

ASI ADHESIVES & SEALANTS INDUSTRY

GLUE
ELECTRONICS
SEALING

MATERIALS HANDLING

LIGHTWEIGHTING

PACKAGING

FORMULATING

CONSTRUCTION

CONVERTING

STRUCTURAL ADHESIVES

JOINING EQUIPMENT

BONDING

SERVING THE GLOBAL FORMULATOR, MANUFACTURER & END USER

EXPLORE

HIGH-TECH

TAPES

TRANSPORTATION

SUSTAINABILITY

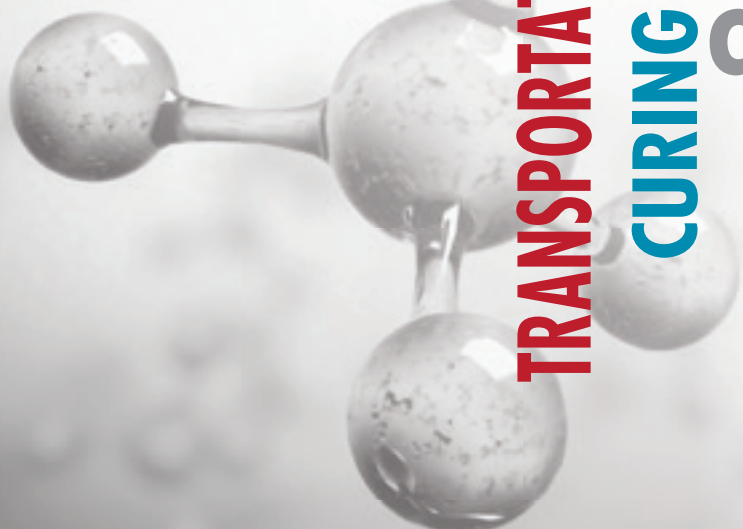
DISPENSING

COATING

ASSEMBLY

CAULK

CURING



INTEGRATED
2020 media
planner

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.



ASI ADHESIVES & SEALANTS INDUSTRY

	PRINT ISSUE/ DIGITAL EDITION	ONLINE	eNEWSLETTER	CUSTOM eBLAST	MUST SEE eBLAST	NATIVE ADVERTISING	WEBINAR	INTERACTIVE SPOTLIGHT	VIDEO/PODCAST	DIRECTORIES	CLASSIFIEDS/ SERVICES MARKETPLACE	RESEARCH	SOCIAL MEDIA
LEAD GENERATION		X	X	X	X		X	X		X	X		
PRODUCT LAUNCH	X	X	X	X	X	X	X	X	X				
DRIVING QUALIFIED TRAFFIC	X	X	X	X	X	X	X	X	X	X	X		X
EDUCATION/ NEW TECHNOLOGY	X	X		X		X	X	X	X			X	X
AWARENESS/BRANDING	X	X	X	X		X	X	X	X	X		X	X
THOUGHT LEADERSHIP		X		X		X	X	X	X			X	X

CIRCULATION*

Magazine
10,004
Average Subscribers
6,917 Print Edition
3,087 Digital Edition

ASI eNews
10,787
Average Delivered Weekly

Adhesives in
Action eNewsletter
distributed to over
2,948
opt-in subscribers

Website
20,649
Average Unique Monthly
Users

Social
13,273
LinkedIn Members

SUBSCRIBERS PROFILE

Adhesives and Sealants Formulators/Manufacturers — 4,860*
Formulators/Manufacturers Of...

Adhesives/Sealants
Pressure Sensitives
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**

PRINT AND DIRECTORIES

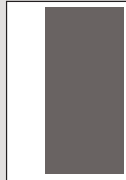
PRINT

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.

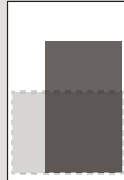
PRINT AD OPTIONS:



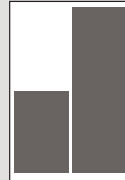
**FULL PAGE-
NON BLEED**
7" X 10"
178mm X 254mm
FULL-PAGE BLEED
8-1/4" X 11"
210mm X 279mm



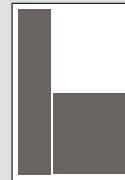
2/3 PAGE
4-5/8" X 10"
118mm X 254mm



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
**1/3 PAGE
VERTICAL**
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.

WAC 2020
WORLD ADHESIVE & SEALANT CONFERENCE

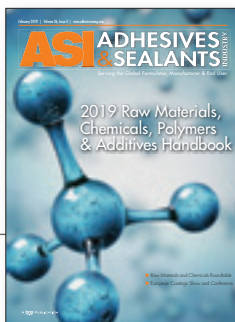
**2020 WORLD ADHESIVES
CONFERENCE SHOW GUIDE**

ASI is the PREMIER MEDIA SPONSOR of the 2020 WORLD ADHESIVES CONFERENCE and will publish the WAC Show Guide. Don't miss this opportunity to connect with the Global Adhesives & Sealants Industry!

