

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

CHANNELS

ADHESIVES & SEALANTS INDUSTRY MAGAZINE



6 issues in the period
10,000 average circulation

ADHESIVES & SEALANTS INDUSTRY E-NEWSLETTER



27 issued in the period
8,238 average per occurrence

ADHESIVES & SEALANTS INDUSTRY WEBSITE



13,834 average unique browsers

ADHESIVES & SEALANTS INDUSTRY SOCIAL MEDIA



7,276 LinkedIn group members
1,442 Twitter followers
573 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)	9,996	4	10,000
a. Print	8,408	4	8,412
b. Digital	1,588	-	1,588
1. Requested	1,588	-	1,588
2. Non-Requested	-	-	-
ADHESIVES & SEALANTS INDUSTRY E-NEWSLETTER			
a. ASI eNews - (27 issued in the period)	8,238	-	8,238
ADHESIVES & SEALANTS INDUSTRY WEBSITE (Monthly Unique Browsers with 32,313 average Page Impressions)	13,834	-	13,834
ADHESIVES & SEALANTS INDUSTRY SOCIAL MEDIA			
a. LinkedIn group members	*7,276	-	*7,276
b. Twitter followers	*1,442	-	*1,442
c. Facebook likes	*573	-	*573

*Social Media claims is a cumulative figure, not average.

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FIELD SERVED

ADHESIVES & SEALANTS INDUSTRY serves formulators/manufacturers of adhesives/sealants (including adhesive & sealant formulators), 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 & 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, chemical/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 (including other engineering); corporate/executive management (including owners, partners, chairmen, presidents, C-level officers, vice presidents, directors, managers, financial titles 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	23
Advertiser and Agency	313
Allocated for Trade Shows and Conventions	-
All Other	519
TOTAL	855

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	9,996	100.0	4	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,000	100.0	9,996	100.0	4	-

1a. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - PRINT

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	8,412	100.0	8,408	100.0	4	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,412	100.0	8,408	100.0	4	-

1b. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - DIGITAL

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	1,588	100.0	1,588	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,588	100.0	1,588	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2014	Number Removed	Number Added	Print	Digital	Total Qualified
July	8	8	8,422	1,578	10,000
August	26	26	8,415	1,585	10,000
September	105	105	8,424	1,576	10,000
October	36	36	8,406	1,594	10,000
November	610	610	8,397	1,603	10,000
December	543	545	8,410	1,592	10,002
TOTAL	1,328	1,330			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2014
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	4,172	41.7	3,627	545	1,357	2,408	40	367	-
Pressure Sensitives	295	3.0	233	62	161	86	9	39	-
Adhesives/Sealants Products (tapes, labels)	922	9.2	831	91	187	670	8	57	-
Other Adhesives/Sealants Formulators/Manufacturers	420	4.2	331	89	177	197	9	37	-
SUB-TOTAL ADHESIVES/SEALANTS FORMULATOR/MANUFACTURER	5,809	58.1	5,022	787	1,882	3,361	66	500	-
USERS OF ADHESIVES/SEALANTS AND/OR ADHESIVES/SEALANTS PRODUCTS									
Electrical/Electronics	390	4.0	306	84	229	147	4	10	-
Transportation (Auto, Aerospace, Other)	232	2.3	172	60	174	39	12	7	-
Product Assembly	162	1.6	125	37	113	35	6	8	-
Plastics, Rubber, Elastomers	186	1.9	141	45	121	50	6	9	-
Metals	173	1.7	137	36	95	66	7	5	-
Food & Medical/Pharmaceutical Products	123	1.2	96	27	67	47	7	2	-
Packaging/Paper Products/Converting	954	9.5	902	52	117	820	7	10	-
Lumber/Wood/Furniture/Fixture Products	222	2.2	182	40	65	142	7	8	-
Textile/Nonwovens/Apparel/Diapers	73	0.7	56	17	36	28	5	4	-
Tapes & Labels	181	1.8	140	41	98	65	8	10	-
Construction	422	4.2	334	88	134	259	13	16	-
Composites	154	1.5	123	31	96	55	1	2	-
Other Users of Adhesives/Sealants Products	180	1.8	140	40	89	81	4	6	-
SUB-TOTAL USERS	3,452	34.4	2,854	598	1,434	1,834	87	97	-
SUPPLIERS									
Chemicals/Raw Materials	341	3.4	229	112	225	69	6	41	-
Equipment	86	0.9	55	31	41	34	-	11	-
Packaging/Containers	40	0.4	32	8	22	13	3	2	-
Distributors	211	2.1	160	51	60	115	8	28	-
Other Suppliers	56	0.6	42	14	31	14	1	10	-
Others Allied to the Field	5	0.1	3	2	4	1	-	-	-
TOTAL QUALIFIED CIRCULATION	10,000	100.0	8,397	1,603	3,699	5,441	171	689	-
PERCENT	100.0		84.0	16.0	37.0	54.4	1.7	6.9	-

