

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

COMPOSITESWORLD MAGAZINE



6 Issues in the period
33,262 average circulation

COMPOSITESWORLD E-NEWSLETTERS



2 E-Newsletters in the period
37 total issued in the period
33,446 average per occurrence
33,385 average per occurrence

COMPOSITESWORLD WEBSITE



89,823 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)	33,262	-	33,262
a. Print	28,148	-	28,148
b. Digital	5,114	-	5,114
1. Requested	5,114	-	5,114
2. Non-Requested	-	-	-
COMPOSITESWORLD E-NEWSLETTERS			
a. CompositesWorld Weekly (25 issued in the period)	33,446	-	33,446
b. CompositesWorld Extra (12 issued in the period)	33,385	-	33,385
COMPOSITESWORLD WEBSITE (Monthly Unique Browsers with 242,413 average Page Impressions)	89,823	-	89,823

FIELD SERVED

COMPOSITESWORLD 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	25	
Advertiser and Agency	1,155	
Allocated for Trade Shows and Conventions	308	
All Other	793	
TOTAL	2,281	

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	33,262	100.0	33,262	100.0	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	33,262	100.0	33,262	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Print	Digital	Total Qualified
July	27,979	5,046	33,025
August	28,264	5,222	33,486
September	28,470	5,280	33,750
October	28,745	5,391	34,136
November	27,672	4,860	32,532
December	27,756	4,884	32,640

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016
This issue is 2.6% or 875 copies below 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	10,415	32.0	4,358	4,293	1,036	191	416	121
OEM/End User of Composites Structures or Component	3,364	10.4	713	1,930	485	101	70	65
MFG of Composites Processing Machinery/Supplies	1,490	4.6	626	520	139	17	177	11
Composites Repair Facility	614	1.9	329	211	39	8	12	15
Composites Tooling/Tooling Materials Manufacturer	1,118	3.4	517	402	78	13	96	12
Composite Material Manufacturer/Converter/Supplier/Distributor	5,917	18.2	2,312	2,018	777	96	621	93
Government (Inc. DOT, State, Municipality, DOD, NASA, Etc...)	1,179	3.6	89	895	147	3	6	39
Civil Engineering/ Construction Firm	1,314	4.0	498	635	138	5	16	22
Educational/Research/Testing Facility	1,368	4.2	190	342	295	4	25	512
Product design/prototyping/consulting firm	2,947	9.1	1,186	1,088	458	21	60	134
Other	2,806	8.6	1,201	874	339	33	232	127
TOTAL QUALIFIED CIRCULATION	32,532	100.0	12,019	13,208	3,931	492	1,731	1,151
PERCENT	100.0		37.0	40.6	12.1	1.5	5.3	3.5

- (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,G) MANUFACTURING PRODUCTION DEPARTMENT:** titles include Plastics Group Leader, Injection Molding Foreman, Department Supv, Mfg Supv, Production Supv and other qual titles.
- (E,V) MANUFACTURING ENGINEERING MANAGEMENT:** titles include Chief Tool Engineer, Chief of Mfg Development, Director of Prod Engineering and other qual titles.
- (F,T) MANUFACTURING ENGINEERING (ENGINEERS):** include most engineering titles where the individual does not manage the department.
- (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 & DEVELOPMENT MGMT:** titles include Dir of Design Engineering, Chief Draftsman, Mgr of Product Engineering, Dir of Research and other titles.
- (I,J) PRODUCT DESIGN, RESEARCH & DEVELOPMENT ENGINEERS:** titles include Design Project Engineer, Development Engineer, Research & Design Engineer and other 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.
- (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 2016

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	21,654	8,317	-	29,971	92.1
II. Request from recipient's company:	3	-	-	3	-
III. Membership Benefit:	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	2,203	-	-	2,203	6.8
V. TOTAL – Sources other than above (listed alphabetically):	355	-	-	355	1.1
Association rosters and directories	-	-	-	-	-
Business directories	341	-	-	341	1.1
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	14	-	-	14	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	24,215	8,317	-	32,532	100.0
PERCENT	74.4	25.6	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	32,532	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	32,532	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 2014	July – December 2014	January – June 2015	July – December 2015	January – June 2016*	July – December 2016*
Total Audit Average Qualified:	25,428	25,987	32,480	33,104	32,177	33,262
Qualified Non-Paid:	25,428	25,987	32,480	33,104	32,177	33,262
Print:	20,975	21,005	27,497	27,943	27,843	28,148
Digital:	4,453	4,982	4,983	5,161	4,334	5,114
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 2016 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 2016

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	152		Kentucky	273	
New Hampshire	208		Tennessee	483	
Vermont	84		Alabama	347	
Massachusetts	687		Mississippi	119	
Rhode Island	169		EAST SO. CENTRAL	1,222	3.8
Connecticut	519		Arkansas	152	
NEW ENGLAND	1,819	5.6	Louisiana	168	
New York	1,029		Oklahoma	269	
New Jersey	515		Texas	1,521	
Pennsylvania	1,106		WEST SO. CENTRAL	2,110	6.5
MIDDLE ATLANTIC	2,650	8.1	Montana	62	
Ohio	1,966		Idaho	110	
Indiana	891		Wyoming	38	
Illinois	1,264		Colorado	329	
Michigan	1,676		New Mexico	87	
Wisconsin	1,010		Arizona	398	
EAST NO. CENTRAL	6,807	20.9	Utah	338	
Minnesota	741		Nevada	126	
Iowa	338		MOUNTAIN	1,488	4.6
Missouri	568		Alaska	25	
North Dakota	71		Washington	797	
South Dakota	92		Oregon	309	
Nebraska	197		California	2,922	
Kansas	358		Hawaii	17	
WEST NO. CENTRAL	2,365	7.3	PACIFIC	4,070	12.5
Delaware	76		UNITED STATES	26,157	80.4
Maryland	326		U.S. Territories	27	
Washington, DC	31		Canada	1,420	
Virginia	471		Mexico	68	
West Virginia	82		Other International	4,860	
North Carolina	730		APO/FPO	-	
South Carolina	391				
Georgia	542				
Florida	977				
SOUTH ATLANTIC	3,626	11.1			
			TOTAL QUALIFIED CIRCULATION	32,532	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