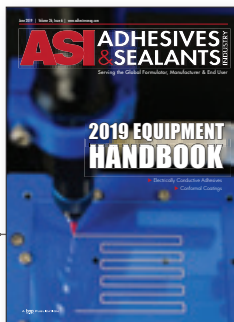
DIRECTORIES

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 AnnaMarie McCann at mccanna@bnpmmedia.com for pricing and additional details.

February:
Raw Materials,
Chemicals, Polymers &
Additives Handbook



June:
Equipment Handbook



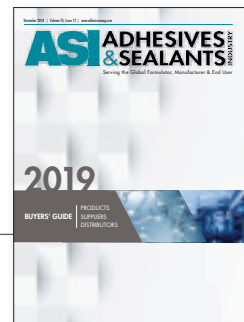
July:
Distributor Directory



**August
(Special 13th Issue!):**
Global Adhesives &
Sealants Directory



December:
Buyers' Guide



EDITORIAL CALENDAR



	January	February	March	April	May	June
Feature Focus	Formulation of Adhesives/Sealants/Coatings Meter/Mix/Dispense Equipment PSAs, Tapes, Films, Labels	<i>Raw Materials, Chemicals, Polymers & Additives Handbook</i> Raw Materials and Chemicals Roundtable American Coatings Show Preview Curing Equipment and Materials	Continued American Coatings Show Coverage World Adhesive & Sealant Conference Preview Adhesives/Sealants/Coatings Packaging and Handling High-Tech Green Formulations and Applications	Continued World Adhesive & Sealant Conference Coverage Formulation of Adhesives/Sealants/Coatings Converting & Packaging Testing and Analysis Equipment	PSTC Tape Summit Coverage PSAs, Tapes, Films, Labels Curing Equipment and Materials Sustainable Formulation	<i>Equipment Handbook</i> Machinery and Equipment World Adhesive & Sealant Conference Wrap-Up FEICA Preview
End-User Focus	Electronics	Automotive	Assembly	Packaging	Construction	Aerospace
Special Advertising Options	New Year's Resolution Package • Display ad print/digital • MUST SEE Products & Services eBlast • 1/8th-page New Product Showcase	<i>Materials Handbook</i> MUST SEE Products & Services eBlast	MUST SEE Products & Services eBlast	WAC Show Guide Packages - Premium and Gold available • Print Ad • Show Daily ad unit • Rotating leaderboard ad • Rotating banner ad • Alert messages	Sustainability Spotlights	<i>Equipment Handbook</i> MUST SEE Products & Services eBlast
Bonus Distribution	IPC APEX San Diego, CA Feb. 1-6 Adhesion Society Charleston, SC Feb. 23-26	RadTech 2020 UV+EB Technology Conference Orlando, FL March 8-11	American Coatings Show Indianapolis, IN March 31-April 2	World Adhesive & Sealant Conference Chicago, IL April 20-22	PSTC Tape Week Orlando, FL May 4-7	
Show Packages		RadTech 2020 UV+EB Technology • Print ad unit • Listing in MUST VIST e-Blast • Social Media Mentions pre-show and during the event • Sponsorship of the February 2020 ASI Digital Edition • Bronze, Silver and Gold Packages Available!	American Coatings Show • Print ad unit • Listing in MUST VIST e-Blast • Social Media Mentions pre-show and during the event • Sponsorship of the March 2020 ASI Digital Edition • Bronze, Silver and Gold Packages Available!	World Adhesive & Sealant Conference • Print ad unit • Listing in MUST VIST e-Blast • Social Media Mentions pre-show and during the event • Sponsorship of the April 2020 ASI Digital Edition • Bronze, Silver and Gold Packages Available!	PSTC Tape Summit • Print ad unit • Listing in MUST VIST e-Blast • Social Media Mentions pre-show and during the event • Sponsorship of the May 2020 ASI Digital Edition • Bronze, Silver and Gold Packages Available!	
Ad Close	Dec 5	Jan 9	Feb 6	Mar 5	Apr 9	May 7
Ad Materials Due	Dec 11	Jan 15	Feb 12	Mar 11	Apr 15	May 13



