

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2009**

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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ASI

ADHESIVES & SEALANTS INDUSTRY

BNP Media
2401 W. Big Beaver Road, Suite 700
Troy, MI 48084-3333
Tel.: (248) 362-3700
Fax: (248) 362-0317
www.adhesivesmag.com

Official Publication of: None
Established: 1994
Issues per Year: 10
(See Paragraph 9)

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.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	38
Advertiser and Agency _____	253
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	378
TOTAL	669

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	10,000	100.0	9,982	99.8	18	0.2
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,000	100.0	9,982	99.8	18	0.2

2a. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD							
2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
July/August _____	86	86	10,000	-			10,000
September _____	65	65	7,100	2,900			10,000
October/November _____	90	90	7,167	2,833			10,000
December _____	22	22	7,293	2,707			10,000

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
July _____	21,721	11,132	9,476	1.17	01:37	03:09
August _____	20,490	11,012	9,313	1.18	01:50	03:24
September _____	19,329	10,684	9,077	1.18	01:46	03:12
October _____	20,626	11,010	9,474	1.16	01:46	03:21
November _____	18,464	10,636	9,109	1.17	01:58	03:25
December _____	16,979	9,559	8,131	1.18	01:54	03:22
AVERAGE:	19,602	10,672	9,097	1.17	01:49	03:19

*See Paragraph 9

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2009

This issue is equal to the average of the other 3 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	JOB FUNCTION				
					Research and Development, Chemistry/Formulation, Engineering/Design Engineering, Product Management/Production	Owner/General Management	Purchasing/Buying	Sales/Marketing	Maintenance, Other Functions and Functions Not Available
MANUFACTURER/FORMULATOR									
Adhesives/Sealants _____	5,149	51.5	4,002	1,147	1,884	2,911	54	300	-
Pressure Sensitives _____	370	3.7	254	116	232	128	-	10	-
Adhesives/Sealants Products (tapes, labels) _____	934	9.3	764	170	280	643	1	10	-
SUB-TOTAL MANUFACTURERS/FORMULATORS	6,453	64.5	5,020	1,433	2,396	3,682	55	320	-
USERS OF ADHESIVES/SEALANTS AND/OR ADHESIVES/SEALANTS PRODUCTS									
Electrical/Electronics _____	453	4.5	278	175	345	107	1	-	-
Transportation (Auto, Aerospace, Other) _____	420	4.2	254	166	295	101	9	15	-
Product Assembly _____	497	5.0	317	180	291	197	3	6	-
Plastics, Rubber, Elastomers _____	335	3.4	211	124	216	112	2	5	-
Metals _____	179	1.8	122	57	74	98	3	4	-
Food and Medical/Pharmaceutical Products _____	155	1.6	98	57	111	41	2	1	-
Packaging/Paper Products/Converting _____	238	2.4	137	101	131	97	4	6	-
Lumber, Wood Products/Furniture _____	373	3.7	252	121	79	288	5	1	-
Textiles/Nonwovens/Apparel/Diapers _____	40	0.4	28	12	27	10	2	1	-
Tapes & Labels _____	161	1.6	93	68	82	74	3	2	-
Construction _____	260	2.6	148	112	114	134	7	5	-
Other Users of Adhesives/Sealants for Manufacturing Process _____	219	2.2	126	93	136	77	2	4	-
SUB-TOTAL USERS	3,330	33.4	2,064	1,266	1,901	1,336	43	50	-
SUPPLIER TO MANUFACTURER/FORMULATOR									
Chemicals/Raw Materials _____	100	1.0	41	59	76	12	-	12	-
Equipment _____	33	0.3	15	18	11	14	1	7	-
Packaging/Containers _____	33	0.3	14	19	20	10	1	2	-
Distributor _____	18	0.2	8	10	10	1	-	7	-
Testing Laboratory, Research Organization, Consultant, Industrial Designer or Technical Libraries _____	33	0.3	5	28	20	11	1	1	-
Others Allied to the Field _____	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,000	100.0	7,167	2,833	4,434	5,066	101	399	-
PERCENT	100.0		71.7	28.3	44.3	50.7	1.0	4.0	-

