

ASI ADHESIVES & SEALANTS INDUSTRY

SERVING GLOBAL FORMULATORS, MANUFACTURERS & END USERS

2015 INTEGRATED MEDIA KIT



WWW.ADHESIVESMAG.COM

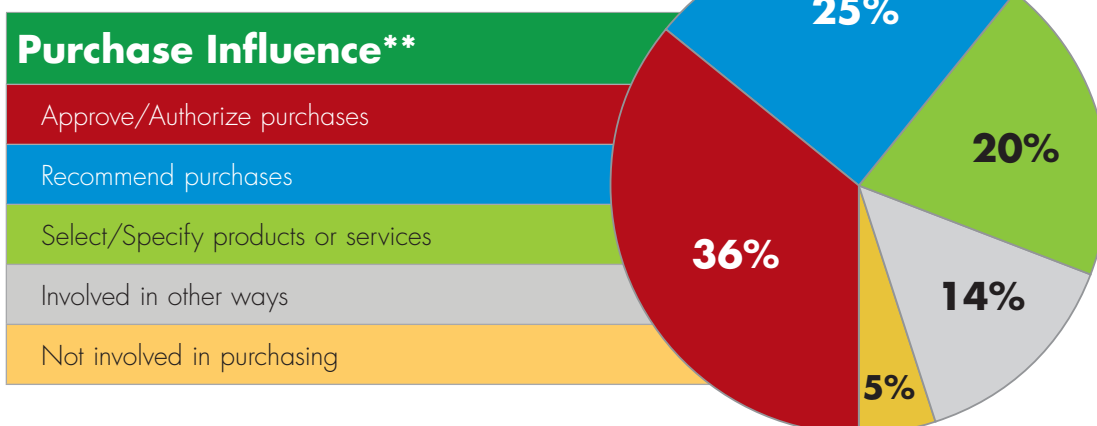
ASI ADHESIVES & SEALANTS INDUSTRY

**WE SERVE YOUR
ACTIVE TARGET AUDIENCE:**
FORMULATORS,
MANUFACTURERS
& END USERS

88%^{}**
OF SUBSCRIBERS

take action after
viewing an ad in **ASI!**

Formulators*	Manufacturers*	Users of Adhesives and Sealants Products*
<ul style="list-style-type: none"> • Adhesives and sealants • Pressure-sensitives • Adhesives and sealants products 	<ul style="list-style-type: none"> • Adhesives and sealants • Pressure-sensitives • Adhesives and sealants products 	<ul style="list-style-type: none"> • Electrical/electronics • Transportation (Auto, Aerospace, Other) • Product assembly • Plastics, rubber and elastomers • Metals • Food and medical/pharmaceutical • Packaging/paper products/converting • Lumber/wood furniture/fixture • Textiles/nonwovens/apparel/diapers • Tapes and labels • Construction • Composites • And more! (Note 1)



*Dec 2014 BPA Brand Report
Note 1: Other users of adhesives/
sealants and/or adhesives/
sealants products; suppliers including
chemicals/raw materials, equipment,
packaging/containers, distributors,
other suppliers, and others allied
to the field

**Adhesives & Sealants Industry
2013 Reader Preference/Profile
Report

ASI DIRECTORIES: VALUABLE, TARGETED REACH

ASI's five directories keep you connected to specific audiences within the adhesives and sealants industry. Dynamic Directory packages appear in print, digital and online year-round, providing you with maximum exposure. Multiple ad options—including preferred search results, links, logos, photos and much more—are available to meet your needs and fit every budget. Bonuses and discounts are available for display advertisers in corresponding months!

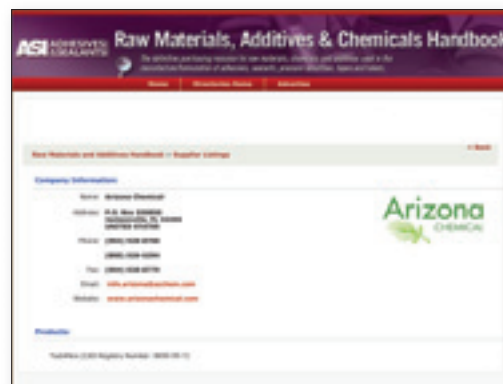
March – Raw Materials, Additives & Chemicals Handbook

June – Dispensing & Curing Equipment Directory

July – Distributor Directory

August – Global Adhesives & Sealants Directory – Special 13th Issue

December – Buyers' Guide



ASI END USER FOCUS

MICROSITE

Our **ASI** End User microsite offers industry news, personnel announcements, new product details, technology updates, case studies, Q&As and more to help users of adhesives, sealants and coatings succeed in their business. Site visitors include personnel involved in automotive, aerospace, marine, electronics, construction, assembly, medical/dental, consumer products and more. Ads are specific to the microsite to help you reach this targeted audience. Sponsorship opportunities are also available.