Note 1: Includes Other Engineering.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2014

QUALIFICATION SOURCE	Qualified Within				Print	Digital	Total Qualified	Percent
	1 Year	2 Year	3 Year					
I. Direct Request:	3,785	2,318	468		4,968	1,603	6,571	65.7
II. Request from recipient's company:	97	73	-		170	-	170	1.7
III. Membership Benefit:	-	-	-		-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	119	140	-		259	-	259	2.6
V. TOTAL - Sources other than above (listed alphabetically):	3,000	-	-		3,000	-	3,000	30.0
Association rosters and directories	-	-	-		-	-	-	-
*Business directories	2,381	-	-		2,381	-	2,381	23.8
Manufacturer's, distributor's and wholesaler's lists	-	-	-		-	-	-	-
*Other sources	619	-	-		619	-	619	6.2
VI. Single Copy Sales:	-	-	-		-	-	-	-
TOTAL QUALIFIED CIRCULATION	7,001	2,531	468		8,397	1,603	10,000	100.0
PERCENT	70.0	25.3	4.7		84.0	16.0	100.0	

*See Additional Data

AVERAGE ANNUAL AUDITED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January - June 2012	July - December 2012	January - June 2013	July - December 2013	January - June 2014	July - December 2014*
Total Audit Average Qualified:	10,000	10,000	10,000	10,000	10,000	10,000
Qualified Non-Paid:	9,994	9,994	9,994	9,995	9,995	9,996
Print:	8,244	8,355	8,338	8,314	8,334	8,408
Digital:	1,750	1,639	1,656	1,681	1,661	1,588
Qualified Paid:	6	6	6	5	5	4
Print:	6	6	6	5	5	4
Digital:	-	-	-	-	-	-
Post Expire Copies included in	**NC	**NC	**NC	**NC	**NC	**NC
Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July - December 2014 data is unaudited.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2014*

UNITED STATES					
State	Print	Digital	Total Qualified	Percent	
Maine	25	3	28		
New Hampshire	64	16	80		
Vermont	5	4	9		
Massachusetts	248	39	287		
Rhode Island	39	6	45		
Connecticut	195	20	215		
NEW ENGLAND	576	88	664	6.6	
New York	315	54	369		
New Jersey	385	49	434		
Pennsylvania	457	67	524		
MIDDLE ATLANTIC	1,157	170	1,327	13.3	
Ohio	600	115	715		
Indiana	173	35	208		
Illinois	386	64	450		
Michigan	414	67	481		
Wisconsin	282	43	325		
EAST NO. CENTRAL	1,855	324	2,179	21.8	
Minnesota	315	76	391		
Iowa	58	10	68		
Missouri	163	18	181		
North Dakota	18	2	20		
South Dakota	15	2	17		
Nebraska	25	6	31		
Kansas	57	10	67		
WEST NO. CENTRAL	651	124	775	7.8	
Delaware	26	13	39		
Maryland	84	11	95		
Washington, DC	6	-	6		
Virginia	108	26	134		
West Virginia	17	4	21		
North Carolina	254	40	294		
South Carolina	124	18	142		
Georgia	242	30	272		
Florida	306	34	340		
SOUTH ATLANTIC	1,167	176	1,343	13.4	

State	Print	Digital	Total Qualified	Percent	
Kentucky	79	12	91		
Tennessee	137	21	158		
Alabama	58	10	68		
Mississippi	32	2	34		
EAST SO. CENTRAL	306	45	351	3.5	
Arkansas	38	3	41		
Louisiana	44	6	50		
Oklahoma	52	5	57		
Texas	332	60	392		
WEST SO. CENTRAL	466	74	540	5.4	
Montana	9	2	11		
Idaho	17	2	19		
Wyoming	6	2	8		
Colorado	74	16	90		
New Mexico	20	1	21		
Arizona	95	14	109		
Utah	29	7	36		
Nevada	25	6	31		
MOUNTAIN	275	50	325	3.3	
Alaska	9	1	10		
Washington	96	17	113		
Oregon	102	12	114		
California	673	99	772		
Hawaii	12	4	16		
PACIFIC	892	133	1,025	10.2	
UNITED STATES	7,345	1,184	8,529	85.3	
U.S. Territories	10	2	12		
Canada	32	31	63		
Mexico	41	15	56		
Other International	969	371	1,340		
APO/FPO	-	-	-		
TOTAL QUALIFIED CIRCULATION	8,397	1,603	10,000	100.0	

