

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



25 issued in the period
8,551 average per occurrence

ADHESIVES & SEALANTS INDUSTRY WEBSITE



10,158 average unique browsers

ADHESIVES & SEALANTS INDUSTRY SOCIAL MEDIA



6,531 average LinkedIn group members
1,258 average Twitter followers
494 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	8,334	5	8,339
b. Digital	1,661	-	1,661
1. Requested	1,661	-	1,661
2. Non-Requested	-	-	-
ADHESIVES & SEALANTS INDUSTRY E-NEWSLETTER			
a. Adhesives & Sealants Industry E-Newsletter - (25 issued in the period)	8,551	-	8,551
ADHESIVES & SEALANTS INDUSTRY WEBSITE (Monthly Unique Browsers with 25,468 average Page Impressions)	10,158	-	10,158
ADHESIVES & SEALANTS INDUSTRY SOCIAL MEDIA			
a. LinkedIn group members	6,531	-	6,531
b. Twitter followers	1,258	-	1,258
c. Facebook likes	494	-	494

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	28
Advertiser and Agency	335
Allocated for Trade Shows and Conventions	-
All Other	570
TOTAL	933

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

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	8,339	100.0	8,334	99.9	5	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,339	100.0	8,334	99.9	5	0.1

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	1,661	100.0	1,661	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,661	100.0	1,661	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2014	Number Removed	Number Added	Print	Digital	Total Qualified
January	15	15	8,313	1,687	10,000
February	21	21	8,325	1,675	10,000
March	32	32	8,326	1,674	10,000
April	1,444	1,444	8,359	1,641	10,000
May	1,932	1,932	8,299	1,701	10,000
June	15	15	8,415	1,585	10,000
TOTAL	3,459	3,459			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014
This issue is equal to the average of the other 5 issues reported in Paragraph 2.

					CLASSIFICATION BY JOB FUNCTION					
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	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	4,801	48.0	4,222	579	1,381	3,031	32	357	-	
Pressure Sensitives	298	3.0	233	65	162	89	9	38	-	
Adhesives/Sealants Products (tapes, labels)	1,007	10.1	900	107	189	751	8	59	-	
Other Adhesives/Sealants Formulators/Manufacturers	437	4.4	332	105	192	199	8	38	-	
SUB-TOTAL ADHESIVES/SEALANTS FORMULATOR/MANUFACTURER	6,543	65.5	5,687	856	1,924	4,070	57	492	-	
USERS OF ADHESIVES/SEALANTS AND/OR ADHESIVES/SEALANTS PRODUCTS										
Electrical/Electronics	346	3.5	248	98	218	113	4	11	-	
Transportation (Auto, Aerospace, Other)	210	2.1	152	58	160	31	13	6	-	
Product Assembly	165	1.7	121	44	114	38	6	7	-	
Plastics, Rubber, Elastomers	183	1.8	133	50	116	52	7	8	-	
Metals	172	1.7	134	38	92	67	9	4	-	
Food & Medical/Pharmaceutical Products	119	1.2	87	32	63	47	7	2	-	
Packaging/Paper Products/Converting	464	4.6	407	57	113	337	5	9	-	
Lumber/Wood/Furniture/Fixture Products	213	2.1	172	41	63	138	5	7	-	
Textile/Nonwovens/Apparel/Diapers	69	0.7	51	18	36	28	3	2	-	
Tapes & Labels	174	1.7	133	41	94	63	7	10	-	
Construction	404	4.0	312	92	125	250	12	17	-	
Composites	138	1.4	99	39	88	47	1	2	-	
Other Users of Adhesives/Sealants Products	189	2.0	142	47	97	81	4	7	-	
SUB-TOTAL USERS	2,846	28.5	2,191	655	1,379	1,292	83	92	-	
SUPPLIERS										
Chemicals/Raw Materials	269	2.7	177	92	185	64	6	14	-	
Equipment	73	0.7	44	29	36	33	-	4	-	
Packaging/Containers	34	0.3	28	6	23	10	-	1	-	
Distributors	184	1.8	136	48	56	110	4	14	-	
Other Suppliers	51	0.5	36	15	30	14	1	6	-	
Others Allied to the Field	-	-	-	-	-	-	-	-	-	
TOTAL QUALIFIED CIRCULATION	10,000	100.0	8,299	1,701	3,633	5,593	151	623	-	
PERCENT	100.0		83.0	17.0	36.3	56.0	1.5	6.2	-	

Note 1: Includes Other Engineering.