Sustainability Issue

July	August	GAD	September	October	November	December	
Distributor Directory Distribution and Logistics Formulation of Adhesives/Sealants/Coatings PSAs, Tapes, Films, Labels Coatings	ASI Top 20 Adhesives/Sealants/Coatings Packaging and Handling Meter/Mix/Dispense Equipment	Global Adhesives & Sealants Directory	Annual Raw Materials and Chemicals Overview High-Tech Formulations/Applications Converting & Packaging PSAs, Tapes, Films, Labels Curing Equipment and Materials	ASSEMBLY Show Coverage ASC Executive Leadership Conference Coverage Formulation of Adhesives/Sealants/Coatings Testing and Analysis Equipment	Sustainable Materials and Formulation Sustainable Adhesives/Sealants/Coatings Packaging and Handling Sustainable Manufacturing Practices *WEBINAR* BIO-BASED RAW MATERIALS	Buyers' Guide	Feature Focus
Electronics	Marine		Packaging	Assembly	Construction		End-User Focus
Distributor Directory Distributor Showcase MUST SEE Products & Services eBlast	MUST SEE Products & Services eBlast	GAD Digital Edition Pop-Up Ad: 50% Off for GAD Display Advertisers			MUST SEE Products & Services eBlast	Buyers' Guide	Special Advertising Options
ASC Annual Convention and Expo 2021 PSTC Tape Summit 2021 Eastern Coatings Show 2021	<div> GAD ASSEMBLY Show Pack Expo ASC Annual Spring Convention and Expo 2021 PSTC Tape Summit 2021 </div>		Pack Expo CAMX: The Composites and Advanced Materials Expo FEICA European Adhesive and Sealant Conference & Expo Label Expo Europe September 24-27	ASSEMBLY Show Rosemont, IL October 27-29 ASC Executive Leadership Conference		Pack Expo East 2021 ASC Annual Spring Convention and Expo 2021 PSTC Tape Summit 2021 ASSEMBLY Show 2021	Bonus Distribution
			PACK EXPO <ul style="list-style-type: none"> • Print ad unit • Listing in MUST-VIST e-Blast • Social Media Mentions pre-show and during the event • Sponsorship of the September 2020 ASI Digital Edition • Bronze, Silver and Gold Packages Available! 	ASSEMBLY Show <ul style="list-style-type: none"> • Print ad unit • Listing in MUST-VIST e-Blast • Social Media Mentions pre-show and during the event • Sponsorship of the October 2020 ASI Digital Edition • Bronze, Silver and Gold Packages Available! 			Show Packages
June 4	July 9	July 16	Aug 6	Sept 3	Oct 8	Nov 5	Ad Close
June 10	July 15	July 22	Aug 12	Sept 9	Oct 14	Nov 11	Ad Materials Due

DIGITAL OPPORTUNITIES

WWW.ADHESIVESMAG.COM



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*

Homepage Display Ads

AD TYPE	DESKTOP	TABLET	MOBILE
LEADERBOARD	728 X 90	728 X 90	320 X 50
HALF PAGE	300 X 600	300 X 600	300 X 250
MEDIUM RECTANGLE	300 X 250	300 X 250	300 X 250
RECTANGLE AD	180 X 150	180 X 150	180 X 150

SOCIAL MEDIA

Sponsored posts, tweets and discussions available!

in 13,273 LinkedIn group members*
2,637 Twitter followers*
f 1,411 Facebook followers*

INTERACTIVE DIGITAL DEPLOYMENTS

Unlike traditional press releases, Interactive Digital Deployments are unique and interactive. They fuse the creative and storytelling aspects of advertising with comprehensive product information and multi-media, including video.

Includes: Interactive Product Spotlight, Conversion Infographic or Editorial Infographic

VIDEOS

With **ASI's** videos, we not only produce high-quality, professional videos but we create a customized marketing strategy to get your video message in front of thousands of qualified buyers. Videos are promoted in eNewsletters, Social Media, Brand Websites, and Digital Editions. Video opportunities include: Case Study, Product Demo/How-To, Booth/Event Coverage, Pre-Roll Editorial Sponsorship and more.

DIGITAL EDITION

ASI's digital edition combines the look of a print edition, with the added benefit of interactive options. Sponsor a digital edition and increase readers' engagement with your ad! Digital editions are distributed via email each month and are also hosted on adhesivemag.com.

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.

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 eNewsletter, 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!



*May 2019 Publisher Statement

EXTRAS

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

CONTACTS

Sales

Tom Fowler

Group Publisher
248-786-1717
fowlert@bnpmedia.com

Amy Vallance

Advertising Sales Manager/
Associate Publisher
281-928-3520
vallancea@bnpmedia.com

Patrick Connolly

International Sales Manager
Patco Media-London
99 Kings Rd.
Westcliff, Essex UK SSO 8PH
(+) 44-1702-477341
patco44uk@aol.com

AnnaMarie McCann

Inside Sales Manager/Directories
610-436-4220 ext. 8518
248-502-1055 (fax)
mccanna@bnpmedia.com

Editorial

Susan Sutton

Editor-in-Chief, Integrated Media
248-786-1704
248-502-2033 (fax)
suttons@bnpmedia.com

Production

Kelly Southard-Mitchell

Production Manager
248-244-6409
248-786-1348 (fax)
southardk@bnpmedia.com

Marketing

Lauren Giacco

giaccol@bnpmedia.com

Audience Development

Hillary Blaser

blaserh@bnpmedia.com

Reprints

Stacey Hurley

248-786-1662 (tel)
248-283-6590 (fax)
hurleys@bnpmedia.com

Single Copy Sales

www.adhesivesmag.com/scs
For 10+ copies email singlecopysales@bnpmedia.com

Corporate Office

2401 W. Big Beaver Rd.
Suite 700
Troy, MI 48084
248-362-3700
Fax: 248-362-0317
www.bnpmedia.com