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2009									
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 year	3 year						
I. TOTAL - Direct Request: _____	4,767	2,500	-	4,434	2,833			7,267	72.7
a. Written _____	969	328	-	909	388			1,297	13.0
b. Telecommunication _____	1,767	1,715	-	2,246	1,236			3,482	34.8
c. Electronic _____	2,031	457	-	1,279	1,209			2,488	24.9
II. TOTAL - Request from recipient's company: _____	114	-	-	114	-			114	1.1
a. Written _____	-	-	-	-	-			-	-
b. Telecommunication _____	-	-	-	-	-			-	-
c. Electronic _____	114	-	-	114	-			114	1.1
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. Electronic _____	-	-	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	2,619	-	-	2,619	-			2,619	26.2
Association rosters and directories _____	-	-	-	-	-			-	-
*Business directories _____	2,619	-	-	2,619	-			2,619	26.2
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-			-	-
Other sources _____	-	-	-	-	-			-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	7,500	2,500	-	7,167	2,833			10,000	100.0
*See Paragraph 9 PERCENT	75.0	25.0	-	71.7	28.3			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2009						
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	7,167	2,833			10,000	100.0
Individuals by name only _____	-	-			-	-
Titles or functions only _____	-	-			-	-
Company names only _____	-	-			-	-
Multi-Copy Same Addressee copies _____	-	-			-	-
Single Copy Sales _____	-	-			-	-
TOTAL QUALIFIED CIRCULATION	7,167	2,833			10,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2009									
State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
039-049 Maine _____	8	3	11		400-427 Kentucky _____	52	28	80	
030-038 New Hampshire _____	71	31	102		370-385 Tennessee _____	101	44	145	
050-059 Vermont _____	8	-	8		350-369 Alabama _____	51	34	85	
010-027 Massachusetts _____	237	105	342		386-397 Mississippi _____	28	12	40	
028-029 Rhode Island _____	47	10	57		EAST SO. CENTRAL	232	118	350	3.5
060-069 Connecticut _____	173	63	236		716-729 Arkansas _____	32	10	42	
NEW ENGLAND	544	212	756	7.6	700-714 Louisiana _____	35	16	51	
100-149 New York _____	269	106	375		730-749 Oklahoma _____	47	22	69	
070-089 New Jersey _____	325	120	445		750-799 Texas _____	304	128	432	
150-196 Pennsylvania _____	402	153	555		WEST SO. CENTRAL	418	176	594	5.9
MIDDLE ATLANTIC	996	379	1,375	13.8	590-599 Montana _____	6	2	8	
430-459 Ohio _____	512	207	719		832-838 Idaho _____	17	10	27	
460-479 Indiana _____	158	70	228		820-831 Wyoming _____	2	2	4	
600-629 Illinois _____	432	166	598		800-816 Colorado _____	73	34	107	
480-499 Michigan _____	387	176	563		870-884 New Mexico _____	16	4	20	
530-549 Wisconsin _____	204	104	308		850-865 Arizona _____	47	30	77	
EAST NO. CENTRAL	1,693	723	2,416	24.2	840-847 Utah _____	29	25	54	
550-567 Minnesota _____	231	132	363		889-898 Nevada _____	17	15	32	
500-528 Iowa _____	41	17	58		MOUNTAIN	207	122	329	3.3
630-658 Missouri _____	144	64	208		995-999 Alaska _____	6	2	8	
580-588 North Dakota _____	9	6	15		980-994 Washington _____	85	41	126	
570-577 South Dakota _____	6	8	14		970-979 Oregon _____	98	23	121	
680-693 Nebraska _____	25	11	36		900-961 California _____	617	235	852	
660-679 Kansas _____	54	17	71		967-968 Hawaii _____	7	5	12	
WEST NO. CENTRAL	510	255	765	7.6	PACIFIC	813	306	1,119	11.2
197-199 Delaware _____	34	11	45		UNITED STATES	6,316	2,721	9,037	90.4
206-219 Maryland _____	69	40	109		969 & 004-009 U.S. Territories _____	7	2	9	
200-205 Washington, DC _____	1	1	2		Canada _____	8	9	17	
220-246 Virginia _____	74	46	120		Mexico _____	80	5	85	
247-268 West Virginia _____	18	10	28		Other International _____	756	96	852	
270-289 North Carolina _____	211	88	299		AP0/FPO _____	-	-	-	
290-299 South Carolina _____	83	38	121		TOTAL QUALIFIED CIRCULATION	7,167	2,833	10,000	100.0
300-319 Georgia _____	160	89	249						
320-349 Florida _____	253	107	360						
SOUTH ATLANTIC	903	430	1,333	13.3					

