

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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Scan for 2017 media kit

GEAR SOLUTIONS is a monthly B2B magazine containing technical feature articles, company profiles, Q&A articles, columns, product information, and industry news. Editorial content — generated by the knowledgeable *Gear Solutions* editorial staff as well as industry and academic experts — emphasizes emerging technologies, processes, materials, and R&D. *Gear Solutions* is targeted toward decision-makers who actively seek timely, accurate information about products, applications, research, and materials used in manufacturing gears for a range of industries. Subscribers find valuable, in-depth technical articles on hobbing, grinding, finishing processes, lubrication, heat treating, cutting tools, workholding, high-tech coatings, metrology, powder-metal applications, gear design, noise, hardness, and other topics — all specifically related to the manufacture of gears for industrial applications. Content in *Gear Solutions* also serves as the foundation for the publication's companion website, gearsolutions.com. Created for optimum usability by employing the latest web design technologies and methods, gearsolutions.com contains current-issue content, an expansive, keyword-searchable technical library, a digital edition, and a robust industry storefront community with social media integration. Reaching a global market in both print and online, *Gear Solutions* delivers important industry information in a package that is useful, attractive, and easily accessible.

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

GEAR SOLUTIONS MAGAZINE



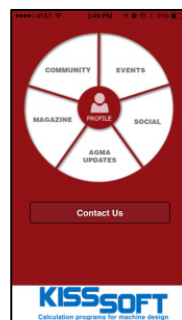
6 Issues in the period
11,889 average circulation

GEAR SOLUTIONS E-NEWSLETTERS



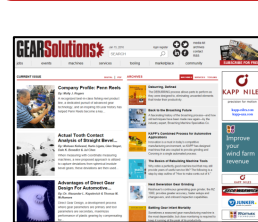
2 E-Newsletters in the period
12 Issued in the period
7,078 average per occurrence
6,988 average per occurrence

GEAR SOLUTIONS APP



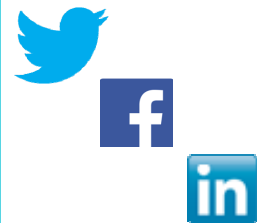
322 cumulative downloads

GEAR SOLUTIONS WEBSITE



15,566 average users

GEAR SOLUTIONS SOCIAL MEDIA



941 Twitter followers
939 Facebook likes
260 LinkedIn group members

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
GEAR SOLUTIONS MAGAZINE (6 issues in the period)	11,889	-	11,889
a. Print	10,107	-	10,107
b. Digital	1,782	-	1,782
1. Requested	1,782	-	1,782
2. Non-Requested	-	-	-
GEAR SOLUTIONS E-NEWSLETTERS			
a. Monthly Newsletter (6 issued in the period)	7,078	-	7,078
b. Social Newsletter (6 issued in the period)	6,988	-	6,988
GEAR SOLUTIONS APP (Cumulative Downloads)	*322	-	*322
GEAR SOLUTIONS WEBSITE (Monthly Users with 38,956 average Pageviews)	15,566	-	15,566
GEAR SOLUTIONS SOCIAL MEDIA			
a. Twitter followers	*941	-	*941
b. Facebook likes	*939	-	*939
c. LinkedIn group members	*260	-	*260

*App and Social Media claims are a cumulative figure, not an average.

FIELD SERVED

GEAR SOLUTIONS serves the global gear manufacturing industry.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are executive/corporate management, manufacturing engineering management & department personnel, manufacturing production management & department personnel, design/research/development management & department personnel, purchasing, quality control/inspection management & department personnel, maintenance/automation/technical management & department personnel, sales and marketing, training and other qualified personnel.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency Allocated for Trade Shows and Conventions	39
All Other	540
TOTAL	579

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	11,889	100.0	11,889	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11,889	100.0	11,889	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Total Qualified
January	10,107	1,953	12,060
February	10,107	1,969	12,076
March	10,107	1,977	12,084
April	10,107	1,977	12,084
May	10,107	1,392	11,499
June	10,107	1,424	11,531

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

This issue is 3.9% or 468 copies below the average of the other 5 issues reported in Paragraph 2.

JOB FUNCTION	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital
Executive/Corporate Management	4,779	41.6	4,528	251
Manufacturing Engineering Management	401	3.5	334	67
Manufacturing Engineering Department	1,623	14.1	1,321	302
Manufacturing Production Management	966	8.4	874	92
Manufacturing Production Department	346	3.0	298	48
Design/Research/Development Management	225	2.0	123	102
Design/Research/Development Department	533	4.6	371	162
Purchasing	220	1.9	203	17
Quality Control/Inspection Management	231	2.0	203	28
Quality Control/Inspection Department	210	1.8	190	20
Maintenance/Automation/Technical Management	296	2.6	223	73
Maintenance/Automation/Technical Department	740	6.4	651	89
Sales and Marketing	601	5.2	547	54
Training and Other Qualified Personnel	328	2.9	241	87
TOTAL QUALIFIED CIRCULATION	11,499	100.0	10,107	1,392
PERCENT	100.0		87.9	12.1

