

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.

Initial Publications Inc.  
1741 Akron-Peninsula Road  
Akron, OH 44313  
Tel.: (330) 864-2122  
Fax: (330) 864-5298  
www.fastenertech.com

**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/administrative 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  
12,502 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)	12,502	-	12,502
a. Print	11,226	-	11,226
b. Digital	2,870	-	2,870
1. Requested	2,870	-	2,870
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	5
Advertiser and Agency	434
*Allocated for Trade Shows and Conventions	300
All Other	453
<b>TOTAL</b>	<b>1,192</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	12,502	100.0	12,502	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,502</b>	<b>100.0</b>	<b>12,502</b>	<b>100.0</b>	-	-

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

2019/2020 Issue	Print	Digital	Unique Total Qualified*
August/September	11,258	2,789	12,504
October/November	11,230	2,886	12,500
December/January	11,191	2,935	12,502

\*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 2019**

**This issue is -% or 3 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/ Administrative Management (A)	Operations Management (B)	Technical/ Production/ Engineering/ Quality (C)	Purchasing (D)	Sales and Marketing (E)	Other Functions (F)
Fastener Manufacturer	3,499	28.0	1,397	240	836	81	854	91
Formed Parts/Cold Heading, Manufacturer	365	2.9	95	37	179	8	42	4
Fastener User Direct OEM and Component Supplier	616	4.9	172	22	280	47	91	4
Fastener Distributor	5,474	43.8	3,116	301	341	412	1,022	282
Government	43	0.3	4	2	32	1	2	2
Machinery Supplier	533	4.3	183	26	96	9	209	10
Tooling Supplier	297	2.4	126	23	43	7	91	7
Accessory/Material/Service Supplier	338	2.7	108	19	57	2	145	7
Wire/Rod Supplier	189	1.5	48	7	47	4	80	3
Consulting, Design Engineering Firms	611	4.9	236	31	190	3	134	17
Independent & Manufacture Sales Reps	265	2.1	103	1	8	2	150	1
Others Allied to the Field	270	2.2	81	13	39	7	81	49
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,500</b>	<b>100.0</b>	<b>5,669</b>	<b>722</b>	<b>2,148</b>	<b>583</b>	<b>2,901</b>	<b>477</b>
<b>PERCENT</b>	<b>100.0</b>		<b>45.4</b>	<b>5.8</b>	<b>17.2</b>	<b>4.7</b>	<b>23.1</b>	<b>3.8</b>

### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2019

Qualification Source	Qualified Within					Unique Total Qualified*	Percent
	1 Year	2 Year	3 Year	Print	Digital		
I. Direct Request:	3,752	1,237	997	4,751	2,828	5,986	47.9
II. Request from recipient's company:	149	134	153	401	58	436	3.5
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:	3,783	1,799	496	6,078	-	6,078	48.6
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>7,684</b>	<b>3,170</b>	<b>1,646</b>	<b>11,230</b>	<b>2,886</b>	<b>12,500</b>	<b>100.0</b>
<b>PERCENT</b>	<b>61.5</b>	<b>25.3</b>	<b>13.2</b>	<b>89.8</b>	<b>23.1</b>	<b>100.0</b>	

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

\*\*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 2017	July - December 2017	January - June 2018	July - December 2018	January - June 2019	July - December 2019*
Unique Total Audit Average Qualified***:	13,120	13,087	13,084	13,016	12,678	12,502
Unique Qualified Non-Paid Total***:	13,120	13,087	13,084	13,016	12,678	12,502
Print:	11,461	11,430	11,688	11,678	11,416	11,226
Digital:	3,724	3,673	3,267	3,004	2,790	2,870
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 2019 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 2019**

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	13	-	13		Kentucky	78	10	82	
New Hampshire	29	2	30		Tennessee	151	19	156	
Vermont	8	1	8		Alabama	94	9	99	
Massachusetts	196	27	204		Mississippi	32	-	32	
Rhode Island	48	9	51		<b>EAST SO. CENTRAL</b>	<b>355</b>	<b>38</b>	<b>369</b>	<b>3.0</b>
Connecticut	167	28	182		Arkansas	52	7	55	
<b>NEW ENGLAND</b>	<b>461</b>	<b>67</b>	<b>488</b>	<b>3.9</b>	Louisiana	51	4	53	
New York	279	52	303		Oklahoma	55	6	59	
New Jersey	197	39	220		Texas	584	76	617	
Pennsylvania	349	66	382		<b>WEST SO. CENTRAL</b>	<b>742</b>	<b>93</b>	<b>784</b>	<b>6.3</b>
<b>MIDDLE ATLANTIC</b>	<b>825</b>	<b>157</b>	<b>905</b>	<b>7.2</b>	Montana	17	-	17	
Ohio	854	192	912		Idaho	12	1	13	
Indiana	196	43	215		Wyoming	6	2	7	
Illinois	1,022	208	1,111		Colorado	88	12	93	
Michigan	718	195	806		New Mexico	16	2	17	
Wisconsin	245	44	258		Arizona	122	28	135	
<b>EAST NO. CENTRAL</b>	<b>3,035</b>	<b>682</b>	<b>3,302</b>	<b>26.4</b>	Utah	61	10	65	
Minnesota	209	36	228		Nevada	74	7	76	
Iowa	83	13	90		<b>MOUNTAIN</b>	<b>396</b>	<b>62</b>	<b>423</b>	<b>3.4</b>
Missouri	110	21	121		Alaska	5	1	6	
North Dakota	3	-	3		Washington	114	20	124	
South Dakota	10	-	10		Oregon	67	9	72	
Nebraska	30	4	32		California	1,088	153	1,169	
Kansas	51	10	56		Hawaii	4	1	4	
<b>WEST NO. CENTRAL</b>	<b>496</b>	<b>84</b>	<b>540</b>	<b>4.3</b>	<b>PACIFIC</b>	<b>1,278</b>	<b>184</b>	<b>1,375</b>	<b>11.0</b>
Delaware	16	1	16		<b>UNITED STATES</b>	<b>8,418</b>	<b>1,513</b>	<b>9,087</b>	<b>72.7</b>
Maryland	49	8	52		U.S. Territories	10	2	10	
Washington, DC	-	1	1		Canada	500	128	557	
Virginia	80	10	85		Mexico	157	39	180	
West Virginia	8	1	9		Other International	2,145	1,203	2,665	
North Carolina	174	39	192		APO/FPO	-	1	1	
South Carolina	91	11	95						
Georgia	122	22	136						
Florida	290	53	315						
<b>SOUTH ATLANTIC</b>	<b>830</b>	<b>146</b>	<b>901</b>	<b>7.2</b>					
					<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>11,230</b>	<b>2,886</b>	<b>12,500</b>	<b>100.0</b>

