



Welcome to the BPA Brand Report

You are looking at the contemporary design that has replaced BPA's traditional "green sheets" and "pink sheets."

No longer called a "Circulation Statement," the BPA Brand Report showcases the entire scope of a brand's audience that media buyers and marketers have been looking for, including all of the circulation data you have relied upon from BPA.

The fully customizable Brand Report may include a variety of channels, including:

- Publication/magazine circulation
- Website traffic
- E-newsletter distribution
- Event/tradeshows/conference attendance
- Webinar attendance
- Social media, including online networks and communities
- Mobile media/Apps
- And More!

[Click here to learn more about effectively using the BPA Brand Report.](#)

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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COMPOSITES TECHNOLOGY is a business-to-business media brand that produces a bi-monthly print magazine, digital media, research and live events for the global composites market. Composites Technology's editorial team and expert contributors produce information on new product technology, operational best practices, market intelligence and industry news.

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

COMPOSITES TECHNOLOGY MAGAZINE



3 Issues in the period
25,428 average circulation

COMPOSITES TECHNOLOGY E-NEWSLETTERS



2 E-Newsletters in the period
37 total issued in the period
36,795 average per occurrence
37,111 average per occurrence
Shared media channel,
See Note 1

COMPOSITES TECHNOLOGY WEBSITE



78,036 average unique browsers
Shared media channel,
See Note 2

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
COMPOSITES TECHNOLOGY MAGAZINE (3 issues in the period)	25,428	-	25,428
a. Print	20,975	-	20,975
b. Digital	4,453	-	4,453
1. Requested	4,453	-	4,453
2. Non-Requested	-	-	-
COMPOSITESWORLD E-NEWSLETTERS			
a. CompositesWorld Weekly (24 issued in the period)	36,795	-	36,795
b. CompositesWorld Extra (13 issued in the period)	37,111	-	37,111
COMPOSITESWORLD WEBSITE (Monthly Unique Browsers with 214,840 average Page Impressions)	78,036	-	78,036

Note 1: Shared media channel www.compositesworld.com – serving both Composites Technology and High Performance Composites.

Note 2: Shared media channels CompositesWorld Weekly and CompositesWorld Extra E-Newsletters – serving both Composites Technology and High Performance Composites.

FIELD SERVED

COMPOSITES TECHNOLOGY serves the following fields: fabrication/manufacturing of composites products; OEM/end use of composites structures or components; manufacturing of composites processing machinery/supplies; composites repair facilities; composites tooling/tooling materials manufacturing; composite material manufacturing/converter/ supplier/distributor; government (including DOT, state, municipality, DOD, NASA, etc.); civil engineering/construction firms; educational/research/testing facilities; and other fields related to the composites industry.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are personnel in corporate/company management, manufacturing production and engineering, design, quality control/assurance, R&D, purchasing, and other titled and non-titled personnel, including company copies.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED	
Not Included Elsewhere	Copies
Other Paid Circulation	20
Advertiser and Agency	876
Allocated for Trade Shows and Conventions	450
All Other	680
TOTAL	2,026

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual Sponsored Individually Addressed	25,428	100.0	25,428	100.0	-	-
Membership Benefit Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,428	100.0	25,428	100.0	-	-

1a. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - PRINT

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual Sponsored Individually Addressed	20,975	100.0	20,975	100.0	-	-
Membership Benefit Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,975	100.0	20,975	100.0	-	-

1b. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - DIGITAL

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual Sponsored Individually Addressed	4,453	100.0	4,453	100.0	-	-
Membership Benefit Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4,453	100.0	4,453	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2014 Issue	Number Removed	Number Added	Print	Digital	Total Qualified
February	250	140	20,886	4,276	25,162
April	327	240	20,838	4,237	25,075
June	213	1,185	21,201	4,846	26,047
TOTAL	790	1,565			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2014

This issue is 3.7% or 928 copies above the average of the other 2 issues reported in Paragraph 2.

