



CompositesWorld

BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED DECEMBER 2015



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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COMPOSITESWORLD is a business-to-business media brand that produces a monthly print magazine, digital media, research and live events for the global composites market. Composites World'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 WORLD MAGAZINE



6 Issues in the period
33,104 average circulation

COMPOSITES WORLD E-NEWSLETTERS



2 E-Newsletters in the period
37 total issued in the period
33,810 average per occurrence
33,813 average per occurrence

COMPOSITES WORLD WEBSITE



89,937 average unique browsers

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
COMPOSITESWORLD MAGAZINE (6 issues in the period)	33,104	-	33,104
a. Print	27,943	-	27,943
b. Digital	5,161	-	5,161
1. Requested	5,161	-	5,161
2. Non-Requested	-	-	-
COMPOSITESWORLD E-NEWSLETTERS			
a. CompositesWorld Weekly (25 issued in the period)	33,810	-	33,810
b. CompositesWorld Extra (12 issued in the period)	33,813	-	33,813
COMPOSITESWORLD WEBSITE (Monthly Unique Browsers with 249,121 average Page Impressions)	89,937	-	89,937

FIELD SERVED

COMPOSITES WORLD serves the following fields: fabrication/manufacturing of composites products; OEM/end use of composite 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 NASA, DOT, state, municipality, DOD etc.); civil engineering/construction firms; educational/research/testing facilities; and other fields related to the composites industry.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include corporate executives as well as company management, manufacturing production, manufacturing engineering, quality assurance and quality control, product design and research & development engineering, purchasing, sales, company copies and other qualified personnel.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	30
Advertiser and Agency	1,132
Allocated for Trade Shows and Conventions	175
All Other	1,207
TOTAL	2,544

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	33,104	100.0	33,104	100.0	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	33,104	100.0	33,104	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2015 Issue	Print	Digital	Total Qualified
July	27,819	4,800	32,619
August	28,057	4,780	32,837
September	28,078	4,785	32,863
October	28,092	4,757	32,849
November	27,743	5,888	33,631
December	27,867	5,956	33,823

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2015
This issue is 1.9% or 633 copies above the average of the other 5 issues reported in Paragraph 2.

BUSINESS/INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY FUNCTION					
			Corporate/ Company Management (B)	Mfg Production & Engineering (C,D,E,F,G, R,S,T,V)	Design, R&D, Q/A, Q/C (H,I,J,P,Q)	Purchasing (L)	Sales & Marketing (X,Z)	Other Qual. N.E.C. (A,N,U)
Fabricator/ Manufacturer of Composites Products	14,219	42.3	5,701	6,320	1,258	246	536	158
OEM/End User of Composites Structures or Component	5,040	15.0	932	3,304	524	134	92	54
MFG of Composites Processing Machinery/Supplies	1,456	4.3	602	552	97	18	173	14
Composites Repair Facility	518	1.5	267	202	26	6	8	9
Composites Tooling/Tooling Materials Manufacturer	806	2.4	345	324	57	7	66	7
Composite Material Manufacturer/Converter/Supplier/Distributor	1,805	5.4	598	524	256	19	371	37
Government (Inc. DOT, State, Municipality, DOD, NASA, Etc...)	1,339	4.0	74	1,053	145	8	11	48
Civil Engineering/ Construction Firm	929	2.8	248	572	70	7	16	16
Educational/Research/Testing Facility	1,480	4.4	184	558	305	5	30	398
Product design/prototyping/consulting firm	3,127	9.3	1,131	1,388	382	17	86	123
Other	2,912	8.6	667	1,246	361	36	243	359
TOTAL QUALIFIED CIRCULATION	33,631	100.0	10,749	16,043	3,481	503	1,632	1,223
PERCENT	100.0		32.0	47.7	10.3	1.5	4.9	3.6

- (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,G) Manufacturing Engineering Department:** include most engineering titles where the individual does not manage the department. 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 Department:** 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,J) Product Design, Research and Development Department:** titles include Design Project Engineer, Development Engineer, Research & Design Engineer, Designer, Parts Designer, Draftsman and other qual titles.
- (L) Purchasing:** titles include Buyer, Procurement Chief, Purchasing Manager 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 Department:** titles include Quality Assurance Engineer, Quality Control Foreman, Quality Supervisor and other titles.
- (X,Z) Sales & Marketing:** includes all Sales & Marketing titles.
- (A,N,U) Other NEC:** includes titles not elsewhere classified.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2015

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	25,421	6,859	-	32,280	96.0
II. Request from recipient's company:	100	-	-	100	0.3
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	1,237	-	-	1,237	3.7
V. TOTAL – Sources other than above (listed alphabetically):	14	-	-	14	-
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	14	-	-	14	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	26,772	6,859	-	33,631	100.0
PERCENT	79.6	20.4	-	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2015

