



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED DECEMBER 2013



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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Scan for Publisher's contact information

ADHESIVES & SEALANTS INDUSTRY is a B2B brand with an editorial scope providing information targeted to global manufacturers, formulators, and end users of adhesives and sealants, pressure sensitives and other adhesive/ sealant products. ASI presents real-world solutions to processing, manufacturing and application problems, and covers key issues such as environmental regulation, legislative concerns and global trade.

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.

CHANNELS

ADHESIVES & SEALANTS INDUSTRY MAGAZINE



6 issues in the period
10,000 average circulation

ADHESIVES & SEALANTS INDUSTRY E-NEWSLETTER



53 issued in the period
8,960 average per occurrence

ADHESIVES & SEALANTS INDUSTRY WEBSITE



10,204 average unique browsers

ADHESIVES & SEALANTS INDUSTRY SOCIAL MEDIA



5,742 average LinkedIn group members
1,134 average Twitter followers
447 average Facebook likes

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
ADHESIVES & SEALANTS INDUSTRY MAGAZINE (6 issues in the period)	9,995	5	10,000
a. Print	8,314	5	8,319
b. Digital	1,681	-	1,681
1. Requested	1,681	-	1,681
2. Non-Requested	-	-	-
ADHESIVES & SEALANTS INDUSTRY E-NEWSLETTER			
a. Adhesives & Sealants Industry E-Newsletter - (53 issued in the period)	8,960	-	8,960
ADHESIVES & SEALANTS INDUSTRY WEBSITE			
(Monthly Unique Browsers with 26,294 average Page Impressions - Note 1)	10,204	-	10,204
ADHESIVES & SEALANTS INDUSTRY SOCIAL MEDIA			
a. ASI Magazine LinkedIn group members	5,742	-	5,742
b. ASI Magazine Twitter followers	1,134	-	1,134
c. ASI Magazine Facebook followers	447	-	447

Note 1: Unique Browsers: See Website Glossary in Channel Profile.

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FIELD SERVED

ADHESIVES & SEALANTS INDUSTRY serves formulators/manufacturers of adhesives/sealants, pressure sensitives, adhesives/sealants products (tapes and labels) and other adhesives/sealants formulators/manufacturers; 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/furniture/fixture products, textiles/nonwovens/apparel/diapers, tapes & labels, construction, composites other users of adhesives/sealants and/or adhesives/sealants products; suppliers including, chemicals/raw materials, equipment, packaging/containers, distributors, other suppliers and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are those involved in research & development; chemistry/formulation; design engineering; manufacturing/operations/ production/import/export; supply chain management; corporate/ executive management (including owner, partner, chairman, president, C-level officer, vice president, director, manager, financial and senior supply chain titles); purchasing; sales & marketing; and other functions and functions not available.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	28
Advertiser and Agency	348
Allocated for Trade Shows and Conventions	-
All Other	553
TOTAL	929

1. AVERAGE QUALIFIED CIRCULATION FOR MAGAZINE FOR THE PERIOD

CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	10,000	100.0	9,995	99.9	5	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,000	100.0	9,995	99.9	5	0.1

1. AVERAGE QUALIFIED CIRCULATION FOR MAGAZINE FOR THE PERIOD - PRINT

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	8,319	100.0	8,314	99.9	5	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,319	100.0	8,314	99.9	5	0.1

