



# DIGITAL AUDIENCE PROFILE

ADVERTISE WITH **ASI**

**ASI** is focused on in-depth coverage of adhesive and sealant manufacturing, formulations and finished products such as pressure-sensitive adhesives (PSAs), structural adhesives, sealants and coatings. **ASI** offers useful information targeted toward global manufacturers, formulators and end users of adhesives and sealants, as well as coatings, for applications in automotive, electronics, packaging, construction and more.

[www.adhesivesmag.com](http://www.adhesivesmag.com)



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**BNP Media Inc.**

Birmingham, MI

Alliance for Audited Media has reviewed the BNP Media audience and media management technology platform and Digital Audience Profile reporting solution for conformance to generally accepted information security management and reporting standards.

Our examination was performed in accordance with generally accepted information security management and reporting standards. Our examination included reviews of Platform Technology, Data Life Cycle Management, System Monitoring, Access Controls, Software Development Life Cycle, Media Production, Media Distribution, Audience Data, Documentation, Reporting, and Disclosures. The examination included those procedures we considered necessary in the circumstances to obtain a reasonable basis for rendering our opinion.

Based on our review, we are not aware of any material modifications that should be made to the BNP Media audience and media management platform and Digital Audience Profile reporting solution for recording, processing, and reporting audience and media data.

The accreditation of the BNP Media audience and media management technology platform and Digital Audience Profile reporting solution is as of December 31, 2023.

This report is intended solely for use by the management of BNP Media and its customers.

*Alliance for Audited Media*

Alliance for Audited Media

March 31, 2024



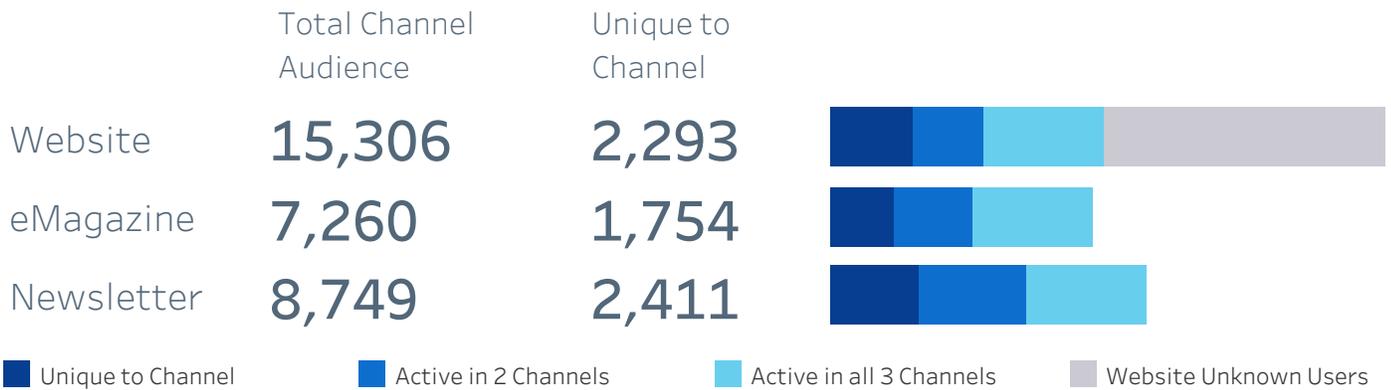
## Audience Profile

### Total Audience

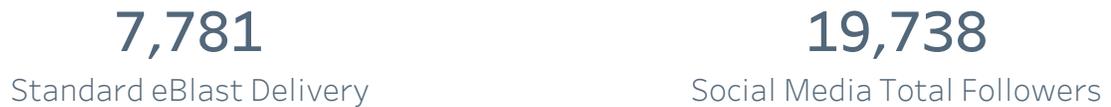
Adhesives & Sealants Industry serves global manufacturers, formulators, and end users of adhesives and sealants, pressure sensitives and other adhesive/sealant products.



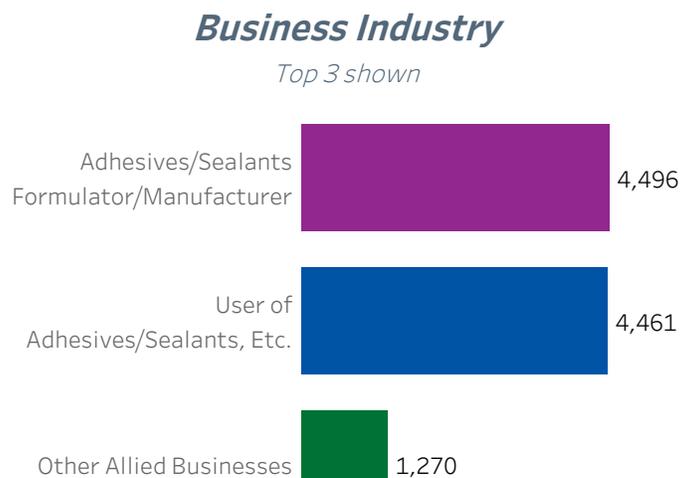
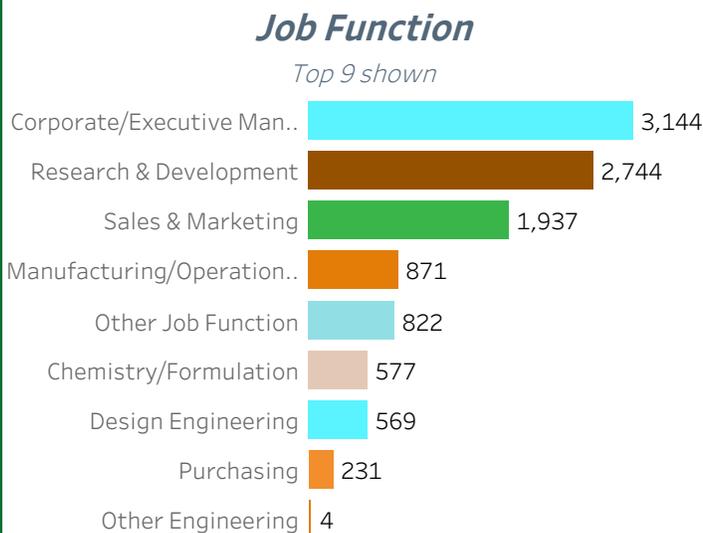
### Core Channels



### Additional Channels



### Demographics



10,899 responses

10,227 responses



### Time Frame - As of Last day of Month shown

- **Total Audience:**  
**Total Audience Reach:** Reflects the combined exposure across Website, Newsletter, Social Media Followers, and eMagazine channels. Counts are cumulative and may include overlap between platforms. Only where applicable, also includes Continuing Education user counts.
- **Unique Active Audience:** Number of unique active customers with known first-party data active within product specific time frames for all products.  
**Engaged:** Number of engaged customers with known first-party data within product specific time frames for all products.  
*\* Product-specific time frames for each Channel may be found in Table A.*

### Core Channels

The three core channels are Website, Newsletter, and eMagazine.

- **Total Channel Audience:** Total number of customers for specified product.
- **Unique to Channel:** Number of unique customers active only in specified channel.
- **Active in 2 Channels:** Number of unique customers active in two channels. Examples: A customer is active within Website and Newsletter channels but not eMagazine. Or a customer is active within Newsletter and eMagazine channels but not the Website.
- **Active in all 3 Channels:** Number of unique customers active in all three channels.
- **Website Unknown Users:** Number of total users who visited the website within the specified time frame who are not accounted for in the BNP Media database. The number of Unique Website Users may be higher than shown due to the number of unknown users.

### Additional Channels

Additional channels may include Webinars, Events, Continuing Education (CE), eBlast, Social Media.

- **Webinar Average Registrants (if applicable):** Average registrants per webinar.
- **Unique Event Registrants (if applicable):** Average registrants per event.
- **CE Active Registered Users (if applicable):** Total active registered users for the Continuing Education Center.
- **Standard eBlast Delivery (sponsored only):** Delivery count of a typical eBlast within the last 3 months.
- **Social Media Total Followers (if applicable):** Follower counts by channel for the most recent month.

### Demographics

- **Job Function:** Top job functions of the Unique Active Audience.
- **Business Industry:** Top business industries of the Unique Active Audience.

### Table A

\* BNP Media uses a proprietary algorithm to calculate the number of active and engaged users for each channel based on the time frames listed in the table below.

