

control design

FOR MACHINE BUILDERS

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Issues This Report: 12

PUTMAN MEDIA, INC.
1501 E. Woodfield Rd., Suite 400N
Schaumburg, IL 60173
(630) 467-1300 (630) 467-1124 FAX
www.controlglobal.com



PUBLICATION DESCRIPTION

CONTROL DESIGN is a business to business brand intended for individuals with interests in industrial machine building. The brand content and editorial scope includes news and industry content, technical articles, and special features. The content of every issue is also available globally via the online digital version.

FIELD SERVED/DEFINITION OF RECIPIENT QUALIFICATION

CONTROL DESIGN serves the fields of industrial machinery manufacturing and Industrial Machinery End-User Industries: including Machine Tools & Metal Working Machinery, Fluid Handling & Conditioning Machinery; Heating & Cooling Equipment Manufacturing, Material Handling & Conveyance Machinery, Packaging Machinery, Power Generation & Transmission Machinery, Other specialized or industry-specific machinery NEC. Industrial Machinery End-Users includes: Computers & Electrical/Electronic Equipment, Transportation Equipment, Pharmaceuticals & Medical Devices, Fabricated Metals, Food & Beverage, other manufacturing NEC and Engineering & Integration Services providers.

Qualified recipients in professionals engaged in Engineering, general administration/management, operations, research and development managers/directors/staff and other professionals allied to the field.

AVERAGE CIRCULATION: JULY 1, 2019 – JUNE 30, 2020

QUALIFIED CIRCULATION	Non-Paid Print	Paid Print	Non-Paid Digital	Paid Digital	Total Qualified
Individual Subscription	28,816	-	7,472	-	36,288
Association/Group/Directory Lists	1,132	-	2,600	-	3,732
TOTAL QUALIFIED CIRCULATION	29,948	-	10,072	-	40,020

Please see the following pages for Recipient Classification, Subscription Source, Recency of Renewal, Business Industry Classification, Job Title Classification, Geographical Distribution, Qualified Circulation by Issue, Additions & Removals by Issue, Digital Activity Report, Explanation, Audit of Internal Records, and Affidavit.

RECIPIENT CLASSIFICATION

RECIPIENT	Print	Digital	Total Qualified	Percent*
Individual by Name and Title and/or Company	30,002	10,020	40,022	100.0%
Individual by Name Only	-	-	-	-
Title Only	-	-	-	-
Company Name Only	-	-	-	-
Total Qualified Circulation	30,002	10,020	40,022	100.0%

* Percentages rounded to the nearest tenth. Due to this rounding, percentages may not total 100.0%.

SUBSCRIPTION SOURCE AND RECENCY OF RENEWAL

RECIPIENT	Print	Digital	Renewed, Requested, or Updated Within		Total Qualified	Percent*
			1 - 3 Years	3+ Years		
Direct Request from the Recipient	26,939	10,005	36,944	-	36,944	92.3%
Request from Recipient's Company	-	-	-	-	-	-
Association/Group/Directory	3,063	15	3,078	-	3,078	7.7%
Total Qualified Circulation	30,002	10,020	40,022	-	40,022	100.0%

* Percentages rounded to the nearest tenth. Due to this rounding, percentages may not total 100.0%.

