TARGET AUDIENCE

FORMULATORS, MANUFACTURERS & END USERS

Adhesives & Sealants Industry has developed a diverse portfolio of solutions that will allow you, our advertisers, to create a comprehensive and integrated marketing plan that matches your overall strategy. Developing an effective strategy starts with establishing your key objectives and goals, and then we can help you select our solutions that will help you achieve those goals. Whether your focus is on brand awareness, lead generation, new product introduction or thought leadership, Adhesives & Sealants Industry has a broad spectrum of products that will fit your focus. To help build your plan, our 2020 Media Planner shows you where these elements fall across this spectrum so you can build a powerful and effective marketing plan.

CIRCULATION*

<table>
<thead>
<tr>
<th>Magazine</th>
<th>10,004</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Subscribers</td>
<td>10,004</td>
</tr>
<tr>
<td>6,917 Print Edition</td>
<td></td>
</tr>
<tr>
<td>3,087 Digital Edition</td>
<td></td>
</tr>
<tr>
<td>ASI eNews</td>
<td>10,787</td>
</tr>
<tr>
<td>Average Delivered Weekly</td>
<td>10,787</td>
</tr>
<tr>
<td>Adhesives in Action eNewsletter</td>
<td></td>
</tr>
<tr>
<td>distributed to over</td>
<td>2,948</td>
</tr>
<tr>
<td>2,948 opt-in subscribers</td>
<td></td>
</tr>
<tr>
<td>Website</td>
<td>20,649</td>
</tr>
<tr>
<td>Average Unique Monthly Users</td>
<td>20,649</td>
</tr>
<tr>
<td>Social</td>
<td>13,273</td>
</tr>
<tr>
<td>LinkedIn Members</td>
<td>13,273</td>
</tr>
</tbody>
</table>

SUBSCRIBERS PROFILE

Adhesives and Sealants Formulators/Manufacturers — 4,860*
Formulators/Manufacturers Of...
Adhesives/Sealants
Pressure Sensitive
Adhesives/Sealants Products
Other Adhesives/Sealants/Formulators/Manufacturers

Users of Adhesives and Sealants and/or Products — 5,144*

Users Of...
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
Tapes & Labels
Construction
Composites
Other Users of Adhesives/Sealants Products

FUNCTIONS OF QUALIFIED SUBSCRIBERS*

49.2%
Research & Development, Chemistry/Formulation, Design Engineering, Manufacturing/Operations/Production/Import/Export, Supply Chain Management

40.5%
Corporate/Executive Management (Owners, Partners, Chairmen, Presidents, C-level Officers, Vice Presidents, Directors, Managers, Financial and Senior Supply Chain Titles)

7.9%
Sales & Marketing

2.4%
Purchasing

93%
Take Action As a Result of Marketing Communications**

63%
Visited a company’s website after seeing their ad in ASI**

48%
Requested additional info directly from advertiser**

*May 2019 Publisher’s Statement
**Adhesives & Sealants Industry 2019 Reader Preference Study.
PRINT AD AND DIRECTORIES

PRINT
ASI offers vital information targeted toward global manufacturers, formulators and end-users of adhesives and sealants. We offer specialized print ad options, perfect for introducing a new product, announcing an event, enhancing your brand awareness and more! ASI magazine features a variety of print ad options perfect for enhancing brand awareness and explaining your core competencies.

PRINT AD OPTIONS:

- FULL PAGE NON BLEED
  - 7" x 10"
  - 178mm x 254mm
- FULL PAGE BLEED
  - 8.1/4" x 11"
  - 210mm x 279mm
- 2/3 PAGE
  - 4.5/8" x 10"
  - 118mm x 254mm
- 1/2 PAGE ISLAND
  - 4.5/8" x 7.1/2"
  - 118mm x 191mm
- 1/2 PAGE HORIZONTAL
  - 7" x 4.7/8"
  - 178mm x 124mm
- 1/2 PAGE VERTICAL
  - 3.3/8" x 10"
  - 86mm x 254mm
- 1/4 PAGE
  - 3.3/8" x 4.7/8"
  - 86mm x 124mm
- 1/3 PAGE SQUARE
  - 4.5/8" x 4.7/8"
  - 118mm x 124mm
  - 2.1/8" x 10"
  - 54mm x 254mm

SERVICES MARKETPLACE ADVERTISING OPPORTUNITIES

- Services Marketplace ad in print, digital and online
- 12-month exposure!

