

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2007
(Including Supplementary Data)**

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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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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ADHESIVES & SEALANTS INDUSTRY

BNP Media
2401 W. Big Beaver Road, Suite 700
Troy, MI 48084
Tel.: (248) 362-3700
Fax: (248) 362-0317
www.adhesivesmag.com

Official Publication of: None
Established: 1994
Issues Per Year: 12

FIELD SERVED

ADHESIVES & SEALANTS INDUSTRY serves manufacturers/formulators of adhesives/sealants, pressure sensitives and adhesives/sealants products; users of adhesives/sealants and/or adhesives/sealants products including, electrical/electronics, transportation (auto, aerospace, other), product assembly, plastics, rubber, elastomers, metals, food and medical/pharmaceutical products, packaging/paper products/converting, lumber, wood products/furniture, textiles/nonwovens/apparel/diapers, tapes & labels, construction, other uses of adhesives/sealants for manufacturing process; suppliers to these manufacturers/formulators including, chemicals/raw materials, equipment, packaging/containers, distributors, testing laboratories, research organizations, consultants, industrial designers or technical libraries and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are those involved in research and development; chemistry/formulation; engineering/design engineering; product management/production; owner/general management; purchasing/buying; sales/marketing; maintenance and other functions and functions not available.

PURPOSE

Included herein is supplementary analysis of respondents who are involved with influencing, recommending, approving, authorizing, specifying or purchasing materials or equipment used in the manufacture/formulation of adhesives/sealants or adhesives/sealants products.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	39
Advertiser and Agency _____	399
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	3,224
TOTAL	3,662

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	15,000	100.0	14,963	99.7	37	0.3
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,000	100.0	14,963	99.7	37	0.3

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2007 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2007 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	20	20			15,000	October _____	137	137			15,000
August _____	153	153			15,000	November _____	133	133			15,000
September _____	458	458			15,000	December _____	38	38			15,000
						TOTAL	939	939			

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2007
SUPPLEMENTARY DATA FOR THE ISSUE OF NOVEMBER 2007**

This issue is equal to the average of the other 5 issues reported in Paragraph two.

This is an analysis of 10,077 or 67.2% of respondents who answered yes to the question, "Are you involved with influencing, recommending, approving, authorizing, specifying or purchasing materials or equipment used in the manufacture/formulation of adhesive/sealants or adhesive/sealant products?" (See question #5 on back page.) This data is presented for statistical and marketing purposes only.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	BUYING INFLUENCE Question: Are You Involved With Influencing, Recommending, Approving, Authorizing, Specifying or Purchasing Materials or Equipment Used in the Manufacture/Formulation of Adhesives/ Sealants or Adhesives/ Sealants Products?	JOB FUNCTION				
				Research and Development, Chemistry/ Formulation, Engineering/ Design	Engineering, Product Management/ Production	Owner/General Management	Purchasing/ Buying	Sales/ Marketing
MANUFACTURER/FORMULATOR								
Adhesives/Sealants _____	7,836	52.2	4,336	2,142	4,811	189	694	-
Pressure Sensitives _____	504	3.4	419	241	173	20	70	-
Adhesives/Sealants Products (tapes, labels) _____	1,660	11.1	1,068	426	1,083	35	116	-
SUB-TOTAL MANUFACTURERS/FORMULATORS	10,000	66.7	5,823	2,809	6,067	244	880	-
USERS OF ADHESIVES/SEALANTS AND/OR ADHESIVES/SEALANTS PRODUCTS								
Electrical/Electronics _____	670	4.5	547	395	247	16	12	-
Transportation (Auto, Aerospace, Other) _____	497	3.3	431	340	103	31	23	-
Product Assembly _____	541	3.6	467	313	182	14	32	-
Plastics, Rubber, Elastomers _____	469	3.1	410	265	163	13	28	-
Metals _____	275	1.8	231	79	172	11	13	-
Food and Medical/Pharmaceutical Products _____	306	2.0	263	149	146	7	4	-
Packaging/Paper Products/Converting _____	476	3.2	397	207	219	22	28	-
Lumber, Wood Products/Furniture _____	339	2.3	293	47	271	12	9	-
Textiles/Nonwovens/Apparel/Diapers _____	113	0.8	90	61	40	2	10	-
Tapes & Labels _____	367	2.4	317	150	173	17	27	-
Construction _____	452	3.0	375	148	275	17	12	-
Other Users of Adhesives/Sealants for Manufacturing Process _____	163	1.1	142	85	62	10	6	-
SUB-TOTAL USERS	4,668	31.1	3,963	2,239	2,053	172	204	-
SUPPLIER TO MANUFACTURER/FORMULATOR								
Chemicals/Raw Materials _____	150	1.0	134	89	10	5	46	-
Equipment _____	48	0.3	42	14	19	-	15	-
Packaging/Containers _____	57	0.4	43	27	14	1	15	-
Distributor _____	27	0.2	27	7	-	-	20	-
Testing Laboratory, Research Organization, Consultant, Industrial Designer or Technical Libraries _____	50	0.3	45	32	15	2	1	-
Others Allied to the Field _____	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,000	100.0	10,077	5,217	8,178	424	1,181	-
PERCENT	100.0		67.2	34.8	54.5	2.8	7.9	-