	Active Criteria	Engaged Criteria
Website	6 Months	6 Months
Newsletter	Included in most recent list	6 Months
eMagazine	Included in most recent list	12 Months
Webinar	12 Months	18 Months
Event	18 Months	18 Months
Continuing Education	13 Months	13 Months
eBlast	Included in most recent list	6 Months



## eMagazine - Summary



Total Subscribers

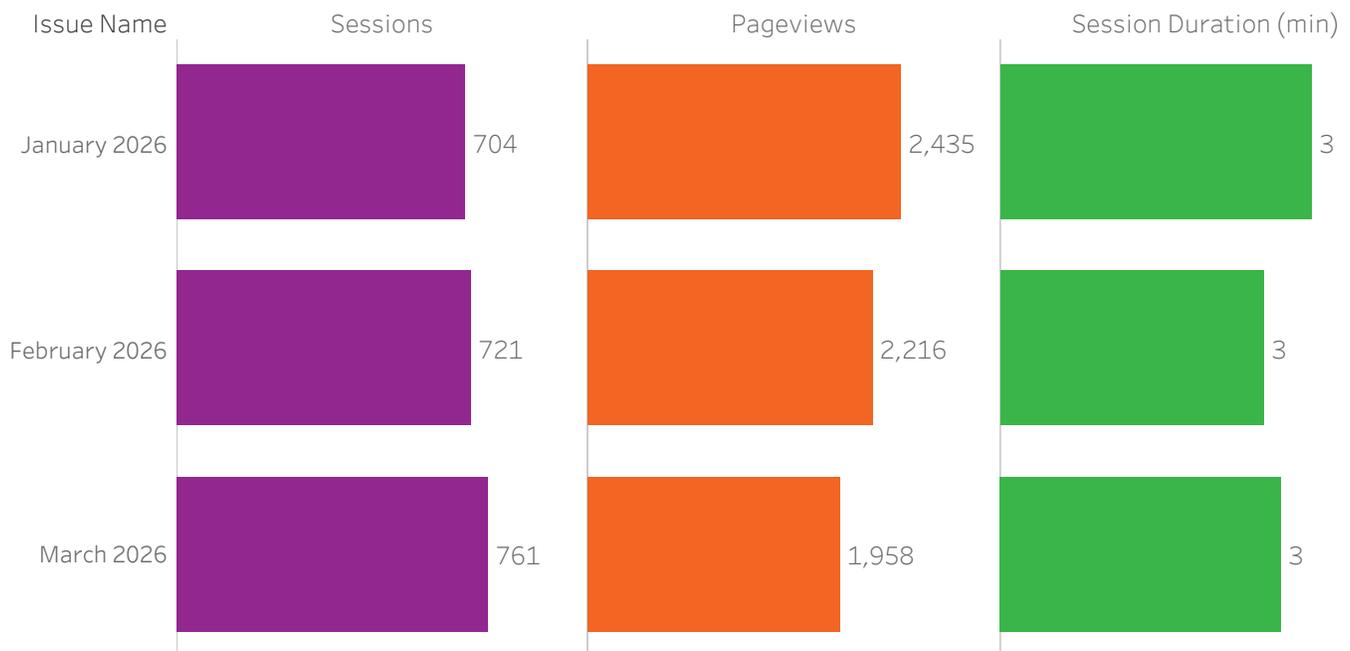
**6,963**



Average Issue Pageviews

**2,203**

### Activity by eMagazine Issue



### eMagazine Notification Email Metrics

Issue Name	Sends	Unique Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
January 2026	4	7,018	2,711	38.6%	303	2.2%
February 2026	4	6,907	2,748	39.8%	629	4.7%
March 2026	4	7,031	2,675	38.0%	507	3.7%

\* Due to Apple Mail Privacy enabled on user devices, open rates may be inflated as of November 2021. Clicks are not impacted.



### Demographic - Job Function

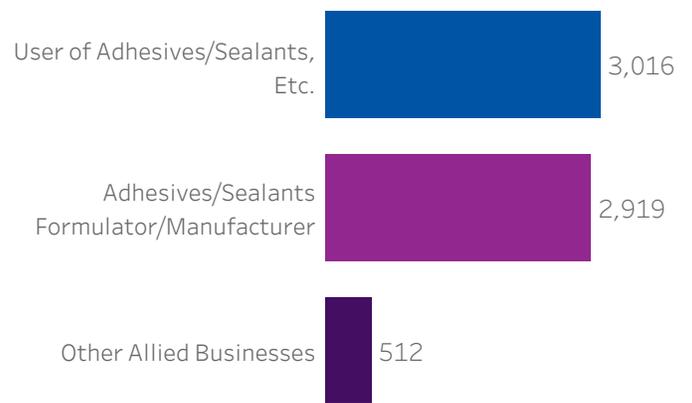
Top 9 Shown



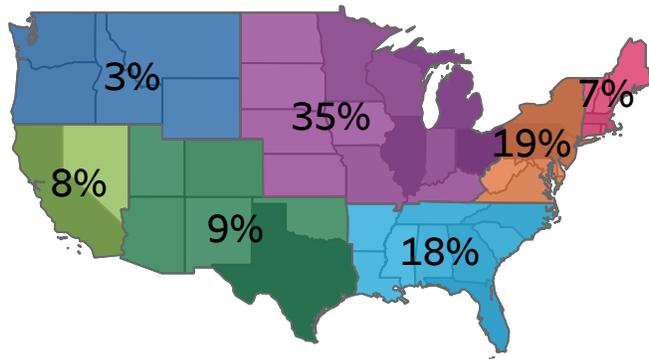
6,482 or 94% of subscribers with responses

### Demographic - Business/Industry

Top 3 Shown

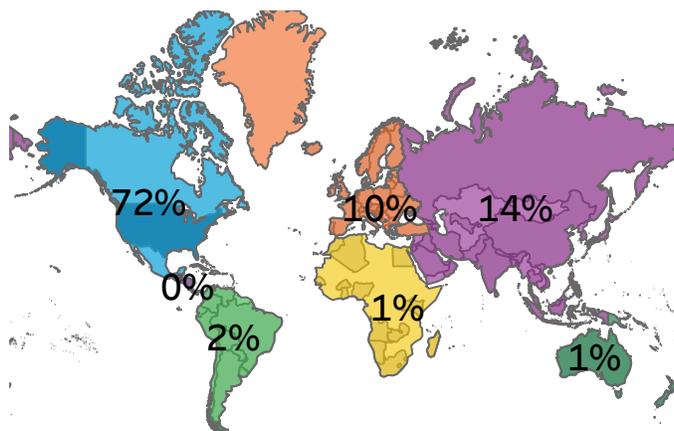
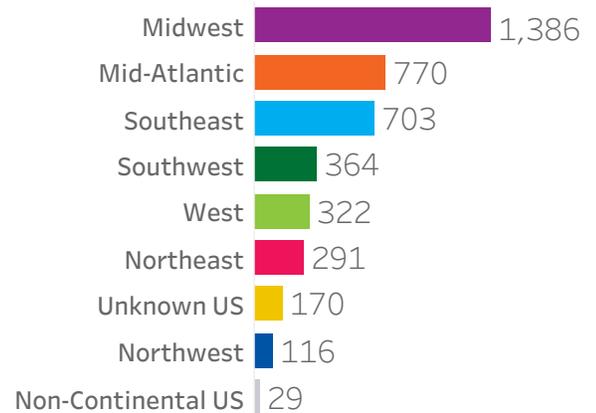


6,447 or 93% of subscribers with responses



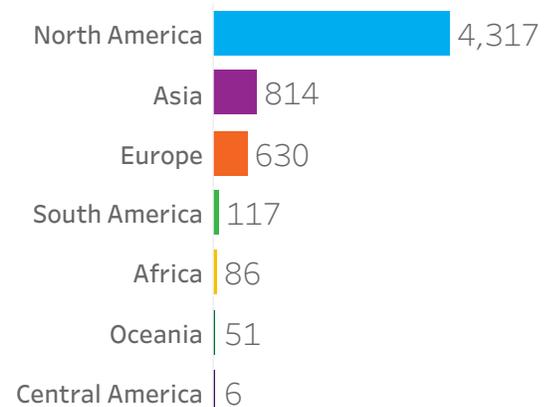
60% of subscribers are located in the US

### Unique Subscribers by Region



31% of subscribers are located internationally

### Unique Subscribers by Region



## Time Frame

3 months

## KPIs

- **Total Qualified Subscribers:** Active digital subscribers as of the most recent issue.
- **Average Issue Pageviews:** The average monthly pageviews on the eMagazines.

