

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.

BNP Media, Inc.
2401 W. Big Beaver Road
Suite 700
Troy, MI 48084-3333
Tel. No.: (248) 362-3700
Fax No.: (248) 362-0317
www.adhesivesmag.com



ABOUT ADHESIVES & SEALANTS INDUSTRY

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 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 across multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary.

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 uses 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; engineering/design engineering; manufacturing/operations/production/import/export; supply chain management; corporate/executive management (including owner, partner, chairman, president, C-level, vice president, director, financial and senior supply chain); purchasing; sales & marketing; and other functions and functions not available.

Channels Include:



Adhesives & Sealants Industry Magazine
6 issues in period
10,000 average circulation
Pages 2 & 3



Adhesives & Sealants Industry E-Newsletter
8,567 average distribution
52 total deployments
Page 3



Adhesives & Sealants Industry Social Media
874 average Twitter followers
331 average Facebook likes
3,581 average LinkedIn group members
Page 3



Adhesives & Sealants Industry Website
14,846 average unique browsers
Page 3

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)	9,994	6	10,000
a. Print	8,355	6	8,361
b. Digital	1,639	-	1,639
1. Requested	1,639	-	1,639
2. Non-Requested	-	-	-
Adhesives & Sealants Industry E-Newsletter (52 deployments in the period)	8,567	-	8,567
Adhesives & Sealants Industry Social Media			
a. Twitter followers	874	-	874
b. Facebook Likes	331	-	331
c. LinkedIn group members	3,581	-	3,581
Adhesives & Sealants Industry Website (Unique Browsers) (Note 1)	14,846	-	14,846
SIX-MONTH AVERAGE TOTAL	38,193	6	38,199

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

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.



CHANNEL PROFILE MAGAZINE

Official Publication of: None
Established: 1994
Issues Per Year: 12

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	27
Advertiser and Agency	340
Rotated or Occasional	-
Allocated for Trade Shows and Conventions	-
Digital	-
All Other	517
TOTAL	884

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	9,994	99.9	6	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,000	100.0	9,994	99.9	6	0.1

1. AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD - PRINT						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	8,361	100.0	8,355	99.9	6	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,361	100.0	8,355	99.9	6	0.1

1. AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD - DIGITAL						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	1,639	100.0	1,639	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,639	100.0	1,639	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD						
2012 Issue		Number Removed	Number Added	Print	Digital	Total Qualified
July		56	56	8,345	1,655	10,000
August		98	98	8,345	1,655	10,000
September		89	89	8,357	1,643	10,000
October		36	36	8,357	1,643	10,000
November		51	51	8,373	1,627	10,000
December		44	44	8,386	1,614	10,000
TOTAL		374	374			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012 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, Engineering/Design Engineering, Manufacturing/Operations/Production/Import/Export, Supply Chain Management (Note 1)	Corporate/Executive Management (Owner, Partner, Chairman, President, C-level, Vice President, Director, Financial and Senior Supply Chain)	Purchasing	Sales & Marketing	Other Functions and Functions Not Available
ADHESIVES/SEALANTS FORMULATOR/MANUFACTURER									
Adhesives/Sealants	4,794	47.9	4,222	572	1,519	2,898	46	331	-
Pressure Sensitives	358	3.6	275	83	209	106	7	36	-
Adhesives/Sealants Products (tapes, labels)	1,018	10.2	901	117	271	683	10	54	-
Other Adhesives/Sealants Formulators/Manufacturers	3	-	1	2	3	-	-	-	-
SUB-TOTAL ADHESIVES/SEALANTS FORMULATOR/MANUFACTURER	6,173	61.7	5,399	774	2,002	3,687	63	421	-
USERS OF ADHESIVES/SEALANTS AND/OR ADHESIVES/SEALANTS PRODUCTS									
Electrical/Electronics	408	4.1	311	97	284	109	7	8	-
Transportation (Auto, Aerospace, Other)	309	3.1	231	78	226	65	10	8	-
Product Assembly	322	3.2	249	73	190	113	8	11	-
Plastics, Rubber, Elastomers	219	2.2	167	52	141	70	1	7	-
Metals	106	1.0	84	22	38	63	-	5	-
Food and Medical/Pharmaceutical Products	253	2.5	222	31	80	161	8	4	-
Packaging/Paper Products/Converting	443	4.4	383	60	134	284	17	8	-
Lumber/Wood/Furniture/Fixture Products	249	2.5	204	45	59	176	4	10	-
Textile/Nonwovens/Apparel/Diapers	57	0.6	42	15	39	13	4	1	-
Tapes & Labels	247	2.5	188	59	109	109	8	21	-
Construction	307	3.1	241	66	134	137	18	18	-
Composites	2	-	2	-	2	-	-	-	-
Other Users of Adhesives/Sealants and/or Adhesives/Sealants Products	328	3.3	244	84	141	155	6	26	-
SUB-TOTAL USERS	3,250	32.5	2,568	682	1,577	1,455	91	127	-
SUPPLIERS									
Chemicals/Raw Materials	343	3.4	240	103	207	58	14	64	-
Equipment	75	0.8	52	23	40	26	1	8	-
Packaging/Containers	65	0.7	47	18	36	18	1	10	-
Distributors	94	0.9	67	27	34	27	4	29	-
Other Suppliers	-	-	-	-	-	-	-	-	-
Others allied to the field	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,000	100.0	8,373	1,627	3,896	5,271	174	659	-
PERCENT	100.0		83.7	16.3	39.0	52.7	1.7	6.6	-

