



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED DECEMBER 2022



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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Rapid News Publications Ltd, the owner of the **TCT Group**, has been a leading authority in additive manufacturing, 3D printing, design and engineering technology for 30 years.

A rich mix of live events and all-encompassing media portfolio enables TCT to deliver business-critical intelligence, connecting the additive community across Europe, North America and Asia.

By focusing on cutting edge applications, expert analysis and commentary, TCT helps designers, engineers and buyers evaluate, adopt and optimise their additive requirements.

The TCT Group mission goes beyond simply raising awareness; it's focused on developing a 360-degree understanding of the potential of additive manufacturing and 3D printing technology to increase utilisation at all stages of design, engineering and manufacturing.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

TCT MAGAZINE is produced in a print format. The editorial for the print copy is the same for all recipients.

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 PRINT MAGAZINE

TCT MAGAZINE WEBSITE

TCT MAGAZINE SOCIAL MEDIA

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
TCT PRINT MAGAZINE COMBINED	17,128	-	17,128
TCT Magazine European Edition (3 Issues in the period)	12,060	-	12,060
TCT Magazine North American Edition (3 Issues in the period)	5,068	-	5,068
(See Paragraph 3b for Source)			
TCT MAGAZINE WEBSITE (Monthly Users with 51,966 average Pageviews)	30,857	-	30,857
TCT MAGAZINE SOCIAL MEDIA*			
a. Twitter followers			
1. https://twitter.com/thetctmagazine	10,804	-	10,804
2. https://twitter.com/thetctgroup	8,482	-	8,482
3. https://twitter.com/TCT3Sixty	6,570	-	6,570
b. Facebook likes	1,800	-	1,800
c. LinkedIn group members	7,454	-	7,454
d. YouTube views	923,683	-	923,683
e. YouTube subscribers	2,380	-	2,380

*Social Media claims are cumulative figures, not averages.

MAGAZINE CHANNEL FORMAT: This magazine is produced in print format.

FIELD SERVED

TCT Magazine European and North American editions serve companies in the following fields: Aerospace, Architecture, Planning and Building, Automotive, Marine and Rail, Banking & Finance, Computer/IT/Telecommunications, Consumer Goods, Consultancy & Business Services, Dental, Education, Electronics, Energy & Power, Industrial Products & Components, Jewellery, Art and High Value Creative Goods, Law and Intellectual Property, Industrial Machinery and Equipment, Materials Manufacturer, Compounder or Distributor, Metal Production and Supply, Media, TV and Film, Military & Defence, Packaging, Pharmaceutical, Software Manufacturer, Contract Manufacturing & Services, Research & Testing, Design & Branding, Toolmaking and Moulding, Toys, Leisure and Entertainment, Printing, Coating & Labelling, Automation & Robotics, Chemicals, Ingredients and Allied Products, FMCG, Apparel, Agriculture, Industry Body & Events, Recycling and Reprocessing, Clinical Practice, Trials and Studies, NGO & Charity, BioPharma, Clinical Diagnostics, Government, Plastics Production and Supply, Medical Device, Research & Development, 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, Consulting, C-Suite/Corporate Management, Engineering, Manufacturing, Marketing, Product Design & Development, Sales, Business Development & Product Management, Project Management, Procurement & Purchasing, Quality Assurance, Research & Development, Toolmaking, Training & Development, Regulatory/Legal Affairs, Human Resources, Finance, Technical Management, Production & Process Control, Machine Operations, Printing, Marking & Packaging, Sterilisation, Maintenance & Service, Sustainability, IT Systems, Testing & Analysis, Sales, Business Development & Product Management and Other functions in the above fields.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	-
Allocated for Trade Shows and Conventions	-
All Other	45
TOTAL	45

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	17,128	100.0	17,128	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	17,128	100.0	17,128	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022 Issues	Total Qualified	Qualified Circulation by Edition	
		European Edition	North American Edition
Volume 30, Issue 4/Volume 8, Issue 4	17,043	11,993	5,050
Volume 30, Issue 5/Volume 8, Issue 5	17,016	11,996	5,020
Volume 30, Issue 6/Volume 8, Issue 6	17,326	12,192	5,134