ASI END USER DIGITAL EDITION

Each issue of **ASI's** End User Digital Edition focuses on a specific end user segment and **reaches 5,000*** subscribers** who are involved in that industry! Industry news, new products and features/case studies will be targeted specifically for end users. Ads and sponsorships mirror those available for the regular Digital Edition.

February – Electronics
April – Transportation
May – Packaging
October – Assembly
November – Construction



DIGITAL EDITION

ASI delivers expanded exposure with our Digital Edition, sent to subscribers and posted on our website. This multi-functional platform provides unique advertising options and great LEAD generation!

Delivered to
1,588
SUBSCRIBERS*

SPONSORSHIPS

- 1 LEFT OF COVER AD
- 2 SKYSCRAPER
- 3 BANNER
- 4 LOGO AD
- 5 TAB TO YOUR FULL-PAGE AD

ADDITIONAL SPONSORSHIPS AVAILABLE

- » Audio or Video
- » Gatefold, Bellyband, Blow-in card
- » Call back card or Business reply card





*Dec 2014 BPA Brand Report
 ***Publisher's Own Data

2015 EDITORIAL CALENDAR

PRINT/DIGITAL EDITION	SPECIAL ADVERTISING OPPORTUNITIES/ BONUS DISTRIBUTION	SPECIAL EDITIONS
JANUARY Ad Close: December 4 Manufacturing and Testing/Quality Control Equipment — coverage on mixers, pumps, meter/mix/dispense, testing High-Tech Formulations/Applications Packaging of Adhesives and Sealants — coverage on cartridges, packages, syringes, nozzles, cans, custom packaging	MUST SEE Products & Services eBlast: 50% off for January display advertisers — showcase your products/services to ASI print/digital and ASI eNews subscribers — LEADS include name, company and contact information!	<div> New Editorial Section ADHESIVES AT WORK Adhesives at Work showcases materials and technology innovations for end-use applications of adhesives and sealants in sectors such as electronics (Feb.), transportation (Apr.), packaging (May), assembly (Oct.) and construction (Nov.). </div>
FEBRUARY Ad Close: January 2 Converting & Packaging — coverage on heat-seal polymers, tapes, labels, hot melts, labeling and application Composites Coatings — coverage on end uses for coatings, formulation, curing Curing Adhesives at Work: Electronics	Adhesion Society Annual Meeting & Expo, February 20-25, Savannah, GA IPC APEX Expo, February 22-26, San Diego, CA RadTech West, March 10-11, Redondo Beach, CA	End User Digital Edition: Electronics — targeted editorial for users of finished adhesives, sealants and coatings in the electronics sector Targeted Circulation of 5,000***
MARCH Ad Close: February 5 Raw Materials, Chemicals, Polymers & Additives Handbook — definitive resource for manufacturers and formulators of adhesives and sealants includes supplier listings, materials definitions and application/use information; searchable database online for 12 months Raw Materials Roundtable — a discussion of materials-related trends, challenges and opportunities	Raw Materials, Chemicals, Polymers & Additives Handbook Options: listings, hot links, spec sheets, videos, social media, mobile tagging Website Video: 50% off for March display advertisers Innovation Showcase: March display advertisers (1/2-pg or larger) receive FREE 1/3-pg vertical space to highlight innovative products/services	ASI China Manufacturing and Testing/Quality Control Equipment Raw Materials/Chemicals Packaging of Adhesives and Sealants Circulation to 2,000*** industry professionals in China
APRIL Ad Close: March 5 Adhesive and Sealant Council (ASC) Spring Convention & Expo Pre-Event Guide European Coatings Show (ECS) Pre-Event Guide Coatings — coverage on topics such as end uses, formulation, curing Raw Materials — coverage on additives, resins, pigments and dyes Manufacturing and Testing/Quality Control Equipment — coverage on mixers, pumps, meter/mix/dispense, testing Adhesives at Work: Transportation	ASC Special Ad Package for April Display Advertisers: — 50% off your choice of a MUST VISIT Booth eVite, 1-2 minute video or 1 minute podcast — FREE Exhibit in Print in ASI April print and digital issues — FREE product write-up in daily ASI eNews ASC edition — FREE pre-show tweet and Facebook post ECS Special Ad Package for April Display Advertisers: — FREE Exhibit in Print in ASI April print and digital issues ASC Spring Convention & Expo, April 21-22, Nashville, TN European Coatings Show, April 21-23, Nuremberg, Germany	End User Digital Edition: Transportation — targeted editorial for users of finished adhesives, sealants and coatings in automotive, marine, aerospace and related industries Targeted Circulation of 5,000***
MAY—GREEN ISSUE Ad Close: April 2 Green: Chemistry, Formulation, Manufacturing Pressure Sensitive Tape Council (PSTC) Pre-Event Guide PSAs, Tapes, Films, Labels Converting & Packaging — coverage on heat-seal polymers, tapes, labels, hot melts, labeling and application Adhesives at Work: Packaging	PSTC Special Ad Package for May Display Advertisers: — 50% off your choice of a MUST VISIT Booth eVite, 1-2 minute video or 1 minute podcast — FREE Exhibit in Print in ASI May print and digital issues — FREE product write-up in ASI eNews — FREE pre-show tweet and Facebook post PSTC Tape Summit and Tech 38, May 11-15, Baltimore, MD	End User Digital Edition: Packaging — targeted editorial for users of finished adhesives, sealants and coatings in the packaging of food/beverages, medical products/pharmaceuticals, etc. Targeted Circulation of 5,000***
JUNE Ad Close: May 7 Dispensing & Curing Equipment Directory — quick-reference chart provides comprehensive listing of dispensing and curing equipment suppliers. Includes complete supplier contact information and is available as a searchable database online for 12 months Meter/Mix/Dispense Curing Coatings — coverage on end uses for coatings, formulation, curing	Dispensing & Curing Equipment Directory Options: listings, hot links, spec sheets, videos, social media, mobile tagging Virtual Supplier Brochures: Include your product info on www.adhesivesmag.com/virtualbrochures for six months. Receive LEADS from our MUST SEE Virtual Supplier Brochure eBlast! MUST SEE Products & Services eBlast: 50% off for June display advertisers — showcase your products/services to ASI print/digital and ASI eNews subscribers — LEADS include name, company and contact information! SEMICON West, July 8-10, San Francisco, CA	ASI China PSAs, Tapes, Films, Labels Green Chemistry and Formulation Coatings Composites Circulation to 2,000*** industry professionals in China