## Activity by eMagazine Issue

- **Issue Date:** eMagazine issue date.
- **Sessions:** Number of times users interacted with the eMagazine. Sessions are terminated after 30 minutes of inactivity.
- **Session Duration (min):** The average session length.
- **Pageviews:** The total number of eMagazine pageviews.

## eMagazine Notification Email Metrics

- **Monthly Sends:** Total number of notification emails deployed per issue.
- **Delivered:** Number of unique email subscriber addresses eMagazine notification emails were delivered to for this issue.
- **Unique Opens:** Number of unique subscriber email addresses who opened any notification email for this issue.
- **Open Rate:** Ratio of unique Opens to Delivered.
- **Total Clicks:** Number of subscribers who clicked a link within a particular notification email.
- **CTR:** Click Through Rate is the percentage of subscribers who click on a link within the notification email.



## Newsletters



Active Unique Recipients

**8,749**



% of Recipients Engaged

**73%**



Sends per Month

**7**

### Recipient Activity by Newsletter Over the Last 3 Months

Newsletter Name	Average Delivered	Unique Opens - Single Send Avg	Unique Opens - All Sends	Delivered
ASI Newsletter	6,143	2,627 * Unique Opens - Single Send Avg (43%)	4,867 * Total Engaged Recipients (78%)	
Material Matters	5,562	2,270 * Unique Opens - Single Send Avg (41%)	3,221 * Total Engaged Recipients (57%)	
Adhesives in Action	5,389	2,164 * Unique Opens - Single Send Avg (40%)	3,106 * Total Engaged Recipients (57%)	
Sustainability Now	1,485	608 * Unique Opens - Single Send Avg (41%)	867 * Total Engaged Recipients (57%)	

**Engaged Recipient:** Any recipient who opened at least one email of this type in the report time frame.

■ Unique Opens - Single Send Avg
 ■ Unique Opens - All Sends
 ■ Delivered

### Newsletter Activity Averages

Newsletter Name	Monthly Sends	Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
ASI Newsletter	4.3	6,143	2,627	42.8%	343	5.6%
Material Matters	1.0	5,562	2,270	40.8%	228	4.1%
Adhesives in Action	1.0	5,389	2,164	40.1%	190	3.5%
Sustainability Now	1.0	1,485	608	41.0%	75	5.1%

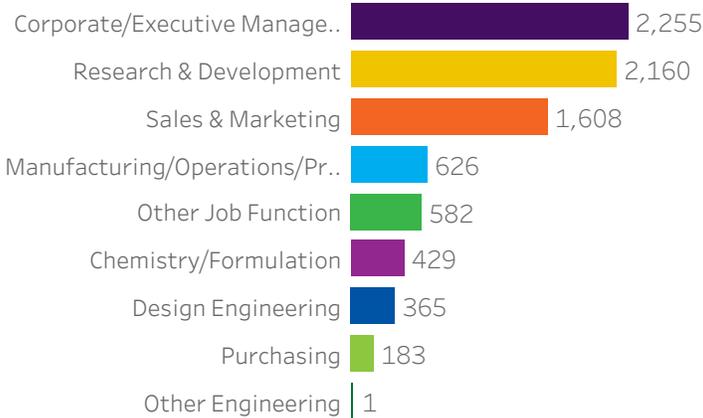
\* Due to Apple Mail Privacy enabled on user devices, open rates may be inflated as of November 2021. Clicks are not impacted.



**Newsletters - Recipient Demographics & Locations**

**Demographic - Job Function**

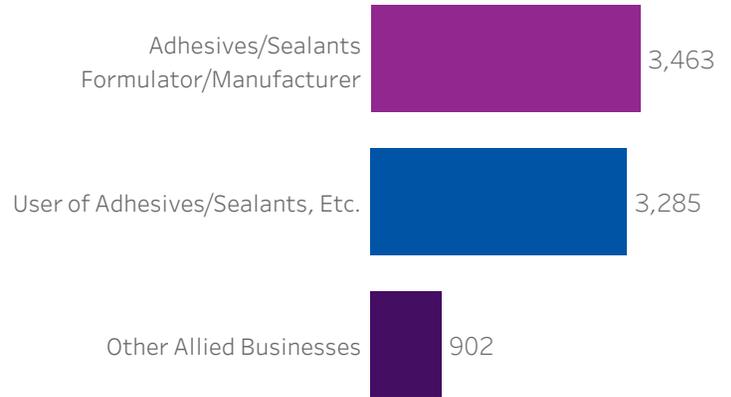
Top 8 Shown



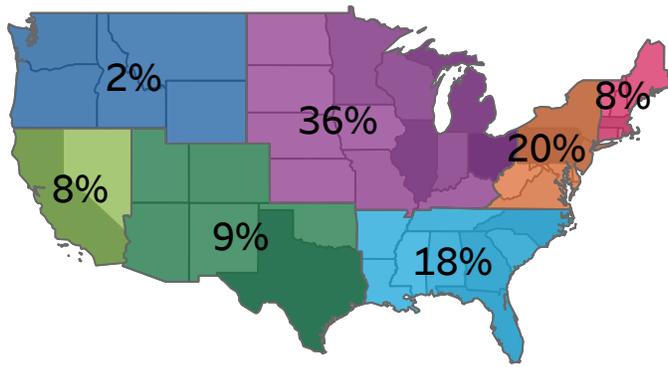
8,209 recipients with responses

**Demographic - Business/Industry**

Top 3 Shown

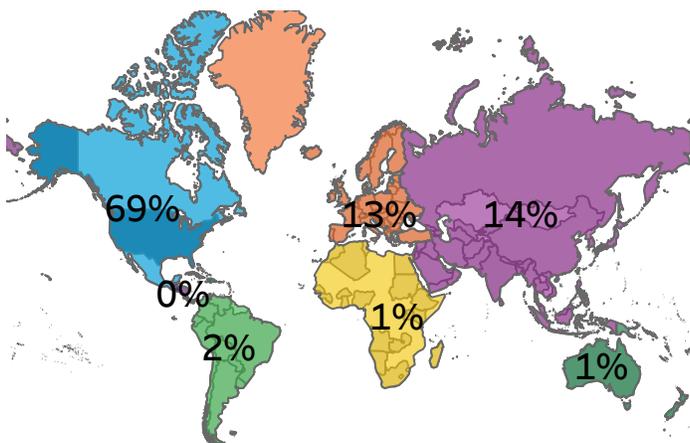
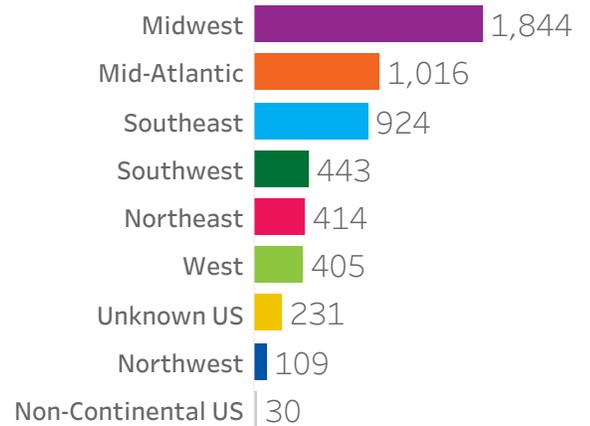


7,650 recipients with responses



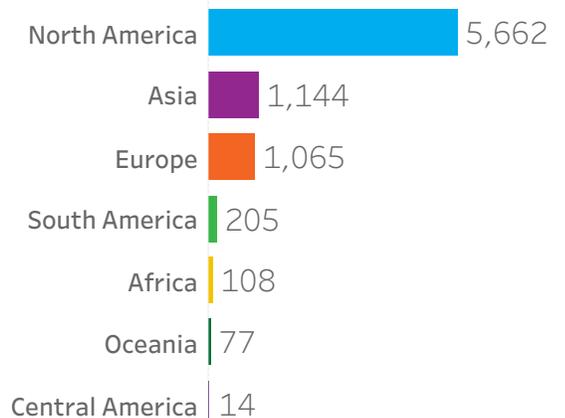
66% of recipients are located in the US

**Unique Recipients by Region**



34% of recipients are located internationally

**Unique Recipients by Region**





## Time Frame

3 Months

## KPIs

- **Active Unique Recipients:** Number of unique email addresses that received any brand Newsletter in the 3-month period.
- **% of Recipients Engaged:** Percent of recipients who opened\* any Newsletter.
- **Sends / Month:** Total Newsletters sent per month.

