



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2019



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.

Rapid News Publications Limited
 Carlton House, Sandpiper Way
 Chester Business Park
 Chester, CH4 9QE
 United Kingdom
 Tel. No.: 01244 680222
 Fax No.: 01244 671074
 Website: www.tctmagazine.com

TCT MAGAZINE is home to three publications in the form of the North American Edition, Europe Edition and German Language Edition. TCT Magazine is part of TCT Group, whose mission is to accelerate the adoption of technologies that power innovation in the design-to-manufacturing process chain. Enabling companies across the complete spectrum of industry to achieve the goal of world-class design and manufacturing functions within their organisations.

Through print, digital and social media TCT Magazine delivers business-critical insights, intelligence and inspiration across Europe and North America on 3D printing, additive manufacturing, CAD/CAM/CAE, metrology, inspection and materials as well as highlighting the latest developments in conventional manufacturing processes such as moulding, casting and CNC machining.

TCT Magazine provides recipients in aerospace, automotive, healthcare, consumer goods, industrial products, jewellery and more with access to thought leadership, super-user applications and cutting-edge research.

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

TCT MAGAZINE

3 issues in the period
17,096 average circulation

TCT MAGAZINE WEBSITE

33,582 average users

TCT MAGAZINE SOCIAL MEDIA

See below for Social Media figures

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
TCT MAGAZINE (3 issues in the period)	17,096	-	17,096
TCT MAGAZINE WEBSITE (Monthly Users with 65,454 average Pageviews)	33,582	-	33,582
TCT MAGAZINE SOCIAL MEDIA			
a. Twitter followers			
1. www.twitter.com/thetctmagazine	*9,733	-	*9,733
2. http://twitter.com/thetctgroup	*8,422	-	*8,422
3. http://twitter.com/TCTShow	*6,149	-	*6,149
b. Facebook likes			
	*1,565	-	*1,565
c. LinkedIn group members			
	*3,812	-	*3,812
d. YouTube views			
	*775,357	-	*775,357
e. YouTube subscribers			
	*1,999	-	*1,999
f. Google Plus			
	*433	-	*433

*Social Media claims are cumulative figures, not averages.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR VOLUME 27 ISSUE 3 (MAY)/VOLUME 15 ISSUE 3 (MAY) 2019

Qualification Source	Qualified Within			Qualified Circulation by Edition			Total Qualified	Percent
	1 Year	2 Years	3 Years	European	North American			
I. Direct Request:	7,477	5,253	4,298	11,990	5,038		17,028	99.6
II. Request from recipient's company:	6	45	9	41	19		60	0.4
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:	-	-	-	-	-		-	-
VI. Single Copy Sales:	-	-	-	-	-		-	-
TOTAL QUALIFIED CIRCULATION	7,483	5,298	4,307	12,031	5,057		17,088	100.0
PERCENT	43.8	31.0	25.2	70.4	29.6		100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR VOLUME 27 ISSUE 3 (MAY)/VOLUME 15 ISSUE 3 (MAY) 2019

Mailing Address	Qualified Circulation by Edition		Total Qualified	Percent
	European	North American		
Individuals by name and title and/or function	11,111	4,788	15,899	93.0
Individuals by name only	920	269	1,189	7.0
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,031	5,057	17,088	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December	January - June	July - December	January - June	July - December	January - June
	2016	2017	2017	2018	2018*	2019*
Total Audit Average Qualified:	11,179	14,781	15,492	17,063	17,110	17,096
Qualified Non-Paid:	11,179	14,781	15,485	17,063	17,110	17,096
Qualified Paid:	-	-	7	-	-	-
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 2018 - June 2019 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR VOLUME 27 ISSUE 3 (MAY)/VOLUME 15 ISSUE 3 (MAY) 2019*

