

BUSINESS PUBLICATION CIRCULATION STATEMENT FOR THE 6 MONTH PERIOD ENDED DECEMBER 2011

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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ADHESIVES & SEALANTS INDUSTRY

BNP Media
2401 W. Big Beaver Road, Suite 700
Troy, MI 48084-3333
Tel.: (248) 362-3700
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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, wood, lumber, furniture, fixture products, textiles/ nonwovens/ apparel/ diapers, tapes & labels, construction, other uses of adhesives/ sealants for manufacturing process; suppliers to these manufacturers 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/production management; 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 _____	28
Advertiser and Agency _____	320
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	474
TOTAL	822

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	9,992	99.9	8	0.1
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,000	100.0	9,992	99.9	8	0.1

2a. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
July _____	8	8	8,082	1,918	10,000
August _____	164	164	8,093	1,907	10,000
September _____	54	54	8,145	1,855	10,000
October _____	39	39	8,152	1,848	10,000
November _____	47	47	8,179	1,821	10,000
December _____	53	53	8,198	1,802	10,000
TOTAL	365	365			

2b. WEBSITE ACTIVITY BY MONTH

Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
July _____	17,087	9,648	8,230	1.17	01:09	02:06
August _____	17,671	9,502	7,756	1.23	01:07	02:05
September _____	16,440	9,123	7,720	1.18	01:13	02:11
October _____	19,910	11,335	9,557	1.19	01:11	02:07
November _____	21,167	11,854	9,785	1.21	01:17	02:19
December _____	15,875	8,646	7,273	1.19	01:04	02:09
AVERAGE:	18,025	10,018	8,387	1.20	01:10	02:10

*See Additional Data

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011
 This issue is equal to the average of the other 5 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/Production Management	Owner/General Management	Purchasing/Buying	Sales/Marketing	Maintenance, Other Functions and Functions Not Available
MANUFACTURER/FORMULATOR										
Adhesives/Sealants _____	4,971	49.7	4,304	667	1,731	2,870	36	334	-	
Pressure Sensitives _____	372	3.7	270	102	191	147	4	30	-	
Adhesives/Sealants Products (tapes, labels) _____	1,113	11.1	1,004	109	254	806	14	39	-	
SUB-TOTAL MANUFACTURERS/FORMULATORS	6,456	64.5	5,578	878	2,176	3,823	54	403	-	
USERS OF ADHESIVES/SEALANTS AND/OR ADHESIVES/SEALANTS PRODUCTS										
Electrical/Electronics _____	428	4.3	295	133	324	92	6	6	-	
Transportation (Auto, Aerospace, Other) _____	358	3.6	249	109	265	75	6	12	-	
Product Assembly _____	416	4.2	312	104	230	167	12	7	-	
Plastics, Rubber, Elastomers _____	211	2.1	151	60	148	55	2	6	-	
Metals _____	96	1.0	71	25	42	48	1	5	-	
Food and Medical/Pharmaceutical Products _____	141	1.4	108	33	86	47	7	1	-	
Packaging/Paper Products/Converting _____	295	2.9	232	63	159	119	11	6	-	
Wood, Lumber, Furniture, Fixture Products _____	289	2.9	228	61	78	207	2	2	-	
Textiles/Nonwovens/Apparel/Diapers _____	101	1.0	79	22	56	39	5	1	-	
Tapes & Labels _____	230	2.3	161	69	101	107	4	18	-	
Construction _____	375	3.8	272	103	176	158	18	23	-	
Other Users of Adhesives/Sealants for Manufacturing Process _____	236	2.4	165	71	117	99	5	15	-	
SUB-TOTAL USERS	3,176	31.9	2,323	853	1,782	1,213	79	102	-	
SUPPLIER TO MANUFACTURER										
Chemicals/Raw Materials _____	230	2.3	175	55	115	38	11	66	-	
Equipment _____	44	0.4	31	13	26	13	-	5	-	
Packaging/Containers _____	43	0.4	35	8	25	15	1	2	-	
Distributor _____	18	0.2	18	-	17	-	1	-	-	
Testing Laboratory, Research Organization, Consultant, Industrial Designer or Technical Libraries _____	33	0.3	19	14	32	1	-	-	-	
Others Allied to the Field _____	-	-	-	-	-	-	-	-	-	
TOTAL QUALIFIED CIRCULATION	10,000	100.0	8,179	1,821	4,173	5,103	146	578	-	
PERCENT	100.0		81.8	18.2	41.7	51.0	1.5	5.8	-	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 year	2 year	3 year				
I. TOTAL - Direct Request:	4,137	2,464	368	5,149	1,820	6,969	69.7
a. Written	569	266	40	764	111	875	8.8
b. Telecommunication	1,522	1,178	231	2,245	686	2,931	29.3
c. Electronic	2,046	1,020	97	2,140	1,023	3,163	31.6
II. TOTAL - Request from recipient's company:	118	64	-	181	1	182	1.8
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	118	64	-	181	1	182	1.8
III. TOTAL - Membership Benefit:	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request):	56	82	-	138	-	138	1.4
a. Written	1	3	-	4	-	4	0.1
b. Telecommunication	17	35	-	52	-	52	0.5
c. Electronic	38	44	-	82	-	82	0.8
V. TOTAL - Sources other than above (listed alphabetically):	2,711	-	-	2,711	-	2,711	27.1
Association rosters and directories	-	-	-	-	-	-	-
*Business directories	2,471	-	-	2,471	-	2,471	24.7
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	240	-	-	240	-	240	2.4
VI. TOTAL - Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7,022	2,610	368	8,179	1,821	10,000	100.0
PERCENT	70.2	26.1	3.7	81.8	18.2	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function	8,013	1,821	9,834	98.3
Individuals by name only	56	-	56	0.6
Titles or functions only	105	-	105	1.0
Company names only	5	-	5	0.1
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,179	1,821	10,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine	13	2	15	
New Hampshire	56	19	75	
Vermont	7	4	11	
Massachusetts	242	57	299	
Rhode Island	42	12	54	
Connecticut	149	35	184	
NEW ENGLAND	509	129	638	6.4
New York	287	56	343	
New Jersey	329	53	382	
Pennsylvania	402	87	489	
MIDDLE ATLANTIC	1,018	196	1,214	12.1
Ohio	562	120	682	
Indiana	191	40	231	
Illinois	443	73	516	
Michigan	406	94	500	
Wisconsin	236	65	301	
EAST NO. CENTRAL	1,838	392	2,230	22.3
Minnesota	266	91	357	
Iowa	51	14	65	
Missouri	178	27	205	
North Dakota	11	3	14	
South Dakota	14	4	18	
Nebraska	26	2	28	
Kansas	59	14	73	
WEST NO. CENTRAL	605	155	760	7.6
Delaware	20	10	30	
Maryland	73	22	95	
Washington, DC	4	2	6	
Virginia	85	28	113	
West Virginia	19	9	28	
North Carolina	232	50	282	
South Carolina	106	30	136	
Georgia	232	48	280	
Florida	308	53	361	
SOUTH ATLANTIC	1,079	252	1,331	13.3
Kentucky	75	11	86	
Tennessee	118	25	143	
Alabama	62	19	81	
Mississippi	20	9	29	
EAST SO. CENTRAL	275	64	339	3.4
Arkansas	26	6	32	
Louisiana	41	9	50	
Oklahoma	48	10	58	
Texas	356	63	419	
WEST SO. CENTRAL	471	88	559	5.6
Montana	10	2	12	
Idaho	20	4	24	
Wyoming	4	1	5	
Colorado	102	13	115	
New Mexico	15	2	17	
Arizona	83	13	96	
Utah	33	12	45	
Nevada	25	6	31	
MOUNTAIN	292	53	345	3.5
Alaska	6	3	9	
Washington	109	16	125	
Oregon	101	9	110	
California	619	126	745	
Hawaii	10	1	11	
PACIFIC	845	155	1,000	10.0
UNITED STATES	6,932	1,484	8,416	84.2
U.S. Territories	13	-	13	
Canada	27	28	55	
Mexico	25	19	44	
Other International	1,182	290	1,472	
APO/FPO	-	-	-	
TOTAL QUALIFIED CIRCULATION	8,179	1,821	10,000	100.0