## Recipient Activity by Newsletter

- **Average Delivered:** The average number of emails delivered per Newsletter.
- **Unique Opens, Single Send Avg:** Average unique opens\* (uniqueness calculated for each email sent) for all emails sent.
- **Total Engaged Recipients:** Number of unique Recipients who have opened\* one or more of the delivered emails.

## Newsletter Activity Averages

- **Monthly Sends:** Total number of Newsletters deployed per month.
- **Delivered:** Average number of eMails, per Newsletter, deployed per month.
- **Unique Opens:** Average number of unique Recipients (delivered) who opened\* a particular Newsletter.
- **Open Rate:** The ratio of Unique Opens\* to Delivered.
- **Total Clicks:** Average number of recipients who clicked a link within a particular Newsletter.
- **CTR:** Click Through Rate is the percentage of recipients who click on a link within the Newsletter.

*\*Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.*



Average Monthly Users

**16,563**



Average Monthly Sessions

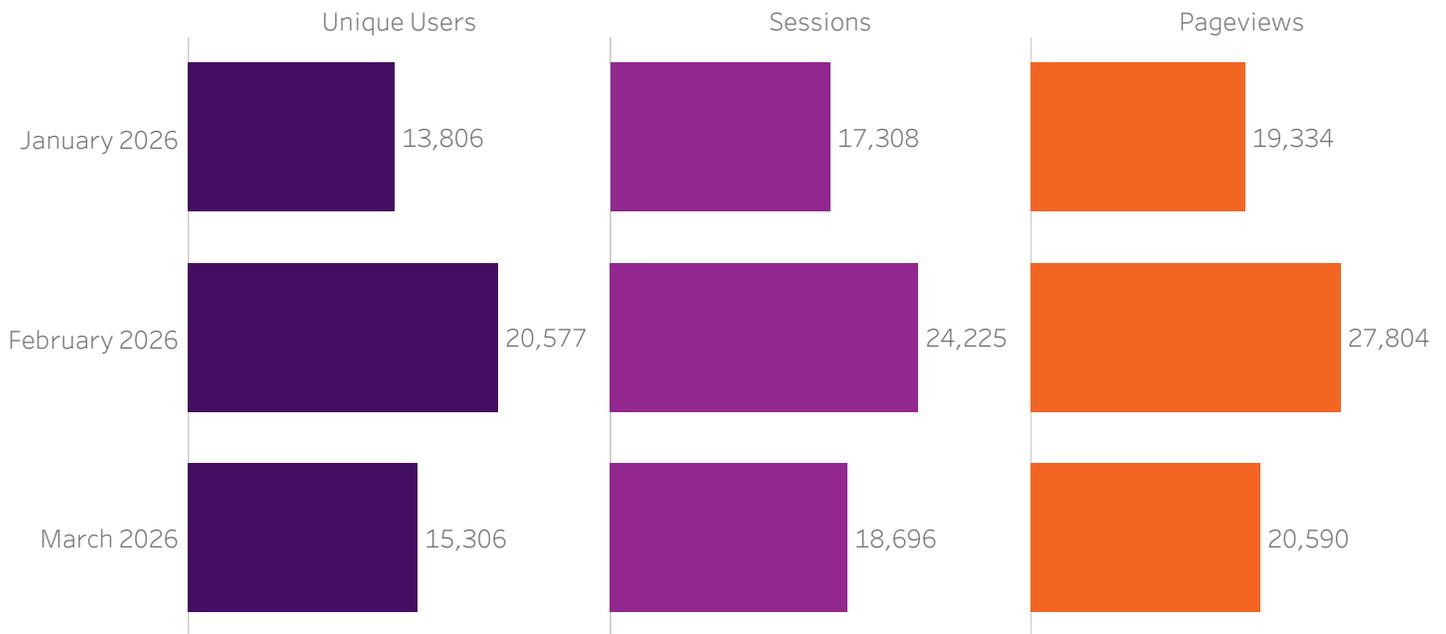
**20,076**



Average Monthly Pageviews

**22,576**

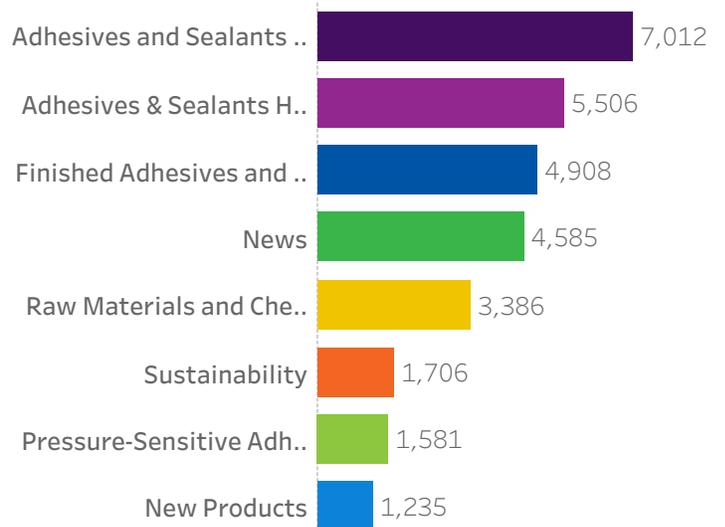
### Monthly Website Statistics



### Top 8 Content Topics Viewed



### Average Monthly Pageviews





### Website - Known User Activity



Active Registered Users

**2,716**



Active Known Users

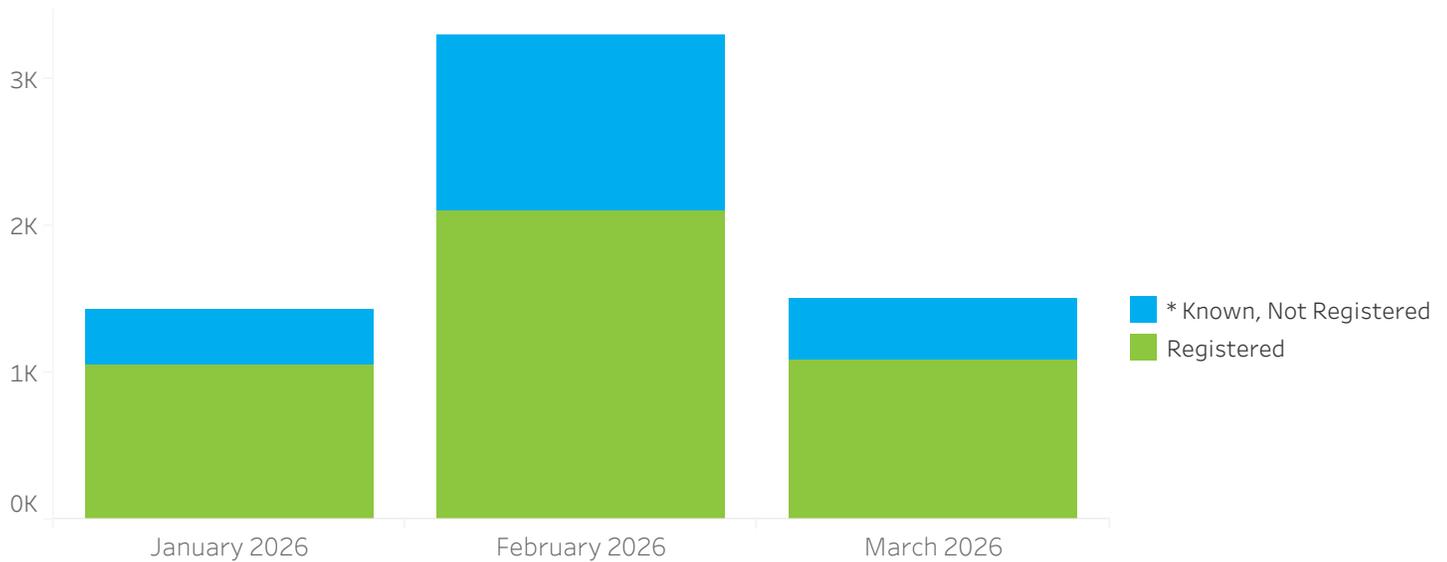
**4,206**



Average Visits per User

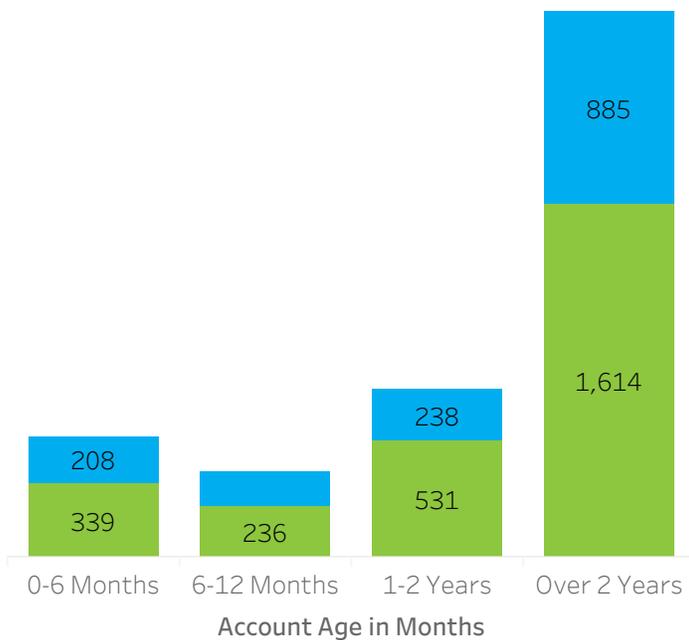
**10.8**

### Website Users

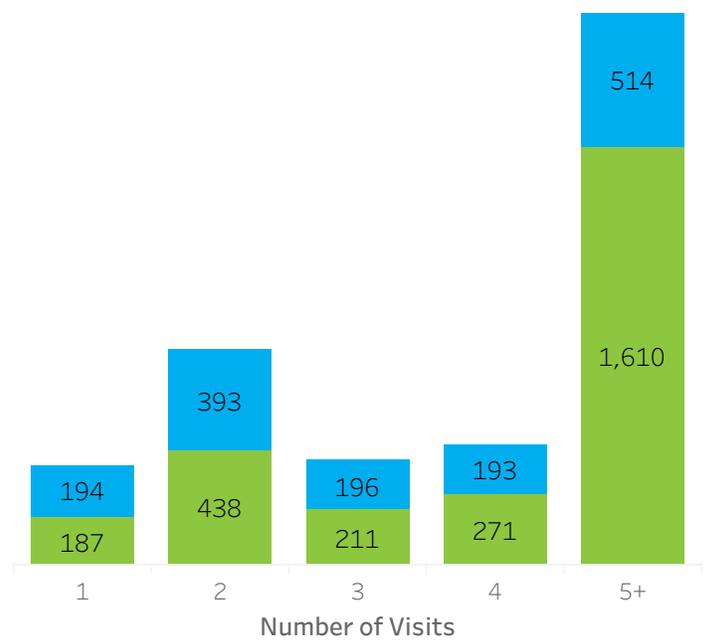


\* Users that are identified in the BNP Media database but are not registered with this website

