

Media Statement

June 2021



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.

Publisher's Note: It's my pleasure to share with you our most recent data findings from our June 2021 Media Statement. This statement contains information we have gathered from Q2 reporting. As this statement contains information you may use to make your ad buying decisions, I want to assure you that this Statement is accurate as of June 2021. Thank you for considering *Adhesives & Sealants Industry*.

Channels

June 2021 Summary Issue

Total eMagazine Circulation (May 2021 Analyzed Issue)	8,186
eNewsletters (Total average delivered)	10,513
*Website Total Users	27,428
**Social Media (Total)	20,789
Total Reach	66,916

Sincerely,

Tom Fowler
Publisher
ADHESIVES & SEALANTS INDUSTRY

About BNP Media

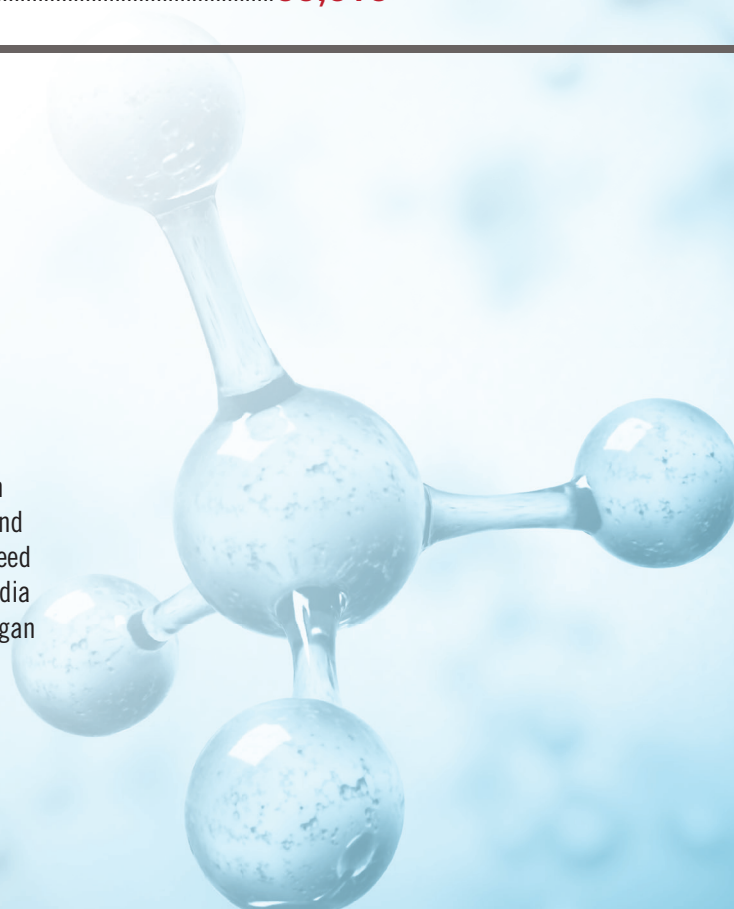
BNP Media is one of the country's leading business-to-business media companies serving industry professionals across 50+ industries through magazine, custom media, eNewsletters, websites, conferences, events and market research. BNP Media is committed to helping professionals succeed in business by providing superior information. Founded in 1926, BNP Media is a fourth-generation, family-run business headquartered in Troy, Michigan with regional offices around the country.

All information contained herein, is media owner's data.

No effort has been made to remove potential duplication with each action.

*BPAWW Interactive - June 2021

**Cumulative as of June 2021



Who You Can Reach

eMagazine Audience Demographics (May 2021 Analyzed Issue)

Primary Business:

Adhesives/Sealants Formulator/Manufacturer

Adhesives/Sealants.....	2,139
Pressure Sensitives.....	449
Adhesives/Sealants Products (tapes, labels)	612
Other Adhesives/Sealants Formulators/Manufacturers	447
Sub-Total Formulators/Manufacturers	3,647

Users of Adhesives/Sealants and/or Adhesives/Sealants Products

Construction.....	859
Electrical/Electronics	441
Transportation (Auto, Aerospace, Other).....	422
Composites	371
Packaging/Paper Products/Converting.....	373
Metals	315
Plastics, Rubber, Elastomers.....	286
Product Assembly.....	281
Food & Medical/Pharmaceutical Products.....	244
Tapes & Labels.....	213
Lumber/Wood/Furniture/Fixture Products	179
Textile/Nonwovens/Apparel/Diapers	97
Other Users of Adhesives/Sealants Products.....	104
Sub-Total Users	4,185

