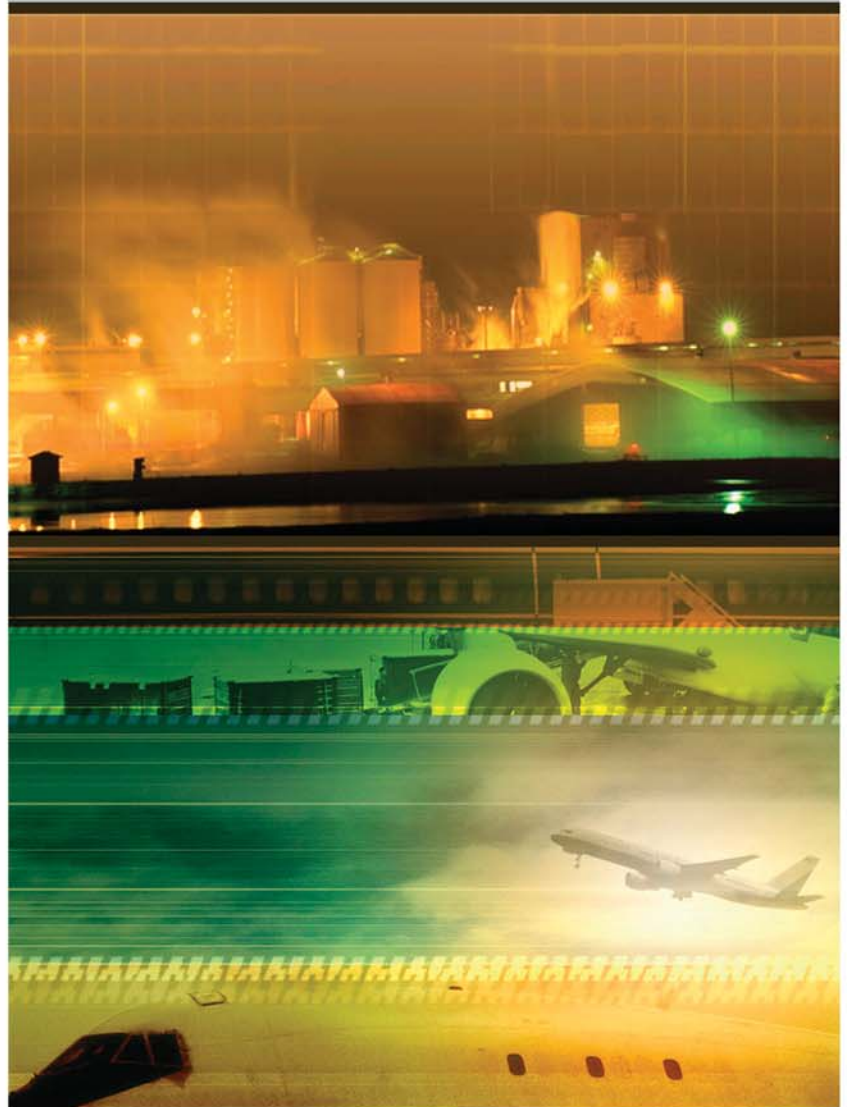
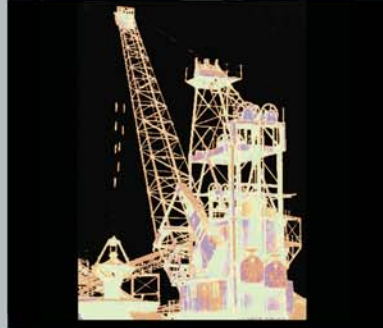
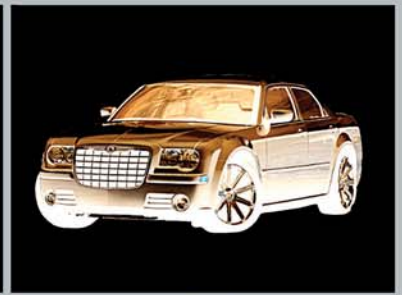
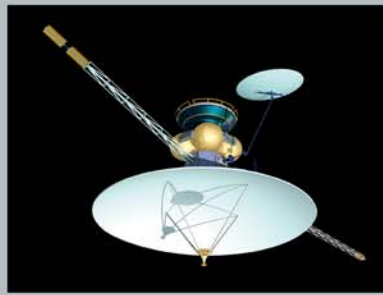


T&P

TOOLING &
PRODUCTION

Strategic Guidance for
Large Plant Management



2008 Subscriber Profile Survey

Conducted by



January 2008



PURPOSE

The purpose of the 2008 T&P Subscriber Profile Survey was to determine background data and the reading habits among subscribers of Tooling & Production (T&P) magazine. This survey was conducted by StandPoint Research, an independent marketing research company.