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

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 year	2 year	3 year				
I. Direct Request:	3,785	2,318	468	4,871	1,700	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	-	258	1	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	8,299	1,701	10,000	100.0
PERCENT	70.0	25.3	4.7	83.0	17.0	100.0	

*See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
6-Month Period Ended:	July - December 2011	January - June 2012	July - December 2012	January - June 2013	July - December 2013*	January - June 2014*
Total Audit Average Qualified:	10,000	10,000	10,000	10,000	10,000	10,000
Qualified Non-Paid:	9,992	9,994	9,994	9,994	9,995	9,995
Print:	8,134	8,244	8,355	8,338	8,314	8,334
Digital:	1,858	1,750	1,639	1,656	1,681	1,661
Qualified Paid:	8	6	6	6	5	5
Print:	7	6	6	6	5	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 2013 - June 2014 data is unaudited.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014*

NORTH ATLANTIC REGION					
State	Print	Digital	Total Qualified	Percent	
Maine	16	3	19		
New Hampshire	58	18	76		
Vermont	3	4	7		
Massachusetts	232	44	276		
Rhode Island	41	6	47		
Connecticut	179	25	204		
NEW ENGLAND	529	100	629	6.3	
New York	266	57	323		
New Jersey	369	46	415		
Pennsylvania	412	77	489		
MIDDLE ATLANTIC	1,047	180	1,227	12.3	
Ohio	560	120	680		
Indiana	165	37	202		
Illinois	364	72	436		
Michigan	380	74	454		
Wisconsin	231	53	284		
EAST NO. CENTRAL	1,700	356	2,056	20.6	
Minnesota	314	75	389		
Iowa	52	12	64		
Missouri	150	20	170		
North Dakota	17	1	18		
South Dakota	11	4	15		
Nebraska	22	7	29		
Kansas	52	13	65		
WEST NO. CENTRAL	618	132	750	7.5	
Delaware	26	13	39		
Maryland	76	13	89		
Washington, DC	2	-	2		
Virginia	81	27	108		
West Virginia	16	4	20		
North Carolina	218	44	262		
South Carolina	111	17	128		
Georgia	215	36	251		
Florida	283	36	319		
SOUTH ATLANTIC	1,028	190	1,218	12.2	

State	Print	Digital	Total Qualified	Percent	
Kentucky	76	12	88		
Tennessee	119	22	141		
Alabama	46	11	57		
Mississippi	23	2	25		
EAST SO. CENTRAL	264	47	311	3.1	
Arkansas	33	4	37		
Louisiana	32	8	40		
Oklahoma	47	6	53		
Texas	307	62	369		
WEST SO. CENTRAL	419	80	499	5.0	
Montana	10	1	11		
Idaho	16	3	19		
Wyoming	5	2	7		
Colorado	72	16	88		
New Mexico	18	1	19		
Arizona	86	14	100		
Utah	29	8	37		
Nevada	22	7	29		
MOUNTAIN	258	52	310	3.1	
Alaska	8	2	10		
Washington	82	21	103		
Oregon	93	14	107		
California	635	106	741		
Hawaii	9	4	13		
PACIFIC	827	147	974	9.7	
UNITED STATES	6,690	1,284	7,974	79.8	
U.S. Territories	11	-	11		
Canada	32	30	62		
Mexico	39	15	54		
Other International	1,527	372	1,899		
APO/FPO	-	-	-		
TOTAL QUALIFIED CIRCULATION	8,299	1,701	10,000	100.0	