BUSINESS INDUSTRY AND JOB TITLE CLASSIFICATION

INDUSTRIAL MACHINERY MANUFACTURING									
Business Description	Non-Paid Print	Non-Paid Digital	Engineering/Project Management	Manufacturing/ Production Operations	Research & Development	Corporate Management	Others Allied	Total Qualified	Percent*
Machine Tools & Metal Working Machinery:									
Machine Tools	1,946	452	764	703	58	818	55	2,398	6.0%
Metalworking Machinery	1,413	424	538	595	50	600	54	1,837	4.6%
Rolling Mill Machinery & Equipment	144	53	68	63	8	52	6	197	0.5%
Machine Tools & Metal Working Machinery Total	3,503	929	1,370	1,361	116	1,470	115	4,432	11.1%
Fluid Handling & Conditioning Machinery:									
Air & Gas Compressors	294	110	146	106	13	128	11	404	1.0%
Pumps & Pumping Equipment	445	152	222	197	17	146	15	597	1.5%
Industrial Fans, Blowers & Air Purification Equipment	283	122	128	106	20	132	19	405	1.0%
Fluid Handling & Conditioning Machinery Total	1,022	384	496	409	50	406	45	1,406	3.5%
Heating & Cooling Equipment Manufacturing Machinery:									
Industrial Heating, Refrigeration & Air- Conditioning Equipment	574	229	313	223	28	219	20	803	2.0%
Industrial Process Furnaces & Ovens	162	64	95	57	12	54	8	226	0.6%
Heating & Cooling Equipment Manufacturing Total	736	293	408	280	40	273	28	1,029	2.6%
Materials Handling & Conveyance Machinery:									
Materials Handling, Conveyors & Conveying Equipment	810	262	401	309	38	296	28	1,072	2.7%
Materials & Handling & Conveyance Machinery Total	810	262	401	309	38	296	28	1,072	2.7%
Packaging Machinery Manufacturing:									
Packaging Machinery	500	162	228	205	24	189	16	662	1.7%
Packaging Machinery Manufacturing Total	500	162	228	205	24	189	16	662	1.7%
Power Generation & Transmission Machinery Manufacturing:									
Engines & Turbines	663	174	312	239	30	237	19	837	2.1%
Power Generation & Transmission Machinery Manufacturing Total	663	174	312	239	30	237	19	837	2.1%
Other Specialized of Industry- specific Machinery Manufacturing:									
Food Products Machinery	610	232	228	271	37	287	19	842	2.1%
Mining Machinery & Equipment	212	83	107	95	7	79	7	295	0.7%
Oil & Gas Field Machinery & Equipment	898	241	334	492	46	244	23	1,139	2.8%
Paper Industries Machinery	130	33	54	61	4	37	7	163	0.4%
Printing Trades Machinery & Equipment	173	69	56	80	8	89	9	242	0.6%
Textile Machinery	80	25	26	32	9	34	4	105	0.3%
Woodworking Machinery	157	41	43	71	4	71	9	198	0.5%
Semiconductor Manufacturing Machinery	265	171	192	96	23	106	19	436	1.1%
Other Industrial and Special Industry Machinery/Equipment NEC	2,522	889	1,284	927	140	936	124	3,411	8.5%
Other Specialized of Industry-Specific Machinery Manufacturing Total	5,047	1,784	2,324	2,125	278	1,883	221	6,831	17.1%
Industrial Machinery Manufacturing Total	12,281	3,988	5,539	4,928	576	4,754	472	16,269	40.7%

INDUSTRIAL MACHINERY END-USERS INDUSTRIES									
Business Description	Non-Paid Print	Non-Paid Digital	Engineering & Projects	Manufacturing/ Production Operations	Research & Development	Corporate Management	Others Allied	Total Qualified	Percent*
Computers & Electrical/Electronic Equipment:									
Computes & Electronics	270	103	173	78	20	91	11	373	0.9%
Electrical Equipment, Appliances & Components	828	214	449	279	34	255	25	1,042	2.6%
Printing & Paper	387	31	113	201	56	44	4	418	1.0%
Computers & Electrical/Electronic Equipment Total	1,485	348	735	558	110	390	40	1,833	4.6%
Transportation Equipment:									
Transportation Equipment	217	58	115	81	11	61	7	275	0.7%
Transportation Equipment Total	217	58	115	81	11	61	7	275	0.7%
Other Manufacturing:									
Miscellaneous Manufacturing	1,671	246	625	671	170	423	28	1,917	4.8%
Textile & Apparel	158	23	50	91	13	24	3	181	0.5%
Plastic & Rubber Products	948	87	306	421	152	146	10	1,035	2.6%
Wood Products	45	10	21	17	1	15	1	55	0.1%
Furniture & Related	16	4	5	8	1	6	0	20	-
Other Manufacturing Total	2,838	370	1,007	1,208	337	614	42	3,208	8.0%
Pharmaceuticals & Medical Devices:									
Pharmaceutical & Medical Devices	848	152	242	264	293	178	23	1,000	2.5%
Pharmaceutical & Medical Devices Total	848	152	242	264	293	178	23	1,000	2.5%
Fabricated Metals:									
Fabricated Metals	964	152	364	409	101	216	26	1,116	2.8%
Fabrication Metals Total	964	152	364	409	101	216	26	1,116	2.8%
Food & Beverage									
Food & Beverage	2,507	246	429	1,217	392	678	37	2,753	6.9%
Food & Beverage Total	2,507	246	429	1,217	392	678	37	2,753	6.9%
Industrial Machinery End-User Industries Total	8,859	1,326	2,892	3,737	1,244	2,137	175	10,185	25.4%
Engineering & Systems Integration Services Providers									
Engineering & Systems Integration Services Providers	7,530	3,416	4,859	2,181	461	2,970	475	10,946	27.4%
Engineering & Systems Integration Services Providers Total	7,530	3,416	4,859	2,181	461	2,970	475	10,946	27.4%
Other Allied to the Field									
Other Allied to the Field	1,330	1,290	560	901	98	734	327	2,620	6.5%
Other Total	1,330	1,290	560	901	98	734	327	2,620	6.5%
Total Qualified Circulation	30,000	10,020	13,850	11,747	2,379	10,595	1,449	40,020	100.0%