METHODOLOGY

The Tooling & Production subscriber database was used for the study.

Email invitations to participate in a Web survey were sent to subscribers in January 2008. There were 1,073 respondents.

The findings are included in the following report.

AUDIENCE

T&P has 60,000* BPA audited subscribers, the great majority of which are employed in large plants of 100 employees or more.**

STANDPOINT RESEARCH

In its fifth year, StandPoint Marketing Research - located in Atlanta, Georgia - serves a variety of clients in consumer goods, publishing, healthcare, the home and garden industries, and the educational market. StandPoint differentiates itself based on its high level of client service, solid research skills, and insights that impact marketing and organizational change. Visit www.StandPointGroup.com for more information on the firm's capabilities.

* Tooling & Production BPA statement, December 2007

** Publishers own data, November 2007



Including yourself, how many others read or look through your issue of Tooling & Production?



PASS-ALONG
T&P averages
3 readers per issue.
That's **180,000 readers**
each month!

T&P delivers thousands of subscribers in key roles that can't be reached through other publications.

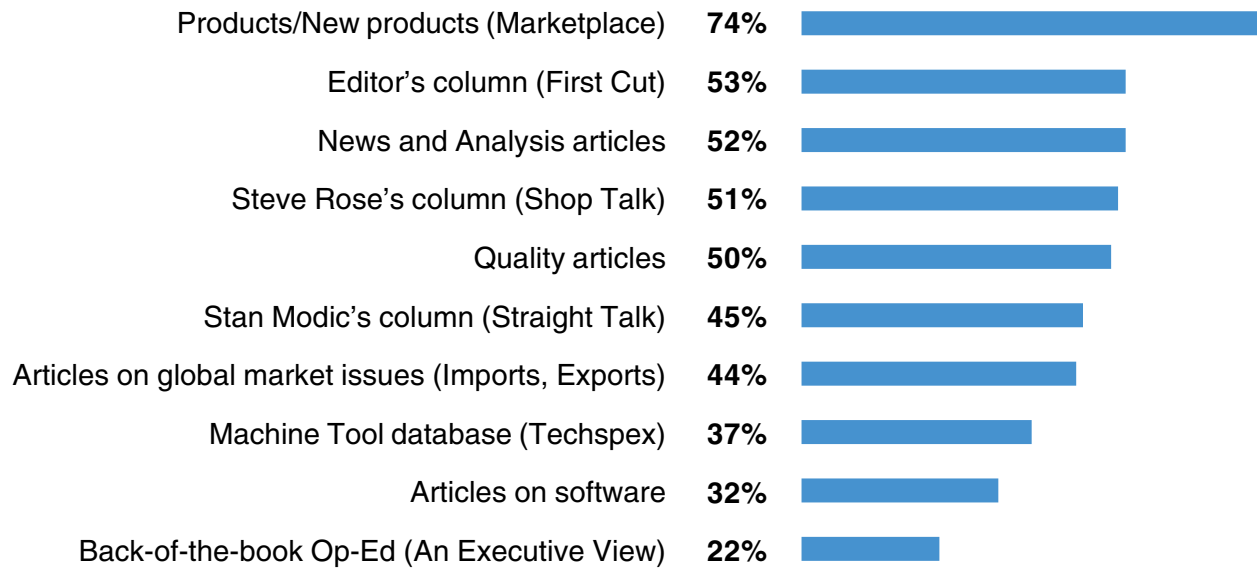
- 58,800 T&P subscribers **do not receive** Today's Medical Developments
- 55,800 T&P subscribers **do not receive** Aerospace Manufacturing and Design
- 50,304 T&P subscribers **do not receive** MAN-Modern Applications News*
- 48,000 T&P subscribers **do not receive** Quality Magazine
- 39,000 T&P subscribers **do not receive** Cutting Tool Engineering
- 34,200 T&P subscribers **do not receive** American Machinist
- 32,000 T&P subscribers **do not receive** Manufacturing Engineering
- 25,800 T&P subscribers **do not receive** Modern Machine Shop

**T&P subscribers spend an average of
35 minutes reading the magazine.**

**Publisher's Own Data, November 2007*



Which of the following T&P editorial sections do you look for and read each month?



90% of subscribers save their copy of T&P as a reference for up to 12 months.