2015 EDITORIAL CALENDAR

PRINT/DIGITAL EDITION	SPECIAL ADVERTISING OPPORTUNITIES/ BONUS DISTRIBUTION	SPECIAL EDITIONS
JULY Ad Close: June 4 Distributor Directory — reference tool to help connect manufacturers with the appropriate distributor partner—includes complete distributor contact info, along with listing of represented suppliers; searchable database online for 12 months Raw Materials — coverage on additives, resins, pigments and dyes Distributor Roundtable — a discussion of distribution-related trends, challenges and opportunities PSAs, Tapes, Films, Labels	Distributor Directory Options: listings, hot links, spec sheets, videos, social media, mobile tagging Distributor Showcase: July distributor display advertisers (1/2-pg and larger) receive a FREE 1/3-pg profile to highlight products and services	
AUGUST Ad Close: July 2 ASI Top 25 — our exclusive listing of the leading manufacturers of adhesives/sealants, pressure sensitives and adhesives/sealants products Packaging of Adhesives and Sealants — coverage on cartridges, packages, syringes, nozzles, cans, custom packaging Manufacturing and Testing/Quality Control Equipment — coverage on mixers, pumps, meter/mix/dispense, testing Composites	ASI Top 25 Sponsorships — associate your company with industry leaders in our most popular article of the year! Exclusive sponsorships include company name and logo listed at the beginning of the ASI Top 25 article, as well as in all promotional materials MUST SEE Products & Services eBlast: 50% off for August display advertisers — showcase your products/services to ASI print/digital and ASI eNews subscribers — LEADS include name, company and contact information!	
GAD—SPECIAL ISSUE Ad Close: July 10 Global Adhesives & Sealants Directory — annual purchasing directory and resource for finished adhesives and sealants to special targeted circulation: 5,000*** end user industry professionals; includes contact info, product listings and reference material; searchable database online for 12 months	Global Adhesives & Sealants Directory Options: listings, hot links, spec sheets, videos, social media, mobile tagging Digital Edition Pop-Up Ad: 50% off for GAD display advertisers	
SEPTEMBER Ad Close: August 6 Adhesive and Sealant Council (ASC) Fall Convention & Expo Pre-Event Guide High-Tech Formulations and Applications NEW for 2015! Annual Materials & Chemicals Overview — news, trends and forecasts for popular materials and chemicals used in the adhesives, sealants and coatings industries Coatings — coverage on end uses for coatings, formulation, curing	ASC Special Ad Package for September and October Display Advertisers: — 50% off your choice of a MUST VISIT Booth eVite, 1-2 minute video or 1 minute podcast — FREE Exhibit in Print in ASI October print and digital issues — FREE product write-up in daily ASI eNews ASC editions — FREE pre-show tweet and Facebook post FEICA, September 9-11, Portugal PACK EXPO, September 28-30, Las Vegas, NV ASC Fall Convention & Expo, October 20-21, Pittsburgh, PA	ASI China ASI Top 25 Raw Materials/Chemicals Manufacturing and Testing/Quality Control Equipment Curing Circulation to 2,000*** industry professionals in China
OCTOBER Ad Close: September 3 The ASSEMBLY Show Pre-Event Guide ASC Fall Convention At-the-Show Coverage Curing Composites Manufacturing and Testing/Quality Control Equipment — coverage on mixers, pumps, meter/mix/dispense, testing Converting and Packaging — coverage on heat-seal polymers, tapes, labels, hot melts, labeling and application Adhesives at Work: Assembly	The ASSEMBLY Show (dates/location TBD) ASC Fall Convention & Expo, October 20-21, Pittsburgh, PA CAMX - The Composites and Advanced Materials Expo, October 26-29, Dallas, TX RadTech East (dates/location TBD)	End User Digital Edition: Assembly — targeted editorial for users of finished adhesives, sealants and coatings for assembly applications Targeted Circulation of 5,000***
