

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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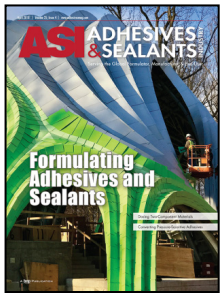
ADHESIVES & SEALANTS INDUSTRY is a B2B brand with an editorial scope providing information targeted to global manufacturers, formulators, and end users of adhesives and sealants, pressure sensitives and other adhesive/sealant products. ASI presents real-world solutions to processing, manufacturing and application problems, and covers key issues such as environmental regulation, legislative concerns and global trade.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

ADHESIVES & SEALANTS INDUSTRY MAGAZINE



6 issues in the period
10,005 average circulation

ADHESIVES & SEALANTS INDUSTRY E-NEWSLETTER



26 issued in the period
9,533 average per occurrence

ADHESIVES & SEALANTS INDUSTRY WEBSITE



18,571 average users

ADHESIVES & SEALANTS INDUSTRY SOCIAL MEDIA



12,837 LinkedIn group members
2,532 Twitter followers
1,302 Facebook likes

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
ADHESIVES & SEALANTS INDUSTRY MAGAZINE (6 issues in the period)	9,993	12	10,005
a. Print	7,216	12	7,228
b. Digital	2,777	-	2,777
1. Requested	2,766	-	2,766
2. Non-Requested	11	-	11
ADHESIVES & SEALANTS INDUSTRY E-NEWSLETTER			
ASI eNews (26 issued in the period)	9,533	-	9,533
ADHESIVES & SEALANTS INDUSTRY WEBSITE			
(Monthly Users with 41,309 average Pageviews)	18,571	-	18,571
ADHESIVES & SEALANTS INDUSTRY SOCIAL MEDIA			
a. LinkedIn group members	*12,837	-	*12,837
b. Twitter followers	*2,532	-	*2,532
c. Facebook likes	*1,302	-	*1,302

*Social Media claims are cumulative figures, not averages.

FIELD SERVED

ADHESIVES & SEALANTS INDUSTRY serves formulators/manufacturers of adhesives/sealants (including adhesive & sealant formulators), pressure sensitives, adhesives/sealants products (tapes and labels) and other adhesives/sealants formulators/manufacturers; users of adhesives/sealants and/or adhesives/sealants products including, 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, textiles/nonwovens/apparel/diapers, tapes & labels, construction, composites, other users of adhesives/sealants and/or adhesives/sealants products; and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are those involved in research & development; chemistry/formulation; design engineering; manufacturing/operations/production/import/export/supply chain management (including other engineering); corporate/executive management (including owners, partners, chairmen, presidents, C-level officers, vice presidents, directors, managers, financial titles and senior supply chain titles); purchasing; sales & marketing; and other functions and functions not available.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	19
Advertiser and Agency	341
Allocated for Trade Shows and Conventions	-
All Other	595
TOTAL	955

1. AVERAGE QUALIFIED CIRCULATION FOR MAGAZINE FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	10,005	100.0	9,993	99.9	12	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,005	100.0	9,993	99.9	12	0.1

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018	Print	Digital	Total Qualified
January	7,190	2,813	10,003
February	7,193	2,807	10,000
March	7,191	2,815	10,006
April	7,183	2,818	10,001
May	7,856	2,162	10,018
June	6,754	3,246	10,000