Region/Country	Total Qualified	Percent
ASIA		
Azerbaijan	1	
Bangladesh	3	
China	122	
Hong Kong - SAR	19	
India	442	
Indonesia	26	
Japan	95	
Korea, Republic Of	63	
Laos	1	
Malaysia	43	
Pakistan	22	
Philippines	14	
Singapore	67	
Sri Lanka	6	
Taiwan	98	
Thailand	27	
Vietnam	6	
Subtotal	1,055	3.2
MIDDLE EAST		
Bahrain	6	
Iran	1	
Iraq	3	
Israel	61	
Kuwait	5	
Lebanon	1	
Oman	1	
Qatar	4	
Saudi Arabia	19	
United Arab Emirates	32	
Subtotal	133	0.4
EUROPE		
Austria	50	
Belarus	1	
Belgium	113	
Bulgaria	7	
Croatia	8	
Cyprus	2	
Czech Republic	33	
Denmark	37	
Estonia	6	
Finland	48	
France	266	
Germany	372	
Greece	26	
Hungary	19	
Iceland	2	
Ireland	36	
Italy	184	
Latvia	2	
Liechtenstein	2	
Lithuania	3	
Luxembourg	17	
Macedonia	4	
Malta	3	
Monaco	1	
Netherlands	197	
Norway	33	
Poland	38	
Portugal	55	
Romania	30	
Russian Federation	53	

*See Additional Data

Region/Country	Total Qualified	Percent
Serbia	2	
Slovakia	7	
Slovenia	14	
Spain	242	
Sweden	78	
Switzerland	89	
Turkey	139	
Ukraine	15	
United Kingdom	770	
Subtotal	3,004	9.2
AFRICA		
Algeria	1	
Cote D'Ivoire	1	
Egypt	11	
Ghana	1	
Kenya	4	
Libyan Arab Jamahiriya	1	
Madagascar	1	
Mauritius	2	
Morocco	2	
Namibia	1	
Nigeria	7	
South Africa	72	
Tanzania	1	
Tunisia	8	
Zambia	1	
Subtotal	114	0.4
NORTH AMERICA		
Canada	1,420	
Mexico	68	
United States	26,157	
unspecified North America	27	
Subtotal	27,672	85.1
CARIBBEAN		
Bermuda	1	
Dominican Republic	1	
Jamaica	1	
Turks and Caicos Islands	1	
Subtotal	4	-
CENTRAL AMERICA		
Costa Rica	4	
El Salvador	2	
Guatemala	3	
Subtotal	9	-
SOUTH AMERICA		
Argentina	44	
Bolivia	1	
Brazil	125	
Chile	17	
Colombia	43	
Ecuador	7	
Peru	10	
Uruguay	3	
Venezuela	7	
Subtotal	257	0.8
ASIA PACIFIC		
Australia	205	
New Zealand	77	
Papua New Guinea	2	
Subtotal	284	0.9
TOTAL QUALIFIED CIRCULATION	32,532	100.0

E-NEWSLETTER CHANNEL

2016	CompositesWorld Weekly	CompositesWorld Extra	2016	CompositesWorld Weekly	CompositesWorld Extra
JULY			OCTOBER		
July 6	34,337	-	October 4	33,444	-
July 12	34,294	-	October 11	33,420	-
July 14	-	34,222	October 13	-	33,406
July 19	34,159	-	October 18	33,296	-
July 26	34,082	-	October 25	33,260	-
July 28	-	34,082	October 27	-	33,227
AUGUST			NOVEMBER		
August 2	34,017	-	November 1	33,104	-
August 9	33,945	-	November 8	33,093	-
August 11	-	33,722	November 10	-	33,002
August 16	33,906	-	November 15	32,995	-
August 23	33,468	-	November 17	-	32,839
August 25	-	33,771	November 22	32,965	-
August 30	33,761	-	November 29	32,604	-
SEPTEMBER			DECEMBER		
September 7	33,659	-	December 6	32,556	-
September 8	-	33,652	December 8	-	32,502
September 13	33,563	-	December 13	32,481	-
September 20	33,579	-	December 20	32,699	-
September 22	-	33,544	December 22	-	32,653
September 27	33,453	-	AVERAGE:	33,446	33,385

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

WEBSITE CHANNEL

WWW.COMPOSITESWORLD.COM						
2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	227,923	119,213	83,039	1.44	02:02	01:51
August	247,167	129,506	89,829	1.44	02:03	01:52
September	249,542	130,075	91,500	1.42	02:01	01:51
October	246,166	134,213	97,143	1.38	02:08	01:47
November	261,129	136,501	95,050	1.44	02:03	01:52
December	222,552	115,488	82,379	1.40	02:03	01:55
AVERAGE:	242,413	127,499	89,823	1.42	02:03	01:51

July - December 2016 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.

PARAGRAPH 3b:

Communication from Recipient or Recipient's Company (Other than Request) includes 2 sources of circulation for quantities of 182 copies or 0.6% to 2,021 copies or 6.2%.

PUBLISHER'S AFFIDAVIT

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

Ryan Delahanty, Publisher
Julie Ball, Audience Development 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 January 11, 2017
State Ohio
County Hamilton
Received by BPA Worldwide January 11, 2017
Type BD
ID Number C391B0D6

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.