***See Additional Data**

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2014*

Region/Country	Print	Digital	Total Qualified	Percent
ASIA				
Bangladesh	2	-	2	
China	120	14	134	
Hong Kong - SAR	1	5	6	
India	79	44	123	
Indonesia	22	11	33	
Japan	75	1	76	
Kazakhstan	7	-	7	
Korea, Republic Of	4	7	11	
Malaysia	6	11	17	
Pakistan	3	4	7	
Philippines	13	4	17	
Singapore	12	6	18	
Sri Lanka	-	1	1	
Taiwan	41	9	50	
Thailand	19	3	22	
Vietnam	15	-	15	
Subtotal	419	120	539	5.4
MIDDLE EAST	26	11	37	0.4
EUROPE				
Albania	-	1	1	
Austria	4	-	4	
Belgium	9	14	23	
Bosnia and Herzegovina	3	1	4	
Bulgaria	1	1	2	
Cyprus	-	1	1	
Czech Republic	-	1	1	
Denmark	3	-	3	
Finland	4	1	5	
France	23	23	46	
Germany	7	28	35	
Greece	26	2	28	
Hungary	3	1	4	

Region/Country	Print	Digital	Total Qualified	Percent
Ireland	1	2	3	
Italy	9	6	15	
Luxembourg	1	-	1	
Netherlands	1	13	14	
Poland	33	4	37	
Portugal	2	5	7	
Romania	4	6	10	
Russian Federation	68	3	71	
Serbia	10	-	10	
Slovenia	13	-	13	
Spain	17	8	25	
Sweden	4	3	7	
Switzerland	-	7	7	
Turkey	59	11	70	
United Kingdom	122	38	160	
Subtotal	427	180	607	6.1
AFRICA	14	7	21	0.2
NORTH AMERICA				
Canada	32	31	63	
Mexico	41	15	56	
United States	7,345	1,184	8,529	
U.S. Territories-APO/FPO	10	2	12	
Subtotal	7,428	1,232	8,660	86.6
CARIBBEAN	3	-	3	-
CENTRAL AMERICA	2	1	3	-
SOUTH AMERICA	65	34	99	1.0
ASIA PACIFIC	13	18	31	0.3
TOTAL QUALIFIED CIRCULATION	8,397	1,603	10,000	100.0

***See Additional Data**

E-NEWSLETTER CHANNEL

2014

Adhesives & Sealants Industry E-Newsletter

JULY	
July 1	8,339
July 8	8,358
July 15	8,325
July 22	8,337
July 29	8,332
AUGUST	
August 5	8,286
August 12	8,255
August 19	8,235
August 26	8,257
SEPTEMBER	
September 2	8,254
September 9	8,252
September 16	8,250
September 23	8,261
September 30	8,262
OCTOBER	
October 7	8,145
October 14	8,139
October 21	8,224
October 28	8,228
NOVEMBER	
November 4	8,218
November 11	8,216
November 18	8,196
November 25	8,191
DECEMBER	
December 2	8,188
December 9	8,189
December 16	8,182
December 23	8,148
December 30	8,156
AVERAGE:	
8,238	

Adhesives & Sealants Industry E-Newsletter (27 issued in the period)

WEBSITE CHANNEL

WWW.ADHESIVESMAG.COM

2014	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	35,857	18,865	15,716	1.20	1:42	1:32
August	34,029	17,623	14,647	1.20	1:46	1:39
September	35,929	19,022	15,674	1.21	1:43	1:31
October	33,512	16,860	13,884	1.21	1:36	1:35
November	27,062	13,445	11,135	1.21	1:35	1:36
December	27,489	14,491	11,951	1.21	1:47	1:36
AVERAGE:	32,313	16,717	13,834	1.21	1:41	1:34

July – December 2014 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

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. A period of 30 minutes of inactivity will terminate the session.

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.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

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>

2014

Beginning Balance:	6,687	1,323	515
July	6,706	1,343	519
August	6,749	1,364	529
September	6,761	1,384	537
October	6,990	1,410	544
November	7,143	1,429	557
December	7,276	1,442	573

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.

PARAGRAPH 3b:

Business directories include 2 sources of circulation for quantities of 339 copies or 3.4% to 2,042 copies or 20.4%, including InfoGroup and Dun & Bradstreet. Other sources include 1 source of circulation for a quantity of 619 copies or 6.2%, including ProMarketing.

GEOGRAPHIC DISTRIBUTION:

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

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, 2015

State

Michigan

County

Oakland

Received by BPA Worldwide

January 6, 2015

Type

BJ

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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.