* Percentages rounded to the nearest tenth. Due to this rounding, percentages may not total 100.0%.

Owner/Corporate Management includes chairmen, directors, presidents, CEOs, CFOs, owners, partners, vice presidents.

Operations Management includes general managers, operations managers, and department managers.

Sales/Marketing Management includes marketing, communication, and sales personnel.

Purchasing Management includes purchasing agents and managers.

All Other includes administration, government, engineering, technical, human relations, and other titled and non-titled personnel.

ANNUAL AUDIT REPORT

Analysis conducted on the June 2020 Issue

U.S. GEOGRAPHICAL DISTRIBUTION

REGION	Non-Paid Print	Non-Paid Digital	Total Qualified	Percent*	REGION	Non-Paid Print	Non-Paid Digital	Total Qualified	Percent*
Maine	120	31	151	0.4%	Kentucky	419	102	521	1.3%
New Hampshire	165	61	226	0.6%	Tennessee	584	179	763	1.9%
Vermont	83	24	107	0.3%	Alabama	417	143	560	1.4%
Massachusetts	800	238	1,038	2.6%	Mississippi	185	61	246	0.6%
Rhode Island	100	34	134	0.3%	E. S. Central	1,605	485	2,090	5.2%
Connecticut	415	144	559	1.4%	Arkansas	263	53	316	0.8%
New England	1,683	532	2,215	5.5%	Louisiana	371	85	456	1.1%
New York	1,358	470	1,828	4.6%	Oklahoma	316	91	407	1.0%
New Jersey	847	274	1,121	2.8%	Texas	2,173	814	2,987	7.5%
Pennsylvania	1,644	543	2,187	5.5%	W. S. Central	3,123	1,043	4,166	10.4%
Mid Atlantic	3,849	1,287	5,136	12.8%	Montana	93	35	128	0.3%
Delaware	79	20	99	0.2%	Idaho	161	46	207	0.5%
Maryland	435	130	565	1.4%	Wyoming	46	13	59	0.1%
D.C.	62	18	80	0.2%	Colorado	448	169	617	1.5%
Virginia	520	196	716	1.8%	New Mexico	91	41	132	0.3%
West Virginia	128	44	172	0.4%	Arizona	330	107	437	1.1%
North Carolina	971	289	1,260	3.1%	Utah	256	90	346	0.9%
South Carolina	409	149	558	1.4%	Nevada	114	43	157	0.4%
Georgia	827	233	1,060	2.6%	Mountain	1,539	544	2,083	5.2%
Florida	1,092	380	1,472	3.7%	Alaska	30	4	34	0.1%
S. Atlantic	4,523	1,459	5,982	14.9%	Washington	526	183	709	1.8%
Ohio	1,866	568	2,434	6.1%	Oregon	358	118	476	1.2%
Indiana	930	308	1,238	3.1%	California	2,544	908	3,452	8.6%
Illinois	1,738	570	2,308	5.8%	Hawaii	28	21	49	0.1%
Michigan	1,303	401	1,704	4.3%	Pacific	3,486	1,234	4,720	3.1%
Wisconsin	1,342	376	1,718	4.3%	U.S. Territory	7	2	9	-
E. N. Central	7,179	2,223	9,402	23.5%	U.S. Total	30,000	9,691	39,691	99.2%
Minnesota	885	278	1,163	2.9%	Canada	-	191	191	0.5%
Iowa	519	113	632	1.6%	Foreign	-	134	134	0.3%
Missouri	689	232	921	2.3%	Foreign Total	-	325	325	0.8%
North Dakota	115	33	148	0.4%	Email Only	-	4	4	-
South Dakota	94	21	115	0.3%					
Nebraska	265	79	344	0.9%					
Kansas	439	126	565	1.4%					
W. N. Central	3,006	882	3,888	9.7%	TOTAL QUALIFIED	30,000	10,020	40,020	100.0%

* Percentages rounded to the nearest tenth. Due to this rounding, percentages may not total 100.0%.