***See Additional Data**

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014*

Region/Country					Region/Country				
Print	Digital	Total Qualified	Percent		Print	Digital	Total Qualified	Percent	
ASIA					ASIA				
Bangladesh	2	-	2		Hungary	3	1	4	
China	121	12	133		Ireland	1	2	3	
Hong Kong - SAR	1	5	6		Italy	91	5	96	
India	75	43	118		Luxembourg	1	-	1	
Indonesia	39	10	49		Moldova	1	-	1	
Japan	192	1	193		Netherlands	-	11	11	
Kazakhstan	7	-	7		Poland	89	4	93	
Korea, Republic Of	43	6	49		Portugal	16	5	21	
Malaysia	29	11	40		Romania	4	5	9	
Pakistan	5	4	9		Russian Federation	68	3	71	
Philippines	13	4	17		Serbia	10	-	10	
Singapore	11	7	18		Slovenia	13	-	13	
Sri Lanka	-	1	1		Spain	36	7	43	
Taiwan	40	10	50		Sweden	4	3	7	
Thailand	19	3	22		Switzerland	8	7	15	
Vietnam	23	-	23		Turkey	58	12	70	
Subtotal	620	117	737	7.4	United Kingdom	129	38	167	
MIDDLE EAST					Subtotal	756	178	934	9.3
EUROPE					AFRICA	29	8	37	0.4
Albania	-	1	1		NORTH AMERICA				
Austria	4	-	4		Canada	32	30	62	
Belgium	9	12	21		United States	6,690	1,284	7,974	
Bosnia and Herzegovina	3	1	4		Mexico	39	15	54	
Bulgaria	-	2	2		U.S. Territories-APO/FPO	11	-	11	
Croatia	6	-	6		Subtotal	6,772	1,329	8,101	81.0
Cyprus	-	1	1		CARIBBEAN	4	1	5	0.1
Czech Republic	-	1	1		CENTRAL AMERICA	2	1	3	-
Denmark	2	1	3		SOUTH AMERICA	70	37	107	1.0
Finland	3	1	4		ASIA PACIFIC	20	19	39	0.4
France	21	24	45						
Germany	150	29	179		TOTAL QUALIFIED CIRCULATION	8,299	1,701	10,000	100.0
Greece	26	2	28						

***See Additional Data**

2014

Adhesives & Sealants Industry E-Newsletter

JANUARY	
January 7	8,889
January 14	8,883
January 21	8,869
January 28	8,890
FEBRUARY	
February 4	8,901
February 11	8,905
February 18	8,877
February 25	8,494
MARCH	
March 4	8,767
March 11	8,731
March 18	8,736
March 25	8,718
APRIL	
April 1	8,702
April 8	8,654
April 15	8,249
April 22	8,244
April 29	8,236
MAY	
May 6	8,234
May 13	8,207
May 20	8,228
May 27	8,218
JUNE	
June 3	8,325
June 10	8,171
June 17	8,324
June 24	8,315
AVERAGE:	
	8,551

Adhesives & Sealants Industry E-Newsletter (25 issued in the period)

WEBSITE CHANNEL

WWW.ADHESIVSMAG.COM

2014	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	23,942	11,119	9,009	1.23	01:37	01:52
February	22,547	10,541	8,561	1.23	01:28	01:40
March	23,618	11,646	9,554	1.22	01:38	01:40
April	25,467	12,174	9,947	1.22	01:35	01:43
May	25,800	12,817	10,604	1.21	01:38	01:40
June	31,433	15,896	13,273	1.20	01:38	01:36
AVERAGE:	25,468	12,366	10,158	1.22	01:36	01:42

January - June 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

January	6,241	1,186	471
February	6,399	1,210	487
March	6,569	1,246	492
April	6,625	1,281	497
May	6,662	1,304	503
June	6,687	1,323	515
AVERAGE:	6,531	1,258	494

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 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

July 1, 2014

State

Michigan

County

Oakland

Received by BPA Worldwide

July 1, 2014

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.