

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 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  
13,016 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)	13,016	-	13,016
a. Print	11,678	-	11,678
b. Digital	3,004	-	3,004
1. Requested	3,004	-	3,004
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	-
Advertiser and Agency	420
*Allocated for Trade Shows and Conventions	333
All Other	321
<b>TOTAL</b>	<b>1,074</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	13,016	100.0	13,016	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,016</b>	<b>100.0</b>	<b>13,016</b>	<b>100.0</b>	-	-

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

2018/2019 Issue	Print	Digital	Unique Total Qualified*
August/September	11,727	3,024	13,044
October/November	11,657	3,007	13,004
December/January	11,652	2,980	13,001

\*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 2018**

**This issue is 0.1% or 19 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	4,014	30.9	1,524	312	872	111	1,081	114
Formed Parts/Cold Heading, Manufacturer	424	3.3	115	46	188	12	58	5
Fastener User Direct OEM and Component Supplier	687	5.3	175	25	313	53	114	7
Fastener Distributor	4,956	38.1	2,379	291	272	499	1,189	326
Government	53	0.4	5	4	40	-	1	3
Machinery Supplier	624	4.8	222	27	110	13	240	12
Tooling Supplier	363	2.8	154	24	50	5	121	9
Accessory Supplier	424	3.3	152	23	64	3	174	8
Wire/Rod Supplier	227	1.7	54	8	51	5	106	3
Consulting, Design Engineering Firms	658	5.0	244	38	206	5	146	19
Independent & Manufacture Sales Reps	190	1.5	69	2	3	1	115	-
Others Allied to the Field	384	2.9	107	20	60	10	122	65
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,004</b>	<b>100.0</b>	<b>5,200</b>	<b>820</b>	<b>2,229</b>	<b>717</b>	<b>3,467</b>	<b>571</b>
<b>PERCENT</b>	<b>100.0</b>		<b>40.0</b>	<b>6.3</b>	<b>17.1</b>	<b>5.5</b>	<b>26.7</b>	<b>4.4</b>

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

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Year	3 Year		
I. Direct Request:	3,860	1,448	1,362	6,670	51.3
II. Request from recipient's company:	191	167	145	503	3.9
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:	3,765	1,108	958	5,831	44.8
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>7,816</b>	<b>2,723</b>	<b>2,465</b>	<b>13,004</b>	<b>100.0</b>
<b>PERCENT</b>	<b>60.1</b>	<b>20.9</b>	<b>19.0</b>	<b>100.0</b>	

\*See Additional Data

**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
	January - June 2016	July - December 2016	January - June 2017	July - December 2017	January - June 2018	July - December 2018*
Unique Total Audit Average Qualified***:	13,046	13,111	13,120	13,087	13,084	13,016
Unique Qualified Non-Paid Total***:	13,046	13,111	13,120	13,087	13,084	13,016
Print:	11,167	11,236	11,461	11,430	11,688	11,678
Digital:	4,335	4,254	3,724	3,673	3,267	3,004
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 2018 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 2018**

Region/Country	Print	Digital	Unique Total Qualified*	Percent
<b>ASIA</b>				
Bangladesh	-	1	1	
China	213	85	262	
Hong Kong - SAR	18	7	19	
India	531	324	641	
Indonesia	20	10	22	
Japan	58	25	72	
Korea, Republic Of	63	43	79	
Malaysia	38	17	44	
Pakistan	34	14	38	
Philippines	7	5	10	
Singapore	46	25	58	
Taiwan	308	89	350	
Thailand	17	6	21	
Subtotal	1,353	651	1,617	12.4
<b>MIDDLE EAST</b>				
Iran	45	18	52	
Israel	17	7	21	
Kuwait	-	2	2	
Lebanon	1	-	1	
Qatar	2	1	3	
Saudi Arabia	8	2	8	
United Arab Emirates	18	7	20	
Subtotal	91	37	107	0.8
<b>EUROPE</b>				
Austria	4	6	8	
Belgium	27	13	33	
Bulgaria	1	3	3	
Croatia	1	1	2	
Cyprus	-	1	1	
Czech Republic	4	4	7	
Denmark	10	7	15	
Estonia	3	1	4	
Finland	5	4	7	
France	38	34	51	
Germany	147	67	178	
Greece	3	3	4	
Hungary	2	2	3	
Ireland	22	8	25	
Italy	172	82	208	
Liechtenstein	1	-	1	
Lithuania	1	-	1	
Luxembourg	2	2	3	
Macedonia	2	3	3	
Netherlands	26	11	32	
Norway	3	2	4	
Poland	19	6	22	
Portugal	18	7	21	
Romania	5	2	7	
Russian Federation	8	7	10	
Serbia	2	-	2	
Slovakia	3	-	3	
Slovenia	7	2	9	
Spain	40	33	55	
Sweden	18	16	28	

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

Region/Country	Print	Digital	Unique Total Qualified*	Percent
Switzerland	13	8	19	
Turkey	93	56	115	
Ukraine	3	1	4	
United Kingdom	171	89	224	
Subtotal	874	481	1,112	8.6
<b>AFRICA</b>				
Algeria	-	1	1	
Burkina Faso	1	-	1	
Egypt	4	7	11	
Ethiopia	1	-	1	
Kenya	1	-	1	
Madagascar	-	1	1	
Malawi	2	-	2	
Morocco	-	1	1	
Nigeria	5	1	5	
South Africa	13	10	18	
Tunisia	2	-	2	
Zimbabwe	1	-	1	
Subtotal	30	21	45	0.4
<b>NORTH AMERICA</b>				
Canada	445	129	504	
Mexico	187	47	210	
United States	8,364	1,496	9,026	
Subtotal	8,996	1,672	9,740	74.9
<b>CARIBBEAN</b>				
Dominican Republic	3	-	3	
Trinidad and Tobago	2	-	2	
Turks and Caicos Islands	1	-	1	
Subtotal	6	-	6	-
<b>CENTRAL AMERICA</b>				
Belize	1	-	1	
Costa Rica	4	-	4	
El Salvador	-	1	1	
Guatemala	2	1	2	
Nicaragua	1	-	1	
Panama	-	1	1	
Subtotal	8	3	10	0.1
<b>SOUTH AMERICA</b>				
Argentina	30	16	35	
Brazil	129	54	150	
Chile	24	4	25	
Colombia	25	10	29	
Ecuador	4	3	4	
Peru	5	3	7	
Venezuela	5	8	12	
Subtotal	222	98	262	2.0
<b>ASIA PACIFIC</b>				
Australia	64	36	86	
New Zealand	13	8	19	
Subtotal	77	44	105	0.8

**UNIQUE TOTAL QUALIFIED CIRCULATION\***    **11,657**    **3,007**    **13,004**    **100.0**

**ADDITIONAL DATA**

**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.

**AVERAGE NON-QUALIFIED CIRCULATION:**

**TRADE SHOW DISTRIBUTION:**

Show copy distribution includes:

1,000 copies for the International Fastener Expo 2018 held in Las Vegas, NV on October 30-November 1

**PARAGRAPH 3b:**

Business directories include 1 source of circulation for a quantity of 691 copies or 5.3%. Other sources include 5 sources of circulation for quantities of 77 copies or 0.6% to 1,793 copies or 13.8%, including NIFMS Expo.

**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

January 17, 2019

State

Ohio

County

Summit

Received by BPA Worldwide

January 17, 2019

Type

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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.