State	Total Qualified	Percent	Qualified Circulation by Edition		State	Total Qualified	Percent	Qualified Circulation by Edition	
			European	North American				European	North American
Maine	12		-	12	Kentucky	36		-	36
New Hampshire	36		-	36	Tennessee	41		-	41
Vermont	7		-	7	Alabama	30		-	30
Massachusetts	188		-	188	Mississippi	5		-	5
Rhode Island	21		-	21	EAST SO. CENTRAL	112	0.7	-	112
Connecticut	83		-	83	Arkansas	11		-	11
NEW ENGLAND	347	2.0	-	347	Louisiana	7		-	7
New York	284		-	284	Oklahoma	19		-	19
New Jersey	152		-	152	Texas	201		-	201
Pennsylvania	239		-	239	WEST SO. CENTRAL	238	1.4	-	238
MIDDLE ATLANTIC	675	3.9	-	675	Montana	3		-	3
Ohio	242		-	242	Idaho	12		-	12
Indiana	75		-	75	Wyoming	2		-	2
Illinois	189		-	189	Colorado	92		-	92
Michigan	270		-	270	New Mexico	16		-	16
Wisconsin	108		-	108	Arizona	101		-	101
EAST NO. CENTRAL	884	5.2	-	884	Utah	45		-	45
Minnesota	159		-	159	Nevada	138		-	138
Iowa	23		-	23	MOUNTAIN	409	2.4	-	409
Missouri	46		-	46	Alaska	2		-	2
North Dakota	4		-	4	Washington	97		-	97
South Dakota	7		-	7	Oregon	73		-	73
Nebraska	14		-	14	California	1,007		-	1,007
Kansas	15		-	15	Hawaii	5		-	5
WEST NO. CENTRAL	268	1.6	-	268	PACIFIC	1,184	6.9	-	1,184
Delaware	10		-	10	UNITED STATES	4,704	27.5	-	4,704
Maryland	51		-	51	U.S. Territories	1		-	1
Washington, DC	27		-	27	Canada	277		-	277
Virginia	65		-	65	Mexico	75		-	75
West Virginia	9		-	9	Other International	12,031		12,031	-
North Carolina	102		-	102	AP0/FPO	-		-	-
South Carolina	48		-	48					
Georgia	70		-	70	TOTAL QUALIFIED CIRCULATION	17,088	100.0	12,031	5,057
Florida	205		-	205					
SOUTH ATLANTIC	587	3.4	-	587					

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR VOLUME 27 ISSUE 3 (MAY)/VOLUME 15 ISSUE 3 (MAY) 2019*

Region	Total Qualified	Percent	Qualified Circulation by Edition		Region	Total Qualified	Percent	Qualified Circulation by Edition	
			European	North American				European	North American
Channel Islands	5		5	-	Cheshire	248		248	-
Cornwall	17		17	-	Isle of Man	3		3	-
Devon	104		104	-	Lancashire	379		379	-
Dorset	89		89	-	Merseyside	100		100	-
Gloucestershire	218		218	-	North West	730	4.3	730	-
Isles of Scilly	14		14	-	Cleveland	38		38	-
Somerset	268		268	-	Cumbria	42		42	-
Wiltshire	151		151	-	Durham	33		33	-
South West	866	5.1	866	-	Northumberland	14		14	-
Bedfordshire	112		112	-	Tyne & Wear	58		58	-
Berkshire	186		186	-	Northern	185	1.1	185	-
Buckinghamshire	190		190	-	London	548		548	-
East Sussex	95		95	-	Total England Circulation	7,835	45.9	7,835	-
Essex	157		157	-	Antrim	36		36	-
Hampshire	238		238	-	Armagh	3		3	-
Hertfordshire	236		236	-	County Down	18		18	-
Isle of Wight	9		9	-	County Tyrone	8		8	-
Kent	171		171	-	Fermanagh	1		1	-
Middlesex	128		128	-	Londonderry	19		19	-
Oxfordshire	223		223	-	Northern Ireland	85	0.5	85	-
Surrey	198		198	-	Clwyd	57		57	-
West Sussex	97		97	-	Dyfed	25		25	-
South East	2,040	11.9	2,040	-	Gwent	50		50	-
Cambridgeshire	226		226	-	Gwynedd	30		30	-
Norfolk	56		56	-	Mid Glamorgan	46		46	-
Suffolk	76		76	-	Powys	17		17	-
East Anglia	358	2.1	358	-	Glamorgan	67		67	-
Herefordshire & Worcestershire	201		201	-	West Glamorgan	45		45	-
Shropshire	120		120	-	Wales	337	2.0	337	-
Staffordshire	242		242	-	Borders	2		2	-
Warwickshire	192		192	-	Central	18		18	-
West Midlands	804		804	-	Dumfries & Galloway	3		3	-
Midlands	1,559	9.1	1,559	-	Fife	11		11	-
Derbyshire	238		238	-	Grampian	20		20	-
Leicestershire	307		307	-	Highlands & Islands	6		6	-
Lincolnshire	74		74	-	Lothian	33		33	-
Northamptonshire	170		170	-	Strathclyde	71		71	-
Nottinghamshire	203		203	-	Tayside	16		16	-
East Midlands	992	5.7	992	-	Scotland	180	1.0	180	-
East Yorkshire	46		46	-	Total UK Circulation	8,437	49.4	8,437	-
North Yorkshire	60		60	-	Europe	3,594		3,594	-
South Yorkshire	218		218	-	International	5,057		-	5,057
West Yorkshire	233		233	-	TOTAL QUALIFIED CIRCULATION	17,088	100.0	12,031	5,057
Yorkshire	557	3.3	557	-					

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR VOLUME 27 ISSUE 3 (MAY)/VOLUME 15 ISSUE 3 (MAY) 2019*