### Known Users by Account Age



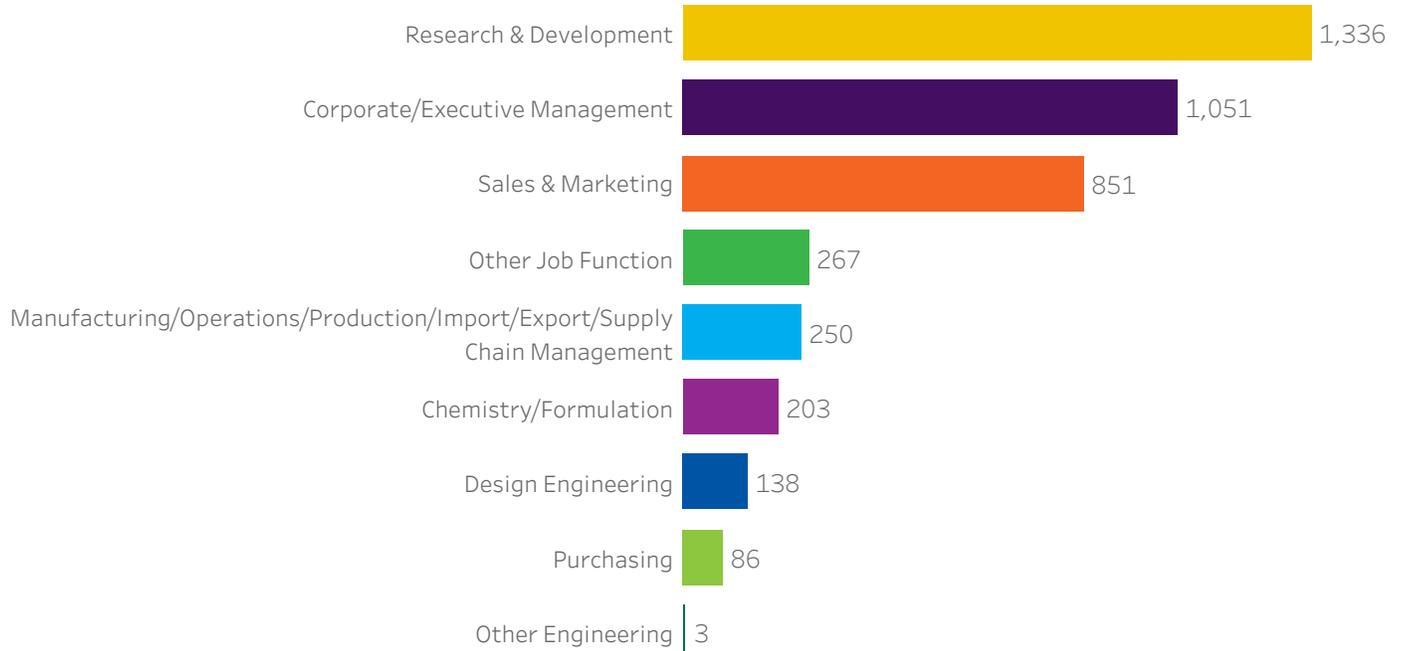
### Known Users by Visit Frequency





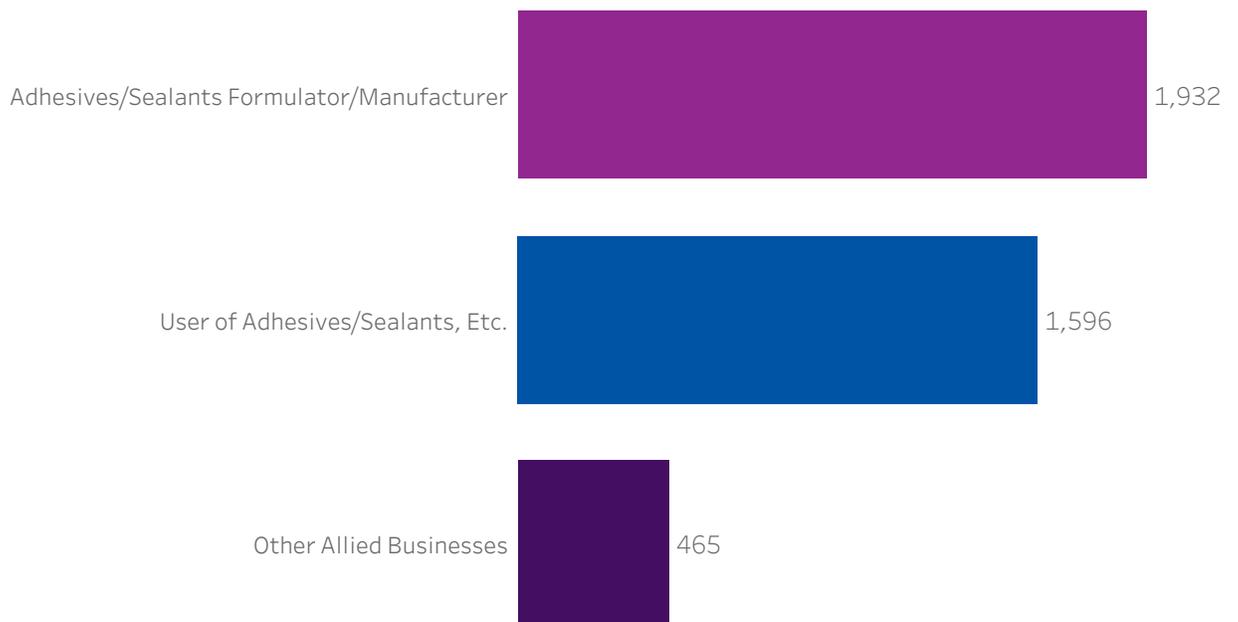
## Website - User Demographics

### Demographic - Job Function *Top 9 Shown*



4,185 or 100% of users with responses

### Demographic - Business/Industry *Top 3 Shown*



3,993 or 95% of users with responses



### Website - User Locations



% of Users Based in US

**65%**

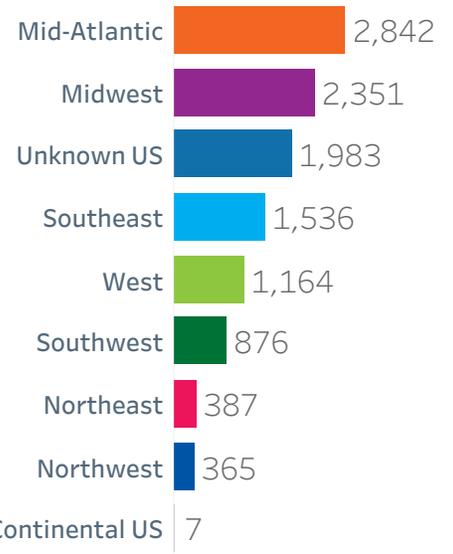
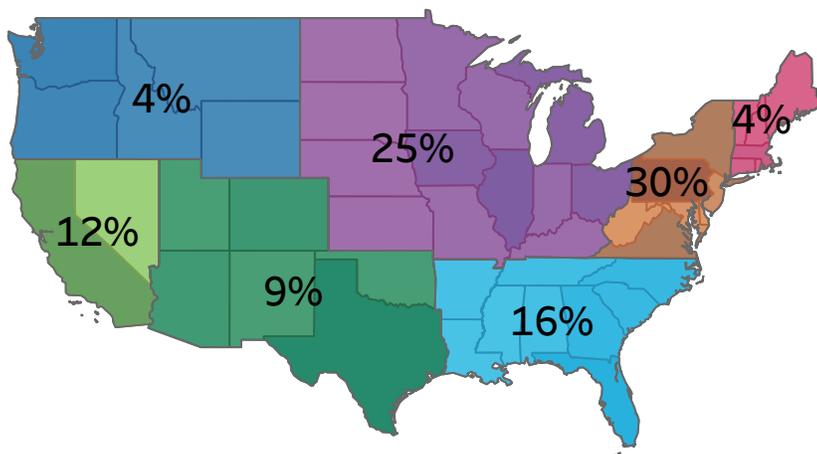


Average Monthly Users Based in US

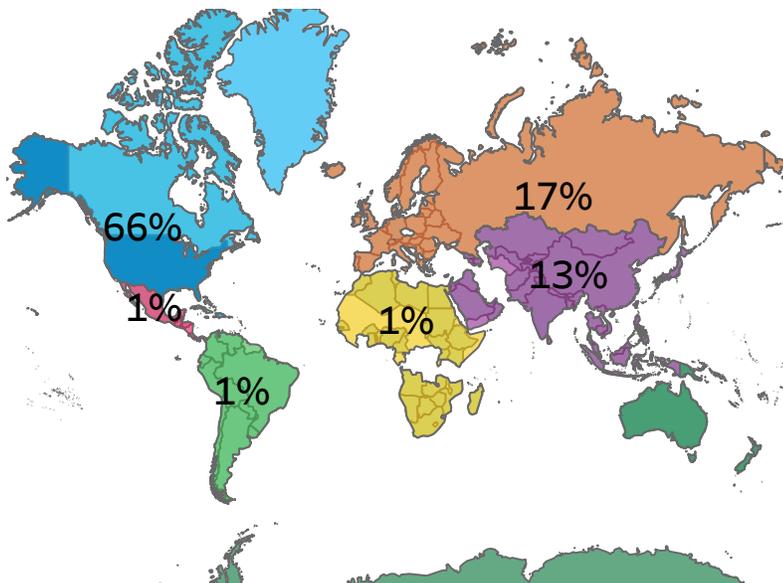
**11,511**

### Geographic - US Regions

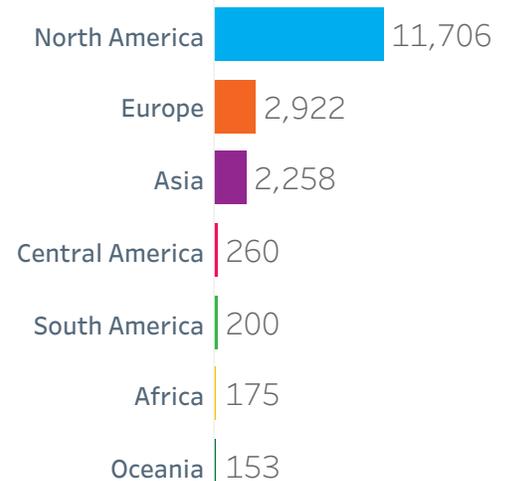
#### Unique Users by Region



### Geographic - World Regions



#### Unique Users by Region



## Time Frame

3-months

## User Classifications

- **Registered:** Users that have completed the registration form for this website.
- **Known, Not Registered:** Users that are identified in the BNP Media database but are not registered with this website.

## KPIs

- **Active Registered Users:** Number of unique users who registered on the website, at any time, and visited the website within the 3-month time frame.
- **Active Known Users:** Number of unique users with known first-party data, regardless of website registration status, who visited the website within the 3-month time frame.
- **Average Visits per User:** The ratio of visits, by known users, to the number of known users.

## Web Users

- Number of users who were active on the website each month, colored by user classification.

## Known Users by Account Age

- Number of users who visited the website within the 3-month time frame and have been in the BNP Media database for the account age listed, colored by user classification.