CLASSIFIEDS

Print, Digital and Online!
Energize your exposure with ASI’s classified ads! Classified ads offer a simple way to share an announcement when you’re on a budget. Classifieds can help with selling equipment, products and services, announcing business opportunities, hiring expert employees, and more.

DIRECTORIES

By listing your company in one or more of ASI’s Directories, you have quick access to a targeted audience of potential buyers in the adhesives and sealants industry. Various package options such as listings, ads and enhancements are all available. For more information, visit ASI’s five online directories at www.adhesivesmag.com/directories! Contact Anna Marie McCann at mccanna@bnpmedia.com for pricing and additional details.

- February: Raw Materials, Chemicals, Polymers & Additives Handbook
- June: Equipment Handbook
- July: Distributor Directory
- August: Global Adhesives & Sealants Directory
- December: Buyers’ Guide
## Editorial Calendar 2020 Media Planner

### Feature Focus

<table>
<thead>
<tr>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Curing Equipment and Materials</td>
<td>High-Tech Green Formulations and Applications</td>
<td>Testing and Analysis Equipment</td>
<td>Sustainable Formulation</td>
<td>FEICA Preview</td>
</tr>
</tbody>
</table>

### End-User Focus

<table>
<thead>
<tr>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronics</td>
<td>Automotive</td>
<td>Assembly</td>
<td>Packaging</td>
<td>Construction</td>
<td>Aerospace</td>
</tr>
</tbody>
</table>

### Special Advertising Options

<table>
<thead>
<tr>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Year’s Resolution Package</td>
<td>Materials Handbook</td>
<td>MUST SEE Products &amp; Services eBlast</td>
<td>WAC Show Guide Packages - Premium and Gold Available</td>
<td>Sustainability Spotlights</td>
<td>Equipment Handbook &amp; Services eBlast</td>
</tr>
<tr>
<td>• Display ad print/digital</td>
<td>• MUST SEE Products &amp; Services eBlast</td>
<td>• MUST SEE Products &amp; Services eBlast</td>
<td>• Print Ad</td>
<td>• Sustainability Spotlights</td>
<td>• MUST SEE Products &amp; Services eBlast</td>
</tr>
<tr>
<td>• 1/8th-page New Product Showcase</td>
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</tr>
</tbody>
</table>

### Bonus Distribution

<table>
<thead>
<tr>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
</tr>
</thead>
<tbody>
<tr>
<td>IPC APEX</td>
<td>RadTech 2020 UV+EB Technology Conference</td>
<td>American Coatings Show</td>
<td>World Adhesive &amp; Sealant Conference</td>
<td>PTC Tape Week</td>
<td></td>
</tr>
<tr>
<td>San Diego, CA</td>
<td>Orlando, FL</td>
<td>Indianapolis, IN</td>
<td>Chicago, IL</td>
<td>Orlando, FL</td>
<td></td>
</tr>
<tr>
<td>Feb. 1-6</td>
<td>March 8-11</td>
<td>March 3-4</td>
<td>April 20-22</td>
<td>May 4-7</td>
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<tr>
<td>Adhesion Society</td>
<td></td>
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<td></td>
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<tr>
<td>Charleston, SC</td>
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<tr>
<td>Feb. 23-26</td>
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</tbody>
</table>

### Show Packages

<table>
<thead>
<tr>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
</tr>
</thead>
<tbody>
<tr>
<td>RadTech 2020 UV+EB Technology</td>
<td>American Coatings Show</td>
<td>World Adhesive &amp; Sealant Conference</td>
<td>PTC Tape Summit</td>
<td></td>
<td></td>
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<tr>
<td>• Print ad unit</td>
<td>• Print ad unit</td>
<td>• Print ad unit</td>
<td>• Print ad unit</td>
<td></td>
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<tr>
<td>• Listing in MUST VIST eBlast</td>
<td>• Listing in MUST VIST eBlast</td>
<td>• Listing in MUST VIST eBlast</td>
<td>• Listing in MUST VIST eBlast</td>
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</tr>
<tr>
<td>• Social Media Mentions preshow and during the event</td>
<td>• Social Media Mentions preshow and during the event</td>
<td>• Social Media Mentions preshow and during the event</td>
<td>• Social Media Mentions preshow and during the event</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Bronze, Silver and Gold Packages Available!</td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Ad Close & Ad Materials Due