NOV.—GREEN ISSUE Ad Close: October 1 2015 ASI Readers' Choice Awards — our readers vote for their favorite new products in three categories: Raw Materials, Equipment and Finished Adhesives/Sealants Sustainable Packaging of Adhesives/Sealants — coverage on cartridges, packages, syringes, nozzles, cans, custom packaging Green Materials and Formulations — coverage on waterborne formulations and 100% solid systems PSAs, Tapes, Films, Labels Year in Review/2016 Preview Adhesives at Work: Construction	2015 ASI Readers' Choice Sponsorships — company name and logo listed at the beginning of the 2015 ASI Readers' Choice Awards article, as well as in all promotional materials. Exclusive sponsorship - first come, first serve; existing sponsor has first right of refusal MUST SEE Products & Services eBlast: 50% off for November display advertisers — showcase your products/services to ASI print/digital and ASI eNews subscribers — LEADS include name, company and contact information! Design-Build Conference & Expo, November 2-4, Denver, CO	End User Digital Edition: Construction — targeted editorial for users of finished adhesives, sealants and coatings in the construction industry Targeted Circulation of 5,000***
DECEMBER Ad Close: November 5 Buyers' Guide — annual purchasing resource includes comprehensive list of products and suppliers, complete contact info and association rosters; searchable database online for 12 months	Buyers' Guide Options: listings, hot links, spec sheets, videos, social media, mobile tagging Virtual Supplier Brochures: Include your product info on www.adhesivesmag.com/virtualbrochures for six months. Receive LEADS from our MUST SEE Virtual Supplier Brochure eBlast!	ASI China ASI Readers' Choice Winners High-Tech Formulations/Applications Converting/Packaging Circulation to 2,000*** industry professionals in China

***Publisher's Own Data

HOMEPAGE



Direct ads to your audience with **GeoTargeting**, which allows you to specify which states or regions view your ad.

1 LEADERBOARD – 728 X 90

Super Leaderboard upgrade – 970 x 90

2 MEDIUM RECTANGLE – 300 X 250

3 RECTANGLE – 180 X 150

4 FEATURED PRODUCTS (not shown)

We highlight your products with a product name, teaser and photo placed on our website. Maximum of three featured at a time.

Visit <http://portfolio.bnpmmedia.com> for details on items listed, along with additional innovative rich media options.

32,313 PER MONTH*

Average Page Impressions

PODCASTS

Sponsor your own exclusive, custom podcast or gain exposure by sponsoring an editorial podcast. For more information, contact your sales rep or visit <http://portfolio.bnpmmedia.com/podcasts>.

VIDEO

Our video packages capture incredible detail about your company and deliver it to your customers in a unique way. Contact your sales representative to learn more about this interactive media option!

47% OF SUBSCRIBERS

have viewed online videos
in the past 6 months**

MOBILE APP

Launching
in 2015!

Our new mobile app gives readers access to our content—anytime, anywhere! Specifically designed for smartphones and tablets, the **ASI** mobile app will feature the latest breaking news, exciting new products, feature articles, videos and more! Limited ad positions are available, which means an extremely high share of voice for marketers looking to reach a deeply engaged, highly targeted audience. Receive more information by reaching out to your sales rep!