Other Allied Business'	354
Total Circulation:	8,186

Primary Job Function:

Research & Development, Chemistry/Formulation, Design Engineering, Manufacturing/Operations/Production, etc.....	3,995
Corporate/Executive Management.....	2,886
Sales & Marketing.....	1,055
Purchasing.....	196
Other Functions.....	54
Total Circulation:	8,186

Source/Age

SOURCE.....	Total*	Percent
Personal Request	8,186	100%
Business Request.....	0	0
Other Communication	0	0
Other Sources.....	0	0
Total Circulation	8,186	100%

**All subscriptions are qualified within 24 months.*

Who You Can Reach

eMagazine Audience Demographics (May 2021 Analyzed Issue)

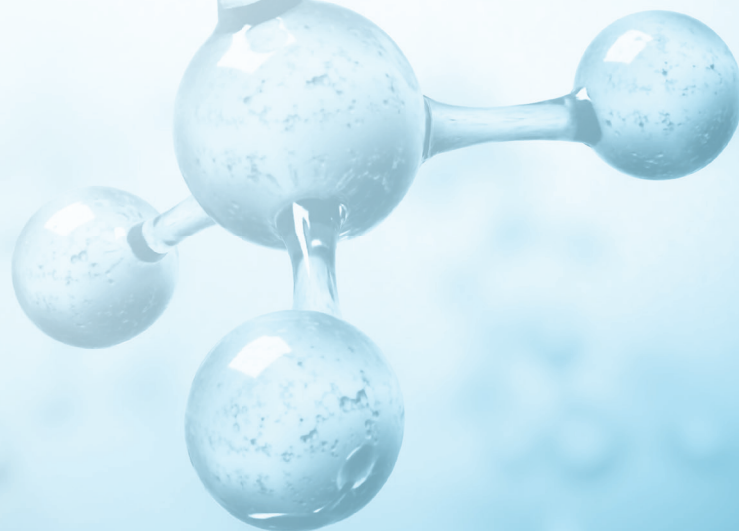
Geographic:

North American: State/Country	Total
Alabama.....	81
Arizona.....	87
Arkansas.....	35
California.....	624
Colorado.....	79
Connecticut.....	124
D. C.	11
Delaware.....	29
Florida.....	291
Georgia.....	217
Idaho.....	25
Illinois.....	440
Indiana.....	178
Iowa.....	55
Kansas.....	83
Kentucky.....	80
Louisiana.....	38
Maine.....	20
Maryland.....	97
Massachusetts.....	198
Michigan.....	399
Minnesota.....	245
Mississippi.....	41
Missouri.....	142
Montana.....	12
Nebraska.....	45
Nevada.....	39
New Hampshire.....	59
New Jersey.....	321
New Mexico.....	17

International Country/Region	Total
Asia.....	359
Middle East.....	47
Europe.....	477
Africa.....	48
Caribbean.....	0
Central America.....	1
South America.....	73
Asia Pacific.....	57
Total International	1,062

Total Circulation	Total
North America.....	7,124
International.....	1,062
Total Circulation	8,186

North American: State/Country	Total
New York.....	336
North Carolina.....	243
North Dakota.....	22
Ohio.....	571
Oklahoma.....	36
Oregon.....	74
Pennsylvania.....	417
Rhode Island.....	35
South Carolina.....	110
South Dakota.....	15
Tennessee.....	114
Texas.....	381
Utah.....	32
Vermont.....	11
Virginia.....	116
Washington.....	103
West Virginia.....	19
Wisconsin.....	252
Wyoming.....	7
Total 48 US Contiguous States	7,006
Alaska.....	9
Hawaii.....	12
Total Alaska & Hawaii	21
Possessions & Other Areas.....	14
Total U.S. Possessions	14
Canada.....	30
Mexico.....	53
Military/Civilian Overseas, APO/FPO.....	0
TOTAL NORTH AMERICA	7,124



Audience Touchpoints

June 2021

ASI ADHESIVES & SEALANTS INDUSTRY

**Total eMagazine
Circulation**
12 Issues per year

8,186

(May 2021 Issue)



10,513

eNewsletters Total average delivered

ASI eNews (Weekly)-6,591 June average

Adhesives In Action (Monthly)-3,922 June Total

20,789

Social Media*

Across Facebook, Twitter & LinkedIn

in 16,350
tw 2,826
f 1,613



56,757
Page Views**



34,263
Sessions**



27,428
Total Users**

****Average Session Duration: 0:01:19**

*Cumulative as of June 2021

**BPAWW Interactive - June 2021