BUSINESS/INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY FUNCTION							
			Print	Digital	Corporate/ Company Management (B)	Mfg Production & Design, Engineering R&D, Q/A, (C,D,E,F,G, R,S,T,V)	Q/C (H,I,J,P,Q)	Purchasing (L)	Sales & Marketing (X,Z)	Other Qual. N.E.C. (N)
Fabricator/ Manufacturer of Composites Products	9,995	38.5	8,429	1,566	3,492	4,505	1,160	186	440	212
OEM/End User of Composites Structures or Component	4,185	16.1	3,736	449	679	2,724	554	79	71	78
MFG of Composites Processing Machinery/Supplies	974	3.7	859	115	332	363	102	11	152	14
Composites Repair Facility	412	1.6	304	108	162	193	35	3	3	16
Composites Tooling/Tooling Materials Manufacturer	723	2.8	648	75	250	336	63	4	58	12
Composite Material Manufacturer/Converter/Supplier	1,680	6.4	1,156	524	481	473	274	26	344	82
Government (Inc. DOT, State, Municipality, DOD, NASA Distributor Etc...)	1,732	6.6	1,655	77	83	1,362	261	3	2	21
Civil Engineering/ Construction Firm	1,383	5.3	1,296	87	375	746	234	3	8	17
Educational/Research/Testing Facility	1,205	4.6	512	693	134	349	205	3	22	492
Product design/prototyping/consulting firm	2,771	10.6	2,128	643	1,005	1,078	456	9	71	152
Other	987	3.8	478	509	303	248	148	16	157	115
TOTAL QUALIFIED CIRCULATION	26,047	100.0	21,201	4,846	7,296	12,377	3,492	343	1,328	1,211
		PERCENT		81.4	18.6	47.6	13.4	1.3	5.1	4.6

- (B) CORPORATE EXECUTIVE titles include Chairman, General Manager, Owner, Partner, President and Vice President.
- (C) MANUFACTURING PRODUCTION MANAGEMENT titles include Plastics Coordinator, Plastics Director, Plastics Manager, Advanced Mfg Director, and other qualified titles.
- (D) MANUFACTURING PRODUCTION DEPARTMENT titles include Plastics Group Leader, Injection Molding Foreman, Department Supervisor, Mfg Supervisor, Production Supervisor and other qual titles.
- (E,V) MANUFACTURING ENGINEERING MANAGEMENT titles include Chief Tool Engineer, Chief of Manufacturing Development, Director of Production Engineering, Plastics Engineer and other qual titles.
- (F,T) MANUFACTURING ENGINEERING (ENGINEERS) include most engineering titles where the individual does not manage the department.
- (G) MANUFACTURING (OTHER MANUFACTURING PERSONNEL) titles include Diemaker, Mold maker, Machine Operator and other qual titles.
- (R) FACTORY AUTOMATION MANAGEMENT titles include Factory Automation Manager, Chief Factory Automation Engineer, Manager of Systems Design and Chief Systems Engineer.
- (S) FACTORY AUTOMATION ENGINEERS titles include Factory Automation Engineer, Automation Foreman, Systems Designer and Systems Engineer.
- (H) PRODUCT DESIGN, RESEARCH AND DEVELOPMENT MANAGEMENT titles include Director of Design Engineering, Chief Draftsman, Manager of Product Engineering, Director of Research and other titles.
- (I) PRODUCT DESIGN, RESEARCH AND DEVELOPMENT ENGINEERS titles include Design Project Engineer, Development Engineer, Research & Design Engineer and other titles.
- (J) PRODUCT DESIGN, RESEARCH AND DEVELOPMENT (OTHER DESIGN PERSONNEL) titles include Designer, Parts Designer, Draftsman and other qual titles.
- (P) QUALITY ASSURANCE/CONTROL MANAGEMENT titles include Quality Assurance Manager, Quality Control Director, Chief of Quality Engineering, and other titles.
- (Q) QUALITY ASSURANCE/CONTROL ENGINEERS titles include Quality Assurance Engineer, Quality Control Foreman, Quality Supervisor and other titles.
- (L) PURCHASING titles include Buyer, Procurement Chief, Purchasing Manager and other qual titles.
- (N) Other NEC includes titles not elsewhere classified.
- (X,Z) All Sales & Marketing titles.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF JUNE 2014