## Known Users by Visit Frequency

- Number of times users visited the website within the 3-month time frame, colored by user classification.

### Time Frame

*3-months*

### KPIs

- **Average Monthly Users:** Average number of monthly users who have had at least one session on the website.
- **Average Monthly Sessions:** Average number of monthly sessions on the website. A session is anytime a user has interacted with the website.
- **Average Monthly Pageviews:** Average number of total monthly pageviews on the website.

### Web Visitors

- **Users:** Number of Users per month.
- **Sessions:** Number of times users interacted with the digital edition. Sessions are terminated after 30 minutes of inactivity.
- **Pageviews:** Number of Pageviews per month.

### Top 8 Content Topics

- Average monthly pageviews for the top 8 content topics on the website.



## Sponsored eBlasts



Total Average Delivered

**7,713**



% of Recipients Engaged

**52%**



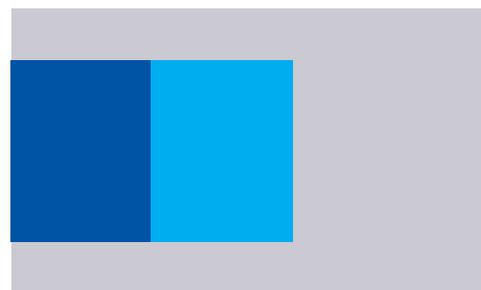
Sends per Month

**2**

## Activity by eBlast

Sponsorship Type      Avg Delivered

Exclusive      7,713



**2,448** \* Unique Opens - Single Send Avg (32%)  
**4,933** \* Total Engaged Subscribers (52%)

**Engaged Subscriber:** Any subscriber who opened at least one email of this type in the report time frame.

Unique Recipients     
  Unique Opens - Single Send Avg     
  Unique Opens - All Sends

## eBlast Activity Averages

eBlast Name	Sponsorship Type	Monthly Sends	Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
Adhesives & Sealants Industry	Exclusive	2.3	7,713	2,448	31.7%	143	1.9%

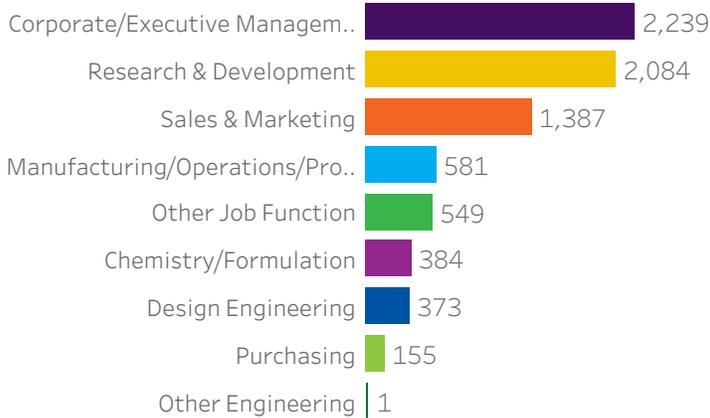
\* Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.