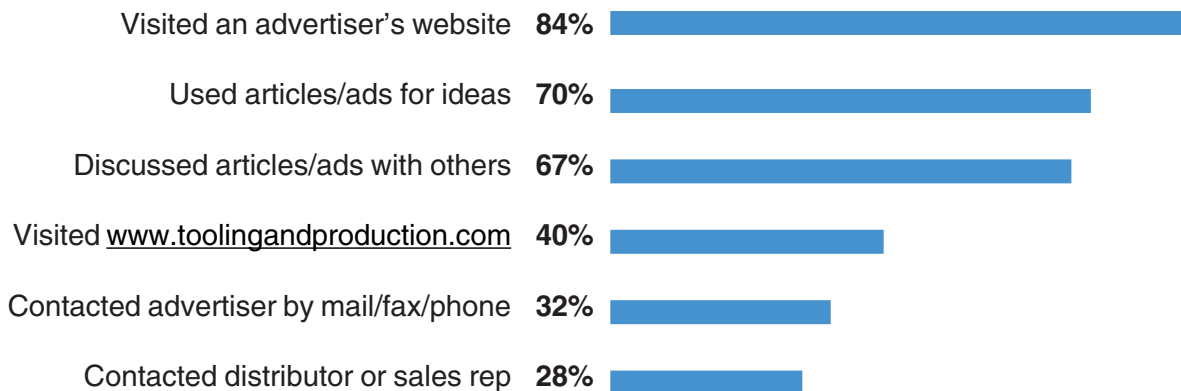
Virtually all (98%) of T&P subscribers are most interested in reading articles that are relevant to their job experience regardless of article author.



What actions have you taken as a result of reading or seeing ads or articles in T&P?

76% of T&P subscribers say they find supplier/product websites from Web addresses found specifically in T&P ads.

31% link to suppliers' websites from trade magazine websites.

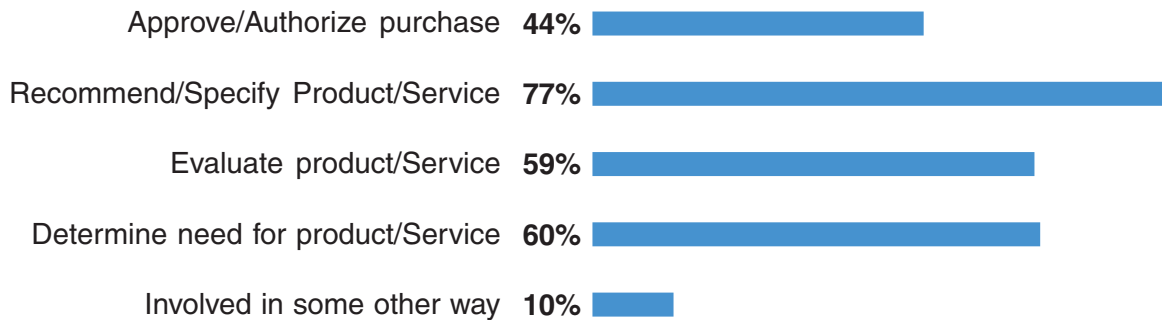


*This survey reveals that **advertising in the magazine** is driving readership to advertisers' websites. This illustrates that **print advertising** is an important resource to the subscriber.*



What roles do you perform in your organization's purchasing process?

95% of T&P subscribers are actively involved in the purchasing process for their companies.



Advertising drives purchasing.
58% of subscribers
polled *have purchased*
a product seen in T&P.



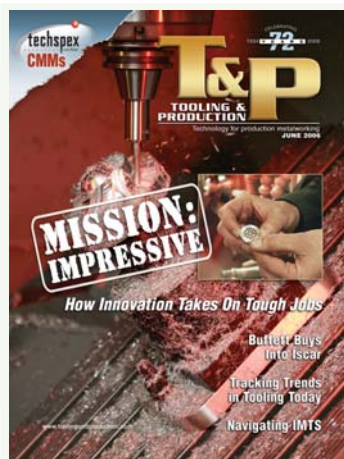
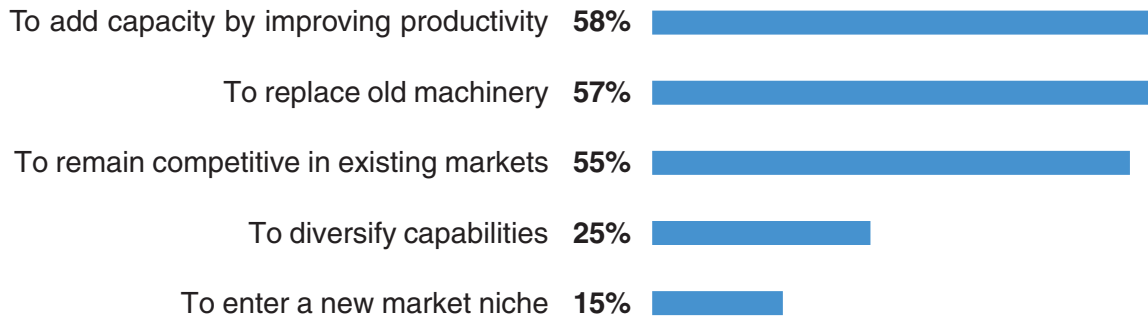
Which products and services do you recommend, specify or buy?