<table>
<thead>
<tr>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dec 5</td>
<td>Jan 9</td>
<td>Feb 6</td>
<td>Mar 5</td>
<td>Apr 9</td>
<td>May 7</td>
</tr>
<tr>
<td>Dec 11</td>
<td>Jan 15</td>
<td>Feb 12</td>
<td>Mar 11</td>
<td>Apr 15</td>
<td>May 13</td>
</tr>
<tr>
<td>July</td>
<td>August</td>
<td>GAD</td>
<td>September</td>
<td>October</td>
<td>November</td>
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<tr>
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<td>--------</td>
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<td>-----------</td>
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<td>----------</td>
</tr>
<tr>
<td><strong>Distributor Directory</strong></td>
<td><strong>ASI Top 20</strong> Adhesives/Sealants/Coatings Packaging and Handling Meter/Mix/Dispense Equipment</td>
<td><strong>Global Adhesives &amp; Sealants Directory</strong></td>
<td><strong>Annual Raw Materials and Chemicals Overview</strong> High-Tech Formulations/Applications Converting &amp; Packaging PSAs, Tapes, Films, Labels Curing Equipment and Materials</td>
<td><strong>ASSEMBLY Show Coverage</strong></td>
<td><strong>Sustainable Materials and Formulation</strong></td>
</tr>
<tr>
<td><strong>Electronics</strong></td>
<td><strong>Packaging</strong></td>
<td><strong>Assembly</strong></td>
<td><strong>Construction</strong></td>
<td><strong>GAD Digital Edition</strong></td>
<td><strong>MUST SEE Products &amp; Services eBlast</strong></td>
</tr>
<tr>
<td><strong>Distributor Directory</strong></td>
<td>MUST SEE Products &amp; Services eBlast</td>
<td><strong>GAD Digital Edition</strong></td>
<td><strong>Pack Expo</strong></td>
<td><strong>ASC Annual Convention and Expo 2021</strong></td>
<td><strong>ASC Annual Spring Convention and Expo 2021</strong></td>
</tr>
<tr>
<td><strong>ASC Annual Convention and Expo 2021</strong></td>
<td><strong>PSTC Tape Summit 2021</strong></td>
<td><strong>GAD</strong></td>
<td><strong>ASSEMBLY Show Rosemont, IL October 27-29 Pack Expo East 2021</strong></td>
<td><strong>ASC Executive Leadership Conference</strong></td>
<td><strong>PSTC Tape Summit 2021</strong></td>
</tr>
<tr>
<td><strong>Pack Expo</strong></td>
<td><strong>CAWM, The Composites and Advanced Materials Expo</strong></td>
<td><strong>FEICA European Adhesive and Sealant Conference &amp; Expo</strong></td>
<td><strong>Label Expo Europe September 24-27</strong></td>
<td><strong>Show Packages</strong></td>
<td></td>
</tr>
<tr>
<td><strong>GAD</strong></td>
<td><strong>ASI Digital Edition</strong></td>
<td><strong>Show Packages</strong></td>
<td><strong>Show Packages</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Sustainability Issue**

**End-User Focus**

**Special Advertising Options**

**Bonus Distribution**

**Show Packages**

**Ad Close**

**Ad Materials Due**
DIGITAL OPPORTUNITIES

WEBSITE ADS & RESPONSIVE SIZES

With ASI, you can buy the number of impressions based on either your advertising budget or goals with our CPM selling model. To learn more, please contact your sales manager.

20,649 Average Monthly Users*

25,912 Average Monthly Sessions*

1:48 Average User Session Duration*

TRENDING NOW!
ADVANCED MARKETING

Looking to take your marketing efforts to the next level? Leverage our advanced capabilities to directly impact the bottom line by aligning your marketing needs with your sales strategies. Opportunities include:
1. Generating Sales-Qualified Leads
2. Growing your marketing reach
3. Feeding leads directly into your CRM
4. And MORE!

NATIVE ADVERTISING

Build thought leadership for your brand! Publish your high-quality, non-commercial content alongside our trusted editorial online, in our eNewsletter and on our social media. Your editorial labeled as “Sponsored Content” appears the following ASI channels:
- Featured on ASI’s Home Page & ROS (one month)
- Website Content Page for 6 Months (includes your ads)
- eNewsletter Content Box Ad (leads available)
- Social Media Promotion

WEBINARS

ASI webinars are a great way to showcase your knowledge and expertise on industry-related topics—giving attendees the information they need, all while you collect valuable leads.