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2007

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL – Personal direct request from the recipient: _____	8,233	3,553	-			11,786	78.6
a. Written _____	1,640	745	-			2,385	15.9
b. Telecommunication _____	4,312	2,375	-			6,687	44.6
c. Internet and E-Mail _____	2,281	433	-			2,714	18.1
II. TOTAL – Request from recipient's company: _____	114	-	-			114	0.7
a. Written _____	9	-	-			9	-
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	105	-	-			105	0.7
III. TOTAL – Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL – Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-			-	-
V. TOTAL – Sources other than above (listed alphabetically): _____	3,100	-	-			3,100	20.7
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	3,100	-	-			3,100	20.7
Independent field reports _____	-	-	-			-	-
Licensees – National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. TOTAL – Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	11,447	3,553	-			15,000	100.0
*See Paragraph 11 PERCENT	76.3	23.7	-			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2007

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			15,000	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			15,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2007

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	18		400-427 Kentucky _____	159	
030-038 New Hampshire _____	112		370-385 Tennessee _____	210	
050-059 Vermont _____	19		350-369 Alabama _____	109	
010-027 Massachusetts _____	444		386-397 Mississippi _____	58	
028-029 Rhode Island _____	68		EAST SO. CENTRAL	536	3.6
060-069 Connecticut _____	267		716-729 Arkansas _____	42	
NEW ENGLAND	928	6.2	700-714 Louisiana _____	55	
100-149 New York _____	498		730-749 Oklahoma _____	94	
070-089 New Jersey _____	610		750-799 Texas _____	716	
150-196 Pennsylvania _____	766		WEST SO. CENTRAL	907	6.0
MIDDLE ATLANTIC	1,874	12.5	590-599 Montana _____	25	
430-459 Ohio _____	1,213		832-838 Idaho _____	28	
460-479 Indiana _____	373		820-831 Wyoming _____	10	
600-629 Illinois _____	1,051		800-816 Colorado _____	174	
480-499 Michigan _____	770		870-884 New Mexico _____	32	
530-549 Wisconsin _____	483		850-865 Arizona _____	147	
EAST NO. CENTRAL	3,890	25.9	840-847 Utah _____	86	
550-567 Minnesota _____	470		889-898 Nevada _____	45	
500-528 Iowa _____	79		MOUNTAIN	547	3.6
630-658 Missouri _____	329		995-999 Alaska _____	12	
580-588 North Dakota _____	18		980-994 Washington _____	191	
570-577 South Dakota _____	18		970-979 Oregon _____	140	
680-693 Nebraska _____	52		900-961 California _____	1,207	
660-679 Kansas _____	123		967-968 Hawaii _____	20	
WEST NO. CENTRAL	1,089	7.3	PACIFIC	1,570	10.5
197-199 Delaware _____	43		UNITED STATES	13,165	87.8
206-219 Maryland _____	146		969 & 004-009 U.S. Territories _____	12	
200-205 Washington, DC _____	5		Canada _____	50	
220-246 Virginia _____	157		Mexico _____	30	
247-268 West Virginia _____	35		Other International _____	1,743	
270-289 North Carolina _____	407		APO/FPO _____	-	
290-299 South Carolina _____	179		TOTAL QUALIFIED CIRCULATION	15,000	100.0
300-319 Georgia _____	380				
320-349 Florida _____	472				
SOUTH ATLANTIC	1,824	12.2			

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2003	2004	2005	2006	*2007
Total Audit Average Qualified	18,130	16,252	15,000	15,000	15,000
Qualified Non-Paid Total	18,113	16,227	14,966	14,957	14,963
Qualified Paid Total	17	25	34	43	37
Post Expire Copies included in Paid Circulation	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	**NC	**NC	**NC	**NC	**NC

*NOTE: The audited average qualified circulation for January - June 2007 = 15,000. The unaudited average qualified circulation for July - December 2007 = 15,000. Yielding an average qualified circulation of 15,000.
 **NC = None Claimed.

10. PAID CIRCULATION DATA	
**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

11. ADDITIONAL DATA

PARAGRAPH 3b:
 Business directories include 6 sources of circulation for quantities of 52 copies or 0.3% to 1,317 copies or 8.8%.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2007					
Region/Country		Total Qualified	Percent	Region/Country	
ASIA				MIDDLE EAST	66
Afghanistan		1		EUROPE	358
China		704		AFRICA	22
Hong Kong - SAR		1		NORTH AMERICA	
India		106		U.S. Territories	12
Indonesia		19		Canada	50
Japan		163		United States of America	13,165
Korea, Democratic People's Republic Of		2		Mexico	30
Korea, Republic Of		7		Subtotal	13,257
Malaysia		24		CARIBBEAN	7
Pakistan		6		CENTRAL AMERICA	10
Philippines		15		SOUTH AMERICA	90
Singapore		5		ASIA PACIFIC	11
Sri Lanka		3		TOTAL QUALIFIED CIRCULATION	15,000
Taiwan		116			100.0
Thailand		7			
Subtotal		1,179	7.9		