Note 1: Includes Other Engineering

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.

**MAGAZINE (CONTINUED)
CHANNEL PROFILE (CONTINUED)**

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Year	3 Year				
I. Direct Request:	4,035	2,391	380	5,179	1,627	6,806	68.0
II. Request from recipient's company:	89	84	19	192	-	192	1.9
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	85	72	-	157	-	157	1.6
V. TOTAL - Sources other than above (listed alphabetically):	2,845	-	-	2,845	-	2,845	28.5
Association rosters and directories	-	-	-	-	-	-	-
*Business directories	2,496	-	-	2,496	-	2,496	25.0
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	349	-	-	349	-	349	3.5
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7,054	2,547	399	8,373	1,627	10,000	100.0
	70.5	25.5	4.0	83.7	16.3	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		Circulation Claim
	January-June 2010	July-December 2010	January-June 2011	July-December 2011	January-June 2012	July-December 2012*	
Total Audit Average Qualified	9,970	10,000	10,000	10,000	10,000	10,000	10,000
Qualified Non-Paid Total	9,955	9,988	9,991	9,992	9,993	9,994	9,994
Print	7,209	7,420	7,807	8,134	8,243	8,355	8,355
Digital	2,746	2,568	2,184	1,858	1,750	1,639	1,639
Qualified Paid Total	15	12	9	8	7	6	6
Print	15	12	9	7	7	6	6
Digital	-	-	-	1	-	-	-
Post Expire Copies included in Total Qualified Circulation	**NC	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	**NC	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July - December 2012 data is unaudited.

**NC = None Claimed.

E-NEWSLETTER

2012	Adhesives & Sealants Industry E-Newsletter	2012	Adhesives & Sealants Industry E-Newsletter
July 3	8,781	October 2	8,519
July 5	8,770	October 4	8,513
July 10	8,761	October 9	8,500
July 12	8,755	October 11	8,490
July 17	8,482	October 16	8,466
July 19	8,428	October 18	8,466
July 24	8,723	October 23	8,468
July 26	8,706	October 25	8,473
July 31	8,695	October 30	8,422
August 2	8,679	November 1	8,448
August 7	8,658	November 6	8,484
August 9	8,662	November 8	8,465
August 14	8,650	November 13	8,528
August 16	8,643	November 15	8,529
August 21	8,624	November 20	8,531
August 23	8,627	November 27	8,525
August 28	8,628	November 29	8,538
August 30	8,616	December 4	8,542
September 4	8,611	December 6	8,533
September 6	8,599	December 11	8,529
September 11	8,584	December 13	8,527
September 13	8,585	December 18	8,538
September 18	8,576	December 20	8,525
September 20	8,573	December 24	8,501
September 25	8,493	December 27	8,493
September 27	8,557	December 31	8,482
		AVERAGE	8,567

Adhesives & Sealants Industry E-Newsletter (52 deployments in period).

SOCIAL MEDIA

2012	Adhesives & Sealants Industry Social Media		
	Twitter followers http://twitter.com/ASIMagazine	Facebook likes http://www.facebook.com/ASIMagazine	LinkedIn group members http://www.linkedin.com/groups/Adhesives-Sealants-Industry-Magazine-1981947/about
July	809	307	3,040
August	828	315	3,259
September	866	329	3,506
October	897	336	3,720
November	916	345	3,906
December	928	354	4,055
AVERAGE:	874	331	3,581

WEBSITE*

Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
July	33,937	17,458	14,416	1.21	01:11	02:19
August	36,771	20,546	16,797	1.22	01:43	01:21
September	34,949	20,364	16,785	1.21	01:42	01:13
October	31,621	18,143	15,012	1.21	01:46	01:19
November	29,775	16,589	13,800	1.20	01:43	01:22
December	28,507	14,919	12,265	1.22	01:30	01:22
AVERAGE:	32,593	18,003	14,846	1.21	01:36	01:29

*See Additional Data

WEBSITE GLOSSARY:

Unique Browsers: An identified and unduplicated Cooked 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

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.

