

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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**CONTROL** is a media brand dedicated to “Promoting Excellence in Process Automation.” Our print magazine and various digital media platforms serve the information needs of automation professionals throughout the global process industries.

#### 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

### CONTROL MAGAZINE



6 Issues in the period  
60,017 average circulation

### CONTROL WEBSITE



37,660 average unique  
browsers

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>CONTROL MAGAZINE</b> (6 issues in the period)	60,017	-	60,017
a. Print	43,637	-	43,637
b. Digital	16,380	-	16,380
1. Requested	16,380	-	16,380
2. Non-Requested			
<b>CONTROL WEBSITE</b> (Monthly Unique Browsers with 95,630 average Page Impressions)	37,660	-	37,660

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016**

QUALIFICATION SOURCE	Qualified Within					Total Qualified	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	<b>22,416</b>	<b>27,842</b>	<b>9,341</b>	<b>43,198</b>	<b>16,401</b>	<b>59,599</b>	<b>99.3</b>
II. Request from recipient's company:	<b>2</b>	-	<b>19</b>	<b>21</b>	-	<b>21</b>	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	<b>383</b>	-	-	<b>383</b>	-	<b>383</b>	<b>0.7</b>
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	383	-	-	383	-	383	0.7
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,801</b>	<b>27,842</b>	<b>9,360</b>	<b>43,602</b>	<b>16,401</b>	<b>60,003</b>	<b>100.0</b>
<b>PERCENT</b>	<b>38.0</b>	<b>46.4</b>	<b>15.6</b>	<b>72.7</b>	<b>27.3</b>	<b>100.0</b>	

LENGTH OF SUBSCRIPTIONS - DIRECT REQUEST SUBSCRIBERS	TOTAL	PERCENT
Less than 1 year	-	-
1 year or more (but less than two)	25,169	42.2
2 years or more (but less than three)	34,451	57.8
3 years or more	-	-
<b>TOTAL</b>	<b>59,620</b>	<b>100.0</b>

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016**

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	43,602	16,401	60,003	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>43,602</b>	<b>16,401</b>	<b>60,003</b>	<b>100.0</b>

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January – June 2014	July – December 2014	January – June 2015	July – December 2015	January – June 2016	July – December 2016*
Total Audit Average Qualified:	59,644	60,025	60,020	60,020	57,634	60,017
Qualified Non-Paid:	59,644	60,025	60,020	60,020	57,634	60,017
Print:	44,442	44,693	45,170	44,354	44,019	43,637
Digital:	15,202	15,332	14,850	15,666	13,615	16,380
Qualified Paid:	-	-	-	-	-	-
Print:	-	-	-	-	-	-
Digital:	-	-	-	-	-	-
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 – December 2016 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 ISSUE OF NOVEMBER 2016\***

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	268		Kentucky	918	
New Hampshire	257		Tennessee	1,157	
Vermont	124		Alabama	833	
Massachusetts	1,278		Mississippi	403	
Rhode Island	166		<b>EAST SO. CENTRAL</b>	<b>3,311</b>	<b>5.5</b>
Connecticut	718		Arkansas	655	
<b>NEW ENGLAND</b>	<b>2,811</b>	<b>4.7</b>	Louisiana	1,063	
New York	2,632		Oklahoma	715	
New Jersey	1,951		Texas	4,876	
Pennsylvania	3,264		<b>WEST SO. CENTRAL</b>	<b>7,309</b>	<b>12.2</b>
<b>MIDDLE ATLANTIC</b>	<b>7,847</b>	<b>13.1</b>	Montana	191	
Ohio	3,460		Idaho	288	
Indiana	1,617		Wyoming	159	
Illinois	3,374		Colorado	740	
Michigan	2,021		New Mexico	214	
Wisconsin	2,017		Arizona	541	
<b>EAST NO. CENTRAL</b>	<b>12,489</b>	<b>20.8</b>	Utah	487	
Minnesota	1,633		Nevada	181	
Iowa	1,043		<b>MOUNTAIN</b>	<b>2,801</b>	<b>4.7</b>
Missouri	1,373		Alaska	41	
North Dakota	242		Washington	783	
South Dakota	253		Oregon	513	
Nebraska	567		California	4,227	
Kansas	745		Hawaii	41	
<b>WEST NO. CENTRAL</b>	<b>5,856</b>	<b>9.7</b>	<b>PACIFIC</b>	<b>5,605</b>	<b>9.3</b>
Delaware	215		<b>UNITED STATES</b>	<b>56,706</b>	<b>94.5</b>
Maryland	727		U.S. Territories	49	
Washington, DC	99		Canada	396	
Virginia	1,101		Mexico	137	
West Virginia	378		Other International	2,715	
North Carolina	1,808		APO/FPO	-	
South Carolina	933				
Georgia	1,698				
Florida	1,718				
<b>SOUTH ATLANTIC</b>	<b>8,677</b>	<b>14.5</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>60,003</b>	<b>100.0</b>