E-NEWSLETTER ACTIVITY**DEPLOY E-NEWSLETTER: JULY 1, 2019 – JUNE 30, 2020**

MONTHLY AVERAGE	Sent	Net Delivered
Average July 2019	16,992	16,803
Average August 2019	16,930	16,695
Average September 2019	16,891	16,769
Average October 2019	16,886	16,311
Average November 2019	16,871	16,226
Average December 2019	16,787	16,175
Average January 2020	16,797	16,352
Average February 2020	16,927	16,639
Average March 2020	16,796	16,619
Average April 2020	17,194	17,070
Average May 2020	17,041	16,896
Average June 2020	16,819	16,708
AVERAGE	16,911	16,605

Information obtained by a review of publisher's Hubspot reports for the period July 1, 2019 – June 30, 2020.

Definitions Net Delivered: Calculated by subtracting undelivered messages from sent messages. Monthly Average: Calculated by dividing total Sent/Net Delivered by the number of newsletters delivered during a single month. Average: Calculated by combining Monthly Averages for the audit period and dividing by 12.

ANNUAL AUDIT REPORT

QUALIFIED CIRCULATION BY ISSUE

ISSUE	Non-Paid		Paid		Non-Paid		Total Qualified Unduplicated
	Print Only	Print Only	Print & Digital Unduplicated	Print & Digital Unduplicated	Digital Only	Digital Only	
July 2019	29,917	-	-	-	10,103	-	40,020
August 2019	29,881	-	-	-	10,139	-	40,020
September 2019	29,787	-	-	-	10,233	-	40,020
October 2019	29,728	-	-	-	10,292	-	40,020
November 2019	30,944	-	-	-	9,076	-	40,020
December 2019	30,577	-	-	-	9,443	-	40,020
January 2020	30,430	-	-	-	9,590	-	40,020
February 2020	30,433	-	-	-	9,587	-	40,020
March 2020	30,410	-	-	-	9,610	-	40,020
April 2020	27,272	-	-	-	12,748	-	40,020
May 2020	30,000	-	-	-	10,020	-	40,020
June 2020	30,000	-	-	-	10,020	-	40,020
6 Month Average	30,139	-	-	-	9,881	-	40,020
12 Month Average	29,948	-	-	-	10,072	-	40,020

RECIPIENT LIST ADDITIONS AND REMOVALS BY ISSUE

ISSUE	Additions		Removals		Total Additions	Total Removals
	Non-Paid Print	Non-Paid Digital	Non-Paid Print	Non-Paid Digital		
July 2019	88	7	94	1	95	95
August 2019	61	7	54	14	68	68
September 2019	81	6	86	1	87	87
October 2019	41	2	43	-	43	43
November 2019	87	-	31	56	87	87
December 2019	23	15	36	2	38	38
January 2020	101	1	94	8	102	102
February 2020	12	-	11	1	12	12
March 2020	59	31	87	3	90	90
April 2020	3,090	20	1,224	1,886	3,110	3,110
May 2020	58	29	69	18	87	87
June 2020	2	9	10	1	11	11
6 Month Total	381	37	344	74	418	418
6 Month Average	64	6	57	12	70	70
12 Month Total	3,703	127	1,839	1,991	3,830	3,830
12 Month Average	309	11	153	166	319	319

ANNUAL AUDIT REPORT

EXPLANATION

Digital Activity Report includes data that has not been audited.

Audit of Records and Affidavit

Verified has conducted an audit of printing, distribution, and financial records, as well other data to substantiate circulation data submitted to Verified. This audit followed guidelines prepared in conformity with generally accepted circulation auditing procedures involving records covering all distribution methods utilized for qualified circulation during the period(s) covered by the reports. The results of this audit warrant the issuance of this audit report as a true and accurate statement of the qualified circulation of the client publication.

Verified Audit Circulation swears that to the best of its knowledge, all statements contained in this report are true and accurate.