

Media Statement

September 2020



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 September 2020 Media Statement. This statement contains information we have gathered from Q3 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 September 2020. Thank you for considering **Adhesives & Sealants Industry**.

Channels

September 2020 Summary

Digital Magazine Circulation.....	6,709
eNewsletter (Total average delivered)	10,022
*Website Total Users	24,643
**Social Media (Total)	19,332
Total Reach	60,706

Sincerely,

Tom Fowler
Publisher

ADHESIVES & SEALANTS INDUSTRY

About BNP Media

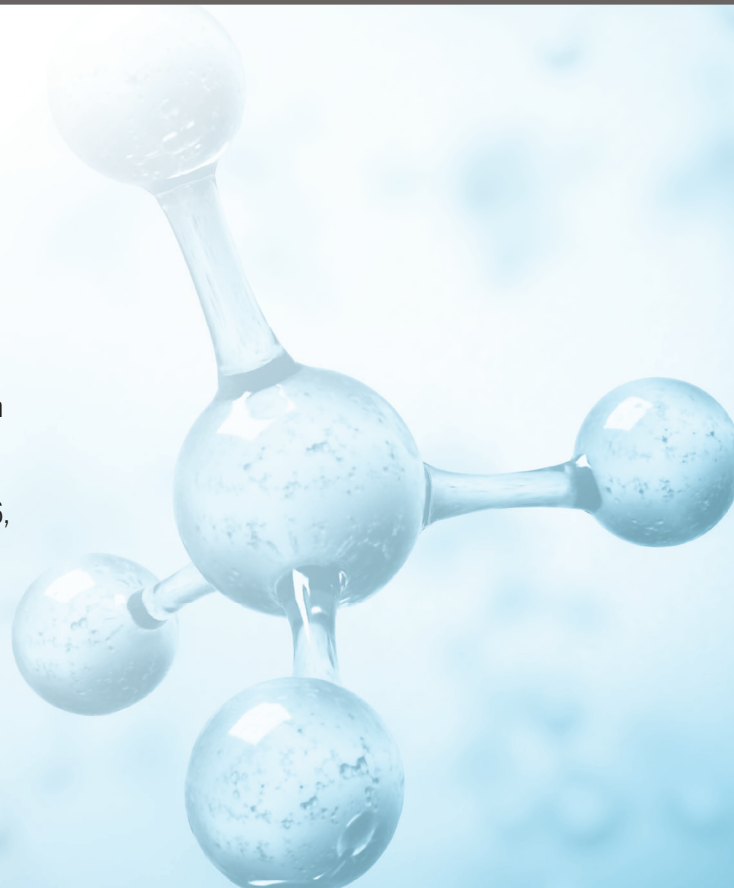
BNP Media is one of the country's leading business-to-business media companies serving industry professionals across 50+ industries through magazine, custom media, eNewsletters, websites, conferences, events and market research. BNP Media is committed to helping professionals succeed in business by providing 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 - September 2020

**Cumulative as of September 2020



Who You Can Reach

Digital Magazine Audience Demographics (September 2020 Summary)

Primary Business:

Adhesives/Sealants Formulator/Manufacturer

Adhesives/Sealants.....	1,481
Pressure Sensitives.....	280
Adhesives/Sealants Products (tapes, labels)	201
Other Adhesives/Sealants Formulators/Manufacturers	186
Sub-Total Formulators/Manufacturers	2,148

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

Construction.....	906
Electrical/Electronics	497
Transportation (Auto, Aerospace, Other).....	434
Composites	401
Packaging/Paper Products/Converting.....	371
Metals	338
Plastics, Rubber, Elastomers.....	275
Product Assembly.....	262
Food & Medical/Pharmaceutical Products.....	253
Tapes & Labels.....	211
Lumber/Wood/Furniture/Fixture Products	184
Textile/Nonwovens/Apparel/Diapers	93
Other Users of Adhesives/Sealants Products.....	101
Other Allied Business'	235
Sub-Total Users.....	4,561

Total Circulation: 6,709

Primary Job Function:

Research & Development, Chemistry/Formulation, Design Engineering, Manufacturing/Operations/Production, etc.....	3,403
Corporate/Executive Management.....	2,272
Sales & Marketing.....	848
Purchasing.....	186

Total Circulation: 6,709

Source by Verification

SOURCE.....	Verification		
	Within 1-3years	Total.....	Percent
Personal Request	6,709	6,709	100%
Business Request.....	0	0	0
Other Communication	0	0	0
Other Sources.....	0	0	0
Total Circulation	6,709	6,709	100%
Percentage	100%	100%	

Who You Can Reach

Geographic

North American: State/Country	Total
Alabama.....	71
Arizona	69
Arkansas	23
California	523
Colorado.....	51
Connecticut.....	100
D. C.	10
Delaware.....	25
Florida.....	225
Georgia.....	168
Idaho.....	19
Illinois.....	355
Indiana.....	148
Iowa	46
Kansas	59
Kentucky.....	63
Louisiana	17
Maine.....	19
Maryland.....	72
Massachusetts.....	152
Michigan	362
Minnesota	215
Mississippi.....	32
Missouri	107
Montana.....	9
Nebraska.....	36
Nevada.....	27
New Hampshire.....	45
New Jersey.....	268
New Mexico.....	14

International Country/Region	Total
Asia.....	321
Middle East	36
Europe.....	425
Africa	49
Caribbean	0
Central America	1
South America	59
Asia Pacific	50
Total International	941

Total Circulation	Print
North America	5,768
International	941
Total Circulation.....	6,709

North American: State/Country	Total
New York.....	281
North Carolina.....	186
North Dakota	18
Ohio.....	445
Oklahoma.....	37
Oregon.....	55
Pennsylvania.....	329
Rhode Island	30
South Carolina	101
South Dakota.....	9
Tennessee.....	100
Texas	276
Utah	28
Vermont.....	10
Virginia	89
Washington	81
West Virginia	17
Wisconsin.....	220
Wyoming.....	4
Total 48 US Contiguous States.....	5,646
Alaska	9
Hawaii.....	9
Total Alaska & Hawaii.....	18
Possessions & Other Areas.....	16
Total U.S. Possessions	16
Canada	40
Mexico.....	48
Military/Civilian Overseas, APO/FPO.....	0
TOTAL NORTH AMERICA.....	5,768



Audience Touchpoints

September 2020 Summary

ASI ADHESIVES & SEALANTS INDUSTRY

**Total Digital
Magazine Circulation**
12 Issues per year

6,709



10,022

eNewsletters* Total average delivered

ASI eNews (September average)-6,739 weekly

Adhesives In Action (September Total)-3,283 monthly

19,332

Social Media

Across Facebook, Twitter & LinkedIn

 **14,967**
 **2,794**
 **1,571**



52,628
Page Views**



29,675
Sessions**



24,643
Total Users**

****Average Session Duration: 0:01:26**



**BPAWW Interactive - September 2020

***Cumulative as of September 2020