Cutting tools	66%
Machine accessories	53%
Holemaking/Tapping/Drilling/Boring	52%
CAD/CAM	48%
Abrasives/Grinding/Grinding machines	47%
Machining centers	46%
Lathes/Turning centers	45%
Workholding	44%
Finishing/Deburring/Cleaning	43%
Measurement/Inspection/Test	42%
Coolants/Lubricants/Filters	41%
Assembly/Joining/Fastening	40%
Toolholding	39%
Sawing	35%
Quality control	34%
Machine controls/CNC/DROs	33%
Identification and marking	32%
Welding/Brazing/Soldering	28%
Coatings/Coatings measurements	25%
Heat treating equipment/Services	24%
Metalforming/Bending/Fabricating	23%
Presses/Press brakes/Tooling	21%
EDM/EDM equipment/Supplies	20%
Robots/Automated handling	19%
Cutting: Plasma/Waterjet/Oxy fuel	18%
Lasers/Equipment/Supplies	17%
Shop control software	15%



Will you be purchasing new machine tools in 2008?

85% of T&P subscribers polled will be purchasing new machine tools in 2008 (up 8% from 2007 statistics):

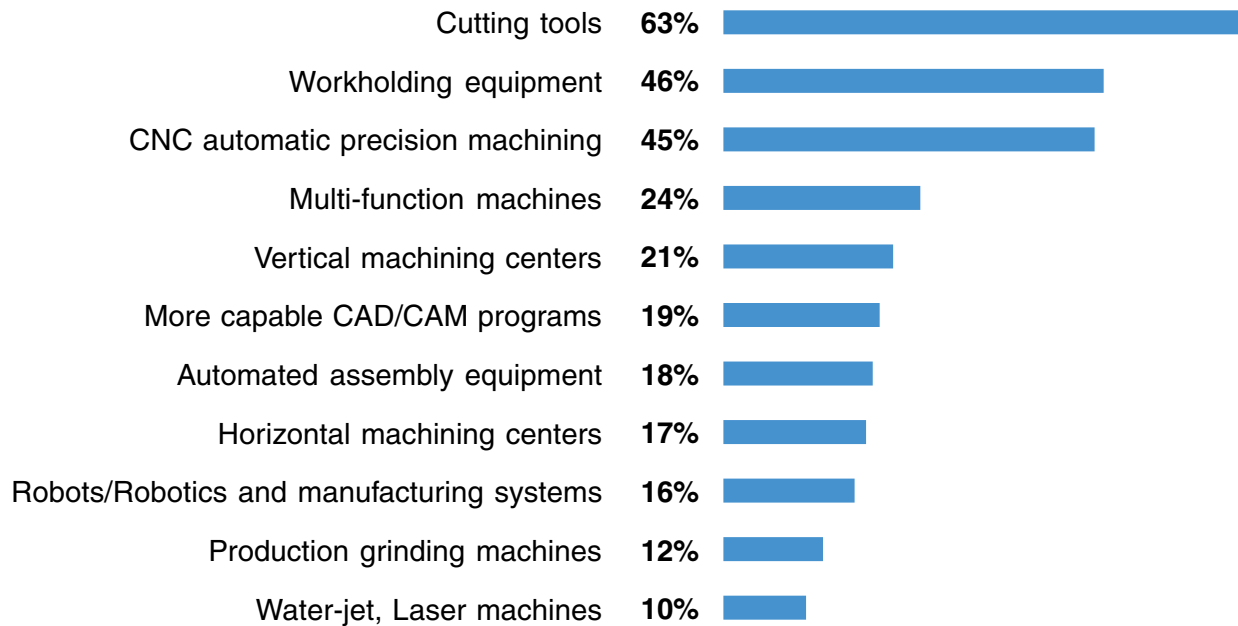


Further, this survey found that **86%** of readers rely on T&P to learn about new products/services.

Subscribers view T&P as a primary source to learn about new products.