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
	January-June 2009	July-December 2009	January-June 2010	July-December 2010	January-June 2011	July-December 2011*
Total Audit Average Qualified _____	11,333	10,000	9,970	10,000	10,000	10,000
Qualified Non-Paid _____	11,314	9,982	9,955	9,988	9,991	9,992
Print Version Only _____	11,314	7,872	7,209	7,420	7,807	8,134
Digital Version Only _____	-	2,110	2,746	2,568	2,184	1,858
Qualified Paid _____	19	18	15	12	9	8
Print Version Only _____	19	18	15	12	9	7
Digital Version Only _____	-	-	-	-	-	1
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 2011 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 VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	8,141	100.0	8,134	99.9	7	0.1
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,141	100.0	8,134	99.9	7	0.1

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	1,859	100.0	1,858	100.0	1	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,859	100.0	1,858	100.0	1	-

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011

Region/Country	Print Version Only (A)	Digital version Only (B)	Total Qualified	Percent
ASIA				
China _____	827	13	840	
Hong Kong - SAR _____	1	4	5	
India _____	155	38	193	
Indonesia _____	5	6	11	
Japan _____	3	4	7	
Korea, Democratic People's Republic Of _____	6	3	9	
Malaysia _____	9	5	14	
Pakistan _____	4	2	6	
Philippines _____	3	2	5	
Singapore _____	4	7	11	
Sri Lanka _____	-	1	1	
Taiwan _____	10	6	16	
Thailand _____	4	7	11	
Vietnam _____	1	1	2	
Subtotal	1,032	99	1,131	11.3

Region/Country	Print Version Only (A)	Digital version Only (B)	Total Qualified	Percent
MIDDLE EAST	16	12	28	0.3
EUROPE	71	120	191	1.9
AFRICA	20	9	29	0.3
NORTH AMERICA				
Canada _____	27	28	55	
United States _____	6,932	1,484	8,416	
Mexico _____	25	19	44	
U.S. Territories _____	13	-	13	
Subtotal	6,997	1,531	8,528	85.3
CARIBBEAN	-	1	1	-
CENTRAL AMERICA	-	1	1	-
SOUTH AMERICA	37	35	72	0.7
ASIA PACIFIC	6	13	19	0.2
TOTAL QUALIFIED CIRCULATION	8,179	1,821	10,000	100.0

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.

STATEMENT OF CONTENT PLATFORM

Replica - Editorial and design are unchanged from the original print edition.

PARAGRAPH 2b:

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

PARAGRAPH 3b:

Business directories include 2 sources of circulation for quantities of 454 copies or 4.5% to 2,017 copies or 20.2%, including Dun & Bradstreet and InfoGroup. Other sources include 1 source of circulation for a quantity of 240 copies or 2.4%.

PUBLISHER'S AFFIDAVIT

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

Catherine M. Ronan, Corporate Audience Audit Manager

Rita M. Foumia, Corporate Strategy 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 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 2, 2012

State Michigan

County Oakland

Received by BPA Worldwide January 2, 2012

Type PJ

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