ASI FREE SUBSCRIPTION CARD

ADHESIVES & SEALANTS INDUSTRY

506NM

- Do You Wish To Start/Continue a FREE subscription to Adhesives & Sealants Industry? YES no
- Would You Like To Receive the Adhesives & Sealants Industry E-Newsletter for FREE? YES no
- I wish to receive subscription renewal faxes sent by Adhesives & Sealants Industry/BNP Media. YES no

Signature (required) _____ Date _____ Fax _____
 Printed Name _____
 Street Address _____ City/State/Zip _____
 Phone _____ E-Mail Address _____
You will receive subscription and renewal notices from BNP Media via e-mail. If you do not wish to receive third-party e-mail offers regarding information relevant to your industry, please check here.

- What is Your Primary Job Function? (Check only one)

40 <input type="checkbox"/> Research & Development	42 <input type="checkbox"/> Owner/General Management
52 <input type="checkbox"/> Chemist/Formulator	45 <input type="checkbox"/> Sales/Marketing
41 <input type="checkbox"/> Engineering/Design Engineering	51 <input type="checkbox"/> Maintenance
43 <input type="checkbox"/> Product Management/Production	46 <input type="checkbox"/> Technical Library
44 <input type="checkbox"/> Purchasing/Buying	50 <input type="checkbox"/> Other: _____
 - Are you involved with influencing, recommending, approving, authorizing, specifying or purchasing materials or equipment used in the manufacture/formulation of adhesives/sealants or adhesive/sealant products? Yes no
 - What is Your Company's Primary Business Activity? (Check only one)

01 <input type="checkbox"/> Adhesives/Sealants	03 <input type="checkbox"/> Adhesives/Sealants Products (tapes, labels)
02 <input type="checkbox"/> Pressure Sensitives	
- User of Adhesives/Sealants and/or Adhesives/Sealants Products;**
 Indicate primary end product manufactured at this location:
 51 Electrical/Electronics
 52 Transportation (Auto, Aerospace, Other)
 53 Product Assembly
 54 Food and Medical/Pharmaceutical Products
 57 Packaging/Paper Products/Converting
- 58 Lumber/Wood Products/Furniture
 59 Textiles/Nonwovens/Apparel/Diapers
 60 Footwear/Leather
 61 Tapes & Labels
 62 Construction
 63 Other Uses of Adhesive/Sealants for Mfg. Process: _____

- Supplier to Manufacturer -**
- | | |
|---|---|
| 23 <input type="checkbox"/> Chemicals/Raw Materials | 27 <input type="checkbox"/> Testing Laboratories, Research Organization, Consultant, or Industrial Designer |
| 24 <input type="checkbox"/> Equipment | |
| 25 <input type="checkbox"/> Packaging/Containers | |
| 26 <input type="checkbox"/> Distributor | |
- 7 Which of the following products do you recommend, specify, authorize or otherwise influence the purchase of? (Check All That Apply)**
- | | |
|---|--|
| 01 <input type="checkbox"/> Additives and Chemical Specialties | 16 <input type="checkbox"/> Application Equipment and Supplies |
| 02 <input type="checkbox"/> Oils and Fatty Acids | 14 <input type="checkbox"/> Lab/Test Equipment |
| 03 <input type="checkbox"/> Resins and Base Polymers | 15 <input type="checkbox"/> Finished Adhesives |
| 04 <input type="checkbox"/> Pigments, Dyes, Dispersions, Extenders | 17 <input type="checkbox"/> Waterborne Adhesives |
| 05 <input type="checkbox"/> Solvents | 18 <input type="checkbox"/> Hot Melts |
| 06 <input type="checkbox"/> Materials Handling Equipment | 19 <input type="checkbox"/> Solventborne Adhesives |
| 07 <input type="checkbox"/> Mixers/Blenders/Grinders/Mills/Dispersers | 20 <input type="checkbox"/> Radiation Curables |
| 08 <input type="checkbox"/> Screeners/Separators/Vibrators | 21 <input type="checkbox"/> One Component Adhesives |
| 09 <input type="checkbox"/> Packaging Containers and Supplies | 22 <input type="checkbox"/> Two Component Adhesives |
| 11 <input type="checkbox"/> Meter/Mix Dispensing Equipment | 23 <input type="checkbox"/> Tapes/Labels |
| 12 <input type="checkbox"/> Ovens/Curing Equipment | 24 <input type="checkbox"/> PSA's |
| 13 <input type="checkbox"/> Environmental Controls/Wastewater Treatment Equipment | 25 <input type="checkbox"/> Sealants |
| | 26 <input type="checkbox"/> Used Equipment |
| | 27 <input type="checkbox"/> Professional Services |
| | 28 <input type="checkbox"/> None of the above |



PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.		
Teresa Owens, Group Audience Development Manager	Date signed	January 02, 2008
Catherine Ronan, Corporate Audience Audit Manager	State	Michigan
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	County	Oakland
IMPORTANT NOTE: This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	Received by BPA Worldwide	January 02, 2008
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