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

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	2,284	2,830	1,087	4,809	1,392	6,201	53.9
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	5,298	-	-	5,298	-	5,298	46.1
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	5,298	-	-	5,298	-	5,298	46.1
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7,582	2,830	1,087	10,107	1,392	11,499	100.0
PERCENT	65.9	24.6	9.5	87.9	12.1	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017*

Region	Print	Digital	Total Qualified	Percent	Region	Print	Digital	Total Qualified	Percent
NEW ENGLAND	362	-	362	3.1	UNITED STATES	9,537	19	9,556	83.1
MIDDLE ATLANTIC	908	2	910	7.9	U.S. Territories	-	-	-	-
EAST NO. CENTRAL	2,455	7	2,462	21.4	Canada	388	-	388	3.4
WEST NO. CENTRAL	482	1	483	4.2	Mexico	161	-	161	1.4
SOUTH ATLANTIC	834	1	835	7.3	Other International	21	1,373	1,394	12.1
EAST SO. CENTRAL	344	-	344	3.0	APO/FPO	-	-	-	-
WEST SO. CENTRAL	2,988	3	2,991	26.0					
MOUNTAIN	358	-	358	3.1					
PACIFIC	806	5	811	7.1					
					TOTAL QUALIFIED CIRCULATION	10,107	1,392	11,499	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017*

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
ASIA					MIDDLE EAST	-	70	70	0.6
Bangladesh	-	3	3		EUROPE	15	409	424	3.7
China	-	29	29		AFRICA	-	110	110	1.0
Hong Kong - SAR	-	5	5		NORTH AMERICA				
India	-	390	390		Canada	388	-	388	
Indonesia	2	24	26		Mexico	161	3	164	
Japan	-	17	17		United States	9,537	19	9,556	
Korea, Republic Of	-	11	11		Subtotal	10,086	22	10,108	87.9
Malaysia	-	15	15		CARIBBEAN	-	7	7	0.1
Pakistan	-	21	21		CENTRAL AMERICA	-	4	4	-
Philippines	-	17	17		SOUTH AMERICA	3	137	140	1.2
Singapore	-	19	19		ASIA PACIFIC	-	49	49	0.4
Sri Lanka	-	7	7						
Taiwan	1	10	11		TOTAL QUALIFIED CIRCULATION	10,107	1,392	11,499	100.0
Thailand	-	12	12						
Vietnam	-	4	4						
Subtotal	3	584	587	5.1					

*See Additional Data

E-NEWSLETTER CHANNEL

2017	Monthly Newsletter	Social Newsletter
January	7,328	7,277
February	7,215	7,161
March	7,092	7,039
April	7,025	6,963
May	6,949	6,900
June	6,860	6,589
AVERAGE:	7,078	6,988

Monthly Newsletter (6 issued in the period)
Social Newsletter (6 issued in the period)

APP CHANNEL

2017	Monthly Downloads	Cumulative Downloads
Beginning Balance		208
January	2	210
February	7	217
March	6	223
April	-	223
May	30	253
June	69	322

Cumulative downloads represents the aggregate number of downloads of the Gear Solutions App, not copies. Information regarding App deletion/removal is not available from third party vendors and have not been removed from these figures.

WEBSITE CHANNEL

WWW.GEARSOLUTIONS.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	35,371	17,490	14,090	1:18
February	39,393	21,905	15,966	1:18
March	42,043	25,082	18,308	1:16
April	35,977	21,456	14,974	1:21
May	37,385	23,182	15,376	1:36
June	43,571	23,053	14,682	1:58
AVERAGE:	38,956	22,028	15,566	1:27

January – June 2017 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.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adcompli.com

SOCIAL MEDIA CHANNEL

Gear Solutions Social Media

	 Twitter followers http://twitter.com/gear_solutions	 Facebook likes http://facebook.com/gearsolutions	 LinkedIn group members http://linkedin.com/groups/6633689
2017			
Beginning Balance:	835	927	232
January	855	933	240
February	879	936	244
March	895	942	249
April	914	937	251
May	925	938	256
June	941	939	260

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.

Apps are downloaded to view enhanced versions of the print edition and are available as a single download or by subscription use on tablets, smartphones or other mobile devices.

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.

MAGAZINE:

PARAGRAPH 3b:

Other sources include 4 sources of circulation for quantities of 683 copies or 5.9% to 2,026 copies or 17.6%, including Integrated Data Solutions.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters, App, 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.

David C. Cooper, President & Publisher

Teresa G. Cooper, Circulation 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

State

County

Received by BPA Worldwide

Type

ID Number

August 21, 2017

Alabama

Shelby

August 21, 2017

BJ

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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 for the latest audit reports, membership information and publishing and advertising industry news.