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	33,278	99.0
Individuals by name only	353	1.0
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	33,631	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
	January – June 2013	July – December 2013	January – June 2014	July – December 2014	January – June 2015*	July – December 2015*
Total Audit Average Qualified:	23,580	25,794	25,428	25,987	32,480	33,104
Qualified Non-Paid:	23,580	25,794	25,428	25,987	32,480	33,104
Print:	20,061	21,356	20,975	21,005	27,497	27,943
Digital:	3,519	4,438	4,453	4,982	4,983	5,161
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 – December 2015 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

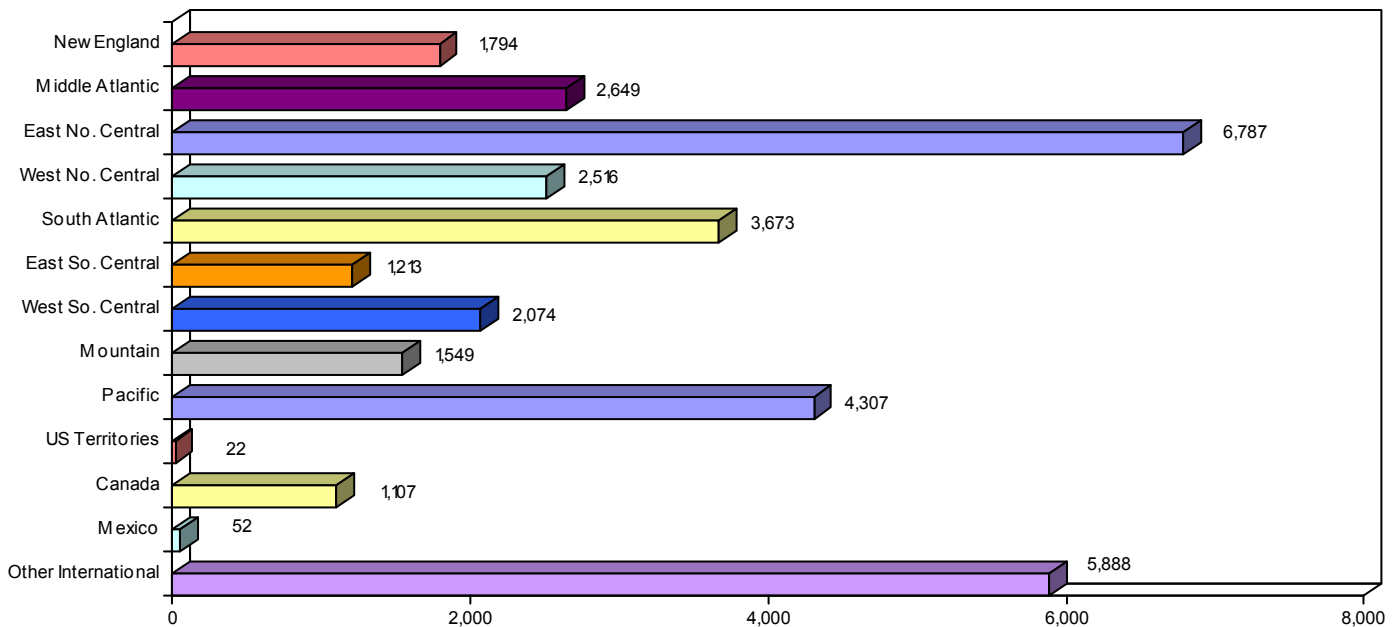
**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2015*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	161		Kentucky	291	
New Hampshire	200		Tennessee	456	
Vermont	83		Alabama	340	
Massachusetts	650		Mississippi	126	
Rhode Island	157		EAST SO. CENTRAL	1,213	3.6
Connecticut	543		Arkansas	143	
NEW ENGLAND	1,794	5.3	Louisiana	166	
New York	1,029		Oklahoma	274	
New Jersey	497		Texas	1,491	
Pennsylvania	1,123		WEST SO. CENTRAL	2,074	6.2
MIDDLE ATLANTIC	2,649	7.9	Montana	57	
Ohio	1,969		Idaho	103	
Indiana	887		Wyoming	41	
Illinois	1,269		Colorado	350	
Michigan	1,682		New Mexico	90	
Wisconsin	980		Arizona	432	
EAST NO. CENTRAL	6,787	20.2	Utah	351	
Minnesota	780		Nevada	125	
Iowa	364		MOUNTAIN	1,549	4.6
Missouri	588		Alaska	20	
North Dakota	70		Washington	913	
South Dakota	92		Oregon	299	
Nebraska	209		California	3,059	
Kansas	413		Hawaii	16	
WEST NO. CENTRAL	2,516	7.5	PACIFIC	4,307	12.8
Delaware	80		UNITED STATES	26,562	79.0
Maryland	368		U.S. Territories	22	
Washington, DC	31		Canada	1,107	
Virginia	477		Mexico	52	
West Virginia	86		Other International	5,888	
North Carolina	708		APO/FPO	-	
South Carolina	412				
Georgia	526				
Florida	985				
SOUTH ATLANTIC	3,673	10.9			
			TOTAL QUALIFIED CIRCULATION	33,631	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2015*