**Sponsored eBlasts** - Recipient Demographics & Locations

**Demographic - Job Function**

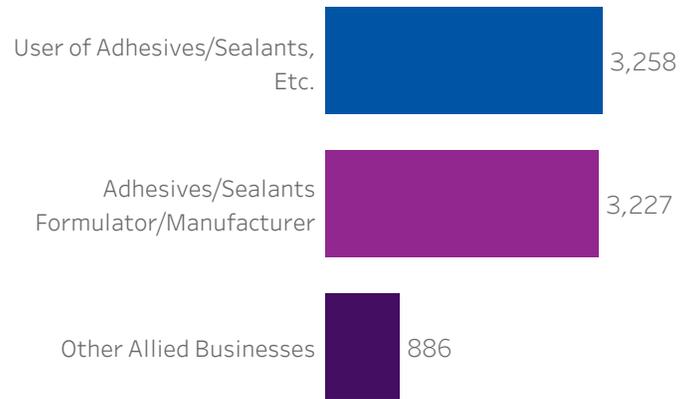
Top 8 Shown



7,753 or 82% of recipients with responses

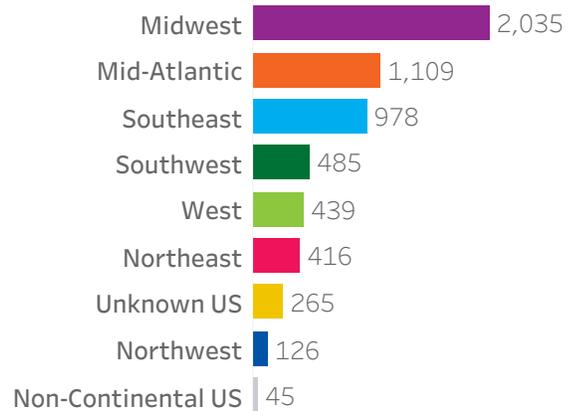
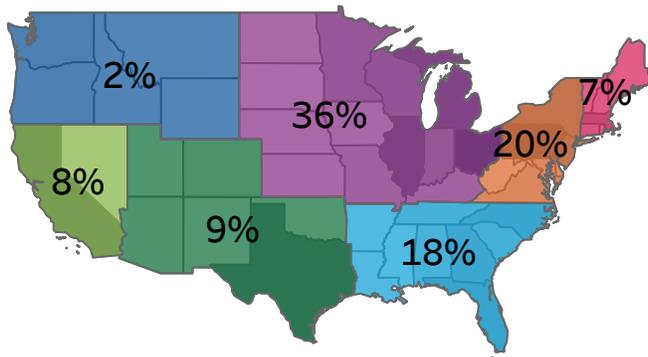
**Demographic - Business/Industry**

Top 3 Shown



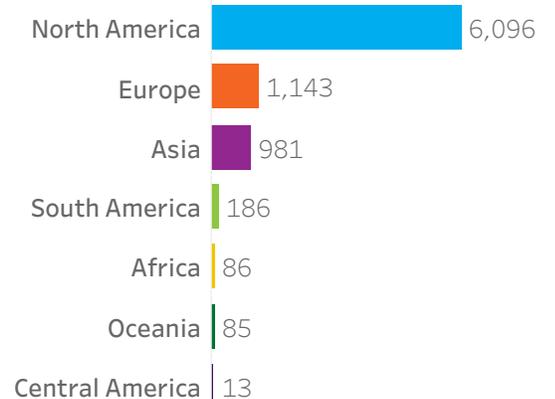
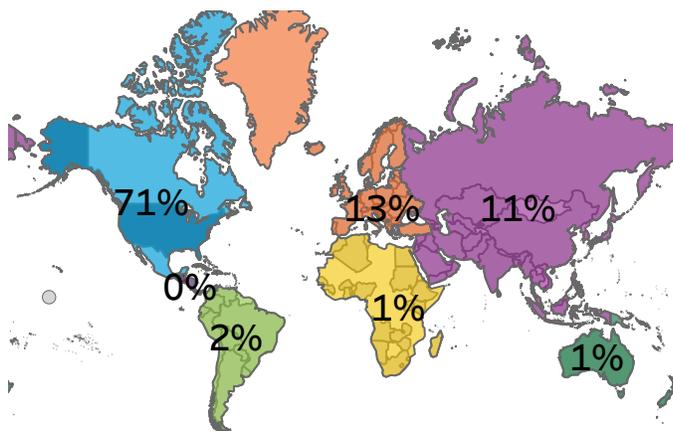
7,371 or 78% of recipients with responses

**Unique Recipients by Region**



69% of recipients are located in the US

**Unique Recipients by Region**



31% of recipients are located internationally

## Time Frame

3 Months

## KPIs

- **Total Average Delivered:** The number of eBlasts (Advertising emails) delivered, excluding bounces.
- **% of Recipients Engaged:** The percentage of recipients who have opened\* an eBlast.
- **Sends per Month:** The average number of delivered Advertising eBlasts per month.

## Activity by eBlast

- **Exclusive Sponsorship Type:** Single advertiser.
- **Multi-Sponsored Sponsorship Type:** Multiple advertisers.
- **Average Delivered:** The average number of emails delivered per eBlast.
- **Unique Opens, Single Send Avg:** The average unique opens\* (uniqueness calculated for each email sent) for all emails sent.
- **Total Engaged Subscribers:** The number of unique recipients who have opened\* one or more of the delivered emails.

## eBlast Activity Averages

- **Monthly Sends:** Total number of eBlasts deployed per month.
- **Delivered:** Average number of eMails, per eBlast, deployed per month.
- **Unique Opens:** The average number of unique recipients (delivered) who opened\* a particular eBlast.
- **Open Rate:** The ratio of Unique Opens\* to Delivered.
- **Total Clicks:** Average number of recipients who clicked a link within a particular eBlast.
- **CTR:** Click Through Rate is the percentage of recipients who click on a link within the eBlast.

*\*Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.*



## Social Media



Total Social Media Followers

**19,738**



Engagements

**1,676**

### Followers by Channel



### Total Engagements



12

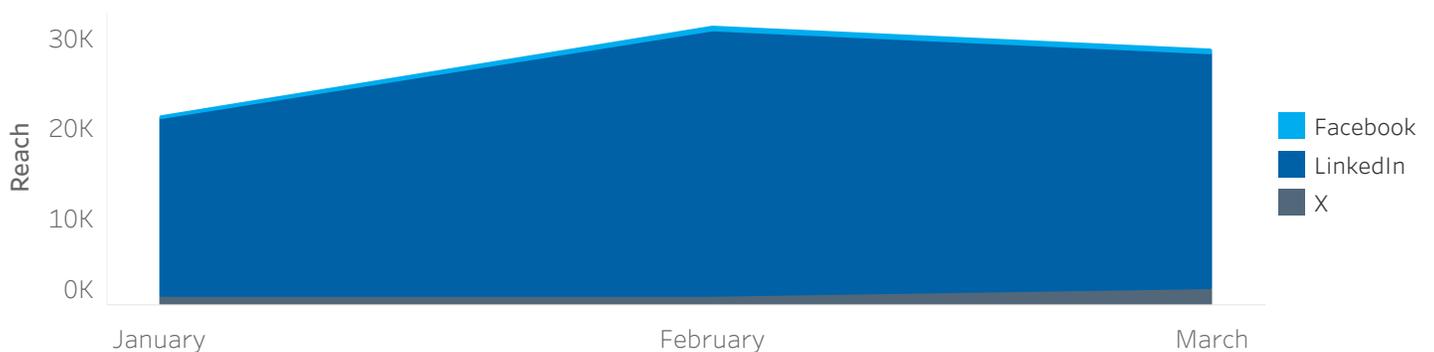


58



1,606

### Reach by Month





### Time Frame

*3 Months*

### KPIs

- **Total Social Media Followers:** The total number of social media followers per brand, as of the report date (not unique across all channels).
- **Engagements:** The reactions, comments, and shares on a post. Clicks are not included.