Region/Country	Total Qualified	Percent	Qualified Circulation by Edition		Region/Country	Total Qualified	Percent	Qualified Circulation by Edition	
			European	North American				European	North American
EUROPE					Macedonia	2		2	-
Albania	3		3	-	Malta	17		17	-
Andorra	1		1	-	Netherlands	290		290	-
Austria	47		47	-	Norway	45		45	-
Belarus	6		6	-	Poland	131		131	-
Belgium	200		200	-	Portugal	109		109	-
Bosnia and Herzegovina	2		2	-	Romania	39		39	-
Bulgaria	25		25	-	Russian Federation	131		131	-
Croatia	13		13	-	Serbia	24		24	-
Cyprus	2		2	-	Slovakia	12		12	-
Czech Republic	58		58	-	Slovenia	34		34	-
Denmark	80		80	-	Spain	284		284	-
Estonia	5		5	-	Sweden	113		113	-
Finland	76		76	-	Switzerland	75		75	-
France	449		449	-	Turkey	171		171	-
Germany	390		390	-	Ukraine	38		38	-
Georgia	4		4	-	United Kingdom	8,437		8,437	-
Greece	56		56	-	Subtotal	12,031	70.4	12,031	-
Hungary	45		45	-	NORTH AMERICA				
Iceland	6		6	-	Canada	277		-	277
Ireland	269		269	-	Mexico	75		-	75
Italy	312		312	-	United States	4,705		-	4,705
Latvia	6		6	-	Subtotal	5,057	29.6	-	5,057
Liechtenstein	4		4	-	TOTAL QUALIFIED CIRCULATION	17,088	100.0	12,031	5,057
Lithuania	9		9	-					
Luxembourg	11		11	-					

*See Additional Data

WEBSITE CHANNEL

WWW.TCTMAGAZINE.COM

2019	Pageviews	Sessions	Users	Average Session Duration
January	70,049	46,200	35,892	1:11
February	69,713	45,421	34,748	1:19
March	64,422	42,970	33,268	1:17
April	60,239	40,003	31,141	1:16
May	71,365	46,283	35,233	1:20
June	56,996	39,258	31,212	1:09
AVERAGE:	65,464	43,356	33,582	1:15

January – June 2019 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

TCT Magazine Social Media

2019	 Twitter followers http://www.twitter.com/thetctmagazine	 Twitter follower http://twitter.com/thetctgroup	 Twitter followers http://twitter.com/TCTShow	 Facebook likes http://www.facebook.com/thetctmagazine/	 LinkedIn group members http://linkedin.com/groups/48133/profile	 YouTube views http://www.youtube.com/Views	 YouTube subscribers http://youtube.com/users/tctmagazine	 Google Plus* https://plus.google.com/+prnlzme
Beginning Balance:	9,459	8,433	6,097	1,498	3,596	742,273	1,929	436
January	9,504	8,427	6,082	1,504	3,622	748,383	1,930	438
February	9,588	8,428	6,100	1,525	3,634	754,594	1,955	435
March	9,606	8,436	6,113	1,536	3,652	759,879	1,963	433
April	9,641	8,449	6,128	1,547	3,696	765,487	1,975	-
May	9,714	8,453	6,148	1,559	3,762	770,704	1,982	-
June	9,733	8,442	6,149	1,565	3,812	775,357	1,999	-

*Please note that Google+ is no longer available for consumer (personal) and brand accounts.

ADDITIONAL DATA

AVERAGE NON-QUALIFIED CIRCULATION:

Allocated for Trade Shows and Conventions:

TCT North America

Issue	Copies	Date	Show	Location
Volume 15 Issue 1 (February)	600	AMUG	31 March - 4 April 2019	Chicago, USA
Volume 15 Issue 1 (February)	120	America Makes	8 - 9 May 2019	Blairsville, Pennsylvania, USA
Volume 15 Issue 1 (February)	2,000	Rapid + TCT	20 - 23 May 2019	Detroit, Michigan, USA

PARAGRAPH 2 – LATE MAILING:

5,629 copies or 100% of the total copies distributed for Issue 15.2 were distributed on 8 May 2019.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website and Social Media are not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

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

Jane Palfi, Audience Development Manager

Jennifer Armstrong, Audit Consultant

(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 16, 2019
Country	United Kingdom
City	Chester
Received by BPA Worldwide	July 18, 2019
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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.