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF VOLUME 30, ISSUE 6/VOLUME 8, ISSUE 6 2022

Business & Industry	Qualified Circulation		Qualified Circulation by Edition																														
	Total Qualified	Percent of Total	European	North American	3D Printing	Additive Manufacturing	CAD/CAM/CAE Operations	Consulting	C-Suite / Corporate Management	Engineering	Manufacturing	Marketing	Product Design & Development	Sales, Business Development & Product Management	Project Management	Procurement & Purchasing	Quality Assurance	Research & Development	Toolmaking	Training & Development	Regulatory/ Legal Affairs	Human Resources	Finance	Technical Management	Production & Process Control	Machine Operations	Printing, Marking & Packaging	Sterilisation	Maintenance & Service	Sustainability	IT Systems	Testing & Analysis	Other
Aerospace	1,616	9.3	935	681	47	143	35	47	175	440	130	21	75	101	113	18	42	83	5	11	9	5	6	34	34	5	-	1	6	2	8	7	13
Architecture, Planning and Building	346	2.0	134	212	24	3	13	14	38	66	16	7	75	5	52	3	-	10	1	-	-	1	1	3	4	1	2	-	1	1	-	-	5
Automotive, Marine and Rail	1,229	7.1	861	368	43	86	36	29	82	396	81	30	116	71	43	26	16	70	5	5	-	2	6	34	12	4	-	4	2	1	2	27	
Banking & Finance	101	0.6	55	46	1	3	2	4	24	3	2	3	1	15	1	1	3	-	-	-	1	30	2	1	-	-	-	-	-	-	-	3	
Computer/IT/Telecommunications	331	1.9	239	92	29	3	9	28	45	43	8	14	18	30	6	3	7	18	-	1	1	2	15	1	-	3	-	4	-	37	2	2	
Consumer Goods	656	3.8	517	139	87	19	11	19	51	120	64	23	125	39	16	7	2	38	2	1	-	1	8	6	2	1	-	2	-	4	7		
Consultancy & Business Services	821	4.7	621	200	32	26	9	239	136	118	15	35	60	51	25	7	2	26	-	3	3	5	5	2	-	2	-	4	2	2	1	8	
Dental	192	1.1	147	45	32	9	14	6	23	10	14	8	16	10	10	2	1	13	1	5	-	-	6	5	-	-	-	-	-	1	2	4	
Education	1,023	5.9	793	230	82	117	18	33	30	152	41	7	40	14	22	8	3	170	1	130	-	1	-	20	3	6	-	4	1	10	5	105	
Electronics	426	2.5	317	109	17	11	5	6	56	115	23	13	56	42	13	8	3	18	1	2	1	1	11	6	-	-	4	-	1	1	11		
Energy & Power	264	1.5	193	71	10	21	7	6	25	99	15	2	10	12	6	3	3	24	-	-	-	-	1	7	2	-	1	-	3	-	1	5	
Industrial Products & Components	842	4.9	631	211	65	62	17	10	111	144	50	37	113	80	28	11	4	65	4	1	2	-	13	9	4	1	-	1	-	1	-	8	
Jewellery, Art and High Value Creative Goods	177	1.0	150	27	33	6	15	2	14	6	26	3	47	3	7	1	-	4	1	1	-	1	3	-	-	-	-	1	-	-	-	3	
Law and Intellectual Property	18	0.1	12	6	1	-	-	1	-	2	-	3	-	1	-	-	-	-	-	-	7	-	-	-	-	-	-	-	-	-	-	2	
Industrial Machinery and Equipment	1,170	6.8	866	304	68	104	8	18	123	203	54	68	98	206	26	6	6	67	5	3	1	2	6	39	11	3	1	-	10	-	1	2	31
Materials Manufacturer, Compounder or Distributor	2	-	-	2	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Metal Production and Supply	253	1.5	177	76	8	27	1	6	33	34	21	7	10	46	4	1	3	14	1	1	-	2	18	5	3	-	-	1	1	2	1	3	
Media, TV and Film	183	1.1	136	47	21	2	1	10	27	10	5	26	13	14	13	1	1	4	-	2	-	1	3	1	-	2	-	-	-	2	2	22	