\*See Additional Data

**WEBSITE CHANNEL**

**WWW.CONTROLGLOBAL.COM**

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	93,635	49,282	34,839	1.41	01:44	01:34
August	96,727	50,809	36,340	1.40	01:44	01:34
September	86,782	46,629	34,872	1.34	01:41	01:27
October	107,184	57,654	42,528	1.36	01:45	01:30
November	105,262	57,737	43,667	1.32	01:49	01:30
December	84,190	44,705	33,714	1.33	01:41	01:29
<b>AVERAGE:</b>	<b>95,630</b>	<b>51,136</b>	<b>37,660</b>	<b>1.36</b>	<b>01:44</b>	<b>01:31</b>

July - December 2016 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

**WEBSITE GLOSSARY**

**Page Impressions:** A Page Impression 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.

**User 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.

**Unique Browsers:** An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

**Unique Browser Frequency:** Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

**Page Duration:** The average time spent viewing any page on a web site.

**User Session Duration:** The average time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit [www.adicompli.com](http://www.adicompli.com)

## ADDITIONAL DATA

### METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's 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.

### GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is 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.

Tony D'Avino, Group Publisher

Jack Jones, Audience Development Director

(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

April 10, 2017

State

Illinois

County

Cook

Received by BPA Worldwide

April 10, 2017

Type

BSJ

ID Number

C139B0D6

#### 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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.

**FIELD SERVED**

**CONTROL** serves the market for instrumentation and control systems in the process industries, utilities and A&E firms outlined in Paragraph 3a.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include engineering, general administration, plant operations, and research and development personnel.

**PURPOSE**

The supplementary data reported contains an analysis of respondents who are involved in recommending, specifying, or purchasing items as indicated herein.

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	14
Advertiser and Agency	1,302
Allocated for Trade Shows and Conventions	50
All Other	1,866
<b>TOTAL</b>	<b>3,232</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	60,017	100.0	60,017	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>60,017</b>	<b>100.0</b>	<b>60,017</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2016 Issue	Print	Digital	Total Qualified
July	43,018	17,002	60,020
August	43,620	16,400	60,020
September	43,771	16,249	60,020
October	43,792	16,228	60,020
November	43,602	16,401	60,003
December	44,018	16,002	60,020

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016**

This issue is -% or 17 copies below the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	ENGINEERING	GENERAL ADMIN-ISTRATION	PLANT OPERATIONS	RESEARCH AND DEVELOPMENT
FOOD & KINDRED PRODUCTS	10,106	16.8	8,070	2,036	1,049	4,286	3,859	912
TOBACCO PRODUCTS	110	0.2	95	15	13	57	33	7
TEXTILE MILL PRODUCTS	802	1.3	630	172	184	218	357	43
PAPER & ALLIED PRODUCTS	2,856	4.7	2,406	450	614	658	1,485	99
CHEMICALS & ALLIED PRODUCTS	8,919	14.9	6,703	2,216	2,405	2,087	3,487	940
PHARMACEUTICALS	3,945	6.6	2,731	1,214	888	1,003	1,228	826
PETROLEUM & RELATED INDUSTRIES, INCLUDING OIL & GAS	4,016	6.7	2,489	1,527	1,550	793	1,531	142
RUBBER & MISCELLANEOUS PLASTIC PRODUCTS	3,762	6.3	2,912	850	1,255	931	1,362	214
STONE, CLAY, GLASS & CONCRETE PRODUCTS	1,686	2.8	1,420	266	295	559	788	44
PRIMARY METAL INDUSTRIES	4,657	7.8	3,638	1,019	1,268	1,278	1,958	153
ELECTRIC, GAS & SANITARY SERVICES	3,481	5.8	2,415	1,066	1,171	617	1,574	119
SYSTEM INTEGRATORS & ENGINEERING DESIGN FIRMS	8,681	14.5	5,267	3,414	3,777	2,855	1,778	271
Other Manufacturers and others allied to the field	6,982	11.6	4,826	2,156	1,760	2,511	2,332	379
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>60,003</b>	<b>100.0</b>	<b>43,602</b>	<b>16,401</b>	<b>16,229</b>	<b>17,853</b>	<b>21,772</b>	<b>4,149</b>
<b>PERCENT</b>	<b>100.0</b>		<b>72.7</b>	<b>27.3</b>	<b>27.0</b>	<b>29.8</b>	<b>36.3</b>	<b>6.9</b>

**SUPPLEMENTARY DATA FOR ISSUE OF NOVEMBER 2016**

This is an analysis of 51,286 or 85% of respondents who are involved with recommending, specifying or purchasing the following. Since any one respondent may have checked more than one response, the total may exceed the total circulation. These data are presented for statistical and marketing purposes only.