Region/Country	Total Qualified	Percent	Region/Country	Total Qualified	Percent
ASIA			Slovenia	17	
Afghanistan	2		Spain	288	
Bangladesh	7		Sweden	80	
Cambodia	1		Switzerland	97	
China	140		Turkey	184	
Hong Kong - SAR	21		Ukraine	15	
India	664		United Kingdom	911	
Indonesia	38		Subtotal	3,458	10.3
Japan	119		AFRICA		
Kazakhstan	1		Algeria	4	
Korea, Republic Of	75		Botswana	1	
Malaysia	72		Egypt	19	
Pakistan	29		Ethiopia	2	
Philippines	17		Ghana	3	
Singapore	84		Guinea	1	
Sri Lanka	2		Kenya	2	
Taiwan	110		Lesotho	1	
Thailand	33		Libyan Arab Jamahiriya	1	
Vietnam	6		Mauritius	2	
Subtotal	1,421	4.2	Nigeria	18	
MIDDLE EAST			South Africa	94	
Bahrain	8		Tanzania	2	
Iran	1		Tunisia	8	
Iraq	9		Zambia	1	
Israel	65		Zimbabwe	1	
Jordan	5		Subtotal	160	0.5
Kuwait	3		NORTH AMERICA		
Lebanon	2		Canada	1,107	
Oman	4		Mexico	52	
Qatar	7		United States	26,562	
Saudi Arabia	29		Subtotal	27,721	82.4
United Arab Emirates	42		CARIBBEAN		
Yemen	1		Bermuda	1	
Subtotal	176	0.5	Cayman Islands	1	
EUROPE			Dominica	1	
Austria	55		Dominican Republic	1	
Belarus	1		Netherlands Antilles	9	
Belgium	116		Puerto Rico	22	
Bulgaria	8		Trinidad and Tobago	2	
Croatia	8		Subtotal	37	0.1
Czech Republic	37		CENTRAL AMERICA		
Denmark	42		Costa Rica	3	
Estonia	8		El Salvador	4	
Finland	52		Guatemala	2	
France	303		Nicaragua	1	
Germany	408		Panama	2	
Greece	27		Subtotal	12	0.1
Hungary	16		SOUTH AMERICA		
Iceland	2		Argentina	54	
Ireland	63		Bolivia	2	
Italy	197		Brazil	159	
Latvia	1		Chile	17	
Liechtenstein	2		Colombia	42	
Lithuania	6		Ecuador	12	
Luxembourg	19		Peru	14	
Macedonia	5		Uruguay	4	
Malta	5		Venezuela	4	
Monaco	1		Subtotal	308	0.9
Netherlands	216		ASIA PACIFIC		
Norway	39		Australia	254	
Poland	37		New Zealand	82	
Portugal	88		Papua New Guinea	1	
Romania	35		Tuvalu	1	
Russian Federation	58		Subtotal	338	1.0
San Marino	1				
Serbia	6		TOTAL QUALIFIED CIRCULATION	33,631	100.0
Slovakia	4				

*See Additional Data

E-NEWSLETTER CHANNEL

2015	CompositesWorld Weekly	CompositesWorld Extra	2015	CompositesWorld Weekly	CompositesWorld Extra
JULY			OCTOBER		
July 7	34,545	-	October 6	33,731	-
July 9	-	34,515	October 8	-	33,718
July 14	34,430	-	October 13	33,679	-
July 21	34,350	-	October 20	33,604	-
July 23	-	34,387	October 22	-	33,615
July 28	34,353	-	October 27	33,573	-
AUGUST			NOVEMBER		
August 4	34,227	-	November 3	33,510	-
August 11	34,167	-	November 10	33,540	-
August 13	-	34,165	November 12	-	33,476
August 18	34,106	-	November 17	33,432	-
August 25	34,056	-	November 19	-	33,416
August 27	-	34,084	November 24	33,402	-
SEPTEMBER			DECEMBER		
September 1	34,029	-	December 1	33,382	-
September 9	33,962	-	December 3	-	33,359
September 10	-	33,950	December 8	33,301	-
September 15	33,890	-	December 15	33,213	-
September 22	33,849	-	December 17	-	33,204
September 24	-	33,863	December 22	33,108	-
September 29	33,815	-	AVERAGE:	33,810	33,813

CompositesWorld Weekly (25 issued in the period)
CompositesWorld Extra (12 issued in the period)

WEBSITE CHANNEL

WWW.COMPOSITESWORLD.COM						
2015	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	234,828	118,533	83,199	1.42	02:00	01:58
August	239,821	117,300	82,364	1.42	01:55	02:01
September	252,850	130,401	93,125	1.40	01:59	01:53
October	272,295	138,360	98,343	1.41	01:58	01:55
November	259,386	135,380	97,158	1.39	02:02	01:52
December	235,549	120,763	85,435	1.41	02:04	01:58
AVERAGE:	249,121	126,789	89,937	1.41	01:59	01:56

July - December 2015 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

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.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters and Website 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.

Ryan Delahanty, Publisher
Julie Ball, Circulation Manager

(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	February 16, 2016
State	Ohio
County	Hamilton
Received by BPA Worldwide	February 16, 2016
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ID Number	C391B0D5

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.