FIELD SERVED

TCT MAGAZINE European and North American editions serve companies in the following fields: Automotive, Marine and Rail, Aerospace, Computer/IT/Telecommunications, Consumer Products, Military and Defence, Education, Electronics, Industrial Products, Jewellery, Art and High Value Creative Goods, Medical, Dental and Pharmaceutical, Packaging, Software Manufacturer, Machinery and Equipment Manufacturer or Distributor, Materials Manufacturer, Compounder or Distributor, Contract Manufacturing, Architecture & Planning, Law and Intellectual Property, Banking, Finance, Consultancy and Business Services, Training and Teaching and Other businesses allied to the field as reported in Paragraph 3a herein.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are involved in 3D Printing, Additive Manufacturing, CAD/CAM/CAE Operations, Corporate Management, Manufacturing, Marketing, Product Design & Development, Project Management, Sales and Business Development, Purchasing, Research & Development, Tooling, Quality/Industry Assurance, Engineering, Research and Other functions in the above fields.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	2,103
*Allocated for Trade Shows and Conventions	773
All Other	482
TOTAL	3,358

*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	17,096	100.0	17,096	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	17,096	100.0	17,096	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Total Qualified	Qualified Circulation by Edition	
		European Edition	North American Edition
Volume 27 Issue 1 (January)/ Volume 15 Issue 1 (February)	17,100	12,050	5,050
*Volume 27 Issue 2 (March)/ Volume 15 Issue 2 (April)	17,100	12,050	5,050
Volume 27 Issue 3 (May)/ Volume 15 Issue 3 (May)	17,088	12,031	5,057

*See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR VOLUME 27 ISSUE 3 (MAY)/VOLUME 15 ISSUE 3 (MAY) 2019
This issue is 0.1% or 12 copies below the average of the other 2 issues reported in Paragraph 2.

Business & Industry	Total Qualified	Percent of Total	Qualified Circulation by Edition																	
			European	North American	3D Printing	Additive Manufacturing	CAD/CAM/CAE Operations	Corporate Management	Manufacturing	Marketing	Product Design & Development	Product Management, Sales and Business Development	Project Management	Purchasing	Research & Development	Tooling	Quality/Industry Assurance	Engineering	Training and Teaching	Other
Industrial Products	973	5.7	769	204	85	88	26	75	74	45	211	58	32	6	87	15	10	127	2	32
Automotive, Marine and Rail	1,257	7.3	990	267	108	91	80	69	115	30	201	41	38	32	100	24	28	230	3	67
Consumer Products	1,282	7.5	818	464	157	44	33	149	78	25	373	55	26	58	90	7	9	111	-	67
Medical, Dental and Pharmaceutical	1,312	7.7	733	579	118	58	43	142	94	20	240	63	33	30	158	8	19	163	7	116
Education	1,106	6.5	853	253	135	100	46	35	29	10	100	10	20	9	164	3	-	98	141	206
Aerospace	1,056	6.2	680	376	69	170	38	51	103	25	108	43	25	13	119	12	23	190	5	62
Electronics	477	2.8	334	143	37	10	6	40	32	14	108	27	11	13	46	5	4	89	3	32
Packaging	183	1.1	168	15	13	1	2	12	19	12	54	7	11	7	12	3	1	18	-	11
Computer/IT/Telecommunications	528	3.1	301	227	73	5	12	114	9	21	47	42	10	2	28	-	1	66	-	98
Contract Manufacturing	484	2.8	327	157	50	46	23	65	81	22	49	38	17	9	16	9	4	40	1	14
Military & Defence	261	1.5	179	82	12	25	12	12	25	2	53	5	6	3	36	1	5	57	-	7
Jewellery, Art and High Value Creative Goods	260	1.5	260	-	56	3	25	6	48	4	65	6	5	4	10	1	2	5	3	17
Machinery and Equipment Manufacturer or Distributor	1,476	8.6	1,121	355	160	160	38	154	97	117	177	177	26	18	91	11	13	166	6	65
Software Manufacturer	339	2.0	200	139	18	21	13	67	12	33	29	50	4	3	22	1	4	16	1	45
Materials Manufacturer, Compounder or Distributor	657	3.8	493	164	67	55	5	63	69	60	58	92	13	6	100	8	8	34	-	19
Architecture & Planning, Law and Intellectual Property, Banking, Finance, Consultancy and Business Services	1,104	6.5	667	437	64	41	39	182	19	53	105	49	20	9	41	6	5	107	5	359
Research	444	2.6	444	-	33	78	8	9	5	7	33	9	11	1	168	3	-	47	7	25
Other	3,889	22.8	2,694	1,195	288	134	69	378	144	167	323	164	79	48	249	16	22	253	10	1,545
TOTAL QUALIFIED CIRCULATION	17,088	100.0	12,031	5,057	1,543	1,130	518	1,623	1,053	667	2,334	936	387	271	1,537	133	158	1,817	194	2,787
PERCENT	100.0		70.4	29.6	9.0	6.6	3.0	9.5	6.2	3.9	13.7	5.5	2.3	1.6	9.0	0.8	0.9	10.6	1.1	16.3