1. AVERAGE QUALIFIED CIRCULATION FOR MAGAZINE FOR THE PERIOD - DIGITAL

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	1,681	100.0	1,681	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,681	100.0	1,681	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2013	Number Removed	Number Added	Print	Digital	Total Qualified
July	61	61	8,365	1,635	10,000
August	12	12	8,319	1,681	10,000
September	107	107	8,307	1,693	10,000
October	22	22	8,322	1,678	10,000
November	65	65	8,302	1,698	10,000
December	49	49	8,300	1,700	10,000
TOTAL	316	316			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2013
This issue is equal to the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	CLASSIFICATION BY JOB FUNCTION				
					Research & Development, Chemistry/ Formulation, Design Engineering, Manufacturing/ Operations/ Production/Import/ Export, Supply Chain Management (Note 1)	Corporate/Executive Management (Owners, Partners, Chairmen, Presidents, C-level Officers, Vice Presidents, Directors, Managers, Financial and Senior Supply Chain Titles)	Purchasing	Sales & Marketing	Other Functions and Functions Not Available
ADHESIVES/SEALANTS FORMULATOR/MANUFACTURER									
Adhesives/Sealants	4,737	47.4	4,151	586	1,434	2,963	38	302	-
Pressure Sensitives	305	3.0	229	76	159	101	9	36	-
Adhesives/Sealants Products (tapes, labels)	1,049	10.5	937	112	246	743	11	49	-
Other Adhesives/Sealants Formulators/Manufacturers	262	2.6	194	68	124	122	5	11	-
SUB-TOTAL FORMULATORS/MANUFACTURERS	6,353	63.5	5,511	842	1,963	3,929	63	398	-
USERS OF ADHESIVES/SEALANTS AND/OR ADHESIVES/SEALANTS PRODUCTS									
Electrical/Electronics	377	3.8	279	98	242	122	4	9	-
Transportation (Auto, Aerospace, Other)	258	2.6	187	71	188	53	10	7	-
Product Assembly	238	2.4	182	56	148	73	7	10	-
Plastics, Rubber, Elastomers	195	2.0	142	53	127	61	1	6	-
Metals	140	1.4	109	31	75	56	2	7	-
Food and Medical/Pharmaceutical Products	118	1.2	85	33	66	47	3	2	-
Packaging/Paper Products/Converting	462	4.6	396	66	123	324	8	7	-
Lumber/Wood/Furniture/Fixture Products	246	2.5	201	45	58	176	2	10	-
Textile/Nonwovens/Apparel/Diapers	75	0.7	59	16	42	29	3	1	-
Tapes & Labels	190	1.9	140	50	96	68	10	16	-
Construction	385	3.8	305	80	129	232	9	15	-
Composites	87	0.9	63	24	54	31	-	2	-
Other Users of Adhesives/Sealants Products	258	2.6	206	52	105	130	4	19	-
SUB-TOTAL USERS	3,029	30.4	2,354	675	1,453	1,402	63	111	-
SUPPLIERS									
Chemicals/Raw Materials	314	3.1	214	100	200	78	7	29	-
Equipment	73	0.7	49	24	30	34	1	8	-
Packaging/Containers	43	0.4	33	10	20	15	1	7	-
Distributors	152	1.5	114	38	49	73	5	25	-
Other Suppliers	36	0.4	27	9	22	5	1	8	-
Others allied to the field	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,000	100.0	8,302	1,698	3,737	5,536	141	586	-
PERCENT	100.0		83.0	17.0	37.4	55.3	1.4	5.9	-

Note 1: Includes Other Engineering.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2013

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 year	2 year	3 year				
I. Direct Request:	3,876	2,359	436	4,973	1,698	6,671	66.7
II. Request from recipient's company:	95	71	16	182	-	182	1.9
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	173	123	-	296	-	296	2.9
V. TOTAL - Sources other than above (listed alphabetically):	2,849	2	-	2,851	-	2,851	28.5
Association rosters and directories	-	-	-	-	-	-	-
*Business directories	1,977	-	-	1,977	-	1,977	19.8
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	872	2	-	874	-	874	8.7
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	6,993	2,555	452	8,302	1,698	10,000	100.0
PERCENT	70.0	25.5	4.5	83.0	17.0	100.0	

*See Additional Data

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 2011	July - December 2011	January - June 2012	July - December 2012	January - June 2013	July - December 2013*
Total Audit Average Qualified:	10,000	10,000	10,000	10,000	10,000	10,000
Qualified Non-Paid:	9,991	9,992	9,994	9,994	9,994	9,995
Print:	7,807	8,134	8,244	8,355	8,338	8,314
Digital:	2,184	1,858	1,750	1,639	1,656	1,681
Qualified Paid:	9	8	6	6	6	5
Print:	9	7	6	6	6	5
Digital:	-	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 2013 data is unaudited.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2013*

State	Print	Digital	Total	Percent	State	Print	Digital	Total	Percent
Maine	12	2	14		Kentucky	81	12	93	
New Hampshire	58	20	78		Tennessee	110	21	131	
Vermont	4	6	10		Alabama	55	11	66	
Massachusetts	247	39	286		Mississippi	25	4	29	
Rhode Island	39	8	47		EAST SO. CENTRAL	271	48	319	3.2
Connecticut	186	25	211		Arkansas	35	5	40	
NEW ENGLAND	546	100	646	6.5	Louisiana	41	9	50	
New York	266	52	318		Oklahoma	44	6	50	
New Jersey	332	41	373		Texas	375	55	430	
Pennsylvania	401	79	480		WEST SO. CENTRAL	495	75	570	5.7
MIDDLE ATLANTIC	999	172	1,171	11.7	Montana	14	1	15	
Ohio	581	113	694		Idaho	16	3	19	
Indiana	198	39	237		Wyoming	5	2	7	
Illinois	408	83	491		Colorado	80	20	100	
Michigan	424	74	498		New Mexico	16	2	18	
Wisconsin	241	55	296		Arizona	81	16	97	
EAST NO. CENTRAL	1,852	364	2,216	22.2	Utah	44	9	53	
Minnesota	300	79	379		Nevada	22	7	29	
Iowa	50	11	61		MOUNTAIN	278	60	338	3.4
Missouri	167	22	189		Alaska	8	-	8	
North Dakota	11	1	12		Washington	95	21	116	
South Dakota	12	5	17		Oregon	99	18	117	
Nebraska	24	3	27		California	651	96	747	
Kansas	53	14	67		Hawaii	9	6	15	
WEST NO. CENTRAL	617	135	752	7.5	PACIFIC	862	141	1,003	10.0
Delaware	30	13	43		UNITED STATES	6,965	1,311	8,276	82.8
Maryland	67	16	83		U.S. Territories	12	-	12	
Washington, DC	4	-	4		Canada	27	31	58	
Virginia	84	26	110		Mexico	45	16	61	
West Virginia	21	5	26		Other International	1,253	340	1,593	
North Carolina	215	51	266		AP0/FPO	-	-	-	
South Carolina	108	20	128						
Georgia	222	45	267						
Florida	294	40	334						
SOUTH ATLANTIC	1,045	216	1,261	12.6					
					TOTAL	8,302	1,698	10,000	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2013*