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	19,009	4,870	-	19,033	4,846	23,879	91.7
II. Request from recipient's company:	140	-	-	140	-	140	0.5
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	2,028	-	-	2,028	-	2,028	7.8
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	2,028	-	-	2,028	-	2,028	7.8
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,177	4,870	-	21,201	4,846	26,047	100.0
PERCENT	81.3	18.7	-	81.4	18.6	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2014

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	21,201	4,846	26,047	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,201	4,846	26,047	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July - December 2011	January - June 2012	July - December 2012	January - June 2013	July - December 2013	January - June 2014*
Total Audit Average Qualified:	20,546	21,176	22,803	23,580	25,794	25,428
Qualified Non-Paid:	20,546	21,176	22,803	23,580	25,794	25,428
Print:	17,654	18,490	19,472	20,061	21,356	20,975
Digital:	2,892	2,686	3,331	3,519	4,438	4,453
Qualified Paid:	-	-	-	-	-	-
Print:	-	-	-	-	-	-
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: January - June 2014 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2014*

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
ASIA					Serbia	-	6	6	
Cambodia	-	1	1		Slovakia	-	1	1	
China	-	134	134		Slovenia	-	16	16	
Hong Kong - SAR	-	11	11		Spain	-	230	230	
India	-	458	458		Sweden	-	70	70	
Indonesia	-	29	29		Switzerland	-	74	74	
Japan	-	103	103		Turkey	-	169	169	
Korea, Republic Of	-	58	58		Ukraine	-	12	12	
Malaysia	-	58	58		United Kingdom	-	685	685	
Pakistan	-	25	25		Subtotal	-	2,920	2,920	11.2
Philippines	-	19	19		AFRICA				
Singapore	-	65	65		Algeria	-	1	1	
Taiwan	-	80	80		Egypt	-	18	18	
Thailand	-	35	35		Ethiopia	-	2	2	
Vietnam	-	1	1		Ghana	-	2	2	
Subtotal	-	1,077	1,077	4.1	Kenya	-	3	3	
MIDDLE EAST					Nigeria	-	9	9	
Bahrain	-	7	7		South Africa	-	84	84	
Iraq	-	3	3		Tunisia	-	3	3	
Israel	-	59	59		Zambia	-	1	1	
Jordan	-	1	1		Subtotal	-	123	123	0.5
Kuwait	-	4	4		NORTH AMERICA				
Lebanon	-	2	2		Canada	807	-	807	
Oman	-	1	1		Mexico	57	-	57	
Qatar	-	7	7		United States	20,337	-	20,337	
Saudi Arabia	-	40	40		Subtotal	21,201	-	21,201	81.4
United Arab Emirates	-	20	20		CARIBBEAN				
Yemen	-	1	1		Dominican Republic	-	1	1	
Subtotal	-	145	145	0.6	Jamaica	-	1	1	
EUROPE					Netherlands Antilles	-	6	6	
Austria	-	51	51		Trinidad and Tobago	-	2	2	
Belgium	-	108	108		Subtotal	-	10	10	-
Bulgaria	-	8	8		CENTRAL AMERICA				
Croatia	-	12	12		Costa Rica	-	2	2	
Czech Republic	-	31	31		El Salvador	-	1	1	
Denmark	-	35	35		Guatemala	-	2	2	
Estonia	-	7	7		Panama	-	1	1	
Finland	-	43	43		Subtotal	-	6	6	-
France	-	271	271		SOUTH AMERICA				
Germany	-	391	391		Argentina	-	41	41	
Greece	-	25	25		Bolivia	-	1	1	
Hungary	-	10	10		Brazil	-	134	134	
Iceland	-	3	3		Chile	-	17	17	
Ireland	-	58	58		Colombia	-	33	33	
Italy	-	201	201		Ecuador	-	10	10	
Latvia	-	3	3		Peru	-	13	13	
Lithuania	-	6	6		Uruguay	-	4	4	
Luxembourg	-	15	15		Venezuela	-	5	5	
Macedonia	-	6	6		Subtotal	-	258	258	1.0
Monaco	-	1	1		ASIA PACIFIC				
Netherlands	-	175	175		Australia	-	217	217	
Norway	-	38	38		New Zealand	-	88	88	
Poland	-	25	25		Papua New Guinea	-	2	2	
Portugal	-	62	62		Subtotal	-	307	307	1.2
Romania	-	20	20		TOTAL QUALIFIED CIRCULATION	21,201	4,846	26,047	100.0
Russian Federation	-	52	52						