### Followers by Channel

- Breakdown of followers by the specific social network.
- Followers is the total number who have followed the brand.

### Total Engagements

- Total engagements by social network.

### Reach by Month

- Breakdown by social network of the total reach by month.
- Reach is the number of individual users a post reached.



#### Time Frame

See product specific glossary page

#### Demographic - Job Function

- Number of customers identified by Job Functions reported.

#### Demographic - Business/Industry

- Number of customers identified by Business & Industry reported.

#### Geographic - US Regions

- **Mid-Atlantic:** Delaware, Maryland, New Jersey, New York, Pennsylvania, Virginia, Washington D.C. and West Virginia
- **Midwest:** Indiana, Illinois, Wisconsin, Minnesota, Iowa, Kansas, Kentucky, Michigan, Missouri, Nebraska, North Dakota, Ohio and South Dakota
- **West:** California and Nevada
- **Southeast:** Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee
- **Southwest:** Arizona, Colorado, New Mexico, Oklahoma, Texas and Utah
- **Northeast:** Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont
- **Northwest:** Idaho, Montana, Oregon, Washington and Wyoming
- **Non-Continental US:** Alaska, American Samoa, APO/FPO, Guam, Hawaii, Northern Mariana Island, Puerto Rico and U.S. Virgin Islands

#### Geographic - World Regional

- **North America:** Canada, Mexico and U.S.A.
- **Asia:** Continent of Asia, including Asia minor and Middle East
- **Europe:** Continental European nations (including United Kingdom and Ireland)
- **Oceania:** Australia, New Zealand and surrounding Pacific Island nations
- **South America:** Continental South American nations
- **Africa:** Continental African nations
- **Central America:** Costa Rica, Guatemala, Honduras, Panama and Nicaragua

## Audience Profile Glossary

DEMOGRAPHICS APPENDIX (JOB FUNCTION)

Display Name	Included Demographics
Chemistry/Formulation	Chemistry/Formulation
Corporate/Executive Management	Corporate/Executive Mgmt
Design Engineering	Design Engineering
Manufacturing/Operations/Production/Import/Export/Supply Chain Management	Mfg/Ops/Prod/Import/Export
Other Engineering	Application Engineering
Other Job Function	Consulting Engineering  Engineering  Environmental  Lab/R&D Engineering  Manufacturing Engineering  Must Pay  Need More Information  Other (specify)  Other Engineering (specify)  Process Engineering  Quality Engineering  Quality Management  Safety  Technical Engineering
Purchasing	Purchasing
Research & Development	Research & Development
Sales & Marketing	Sales & Marketing

## Audience Profile Glossary

### DEMOGRAPHICS APPENDIX (BUSINESS INDUSTRY)

#### Display Name

#### Included Demographics

Adhesives/Sealants Formulator/Manufacturer

Adhesives/Sealants  
Adhesives/Sealants Formulator  
Adhesives/Sealants Prod  
Other Adhesives/Sealants/Mfg  
Pressure Sensitives

Other Allied Businesses

Advanced Ceramics  
Aerospace Products/Parts  
Air Conditioning & Refrigeration  
All Other Thermal Processing Equip  
Building Materials and Construction  
Chemicals & Allied Products  
Chemicals/Raw Materials  
Coatings  
Commercial Appliances & Vending  
Computer & Electronics Products  
Consumer Goods  
Contract Manufacturing  
Control Instruments  
Distributor  
Electrical Equipment. Appliances  
Electrical Housewares & Portable  
Energy Industry  
Engineering & Consulting Firms  
Equipment  
Fabricated Metal Products  
Farm Equipment  
Fibrous Glass  
Furniture & Fixtures  
Government  
Household Laundry Equipment  
Industrial  
Machinery  
Medical Equipment & Supplies  
Miscellaneous Manufacturing  
Motor Vehicle. Body. Trailers. Parts  
Must Pay  
Need More Information  
Old Code AE  
Old Code U1  
Old Code V1  
Other (specify)  
Other Electrical Equipment  
Other Miscellaneous Manufacturing  
Other Supplier (specify)  
Other Transportation Equipment  
Packaging  
Packaging/Containers  
Paint/Coatings Formulator/Man  
Petroleum Refining. Coal  
Plastics & Rubber  
Primary Metals  
Printing Ink Formulator/Manufacturer  
Printing. Publishing & Allied  
Process Equipment  
Research & Development Services  
Supplier  
Test & Measurement Equipment  
Textile Mill Products  
Transportation Equipment  
User of Adhesives/Sealants. etc.  
Wood. Pulp/Paper & Allied Product

User of Adhesives/Sealants, Etc.

Composites  
Construction  
Electrical/Electronic  
Food & Med/Pharm Prod  
Lumber/Wood/Furniture/Prod  
Metals  
Other Users of Adhesives  
Pckg/Paper Prod/Converting  
Plastics/Rubber/Elastomers  
Product Assembly  
Tapes & Labels  
Textiles/Nonwovens/Apparel  
Transportation

**BNP Customer Database - omeda.com**

Primary source of record for all first party customer data and activities including: Subscriber Registrations, Demographics, Physical Addresses, Business & Job Function Demographic responses, Product Subscriptions, Email Deployments, Website Visits, eMagazine Visits, Digital Edition Visits.

### Usage by Report Section

#### Audience Profile

- **Unique Active Customers**
- **Print Magazine, Digital Edition, eMagazine:** Subscriber Counts
- **Newsletter:** Recipients, Engagement, Sends
- **eBlasts:** Delivered, Engagement, Sends
- **Website:** Active Registrants
- **Demographics:** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- **Locations:** Locations of known customers with first party address data

#### Magazine/eMagazine

- **Magazine Summary:** All data
- **eMagazine/Digital Edition Summary:** Total Qualified Subscribers, Notification eMail Metrics
- **Demographics:** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- **Locations:** Locations of known customers with first party address data

#### eNewsletters

- **All Pages:** All data

#### Website

- **Known User Activity:** All data
- **User Demographics:** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*

#### eBlasts

- **All Pages:** All data

#### Continuing Education

- **Websites & Newsletter:** Newsletter Delivery, Activity by Newsletter
- **Demographics:** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- **Locations:** Locations of known customers with first party address data

### Events

- **Demographics:** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- **Locations:** Locations of known customers with first party address data

### Webinars

- **Demographics:** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- **Locations:** Locations of known customers with first party address data

#### Google Analytics - [google.com/analytics](https://google.com/analytics)

Web Analytics service offered by Google that tracks and reports website traffic. Used to track all usage (known & anonymous) across websites, eMagazines, Digital Editions, Continuing Education.

#### Usage by Report Section

#### Audience Profile

- **Website:** Average Monthly Users, Average Monthly Pageviews
- **Continuing Education:** Monthly Website Pageviews

#### eMagazine/Magazine

- **eMagazine/Digital Edition Summary:** Issue Pageviews, Sessions, Session Duration

#### Website

- **Website Overview:** Website Users, Sessions, Pageviews, Top Content Topics
- **User Locations:** Website User Locations

#### Continuing Education

- **Websites & Newsletter:** Monthly Website Pageviews, All Website Visitors data

#### Falcon Social Media Platform - [falcon.io](https://falcon.io)

Single platform management and analytics for Facebook, Twitter, Instagram, LinkedIn accounts. [falcon.io](https://falcon.io)

#### Usage by Report Section

#### Audience Profile

- **Social Media:** Follower Count by Channel

## Social Media

- **All Pages:** All data

### **Building Media Inc.** - *buildingmedia.com*

*Developer of innovative online learning management programs and e-Learning courseware built exclusively for the construction community. Hosts and manages Continuing Education Centers.*

### *Usage by Report Section*

#### **Audience Profile**

- **Continuing Education:** Active Registered Users

#### **Continuing Education**

- **Websites & Newsletter:** Active Registered Users
- **CE Courses & Tests:** All data

### **Aventri** - *aventri.com*

*Event Management Platform used to process registration and administration of in person, virtual and hybrid events.*

### *Usage by Report Section*

#### **Audience Profile**

- **Events:** Average Attendees per Event

#### **Events**

- **Event Overview:** All data

### **Intrado** - *intrado.com*

*Webinar and interactive media platform. Technology and administration of Webinars.*

### *Usage by Report Section*

#### **Audience Profile**

- **Webinars:** Average Registrants, Average Attendees

#### **Webinars**

- **Webinars Overview:** All data