Here is what they will be buying in 2008:



95% of subscribers consider T&P a “valuable resource” when looking for ideas or new products for their operations.



80% of subscribers polled say their 2008 budgets for equipment/tools have either **stayed the same or increased** from 2007 levels.



What are your preferred sources for information about new products and technologies?



This survey found that T&P subscribers are **highly print loyal with 85% preferring print trade magazines** as their source for information about new products and technologies.



STRATEGIC GUIDANCE FOR LARGE PLANT MANAGEMENT

T&P Homepage Associations Advertise Buyers Guide

March 4, 2008 — Volume 2, Issue 3

Now you can virtually eliminate setup time and achieve spindle utilization of up to 95% with Makino's MMC2 automated material-handling system. Learn how Makino's cells and systems can eliminate production bottlenecks, reduce inventories, improve deliveries and add to your bottom line. View our [online seminar](#) to find out more. Only at Makino, where new thinking takes shape.

In this issue:

- Challenge: to provide world-class competence for crankshaft machining
- Vincent Precision Machining cuts setup time to less than a minute
- Design for Manufacturability reviews bring rewards
- Laser scanning at Audi: recording reality's digital fingerprint
- Machining Products
- Cutting & Holding Products
- Software Products
- Quality Products
- Brochures

Reduce Cycle Times
IMTS 2008 can help you reduce cycle times and improve productivity. You'll see faster, more precise machine tools, cutting tools to process virtually any material, finishing technologies, automation systems, sophisticated quality instruments and manufacturing software. You'll meet and talk to experts in advanced manufacturing technologies. Plan now to attend. For more information, and to register, go to [IMTS](#).

Laser Mark Varying Shapes/Heights at Production Speeds with 3-Axis Beam Control
The new Keyence MD-V9900 YVO₂ Laser Marker is the world's first with 3-axis beam control, a 42mm focal length and a 300 x 300mm marking area. It eliminates the need for mechanical devices to move the marker or products to mark different heights, inclined surfaces, cylinders or spheres. [Details and specs](#)

Feature Articles

MACHINING
Challenge: to provide world-class competence for crankshaft machining
The crankshaft is one of the most challenging workpieces to machine. It is highly unsymmetrical, long and relatively slender, made of material that has poor machinability, has close quality limits and is subjected to very competitive manufacturing demands. A central component of any combustion engine, crankshafts come in many shapes and sizes - from small ones found in two-stroke engines in garden equipment to giant ones found in diesel engines in ships.
[Read the full article](#)

CUTTING & HOLDING
Vincent Precision Machining cuts setup time to less than a minute
Using five new vises in a new setup instead of two has resulted in a huge savings of time for Vincent Precision Machining, Medota Heights, MN. Five Kurt HDL double station vises mounted side-by-side on a new Bridgeport VMC 1000 XPC vertical machining center (VMC) allow Vincent Precision to set up in less than a minute per part compared to more than five minutes per part for its 420 stainless steel medical components.
[Read the full article](#)

T&P e-News

CUT THE CHATTER: Kaiser Rough Boring Tools Deliver Nearly Chatter-Free Operation
The patented design of Kaiser twin-insert boring heads delivers the ultimate flexibility for high-performance rough and semi-finish boring. Perfect for heavy-duty large part production, the compact design and positive cutting geometry result in almost chatter-free operation - even in interrupted cuts and at high speeds. [Click here](#) to download the new Kaiser 307A Precision Modular Tool System catalog or visit [www.bigkaiser.com/rbor.htm](#)

New Products

Machining Products
Arkansas operation zeroes in on auto aftermarket product
[View products](#)

Cutting & Holding Products
Specialty gear crucks shift to quick change
[View products](#)

Software Products
Arisoft certifies automotive industry standard VHDL-AMS models
[View products](#)

Quality Products
Height gages triple inspection speed
[View products](#)

Exact software
Implementing a Lean Manufacturing Program in a Job Shop
Webinar, Tuesday, March 11th at 1 pm Central
At this online event, Louis Marecek, Manufacturing Engineer at Parker-Hannifin Corporation and Dr. Shahrulik A. Irani, Department of Industrial, Welding and Systems Engineering at The Ohio State University will discuss implementing lean manufacturing programs specifically for the job shop environment. [Register](#)

Brochures

[View brochures](#)

- MIG welding wire supplies highlighted
- Free framing idea book from 80/20
- Threading tool product range expanded
- Force-limited vibration sensors detailed
- Blind threaded inserts, studs in catalog

94% of T&P e-News subscribers find the monthly offering helpful and relevant to their jobs.