INFOCENTERS

Take content marketing to a new level with an InfoCenter, a full-feature, topic-centric, exclusively sponsored microsite. Combine valuable content, supplied by you, run alongside ASI editorial, and your company name becomes synonymous with whatever topic you choose.

WHITE PAPERS

Post your white paper on the ASI website in our Resource Center. ASI will drive traffic to your white paper through mentions in our eNewsletters and posts to our LinkedIn community.

PAGE 6  |  WWW.ADHESIVESMAG.COM
**eNEWSLETTERS AND eBLASTS**

**eNEWSLETTERS**

**ASI eNEWS**

With a weekly average distribution of 10,787,* every Tuesday, **ASI eNews** supplies the latest information on market conditions, technology developments, and industry practices. Designed to showcase your ad on both desktop and mobile devices! Leaderboard ads and Text ads are available in three premium positions.

**AD SPACES AVAILABLE:**
LEADERBOARD: 728 x 90

FOCUS ON: Includes photo or logo, 100 word write-up and link, product featured for a week on **ASI** website.

EMBEDDED BANNER AD: 728 x 90

**ADHESIVES IN ACTION**

**ASI's** newest e-Newsletter, distributed on the first Thursday of every month to over 2,948* subscribers (all opt-in!), showcases the end uses of adhesives, sealants, and coatings in key industries. **Adhesives in Action** delivers targeted information in the form of in-depth features, case studies, new products, and more to those who incorporate adhesives and sealants in key industries, such as automotive, electronics, construction, aerospace, and packaging.

**AD SPACES AVAILABLE:**
LEADERBOARD: desktop: 728 x 90; tablet: 728 x 90; mobile: 320 x 50

FOCUS ON: Includes photo or logo, 100 word write-up and link; product featured for a week on **ASI** website.

BANNER AD: 728 x 90

**MUST SEE & MUST VISIT eBLASTS**

**MUST SEE eBlast**

Showcase your company’s product and/or services with a MUST SEE eBlast targeting industry professionals. Ad space is limited to 8 companies to give you greater visibility! Receive a top position by booking early!

**MUST VISIT eBlast**

MUST VISIT eBlasts preview a specific trade show’s exhibitor and/or sponsors to encourage booth visits. Gain additional traffic to your booth or company website by with a MUST VISIT eBlast today!

**EXCLUSIVE EDITORIAL TOPIC eBLAST**

**TechFlash**

Send your own proprietary editorial or educational content in a highly engaging media format. The **TechFlash** eBlast is an exclusive opportunity for your content to be co-branded with **ASI**, a trusted brand, which can improve deliverability and increase open rates.

Ask about maximizing lead generation with open, click, and lead options.

**CUSTOM eNEWS**

With custom eNewsletters, you can include specialized editorial and educational content. Co-branded with **ASI** content, custom eNewsletters have trackable open and click-through rates for maximum lead generation!

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*May 2019 Publisher Statement*
ADDITIONAL SERVICES

SUBSCRIBER LIST RENTAL
The most powerful and responsive list of adhesives and sealants formulators, manufacturers, and end users is just a call away. Complement your advertising program and introduce new products by renting ASI’s exclusive subscriber list. Contact Tom Fowler, Publisher, for more information.

CONTENT AS A SERVICE (CAAS)
ASI can help you create fresh, industry-relevant assets such as articles, white papers, case studies and more for all of your marketing needs (print & digital). This valuable content can be generated with your timeline in mind, equipping your company with the editorial and publishing resources needed so you can continue to do what you do best.

CLEAR SEAS RESEARCH
Need marketing research for more informed decision making? Contact your industry-focused market research partner today to gain insights into your complex business questions.
Clear Seas Research
248-786-1619; info@clearseasresearch.com; clearseasresearch.com

myCLEARopinion
Need high quality B2B research respondents? myCLEARopinion Panel specializes in B2B skilled industry sample, providing access to executives, decision makers, and experienced industry professionals.
myCLEARopinion Panel
248-633-4930
info@myclearopinion.com; myclearopinionpanel.com

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