7. AVERAGE AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6 Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2006	2007	January-June 2008	July-December 2008	January-June 2009	July-December 2009*
Total Audit Average Qualified	15,000	15,000	15,000	15,000	11,333	10,000
Qualified Non-Paid	14,957	14,963	14,969	14,978	11,314	9,982
Print Only	14,957	14,963	14,969	14,978	11,314	7,872
Digital Only	-	-	-	-	-	2,110
Qualified Paid	43	37	31	22	19	18
Print Only	43	37	31	22	19	18
Digital Only	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July - December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.
**NC=None Claimed.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Print Only						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	7,890	100.0	7,872	99.8	18	0.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7,890	100.0	7,872	99.8	18	0.2

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Digital Only						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	2,110	100.0	2,110	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	2,110	100.0	2,110	100.0	-	-

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2009

Region/Country	Print Version Only (A)	Digital version Only (B)	Total Qualified	Percent
ASIA				
Azerbaijan	2	-	2	
China	179	7	186	
Hong Kong - SAR	1	2	3	
India	71	10	81	
Indonesia	11	1	12	
Japan	153	2	155	
Korea, Republic Of	2	2	4	
Malaysia	66	5	71	
Pakistan	-	2	2	
Philippines	17	1	18	
Singapore	4	1	5	
Taiwan	48	1	49	
Thailand	25	2	27	
Subtotal	579	36	615	6.2
MIDDLE EAST				
Subtotal	3	7	10	0.1
EUROPE				
Subtotal	121	34	155	1.5

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

9. 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 who request the digital version are notified via email when the version is available.

CHANGE IN FREQUENCY:

Effective with the July/August 2009 issue, ADHESIVES & SEALANTS INDUSTRY changed its frequency from 12 issues per year to 10 issues per year.

PARAGRAPH 3b:

Business directories include 2 sources of circulation for quantities of 221 copies or 2.2% to 2,398 copies or 24.0%, including Dun & Bradstreet and InfoUSA.

WEBSITE GLOSSARY:

Unique Browsers: An identified and unduplicated Cookie Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness

Page Impressions: The number of web pages successfully viewed by all browsers within the reporting period

User Sessions: A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session

Unique Browser Frequency: The average number of user sessions per Unique Browser over the selected reporting period

User Session Duration: The average time a browser remained on the site per session

Page Duration: The average time a browser spent viewing any page(s) on the site

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.

Region/Country	Print Version Only (A)	Digital version Only (B)	Total Qualified	Percent
AFRICA				
Subtotal	9	4	13	0.1
NORTH AMERICA				
Canada	8	9	17	
United States	6,316	2,721	9,037	
Mexico	80	5	85	
unspecified North America	7	2	9	
Subtotal	6,411	2,737	9,148	91.5
CARIBBEAN				
Subtotal	1	-	1	-
CENTRAL AMERICA				
Subtotal	8	-	8	0.1
SOUTH AMERICA				
Subtotal	23	13	36	0.4
ASIA PACIFIC				
Subtotal	12	2	14	0.1
TOTAL QUALIFIED CIRCULATION	7,167	2,833	10,000	100.0

PUBLISHER'S AFFIDAVIT

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

Christine A. Baloga, Corporate Audience Development Director

Catherine M. Ronan, Corporate Audience Audit Manager

(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 circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed January 8, 2010

State Michigan

County Oakland

Received by BPA Worldwide January 8, 2010

Type PSJ

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