*See Additional Data

E-NEWSLETTER CHANNEL

2014	CompositesWorld Weekly	CompositesWorld Extra	2014	CompositesWorld Weekly	CompositesWorld Extra
JANUARY			APRIL		
January 7	34,296	-	April 1	-	37,706
January 09	-	34,386	April 8	37,619	-
January 14	34,444	-	April 10	-	37,727
January 21	34,382	-	April 15	37,370	-
January 23	-	34,303	April 22	37,628	-
January 28	34,577	-	April 24	-	37,482
FEBRUARY			MAY		
February 4	34,480	-	May 6	37,650	-
February 11	34,225	-	May 8	-	37,364
February 13	-	38,424	May 13	37,245	-
February 18	38,556	-	May 20	37,197	-
February 25	38,345	-	May 22	-	37,046
February 27	-	38,050	May 28	37,263	-
MARCH			JUNE		
March 4	38,194	-	June 3	37,294	-
March 11	37,940	-	June 10	37,269	-
March 13	-	38,186	June 12	-	36,952
March 18	38,010	-	June 17	36,875	-
March 25	37,902	-	June 24	36,839	-
March 27	-	37,782	June 26	-	37,040
AVERAGE:				36,795	37,111

CompositesWorld Weekly (24 issued in the period)

CompositesWorld Extra (13 issued in the period)

Shared media channel www.compositesworld.com – serving both Composites Technology and High Performance Composites.

WEBSITE CHANNEL

WWW.COMPOSITESWORLD.COM

2014	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION	
January	210,891	100,328	73,028	1.37	01:58	02:11	
February	213,994	102,364	73,777	1.39	02:03	02:15	
March	218,745	110,388	78,964	1.40	02:10	02:08	
April	222,443	114,550	82,645	1.39	02:13	02:06	
May	220,574	112,927	84,445	1.34	02:09	02:04	
June	202,396	101,830	75,357	1.35	01:57	01:56	
AVERAGE:		214,840	107,064	78,036	1.37	02:05	02:06

January - June 2014 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

Shared media channel www.compositesworld.com – serving both Composites Technology and High Performance Composites.

WEBSITE GLOSSARY

Page Impressions: A Page Impression 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.

User 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.

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

Unique Browser Frequency: Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

Page Duration: The average time spent viewing any page on a web site.

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

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

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:

Other sources include 5 sources of circulation for quantities of 91 copies or 0.3% to 924 copies or 3.5%.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters and Website are not reported at the media owner's option.

E-NEWSLETTER:

CompositesWorld Weekly serves Composites Technology and High Performance Composites.

PUBLISHER'S AFFIDAVIT

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

P. Ross Jacobs, Circulation Director

Richard G. Kline, Jr., Publisher

(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

State

County

Received by BPA Worldwide

Type

ID Number

July 29, 2014

Ohio

Hamilton

July 29, 2014

BD

C391B0J4

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.