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018
 This issue is 0.2% or 16 copies above the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Print	Digital	Classification by Job Function					
					Research & Development, Chemistry/Formulation, Design Engineering, Manufacturing/Operations/Production/Import/Export, Supply Chain Management (Note 1)	Corporate/Executive Management (Owners, Partners, Chairmen, Presidents, C-level Officers, Vice Presidents, Directors, Managers, Financial and Senior Supply Chain Titles)	Purchasing	Sales & Marketing	Other Functions and Functions Not Available	
ADHESIVES/SEALANTS FORMULATOR/MANUFACTURER										
Adhesives/Sealants	4,335	43.3	3,642	693	2,189	1,602	158	386	-	
Pressure Sensitives	269	2.7	171	98	157	65	6	41	-	
Adhesives/Sealants Products (tapes, labels) (Note 2)	404	4.0	322	82	175	176	8	45	-	
Other Adhesives/Sealants Formulators/Manufacturers	315	3.1	218	97	155	92	8	60	-	
SUB-TOTAL FORMULATORS/MANUFACTURERS	5,323	53.1	4,353	970	2,676	1,935	180	532	-	
USERS OF ADHESIVES/SEALANTS AND/OR ADHESIVES/SEALANTS PRODUCTS										
Electrical/Electronics	792	7.9	610	182	486	270	15	21	-	
Transportation (Auto, Aerospace, Other)	668	6.7	527	141	394	228	17	29	-	
Product Assembly	291	2.9	215	76	190	81	6	14	-	
Plastics, Rubber, Elastomers	335	3.3	234	101	185	116	9	25	-	
Metals	384	3.8	310	74	197	172	6	9	-	
Food & Medical/Pharmaceutical Products	281	2.8	218	63	188	82	5	6	-	
Packaging/Paper Products/Converting	387	3.9	263	124	190	151	9	37	-	
Lumber/Wood/Furniture/Fixture Products	240	2.4	181	59	93	136	5	6	-	
Textile/Nonwovens/Apparel/Diapers	94	1.0	56	38	58	28	4	4	-	
Tapes & Labels	231	2.3	158	73	109	81	7	34	-	
Construction	593	5.9	428	165	258	263	19	53	-	
Composites	349	3.5	265	84	188	147	5	9	-	
Other Users of Adhesives/Sealants Products	50	0.5	38	12	33	17	-	-	-	
SUB-TOTAL USERS	4,695	46.9	3,503	1,192	2,569	1,772	107	247	-	
Others Allied to the Field	-	-	-	-	-	-	-	-	-	
TOTAL QUALIFIED CIRCULATION	10,018	100.0	7,856	2,162	5,245	3,707	287	779	-	
PERCENT	100.0		78.4	21.6	52.4	36.9	2.9	7.8	-	

Note 1: Includes Other Engineering.
 Note 2: May include other types of products from SIC 2672.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Year	3 Year				
I. Direct Request:	5,229	3,001	-	6,073	2,157	8,230	82.1
II. Request from recipient's company:	82	6	-	86	2	88	0.9
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	1,700	-	-	1,697	3	1,700	17.0
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7,011	3,007	-	7,856	2,162	10,018	100.0
PERCENT	70.0	30.0	-	78.4	21.6	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	7,856	2,162	10,018	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7,856	2,162	10,018	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data		Audited Data		Audited Data		Audited Data		Circulation Claim		Circulation Claim	
	July – December 2015	January – June 2016	July – December 2016	January – June 2017	July – December 2017*	January – June 2018*						
Total Audit Average Qualified:	10,004	10,001	10,002	10,008	10,003	10,005						
Qualified Non-Paid:	9,998	9,994	9,994	10,001	9,993	9,993						
Print:	8,116	8,036	7,694	7,567	7,272	7,216						
Digital:	1,882	1,958	2,300	2,434	2,721	2,777						
Qualified Paid:	6	7	8	7	10	12						
Print:	6	7	8	7	10	12						
Digital:	-	-	-	-	-	-						
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC						
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC						

