

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 May 2019 Publisher's Statement. This statement contains information we have gathered from 2019 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 May 2019. Thank you for considering *Adhesives & Sealants Industry*.

Channels

Magazine Circulation (May 2019 issue)

Print Only	6,917
Digital Only	3,087
Total Magazine Circulation.....	10,004

Other Reach

eNewsletter (Total average delivered for May 2019)	13,735
*Website Total Users	20,649
Facebook/Twitter/LinkedIn.....	17,231
Total Reach	61,619

Sincerely,

Tom Fowler
Publisher
ADHESIVES & SEALANTS INDUSTRY

About BNP Media

BNP Media is one of the country's leading business-to-business media companies service 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 owners data.
No effort has been made to remove potential duplication with each action.

*BPAWW Interactive



Who You Can Reach

Audience Demographics

Primary Business: Adhesives/Sealants Formulator/Manufacturer

Adhesives/Sealants	2,867
Adhesives/Sealants Products (tapes, labels)	1,651
Pressure Sensitives	240
Other Adhesives/Sealants Formulators/Manufacturers	102
Sub-Total Formulators/Manufacturers	4,860

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

Electrical/Electronics	941
Construction.....	770
Transportation (Auto, Aerospace, Other).....	662
Packaging/Paper Products/Converting.....	446
Metals	411
Composites	381
Product Assembly.....	358
Plastics, Rubber, Elastomers	344
Food & Medical/Pharmaceutical Products.....	291
Lumber/Wood/Furniture/Fixture Products	257
Tapes & Labels.....	230
Textile/Nonwovens/Apparel/Diapers	81
Other Users of Adhesives/Sealants Products.....	12

Total Circulation: 10,004

Job Function:

Research & Development, Chemistry/Formulation, Design Engineering, Manufacturing/Operations/Production, etc.	4,920
Corporate/Executive Management.....	4,050
Sales & Marketing.....	794
Purchasing.....	240

Total Circulation: 10,004

Source by Verification Date Breakout

VERIFICATION							Percentage
SOURCE.....	1 Year.....	2 Years	3 Years	Print.....	Digital.....	Total	
Direct Request.....	5,402	2,701	201	5,217	3,087	8,304	83%
Company Request	0	0	0	0	0	0	0
Communication Other Than Request	0	0	0	0	0	0	0
Other Sources.....	1,700	0	0	1,700	0	1,700	17.0%
Total Circulation.....	7,102	2,701	201	6,917	3,087	10,004	100.0%
Percentage.....	71.0%	27.0%	2.0%	69.1%	30.9%	100.0%	100.0%

Who You Can Reach

Geographic

North American Breakout	Print	Digital	Total	Percent
New England	426	142	568	5.7%
Middle Atlantic.....	1,028	299	1,327	13.3%
East NO. Central.....	1,887	594	2,481	24.8%
West NO. Central.....	639	217	846	8.6%
South Atlantic	1,005	256	1,261	12.6%
East SO. Central.....	313	78	391	3.9%
West SO. Central	371	133	504	5.0%
Mountain.....	302	82	384	3.8%
Pacific.....	875	331	1,206	12.0%
United States (50 States).....	6,846	2,132	8,978	89.7%
U.S. Territories.....	6	4	10	0.1%
Total United States.....	6,852	2,136	8,988	89.8%
Canada	15	56	71	0.7%
Mexico	1	47	48	0.5%
Total Circulation.....	6,868	2,239	9,107	91.0%

International Breakout	Print	Digital	Total	Percent
Asia	23	290	313	3.1%
Middle East.....	6	29	35	0.3%
Europe.....	16	360	376	3.8%
Africa	2	44	46	0.5%
Caribbean	0	2	2	0.0%
Central America	0	1	1	0.0%
South America.....	2	77	79	0.8%
Asia Pacific	0	45	45	0.5%
Total.....	49	848	897	9.0%

Total Circulation	Print	Digital	Total	Percent
North America	6,868	2,239	9,107	91.0%
International	49	848	897	9.0%
Total Circulation.....	6,917	3,087	10,004	100.0%

Audience Touchpoints



13,735*

Monthly eNewsletter
Total Average delivered for May 2019



10,004

Print Magazine & Digital Edition
12 Issues per year



50,028

****Page Views**



25,912

****Sessions**



20,649

****Total Users**

****Average Session Duration: 01:48**



13,273



2,637



1,411

17,321

Social Media
Across Facebook, Twitter & LinkedIn

*ASI eNews average May 2019 (10,797 weekly average) + Adhesives In Action May 2019 (2,948 monthly total).

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ASI **ADHESIVES**
& **SEALANTS** INDUSTRY