



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 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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FFJournal magazine focuses on the metal fabricating and forming industry's widespread innovation. Cover stories creatively illustrate the diversity by describing the high level of metal fabrication and forming needed to create real-life projects. In addition, we feature in-depth, cutting-edge manufacturing technologies, domestic and international market reports and trends.

MAGAZINE CHANNEL FORMAT - PRINT AND DIGITAL ISSUES

FFJournal is produced in print and digital formats. The editorial for the print copy is the same for all recipients. The digital format is written and designed for the digital reading experience, accessed by a computer, mobile phone, or tablet. Digital formats may include features such as videos and surveys allowing for user interaction with the brand.

FIELD SERVED

FFJournal serves industrial establishments that fabricate, stamp and/or finish metals and plants that assemble these metal components into end products. Industries included are fabricated metal products and machinery except electrical, electric and electronic equipment and transportation equipment.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are corporate officials, presidents-owners, vice presidents-general managers, treasurers-secretaries, controllers, chief engineers, plant managers, production superintendents, department managers, chief metallurgists, chief chemists, engineers, manufacturing engineers, designers, production men, chemists, supervisors, foremen, buyers, salespersons and other purchasing and sales titles and other titled and non-titled personnel within the field served.

CHANNELS

FFJournal PRINT AND DIGITAL MAGAZINE



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
FFJOURNAL PRINT AND DIGITAL MAGAZINE (5 issues in the period)	40,856	-	40,856
a. Print	29,974	-	29,974
b. Digital	10,882	-	10,882
(See Paragraph 3b for Source)			

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	1
Advertiser and Agency	1,347
Allocated for Trade Shows and Conventions	-
All Other	863
TOTAL	2,211

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	40,856	100.0	40,856	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,856	100.0	40,856	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022 Issue	Print	Digital	Total Qualified
January	30,002	10,854	40,856
February	29,978	10,878	40,856
March	29,965	10,891	40,856
April	29,964	10,892	40,856
May	29,962	10,894	40,856

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022
This issue is equal to the average of the other 4 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Print	Digital	Job Title				
					Corporate Officials, President-Owner, Vice President- General Manager, Treasurer- Secretary, Controller	Chief Engineer, Plant Manager, Production Superintendent, Department Managers, Chief Metallurgist, Chief Chemist	Engineers, Manufacturing Engineers, Metallurgists, Designers, Production Men, Chemists, Supervisors, Foremen	Buyers, Salespersons and other Purchasing and Sales Titles	Other Titled and Non-Titled Personnel Within The Field Served
FABRICATED METAL PRODUCTS									
Metal cans and shipping containers	2,087	5.1	1,439	648	1,464	334	136	153	-
Cutlery, hand tools, general hardware	2,050	5.0	1,414	636	1,344	334	187	185	-
Heating equipment and plumbing fixtures	1,774	4.3	1,230	544	994	400	174	206	-
Fabricated structural metal products	6,726	16.5	4,732	1,994	4,617	920	659	530	-
Screw machine products (Bolts, nuts, screws, rivets, and washers)	664	1.6	452	212	420	114	57	73	-
Metal forging and stampings	866	2.1	606	260	588	115	123	39	1
Coating engraving and allied services	1,870	4.6	1,302	568	1,412	226	134	98	-
Ordnance and Accessories	143	0.4	105	38	107	18	12	6	-
Miscellaneous fabricated metal products	8,347	20.4	5,767	2,580	5,990	1,136	598	620	3
Sub-Total FABRICATED METAL PRODUCTS	24,527	60.0	17,047	7,480	16,936	3,597	2,080	1,910	4
MACHINERY, EXCEPT ELECTRICAL									
Engines and turbines	323	0.8	242	81	190	43	63	27	-
Farm/garden machinery and equipment	947	2.3	704	243	599	143	120	85	-
Construction, mining, materials handling machinery and equipment	1,477	3.6	1,118	359	877	269	192	139	-
Metal working machinery and equipment	1,884	4.6	1,328	556	1,289	223	207	165	-
Special industry machinery	1,070	2.6	755	315	719	116	126	108	1
General industrial machinery and equipment	1,205	3.0	1,111	94	750	171	168	115	1
Computer and office equipment	200	0.5	186	14	132	13	34	21	-
Refrigeration and service industry machinery	411	1.0	390	21	221	84	67	39	-
Miscellaneous industrial & commercial machinery and equipment	2,331	5.7	2,287	44	1,597	258	318	158	-
Sub-Total MACHINERY, EXCEPT ELECTRICAL	9,848	24.1	8,121	1,727	6,374	1,320	1,295	857	2
ELECTRIC AND ELECTRONIC EQUIPMENT									
Electric transmission and distribution equipment	134	0.3	91	43	82	29	11	12	-
Electrical industrial apparatus	162	0.4	108	54	103	29	19	11	-
Household appliances	97	0.2	68	29	63	21	10	3	-
Electric lighting and wiring equipment	184	0.5	132	52	123	38	10	13	-
Household audio & video and audio recordings	42	0.1	34	8	30	6	3	3	-
Communications equipment	132	0.3	104	28	105	15	6	6	-
Electronic components and accessories	190	0.5	134	56	134	21	13	22	-
Miscellaneous electrical machinery, equipment and supplies	454	1.1	329	125	291	98	23	42	-
Sub-Total ELECTRIC AND ELECTRONIC EQUIPMENT	1,395	3.4	1,000	395	931	257	95	112	-
TRANSPORTATION EQUIPMENT									
Motor vehicles & motor vehicle equipment	3,163	7.7	2,439	724	2,172	497	304	189	1
Aircraft and parts	497	1.2	352	145	317	68	88	24	-
Ship/boat building and repairing	429	1.1	310	119	317	45	50	17	-
Railroad equipment	89	0.2	60	29	50	14	13	12	-
Motorcycles, bicycles, and parts	160	0.4	115	45	114	16	23	7	-
Guided missiles and space vehicles and parts	23	0.1	14	9	16	3	4	-	-
Miscellaneous transportation equipment	725	1.8	504	221	458	120	75	72	-
Sub-Total TRANSPORTATION EQUIPMENT	5,086	12.5	3,794	1,292	3,444	763	557	321	1
OTHER	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,856	100.0	29,962	10,894	27,685	5,937	4,027	3,200	7
PERCENT	100.0		73.3	26.7	67.8	14.5	9.9	7.8	-