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

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2019**

Region/Country	Print	Digital	Unique Total Qualified*	Percent
<b>ASIA</b>				
China	91	68	134	
Hong Kong - SAR	16	8	18	
India	479	284	570	
Indonesia	14	7	16	
Japan	50	26	65	
Korea, Republic Of	49	40	64	
Malaysia	29	13	34	
Pakistan	26	9	27	
Philippines	6	5	9	
Singapore	48	20	56	
Taiwan	193	83	233	
Thailand	17	6	20	
Subtotal	1,018	569	1,246	10.0
<b>MIDDLE EAST</b>				
Iran	39	16	44	
Israel	14	7	17	
Kuwait	1	-	1	
Lebanon	1	-	1	
Qatar	2	1	3	
Saudi Arabia	6	3	7	
United Arab Emirates	17	8	20	
Subtotal	80	35	93	0.7
<b>EUROPE</b>				
Albania	-	1	1	
Andorra	-	1	1	
Austria	3	6	8	
Belgium	23	11	29	
Bulgaria	-	1	1	
Croatia	4	1	4	
Czech Republic	-	3	3	
Denmark	4	8	11	
Estonia	2	1	3	
Finland	4	3	5	
France	31	27	42	
Germany	125	58	146	
Greece	3	3	4	
Hungary	1	-	1	
Iceland	1	-	1	
Ireland	20	8	23	
Italy	136	69	163	
Luxembourg	2	2	3	
Macedonia	1	1	2	
Netherlands	20	13	27	
Norway	3	3	5	
Poland	16	5	19	
Portugal	18	11	19	
Romania	3	2	5	
Russian Federation	8	6	10	
Serbia	3	1	3	
Slovakia	3	-	3	
Slovenia	6	2	7	
Spain	36	39	54	
Sweden	18	12	25	

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

Region/Country	Print	Digital	Unique Total Qualified*	Percent
Switzerland	11	7	15	
Turkey	64	50	85	
Ukraine	3	2	4	
United Kingdom	165	73	203	
Subtotal	737	430	935	7.5
<b>AFRICA</b>				
Algeria	-	2	2	
Burkina Faso	1	-	1	
Egypt	4	5	9	
Ethiopia	1	-	1	
Kenya	1	-	1	
Madagascar	-	1	1	
Malawi	2	-	2	
Morocco	-	1	1	
Nigeria	5	1	5	
South Africa	11	11	17	
Tunisia	2	-	2	
Uganda	2	-	2	
Zimbabwe	1	-	1	
Subtotal	30	21	45	0.4
<b>NORTH AMERICA</b>				
Canada	500	128	557	
Mexico	157	39	180	
United States	8,428	1,516	9,098	
Subtotal	9,085	1,683	9,835	78.6
<b>CARIBBEAN</b>				
Dominican Republic	3	-	3	
Jamaica	2	-	2	
Trinidad and Tobago	1	-	1	
Turks and Caicos Islands	1	-	1	
Subtotal	7	-	7	0.1
<b>CENTRAL AMERICA</b>				
Belize	1	-	1	
Costa Rica	2	-	2	
El Salvador	-	1	1	
Guatemala	4	1	4	
Nicaragua	1	1	1	
Panama	-	1	1	
Subtotal	8	4	10	0.1
<b>SOUTH AMERICA</b>				
Argentina	26	12	30	
Brazil	111	60	134	
Chile	26	5	26	
Colombia	24	11	26	
Ecuador	5	3	5	
Peru	3	5	6	
Venezuela	2	7	9	
Subtotal	197	103	236	1.9
<b>ASIA PACIFIC</b>				
Australia	56	35	76	
New Zealand	12	6	17	
Subtotal	68	41	93	0.7
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>11,230</b>	<b>2,886</b>	<b>12,500</b>	<b>100.0</b>

**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 copies include: 900 copies for the International Fastener Expo held in Las Vegas, NV on September 17-19, 2019.

**PARAGRAPH 3b:**

Other sources include 6 sources of circulation for quantities of 50 copies or 0.4% to 1,481 copies or 11.8%, 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 21, 2020  
State Ohio  
County Summit  
Received by BPA Worldwide January 21, 2020  
Type BJ  
ID Number F016B0D9

**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.