Military & Defence	188	1.1	117	71	3	16	4	3	10	68	12	-	19	8	8	6	2	18	1	1	-	1	-	3	1	-	-	1	-	3	2	5	
Packaging	151	0.9	136	15	5	2	2	7	16	19	13	7	29	10	10	8	2	4	3	-	-	-	4	-	1	4	-	-	1	-	-	4	
Pharmaceutical	85	0.5	71	14	7	1	3	1	9	14	4	-	14	9	1	-	14	-	-	-	-	-	1	2	1	1	-	1	-	-	-	2	
Software Manufacturer	298	1.7	211	87	14	31	12	11	55	25	9	31	8	60	3	-	11	-	-	1	1	-	11	3	1	-	-	-	-	3	-	8	
Contract Manufacturing & Services	2,066	11.9	1,376	690	86	101	32	39	329	523	303	73	100	197	53	18	16	58	7	3	1	3	4	35	26	6	2	-	9	2	4	-	36
Research & Testing	461	2.7	337	124	19	54	5	15	42	73	11	9	22	15	12	1	2	136	-	3	1	-	16	5	2	-	-	-	-	1	5	11	
Design & Branding	515	3.0	423	92	69	18	17	26	56	69	21	13	161	19	7	2	1	8	2	-	-	-	7	7	-	4	-	1	-	2	1	4	
Toolmaking and Moulding	137	0.8	100	37	8	15	5	3	18	20	12	2	10	11	5	-	1	6	9	1	-	-	6	-	1	-	-	-	-	1	1	2	
Toys, Leisure and Entertainment	125	0.7	105	20	46	4	3	1	5	10	8	2	25	3	3	2	-	1	-	2	-	-	2	-	1	-	-	2	-	-	1	4	
Printing, Coating & Labelling	281	1.6	196	85	61	5	4	2	53	31	8	11	14	29	5	1	-	13	-	-	-	1	8	5	-	15	-	-	3	-	12		
Automation & Robotics	394	2.3	257	137	25	25	6	17	47	119	29	10	21	38	11	2	1	18	4	1	-	1	8	1	1	-	-	1	-	1	7		
Chemicals, Ingredients and Allied Products	206	1.2	124	82	9	15	1	6	14	9	4	20	9	41	6	3	2	36	-	2	-	1	11	2	1	-	-	1	-	-	4	9	
FMCG	28	0.2	27	1	-	1	-	1	2	7	6	1	1	1	-	1	-	4	-	-	-	-	1	-	-	1	-	-	1	-	-	-	
Apparel	19	0.1	12	7	1	-	1	1	-	3	1	-	4	1	1	1	-	3	-	-	-	-	1	-	-	-	-	-	-	-	-	1	
Agriculture	56	0.3	30	26	3	4	1	4	6	14	7	-	6	2	1	1	-	1	-	-	1	-	-	-	1	-	-	-	2	1	1	-	
Industry Body & Events	36	0.2	23	13	-	-	1	1	8	1	-	8	1	5	4	-	-	2	-	-	-	-	1	-	-	-	-	-	-	2	-	2	
Recycling and Reprocessing	28	0.2	21	7	3	-	-	2	2	4	2	1	1	5	-	1	3	-	-	-	-	-	2	-	-	-	1	-	1	-	-	-	
Clinical Practice, Trials and Studies	36	0.2	22	14	1	-	-	4	5	5	-	1	5	4	-	-	-	5	-	-	-	-	1	1	-	-	-	1	-	-	3		
NGO & Charity	6	-	4	2	1	-	-	1	-	-	-	1	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	
BioPharma	39	0.2	29	10	1	3	1	-	1	12	2	-	3	1	-	-	-	11	-	-	-	1	-	-	2	-	-	1	-	-	-	-	
Clinical Diagnostics	23	0.1	14	9	-	-	-	2	5	6	-	2	3	1	-	1	-	2	-	-	-	-	-	-	-	-	-	1	-	-	-	-	
Government	108	0.6	55	53	4	9	-	4	9	27	7	-	6	4	6	-	1	18	-	1	2	-	1	1	-	-	-	1	-	1	1	5	
Plastics Production and Supply	289	1.7	222	67	29	14	7	3	41	34	25	11	22	35	6	3	2	30	2	1	-	-	8	4	-	-	-	1	1	1	2	6	
Medical Device	666	3.8	441	225	48	31	15	26	70	125	37	14	96	34	30	4	10	80	2	5	1	1	17	4	-	-	-	1	-	2	-	11	
Research & Development	337	1.9	287	50	19	45	3	8	8	58	12	2	42	7	5	-	2	95	-	8	-	-	10	-	-	1	-	1	2	1	2	6	
Other	1,098	6.3	768	330	58	41	11	14	51	58	24	47	44	56	12	30	3	25	-	1	-	3	5	13	5	1	-	2	1	1	2	590	
TOTAL QUALIFIED CIRCULATION	17,326	100.0	12,192	5,134	1,120	1,077	335	680	1,856	3,295	1,122	573	1,540	1,337	567	191	139	1,229	57	195	31	31	79	387	173	45	40	4	68	21	97	49	988
PERCENT	100.0		70.4	29.6	6.5	6.2	1.9	3.9	10.7	19.0	6.5	3.3	8.9	7.7	3.3	1.1	0.8	7.1	0.3	1.1	0.2	0.2	0.5	2.2	1.0	0.3	0.2	-	0.4	0.1	0.6	0.3	5.7