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022

Qualification Source	Qualified Within				Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years					
I. Direct Request:	33,804	7,052	-		29,962	10,894	40,856	100.0
II. Request from recipient's company:	-	-	-		-	-	-	-
III. Membership Benefit:	-	-	-		-	-	-	-
IV. Communication (other than request):	-	-	-		-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	-	-	-		-	-	-	-
Association rosters and directories	-	-	-		-	-	-	-
Business directories	-	-	-		-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-		-	-	-	-
Other sources	-	-	-		-	-	-	-
VI. Single Copy Sales:	-	-	-		-	-	-	-
TOTAL QUALIFIED CIRCULATION	33,804	7,052	-		29,962	10,894	40,856	100.0
PERCENT	82.7	17.3	-		73.3	26.7	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	29,962	10,894	40,856	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	29,962	10,894	40,856	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	131	44	175		Kentucky	335	102	437	
New Hampshire	183	66	249		Tennessee	655	221	876	
Vermont	70	35	105		Alabama	531	206	737	
Massachusetts	597	223	820		Mississippi	234	74	308	
Rhode Island	106	47	153		EAST SO. CENTRAL	1,755	603	2,358	5.8
Connecticut	470	183	653		Arkansas	337	117	454	
NEW ENGLAND	1,557	598	2,155	5.3	Louisiana	522	172	694	
New York	1,298	478	1,776		Oklahoma	509	140	649	
New Jersey	649	238	887		Texas	2,267	853	3,120	
Pennsylvania	1,473	509	1,982		WEST SO. CENTRAL	3,635	1,282	4,917	12.0
MIDDLE ATLANTIC	3,420	1,225	4,645	11.4	Montana	210	65	275	
Ohio	1,590	582	2,172		Idaho	254	90	344	
Indiana	761	267	1,028		Wyoming	89	29	118	
Illinois	1,447	608	2,055		Colorado	501	235	736	
Michigan	1,431	514	1,945		New Mexico	169	72	241	
Wisconsin	1,033	359	1,392		Arizona	440	183	623	
EAST NO. CENTRAL	6,262	2,330	8,592	21.0	Utah	305	110	415	
Minnesota	781	231	1,012		Nevada	160	78	238	
Iowa	538	148	686		MOUNTAIN	2,128	862	2,990	7.3
Missouri	763	254	1,017		Alaska	83	35	118	
North Dakota	145	41	186		Washington	635	245	880	
South Dakota	141	42	183		Oregon	452	180	632	
Nebraska	269	95	364		California	2,551	1,043	3,594	
Kansas	441	129	570		Hawaii	56	13	69	
WEST NO. CENTRAL	3,078	940	4,018	9.8	PACIFIC	3,777	1,516	5,293	13.0
Delaware	71	30	101		UNITED STATES	29,961	10,879	40,840	100.0
Maryland	299	99	398		U.S. Territories	-	-	-	
Washington, DC	4	3	7		Canada	1	10	11	
Virginia	524	164	688		Mexico	-	1	1	
West Virginia	120	49	169		Other International	-	4	4	
North Carolina	845	258	1,103		AP0/FPO	-	-	-	
South Carolina	381	130	511						
Georgia	688	267	955						
Florida	1,417	523	1,940						
SOUTH ATLANTIC	4,349	1,523	5,872	14.4					
					TOTAL QUALIFIED CIRCULATION	29,962	10,894	40,856	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.

PUBLISHER'S AFFIDAVIT

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

Michael D/Alexander, President/Publisher
Wayne Krusen, Vice President Finance

(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.

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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.