GEOGRAPHIC DISTRIBUTION*

Adhesives & Sealants Industry Magazine for Issue of November 2012					Adhesives & Sealants Industry Magazine for Issue of November 2012				
State	Print	Digital	Total	Percent	State	Print	Digital	Total	Percent
Maine	13	2	15		Kentucky	86	12	98	
New Hampshire	57	18	75		Tennessee	119	19	138	
Vermont	6	4	10		Alabama	62	18	80	
Massachusetts	283	49	332		Mississippi	28	8	36	
Rhode Island	45	13	58		EAST SO. CENTRAL	295	57	352	3.5
Connecticut	198	27	225		Arkansas	27	2	29	
NEW ENGLAND	602	113	715	7.2	Louisiana	37	8	45	
New York	299	52	351		Oklahoma	57	6	63	
New Jersey	423	49	472		Texas	437	51	488	
Pennsylvania	451	73	524		WEST SO. CENTRAL	558	67	625	6.2
MIDDLE ATLANTIC	1,173	174	1,347	13.5	Montana	11	1	12	
Ohio	629	112	741		Idaho	22	2	24	
Indiana	222	38	260		Wyoming	5	2	7	
Illinois	537	68	605		Colorado	101	13	114	
Michigan	451	65	516		New Mexico	20	5	25	
Wisconsin	242	58	300		Arizona	90	11	101	
EAST NO. CENTRAL	2,081	341	2,422	24.2	Utah	38	11	49	
Minnesota	377	81	458		Nevada	25	5	30	
Iowa	61	7	68		MOUNTAIN	312	50	362	3.6
Missouri	179	29	208		Alaska	7	2	9	
North Dakota	12	1	13		Washington	117	17	134	
South Dakota	14	3	17		Oregon	109	10	119	
Nebraska	30	1	31		California	723	101	824	
Kansas	59	6	65		Hawaii	8	3	11	
WEST NO. CENTRAL	732	128	860	8.6	PACIFIC	964	133	1,097	11.0
Delaware	27	11	38		UNITED STATES	7,908	1,278	9,186	91.9
Maryland	90	20	110		U.S. Territories- APO/FPO	17	-	17	
Washington, DC	1	1	2		Canada	29	33	62	
Virginia	101	22	123		Mexico	28	18	46	
West Virginia	22	8	30		Other International	391	298	689	
North Carolina	252	43	295		TOTAL	8,373	1,627	10,000	100.0
South Carolina	116	22	138						
Georgia	267	43	310						
Florida	315	45	360						
SOUTH ATLANTIC	1,191	215	1,406	14.1					

*See Additional Data

Adhesives & Sealants Industry Magazine for issue of November 2012					Adhesives & Sealants Industry Magazine for issue of November 2012				
Region/Country	Print	Digital	Total	Percent	Region/Country	Print	Digital	Total	Percent
ASIA	215	95	310	3.1	CARIBBEAN	-	1	1	-
MIDDLE EAST	13	11	24	0.2	CENTRAL AMERICA	2	2	4	0.1
EUROPE	111	134	245	2.5	SOUTH AMERICA	36	34	70	0.7
AFRICA	7	7	14	0.1	ASIA PACIFIC	7	14	21	0.2
NORTH AMERICA					TOTAL	8,373	1,627	10,000	100.0
Canada	29	33	62						
United States	7,908	1,278	9,186						
Mexico	28	18	46						
U.S. Territories-APO/FPO	17	-	17						
Subtotal	7,982	1,329	9,311	93.1					

*See Additional Data

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 826 copies or 8.3% to 1,670 copies or 16.7%, including Info Group and Dun & Bradstreet. Other sources include 1 source of circulation for a quantity of 349 copies or 3.5%, including Pro Marketing.

WEBSITE ACTIVITY:

July data was provided by Nielsen .
August - December data was provided by Google Analytics.
All website activity is audited by BPA Worldwide.

GEOGRAPHIC DATA:

Geographical data not available for E-Newsletter, Social media or Website and therefore, is not reported herein.

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	Date signed	January 12, 2013
Rita M. Fomia, Corporate Strategy Director	State	Michigan
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	County	Oakland
IMPORTANT NOTE:	Received by BPA Worldwide	January 12, 2013
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	Type	BJ
	ID Number	A233B0D2
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.		