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR VOLUME 30, ISSUE 6/VOLUME 8, ISSUE 6 2022

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR VOLUME 30, ISSUE 6/VOLUME 8, ISSUE 6 2022*

Region	Total Qualified	Percent	Qualified Circulation by Edition		Region	Total Qualified	Percent	Qualified Circulation by Edition	
			European	North American				European	North American
Channel Islands	2		2	-	Cheshire	226		226	-
Cornwall	37		37	-	Isle of Man	3		3	-
Devon	101		101	-	Lancashire	419		419	-
Dorset	90		90	-	Merseyside	99		99	-
Gloucestershire	198		198	-	North West	747	4.3	747	-
Isles of Scilly	-		-	-	Cleveland	53		53	-
Somerset	245		245	-	Cumbria	44		44	-
Wiltshire	118		118	-	Durham	46		46	-
South West	791	4.6	791	-	Northumberland	16		16	-
Bedfordshire	101		101	-	Tyne & Wear	61		61	-
Berkshire	168		168	-	Northern	220	1.3	220	-
Buckinghamshire	162		162	-	London	452	2.6	452	-
East Sussex	82		82	-	Total England Circulation	7,499	43.3	7,499	-
Essex	167		167	-	Antrim	26		26	-
Hampshire	264		264	-	Armagh	1		1	-
Hertfordshire	188		188	-	County Down	14		14	-
Isle of Wight	10		10	-	County Tyrone	5		5	-
Kent	173		173	-	Fermanagh	1		1	-
Middlesex	118		118	-	Londonderry	9		9	-
Oxfordshire	238		238	-	Northern Ireland	56	0.3	56	-
Surrey	175		175	-	Clwyd	51		51	-
West Sussex	93		93	-	Dyfed	21		21	-
South East	1,939	11.2	1,939	-	Gwent	60		60	-
Cambridgeshire	242		242	-	Gwynedd	16		16	-
Norfolk	78		78	-	Mid Glamorgan	62		62	-
Suffolk	75		75	-	Powys	26		26	-
East Anglia	395	2.3	395	-	Glamorgan	43		43	-
Herefordshire & Worcestershire	187		187	-	West Glamorgan	45		45	-
Shropshire	125		125	-	Wales	324	1.9	324	-
Staffordshire	237		237	-	Borders	6		6	-
Warwickshire	177		177	-	Central	14		14	-
West Midlands	748		748	-	Dumfries & Galloway	3		3	-
Midlands	1,474	8.5	1,474	-	Fife	8		8	-
Derbyshire	223		223	-	Grampian	34		34	-
Leicestershire	251		251	-	Highlands & Islands	3		3	-
Lincolnshire	83		83	-	Lothian	27		27	-
Northamptonshire	165		165	-	Strathclyde	77		77	-
Nottinghamshire	207		207	-	Tayside	13		13	-
East Midlands	929	5.3	929	-	Scotland	185	1.1	185	-
East Yorkshire	33		33	-	Total UK Circulation	8,064	46.6	8,064	-
North Yorkshire	68		68	-	Europe	4,128	23.8	4,128	-
South Yorkshire	212		212	-	International	5,134	29.6	-	5,134
West Yorkshire	239		239	-	TOTAL QUALIFIED CIRCULATION	17,326	100.0	12,192	5,134
Yorkshire	552	3.2	552	-					