BUSINESS & INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	TOTAL RESPONDENTS	ALARM SYSTEMS & ANNUNCIATORS	ANALYTICAL INSTRUMENTATION	CALIBRATION & TEST EQUIPMENT	COMPONENTS	CONTROL- LERS & CONTROL SYSTEMS	COMPUTER HARDWARE	DATA ACQUISITION	DRIVE SYSTEMS & COMPONENTS	FITTINGS & TUBING	FLOW INSTRUMENTATION	HOUSING & ENCLOSURES	INPUT/ OUTPUT SYSTEMS	LEVEL INSTRUMENTATION	PANEL INSTRUMENT & COMPONENTS	POWER SUPPLIES & CONTROL- LERS	PRESSURE INSTRUMENTATION	RECORDERS	SENSORS & TRANS- MITTERS, OTHER	SERVICES	SOFTWARE	TEMPERATURE INSTRUMENTATION	VALVES & ACCESS- ORIES	WEIGHT INSTRUMENTATION	OTHER
FOOD & KINDRED PRODUCTS	10,106	16.8	8,602	3,697	4,259	4,748	4,112	4,486	4,193	3,462	3,554	3,487	3,640	3,200	3,372	3,359	3,261	3,753	3,376	3,163	3,540	3,713	3,539	4,003	3,436	3,803	907
TOBACCO PRODUCTS	110	0.2	93	39	46	50	37	47	49	36	37	40	35	32	33	32	36	39	34	33	37	49	43	38	43	37	12
TEXTILE MILL PRODUCTS	802	1.3	724	352	376	444	414	438	386	321	374	366	358	342	357	329	338	394	341	285	359	333	331	350	336	338	56
PAPER & ALLIED PRODUCTS	2,856	4.7	2,570	1,217	1,372	1,543	1,416	1,590	1,406	1,196	1,326	1,235	1,247	1,138	1,159	1,161	1,149	1,380	1,225	999	1,294	1,194	1,220	1,213	1,192	1,068	173
CHEMICALS & ALLIED PRODUCTS	8,919	14.9	7,950	3,415	4,573	4,651	3,908	4,630	3,790	3,458	3,252	3,700	4,248	3,209	3,211	3,829	3,309	3,581	3,875	3,023	3,751	3,324	3,186	3,976	3,723	3,535	670
PHARMACEUTICALS	3,945	6.6	3,451	1,293	2,025	1,970	1,619	1,795	1,599	1,562	1,197	1,351	1,472	1,137	1,206	1,247	1,217	1,318	1,352	1,286	1,482	1,456	1,522	1,556	1,280	1,375	266
PETROLEUM & RELATED INDUSTRIES, INCLUDING OIL & GAS	4,016	6.7	3,394	1,779	1,950	1,913	1,563	2,333	1,734	1,673	1,413	1,708	2,149	1,535	1,651	2,005	1,700	1,728	2,092	1,385	1,929	1,484	1,556	1,953	1,957	1,334	242
RUBBER & MISCELLANEOUS PLASTIC PRODUCTS	3,762	6.3	3,005	1,220	1,578	1,863	1,744	1,822	1,497	1,326	1,384	1,496	1,388	1,311	1,289	1,285	1,289	1,550	1,400	1,173	1,450	1,299	1,275	1,463	1,342	1,249	229
STONE, CLAY, GLASS & CONCRETE PRODUCTS	1,686	2.8	1,348	610	684	836	771	826	725	631	672	635	637	603	592	620	609	718	634	524	638	589	544	630	622	604	112
PRIMARY METAL INDUSTRIES	4,657	7.8	3,867	1,632	1,980	2,460	2,247	2,420	1,979	1,725	1,894	1,908	1,799	1,791	1,687	1,681	1,740	2,106	1,825	1,503	1,852	1,680	1,618	1,744	1,723	1,528	291
ELECTRIC, GAS & SANITARY SERVICES	3,481	5.8	3,166	1,737	1,997	2,137	1,906	2,296	1,830	1,786	1,594	1,711	1,992	1,637	1,706	1,825	1,813	2,045	1,897	1,592	1,933	1,561	1,578	1,769	1,630	1,222	166
SYSTEM INTEGRATORS & ENGINEERING DESIGN FIRMS	8,681	14.5	8,068	3,892	4,606	4,471	4,560	6,103	5,096	4,779	4,191	3,423	4,438	4,001	4,475	4,200	4,308	4,962	4,449	3,429	4,860	3,746	4,463	4,303	3,818	3,088	486
Other Manufacturers and others allied to the field	6,982	11.6	5,048	1,729	2,103	2,406	2,244	2,894	2,193	1,815	1,791	1,727	1,862	1,636	1,681	1,637	-	-	-	-	1,907	1,643	1,695	1,730	1,567	2,904	598
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>60,003</b>	<b>100.0</b>	<b>51,286</b>	<b>22,612</b>	<b>27,549</b>	<b>29,492</b>	<b>26,541</b>	<b>31,680</b>	<b>26,477</b>	<b>23,770</b>	<b>22,679</b>	<b>22,787</b>	<b>25,265</b>	<b>21,572</b>	<b>22,419</b>	<b>23,210</b>	<b>20,769</b>	<b>23,574</b>	<b>22,500</b>	<b>18,395</b>	<b>25,032</b>	<b>22,071</b>	<b>22,570</b>	<b>24,728</b>	<b>22,669</b>	<b>22,085</b>	<b>4,208</b>