Region/Country	Print	Digital	Total	Percent	Region/Country	Print	Digital	Total	Percent
ASIA					MIDDLE EAST	56	7	63	0.6
Bangladesh	1	-	1		EUROPE	298	164	462	4.6
China	454	9	463		AFRICA	14	4	18	0.2
Hong Kong - SAR	1	3	4		NORTH AMERICA				
India	237	41	278		Canada	27	31	58	
Indonesia	7	9	16		United States	6,965	1,311	8,276	
Japan	1	1	2		Mexico	45	16	61	
Korea, Republic Of	6	7	13		U.S. Territories-AP0/FPO	12	-	12	
Malaysia	7	9	16		Subtotal	7,049	1,358	8,407	84.1
Pakistan	3	4	7		CARIBBEAN	-	1	1	-
Philippines	12	3	15		CENTRAL AMERICA	4	2	6	0.1
Singapore	18	4	22		SOUTH AMERICA	44	41	85	0.8
Sri Lanka	2	-	2		ASIA PACIFIC	10	15	25	0.3
Taiwan	75	10	85						
Thailand	2	6	8						
Vietnam	1	-	1						
Subtotal	827	106	933	9.3	TOTAL	8,302	1,698	10,000	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2013	Adhesives & Sealants Industry E-Newsletter
JULY	
July 2	8,493
July 5	8,476
July 9	8,518
July 11	8,516
July 16	8,495
July 18	8,480
July 23	9,011
July 25	9,371
July 30	9,345
AUGUST	
August 1	9,264
August 6	9,251
August 8	9,238
August 13	8,882
August 15	9,176
August 20	9,262
August 22	9,245
August 27	8,926
August 29	8,927
SEPTEMBER	
September 3	9,046
September 5	9,047
September 10	9,053
September 12	9,068
September 17	9,060
September 19	9,032
September 24	9,051
September 26	9,093
OCTOBER	
October 1	9,067
October 3	9,065
October 8	9,060
October 10	9,053
October 15	9,033
October 17	8,944
October 22	9,035
October 24	9,025
October 29	9,020
October 31	9,023
NOVEMBER	
November 5	9,014
November 7	9,010
November 12	9,002
November 14	8,529
November 19	8,972
November 21	8,965
November 26	8,946
November 28	8,938
DECEMBER	
December 3	8,935
December 5	8,932
December 10	8,928
December 12	8,918
December 17	8,912
December 19	8,912
December 24	8,935
December 26	8,930
December 31	8,468
AVERAGE:	8,960

Adhesives & Sealants Industry E-Newsletter (53 issued in the period)

WEBSITE CHANNEL *

2013	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	29,154	14,692	11,424	1.29	01:37	01:36
August	28,531	13,893	10,896	1.28	01:28	01:33
September	26,340	13,073	10,462	1.25	01:42	01:44
October	29,363	14,898	11,572	1.29	01:49	01:45
November	22,689	11,344	9,128	1.24	01:40	01:40
December	21,689	9,678	7,744	1.25	01:28	01:49
AVERAGE:	26,294	12,930	10,204	1.27	01:37	01:41

*See Additional Data

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.

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.

Duplication is identified or has been eliminated within each channel;

no attempt has been made to identify or eliminate duplication that may exist across media channels.

ADHESIVES & SEALANTS INDUSTRY / December 2013

SOCIAL MEDIA CHANNEL

Adhesives & Sealants Industry Social Media



LinkedIn group members

<http://www.linkedin.com/groups/Adhesive-Sealants-Industry-Magazine-1981947/about>



Twitter followers

<http://twitter.com/ASIMagazine>



Facebook likes

<http://facebook.com/ASIMagazine>

2013

July	5,398	1,098	421
August	5,540	1,114	431
September	5,669	1,125	447
October	5,825	1,138	456
November	5,951	1,158	461
December	6,070	1,169	464
AVERAGE:	5,742	1,134	447

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the Field Served and Definition of Recipient 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.

MAGAZINE:

PARAGRAPH 3b:

Business directories include 2 sources of circulation for quantities of 327 copies or 3.3% to 1,650 copies or 1.6%, including InfoGroup and Dun & Bradstreet. Other sources include 1 source of circulation for a quantity of 874 copies or 8.7%, including ProMarketing.

GEOGRAPHIC DISTRIBUTION:

Geographic data is not reported for E-Newsletter, Social Media or Website at the media owner's option.

WEBSITE ACTIVITY:

July through December 2013 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

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. Fournia, 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 brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

January 6, 2014

State

Michigan

County

Oakland

Received by BPA Worldwide

January 6, 2014

Type

BJ

ID Number

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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 for the latest audit reports, membership information and publishing and advertising industry news.