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR VOLUME 30, ISSUE 6/VOLUME 8, ISSUE 6 2022*

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	1		1	-
Albania	3		3	-	Malta	18		18	-
Andorra	-		-	-	Netherlands	236		236	-
Austria	86		86	-	Norway	35		35	-
Belarus	8		8	-	Poland	105		105	-
Belgium	198		198	-	Portugal	127		127	-
Bosnia and Herzegovina	6		6	-	Romania	54		54	-
Bulgaria	26		26	-	Russian Federation	91		91	-
Croatia	15		15	-	Serbia	18		18	-
Cyprus	12		12	-	Slovakia	20		20	-
Czech Republic	47		47	-	Slovenia	28		28	-
Denmark	74		74	-	Spain	307		307	-
Estonia	9		9	-	Sweden	107		107	-
Finland	81		81	-	Switzerland	114		114	-
France	450		450	-	Turkey	144		144	-
Germany	1,020		1,020	-	Ukraine	23		23	-
Greece	72		72	-	United Kingdom	8,064		8,064	-
Hungary	51		51	-	Subtotal	12,192	70.4	12,192	-
Iceland	11		11	-	NORTH AMERICA				
Ireland	197		197	-	Canada	371		-	371
Italy	284		284	-	Mexico	53		-	53
Latvia	14		14	-	United States	4,710		-	4,710
Liechtenstein	5		5	-	Subtotal	5,134	29.6	-	5,134
Lithuania	23		23	-	TOTAL QUALIFIED CIRCULATION	17,326	100.0	12,192	5,134
Luxembourg	8		8	-					

*See Additional Data

WEBSITE CHANNEL

WWW.TCTMAGAZINE.COM

2022	Pageviews	Sessions	Users	Average Session Duration
July	46,433	32,961	26,464	1:16
August	52,611	37,397	30,230	1:20
September	50,249	35,425	28,351	1:23
October	54,103	38,971	32,665	1:20
November	59,099	41,305	34,907	1:25
December	49,302	36,402	32,522	1:09
AVERAGE:	51,966	37,077	30,857	1:19

July – December 2022 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

2022	 Twitter followers https://twitter.com/thetctmagazine	 Twitter followers https://twitter.com/thetctgroup	 Twitter followers https://twitter.com/TCT3Sixty	 Facebook likes https://www.facebook.com/thetctmagazine/	 LinkedIn group members https://www.linkedin.com/groups/48133/profile	 YouTube views https://www.youtube.com/user/tctmagazine/about	 YouTube subscribers https://www.youtube.com/user/tctmagazine
Beginning Balance:	10,666	8,507	6,624	1,660	7,351	916,587	2,370
July	10,698	8,518	6,627	1,682	7,396	918,159	2,370
August	10,737	8,529	6,637	1,715	7,443	918,955	2,370
September	10,755	8,519	6,623	1,700	7,431	920,157	2,380
October	10,773	8,512	6,614	1,800	7,464	921,422	2,380
November	10,779	8,486	6,578	1,800	7,467	922,682	2,380
December	10,804	8,482	6,570	1,800	7,454	923,683	2,380

ADDITIONAL DATA

MAGAZINE:

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

Scott Mashedor, Commercial and Operations Manager

(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

City

Country

Received by BPA Worldwide

Type

ID Number

December 5, 2022

Chester

United Kingdom

January 30, 2023

BJ

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About BPA Worldwide.

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.

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