3,724
1. Requested	3,470	-	3,470
2. Non-Requested	254	-	254

\*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	5
Advertiser and Agency	393
*Allocated for Trade Shows and Conventions	450
All Other	357
<b>TOTAL</b>	<b>1,205</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	13,120	100.0	13,120	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,120</b>	<b>100.0</b>	<b>13,120</b>	<b>100.0</b>	-	-

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

2017 Issue	Print	Digital	Unique Total Qualified*
February/March	11,583	4,042	13,354
April/May	11,399	3,561	13,000
June/July	11,403	3,569	13,007

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

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2017**  
**This issue is 1.4% or 181 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	3,915	30.1	1,455	335	902	111	1,036	76
Formed Parts/Cold Heading, Manufacturer	480	3.7	122	62	186	18	84	8
Fastener User Direct OEM and Component Supplier	685	5.3	139	30	342	67	100	7
Fastener Distributor	4,929	37.9	2,403	327	327	576	1,182	114
Government	59	0.4	4	4	43	2	-	6
Machinery Supplier	598	4.6	208	25	106	16	221	22
Tooling Supplier	386	3.0	146	35	49	6	133	17
Accessory Supplier	494	3.8	169	39	73	11	180	22
Wire/Rod Supplier	256	2.0	69	12	49	7	115	4
Consulting, Design Engineering Firms, Libraries and Others Allied to the Field	1,198	9.2	414	58	288	28	302	108
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,000</b>	<b>100.0</b>	<b>5,129</b>	<b>927</b>	<b>2,365</b>	<b>842</b>	<b>3,353</b>	<b>384</b>
<b>PERCENT</b>	<b>100.0</b>		<b>39.4</b>	<b>7.1</b>	<b>18.2</b>	<b>6.5</b>	<b>25.8</b>	<b>3.0</b>

### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2017

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	4,021	1,888	1,390	7,299	56.2
II. Request from recipient's company:	215	185	176	576	4.4
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:	3,102	1,457	566	5,125	39.4
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>7,338</b>	<b>3,530</b>	<b>2,132</b>	<b>13,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>56.4</b>	<b>27.2</b>	<b>16.4</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	Circulation Claim	Circulation Claim
	July - December 2014	January - June 2015	July - December 2015	January - June 2016	July - December 2016*	January - June 2017*
Unique Total Audit Average Qualified***:	13,230	13,067	13,096	13,046	13,111	13,120
Unique Qualified Non-Paid Total***:	13,230	13,067	13,096	13,046	13,111	13,120
Print:	11,281	11,202	11,248	11,167	11,236	11,461
Digital:	4,356	4,348	4,374	4,335	4,254	3,724
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 2016 - June 2017 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 APRIL/MAY 2017**

Region/Country	Print	Digital	Unique Total Qualified*	Percent	Region/Country	Print	Digital	Unique Total Qualified*	Percent
<b>ASIA</b>					<b>Spain</b>				
Bangladesh	2	2	3		Sweden	17	15	29	
China	253	112	321		Switzerland	12	8	16	
Hong Kong - SAR	22	10	25		Turkey	85	55	109	
India	499	367	645		Ukraine	4	3	4	
Indonesia	22	15	24		United Kingdom	169	111	225	
Japan	60	33	76		Subtotal	888	562	1,147	8.8
Korea, Republic Of	62	45	79		<b>AFRICA</b>				
Malaysia	40	16	47		Algeria	1	-	1	
Pakistan	39	17	43		Egypt	5	6	10	
Philippines	8	6	11		Ghana	1	-	1	
Singapore	48	30	64		Kenya	1	1	1	
Taiwan	335	110	389		Madagascar	1	-	1	
Thailand	19	6	21		Malawi	2	-	2	
Vietnam	1	1	1		Nigeria	1	-	1	
Subtotal	1,410	770	1,749	13.4	South Africa	20	10	25	
<b>MIDDLE EAST</b>					Tunisia	2	-	2	
Bahrain	-	1	1		Zimbabwe	1	-	1	
Iran	40	30	52		Subtotal	35	17	45	0.3
Israel	24	12	28		<b>NORTH AMERICA</b>				
Jordan	-	1	1		Canada	411	141	487	
Kuwait	-	2	2		Mexico	205	63	231	
Lebanon	1	-	1		United States	8,028	1,780	8,822	
Qatar	-	1	1		Subtotal	8,644	1,984	9,540	73.4
Saudi Arabia	9	5	10		<b>CARIBBEAN</b>				
United Arab Emirates	16	11	19		Dominican Republic	1	-	1	
Subtotal	90	63	115	0.9	Trinidad and Tobago	4	-	4	
<b>EUROPE</b>					Subtotal	5	-	5	-
Austria	3	5	6		<b>CENTRAL AMERICA</b>				
Belgium	28	16	31		Belize	2	-	2	
Bulgaria	4	3	6		Costa Rica	6	-	6	
Croatia	-	1	1		El Salvador	-	1	1	
Cyprus	-	1	1		Guatemala	6	-	6	
Czech Republic	5	3	6		Honduras	1	-	1	
Denmark	9	12	18		Nicaragua	2	-	2	
Estonia	1	-	1		Panama	-	2	2	
Finland	5	4	7		Subtotal	17	3	20	0.2
France	49	45	71		<b>SOUTH AMERICA</b>				
Germany	157	79	193		Argentina	35	14	37	
Greece	3	3	4		Brazil	127	54	143	
Hungary	3	4	5		Chile	22	7	25	
Iceland	1	-	1		Colombia	28	14	34	
Ireland	19	10	23		Ecuador	5	4	6	
Italy	172	102	214		Peru	4	5	7	
Liechtenstein	3	-	3		Venezuela	7	12	16	
Lithuania	1	-	1		Subtotal	228	110	268	2.1
Luxembourg	2	2	2		<b>ASIA PACIFIC</b>				
Macedonia	2	2	3		Australia	70	40	90	
Netherlands	30	13	36		New Zealand	12	12	21	
Norway	5	1	6		Subtotal	82	52	111	0.9
Poland	19	11	22		<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>				
Portugal	15	10	19			<b>11,399</b>	<b>3,561</b>	<b>13,000</b>	<b>100.0</b>
Romania	5	2	6						
Russian Federation	9	7	11						
Serbia	2	1	2						
Slovakia	1	-	1						
Slovenia	10	2	12						

\*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 Pac-West/NFDA Conference held in Long Beach, CA on March 15-18, 2017.
- 400 copies for Fastener Fair Show held in Stuttgart, Germany on March 28-30, 2017.
- 200 copies for Fastener Fair India held in Mumbai, India on May 18-19, 2017.
- 350 copies for Fastener Tech '17 held in Rosemont, IL on June 5-7, 2017.
- 200 copies for Fastener Fair Mexico held in Mexico City, Mexico on June 20-21, 2017.

**PARAGRAPH 3b:**

Business directories include 1 source of circulation for a quantity of 489 copies or 3.8%. Other sources include 4 sources of circulation for quantities of 563 copies or 4.3% to 1,632 copies or 12.6% 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

August 1, 2017

State

Ohio

County

Summit

Received by BPA Worldwide

August 1, 2017

Type

BJ

ID Number

F016B0J7

**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.