*NOTE: July 2017 – June 2018 data is unaudited.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	10	6	16		Kentucky	71	12	83	
New Hampshire	65	17	82		Tennessee	93	24	117	
Vermont	8	1	9		Alabama	60	8	68	
Massachusetts	246	52	298		Mississippi	25	4	29	
Rhode Island	31	5	36		EAST SO. CENTRAL	249	48	297	3.0
Connecticut	143	27	170		Arkansas	39	7	46	
NEW ENGLAND	503	108	611	6.1	Louisiana	34	6	40	
New York	325	71	396		Oklahoma	39	13	52	
New Jersey	277	70	347		Texas	362	77	439	
Pennsylvania	431	82	513		WEST SO. CENTRAL	474	103	577	5.8
MIDDLE ATLANTIC	1,033	223	1,256	12.5	Montana	12	2	14	
Ohio	658	139	797		Idaho	26	5	31	
Indiana	211	47	258		Wyoming	7	2	9	
Illinois	515	85	600		Colorado	71	15	86	
Michigan	410	108	518		New Mexico	22	2	24	
Wisconsin	257	53	310		Arizona	78	17	95	
EAST NO. CENTRAL	2,051	432	2,483	24.8	Utah	62	5	67	
Minnesota	252	75	327		Nevada	28	4	32	
Iowa	79	12	91		MOUNTAIN	306	52	358	3.6
Missouri	528	32	560		Alaska	7	4	11	
North Dakota	13	4	17		Washington	76	30	106	
South Dakota	14	2	16		Oregon	67	13	80	
Nebraska	40	8	48		California	637	148	785	
Kansas	67	21	88		Hawaii	9	4	13	
WEST NO. CENTRAL	993	154	1,147	11.4	PACIFIC	796	199	995	9.9
Delaware	26	11	37		UNITED STATES	7,408	1,518	8,926	89.1
Maryland	107	13	120		U.S. Territories	13	2	15	
Washington, DC	4	2	6		Canada	45	63	108	
Virginia	83	20	103		Mexico	24	23	47	
West Virginia	21	5	26		Other International	366	556	922	
North Carolina	226	48	274		APO/FPO	-	-	-	
South Carolina	124	20	144						
Georgia	207	36	243						
Florida	205	44	249						
SOUTH ATLANTIC	1,003	199	1,202	12.0					
					TOTAL QUALIFIED CIRCULATION	7,856	2,162	10,018	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018*

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
ASIA	148	194	342	3.4	United States	7,421	1,520	8,941	
MIDDLE EAST	11	25	36	0.4	Subtotal	7,490	1,606	9,096	90.8
EUROPE	144	237	381	3.8	CARIBBEAN	2	1	3	-
AFRICA	15	25	40	0.4	CENTRAL AMERICA	1	2	3	-
NORTH AMERICA					SOUTH AMERICA	28	47	75	0.8
Canada	45	63	108		ASIA PACIFIC	17	25	42	0.4
Mexico	24	23	47						
					TOTAL QUALIFIED CIRCULATION	7,856	2,162	10,018	100.0

*See Additional Data

2018	ASI eNews
JANUARY	
January 2	8,680
January 9	8,666
January 16	8,665
January 23	8,685
January 30	8,667
FEBRUARY	
February 6	8,652
February 13	8,651
February 20	8,732
February 27	8,769
MARCH	
March 6	8,799
March 13	9,824
March 20	9,893
March 27	9,896
APRIL	
April 3	9,886
April 10	10,124
April 17	10,089
April 24	10,093
MAY	
May 1	10,119
May 8	10,117
May 15	10,083
May 22	10,173
May 29	10,166
JUNE	
June 5	10,102
June 12	10,091
June 19	10,129
June 26	10,118
AVERAGE:	9,533

ASI eNews (26 issued in the period)

WEBSITE CHANNEL

WWW.ADHESIVSMAG.COM

2018	Pageviews	Sessions	Users	Average Session Duration
January	40,515	21,367	17,010	1:37
February	34,957	19,758	15,949	1:25
March	44,275	25,752	20,752	1:25
April	42,565	24,694	20,003	1:29
May	43,725	24,474	19,748	1:29
June	41,815	22,004	17,964	1:34
AVERAGE:	41,309	23,008	18,571	1:30

January – June 2018 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

SOCIAL MEDIA CHANNEL

ADHESIVES & SEALANTS INDUSTRY Social Media



LinkedIn group members

<http://www.linkedin.com/groups/1981947/profile>



Twitter followers

<http://twitter.com/ASIMagazine>



Facebook likes*

<http://facebook.com/ASIMagazine>

2018

Beginning Balance:	12,278	2,393	1,253
January	12,403	2,420	1,258
February	12,495	2,439	1,269
March	12,614	2,452	1,280
April	12,703	2,485	1,283
May	12,761	2,509	1,283
June	12,837	2,532	1,302

*Due to a technical issue, May 2018 data for Facebook repeats April 2018.

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the Field Served and Definition of Recipient Qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

MAGAZINE: PARAGRAPH 3b:

Business directories include 2 sources of circulation for quantities of 222 copies or 2.2% to 1,478 copies or 14.8%, including InfoGroup and Dun & Bradstreet.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, Website and Social Media are not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Catherine M. Ronan, Corporate Audience Audit Manager

Rita M. Foumia, Corporate Strategy Director

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

July 5, 2018

State

Michigan

County

Oakland

Received by BPA Worldwide

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About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.