WEBINARS

Lots of people can produce a Webinar. But only **ASI** offers the expertise, audience and tools to help your webinar succeed.

WEBINAR BENEFITS

- » **LEADS:** Receive 100 qualified registration LEADS¹ with demographics
- » **Brand Awareness:** Increase interest in your products
- » **Product Management:** Every detail is managed by a certified Webinar expert
- » **Promotions:** A visually appealing and professional campaign is created and deployed, positioning you as a leader in your industry
- » **NEW! Educational:** Offer CEUs to attendees, generating higher viewership

Frequency and advertiser discounts available. For Webinar tips, samples and more information, contact your sales rep or visit: <http://portfolio.bnpmmedia.com/webinars>.

¹Source: 2014 Adhesives & Sealants Industry Average Webinar Registration Leads

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**Adhesives & Sealants Industry 2013 Reader Preference/Profile Study



New Responsive Design!
Currently, over 50% of emails are opened on mobile devices. **ASI eNewsletters** automatically adapt to the size of the screen they're presented on, giving maximum impact to your advertising message on any device!

ASI eNews

With **8,238*** average sent per occurrence each week, **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!

- 1 **LEADERBOARD – 728 X 90**
- 2 **FOCUS ON**
Includes photo or logo, 100 word write-up and link
- 3 **BANNER AD – 468 X 60**
- 4 **SMALL RECTANGLE – 180 X 150 (not shown)**

ASI TechFlash

ASI TechFlash eNewsletters package your company's message with relevant editorial from **ASI**. Simply supply your leaderboard ad, photo/logo and 50 word write-up. Receive LEAD information from subscribers who opened the eNewsletter, including name, company and contact information!



Great LEAD Generator!

MUST SEE & MUST VISIT eBlasts

These eNews options highlight your exciting products or drive traffic to your booth at an upcoming show. Ads include your logo and/or product image, 100 word write-up and link. Receive LEAD information from subscribers who opened the eBlast, including name, company and contact information! Ad space is limited to 8 companies to give you greater visibility! Receive a top position by booking early!

MUST SEE Products & Services	MUST VISIT Booth eVites
January June August November	April – ASC Spring Convention & Expo May – PSTC Tape Summit September – ASC Fall Convention & Expo

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SALES

Tom Esposito

Group Publisher
610-436-4220 ext. 8513
248-502-1040 (fax)
esposito@bnpmedia.com

Brandon Miller

National Sales Manager
610-436-4220 ext. 8513
484-631-5943 (cell)
248-502-9065 (fax)
miller@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
610-436-4220 ext. 8518
248-502-1055 (fax)
mccanna@bnpmedia.com

PRODUCTION

Kelly Southard-Mitchell

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

EDITORIAL

Susan Sutton

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

Teresa McPherson

Managing Editor
248-786-1703
248-502-2102 (fax)
mcpherson@bnpmedia.com

REPRINTS

Jill DeVries

248-244-1726
248-244-3934 (fax)
devriesj@bnpmedia.com



ASI ADHESIVES & SEALANTS INDUSTRY

Print Specs

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 118mm)
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)

CLEAR SEAS RESEARCH

Making the Complex Clear

Your industry-focused market research partner — providing clear insights to complex business questions focused on:

- Brand positioning
- Marketing effectiveness
- New product development
- Customer experience evaluations

Capturing feedback via quantitative surveys (online, phone, mail or in-person) OR qualitative experiences (one-on-ones, focus groups or bulletin boards); we present results that are easily understood, insightful and actionable.

GET STARTED NOW.

Contact Clear Seas Research
at 248-786-1619 or
connect@clearseasresearch.com
www.clearseasresearch.com



CONTENT MARKETING SERVICES

Orangetap equips your brand with the editorial and publishing resources of **ASI** to help market and capture the attention of your customers.

Connect with Readers & Earn LEADS

ASI will co-brand your content to improve deliverability and open rates and promote it to our readership. We'll supply you with LEADS through these three high-impact strategies:

- 1) Content Blast
- 2) High-Value Media Download
- 3) Interactive Product Spotlights—**NEW!**

Need Content? We can help.

Orangetap can help you plan and create fresh, unpublished, industry-relevant content every single month.

LIST RENTAL

The most powerful, responsive list of adhesives and sealants professionals is just a call away. Complement your advertising program and introduce new products by renting **ASI's** exclusive subscriber list. Contact Kevin Collopy of InfoGroup at kevin.collopy@infogroup.com or 402-836-6265.