



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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HIGH-PERFORMANCE COMPOSITES 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. High-Performance Composites' 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

**HIGH-PERFORMANCE
COMPOSITES
MAGAZINE**



3 Issues in the period
25,281 average circulation

**COMPOSITESWORLD
E-NEWSLETTERS**



2 Issued in the period
37 average circulation
36,795 average per occurrence
37,111 average per occurrence

Shared media channel,
See Note 1

**COMPOSITESWORLD
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
HIGH-PERFORMANCE COMPOSITES MAGAZINE (3 issues in the period)	25,281	-	25,281
a. Print	20,968	-	20,968
b. Digital	4,313	-	4,313
1. Requested	4,313	-	4,313
2. Non-Requested	-	-	-
COMPOSITESWORLD E-NEWSLETTERS			
a. CompositesWorld Weekly E-Newsletter (24 issues in the period)	36,795	-	36,795
a. CompositesWorld Extra E-Newsletter (13 issues 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 CompositesWorld Weekly E-Newsletter – serving both Composites Technology and High Performance Composites.

Note 2: Shared media channel www.compositesworld.com – serving both Composites Technology and High Performance Composites.

FIELD SERVED

HIGH-PERFORMANCE COMPOSITES serves the following fabricator/manufacturer of composites products, OEM/end user of composites structures or components/Mfg of composites processing machinery/supplies, composites repair facility/composites tooling/tooling materials manufacturer, composite material manufacturer/converter/supplier/distributor, government (NASA, DOD, DOT, state, Municipality, etc), civil engineering/construction firm, educational/research/testing facility; and other fields related to the composites industry.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are personnel in general/corporate 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	28
Advertiser and Agency	882
Allocated for Trade Shows and Conventions	400
All Other	736
TOTAL	2,046

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	25,281	100.0	25,281	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,281	100.0	25,281	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	20,968	100.0	20,968	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,968	100.0	20,968	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	4,313	100.0	4,313	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4,313	100.0	4,313	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2014 Issue	Number Removed	Number Added	Print	Digital	Total Qualified
January	222	178	20,891	4,306	25,197
March	197	209	20,892	4,317	25,209
May	283	511	21,121	4,316	25,437
TOTAL	702	898	20,891	4,306	25,197

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014
 This issue is 0.9% or 234 copies above the average of the other 2 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY JOB TITLE							
			Print	Digital	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. (N)
Fabricator/Manufacturer of Composites Products	12,005	47.2	10,635	1,370	5,197	4,781	1,196	196	442	193
OEM/End User of Composites Structures or Components	3,897	15.3	3,485	412	861	2,216	568	106	66	80
MFG of Composites Processing Machinery/Suppliers	1,040	4.1	950	90	381	356	108	18	168	9
Composites Repair Facility	455	1.8	366	89	209	184	33	4	9	16
Composites Tooling/Tooling Materials Manufacturer	694	2.7	622	72	245	296	69	6	63	15
Composites Materials Manufacturing/Converter/Supplier	1,486	5.8	1,002	484	461	359	236	25	329	76
Government (Inc. DOT, State, Municipality, DOD, NASA, Etc.)	681	2.7	602	79	63	440	152	2	5	19
Civil Engineering/Construction Firm	275	1.1	205	70	121	103	25	2	10	14
Educational/Research/Testing Facility	1,314	5.2	700	614	169	370	228	3	21	523
Product design/prototyping/consulting firm	2,438	9.6	1,871	567	1,031	864	316	18	56	153
Other	1,152	4.5	683	469	409	338	112	24	151	118
TOTAL QUALIFIED CIRCULATION	25,437	100.0	21,121	4,316	9,147	10,307	3,043	404	1,320	1,216
PERCENT	100.0	83.0	17.0	36.0	40.5	12.0	1.6	5.2	4.8	

- (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.
- (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.
- (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.
- (J) PRODUCT DESIGN, RESEARCH AND DEVELOPMENT ENGINEERS titles include Design Project Engineer, Development Engineer, Research & Design Engineer and other titles.
- (I) PRODUCT DESIGN, RESEARCH AND DEVELOPMENT (OTHER DESIGN PERSONNEL) titles include Designer, Parts Designer, Draftsman 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.
- (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 CIRCULATION FOR ISSUE OF MAY 2014

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	18,594	3,917	-	18,195	4,316	22,511	88.5
II. Request from recipient's company:	102	-	-	102	-	102	0.4
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	2,824	-	-	2,824	-	2,824	11.1
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	2,824	-	-	2,824	-	2,824	11.1
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,520	3,917	-	21,121	4,316	25,437	100.0
PERCENT	84.6	15.4	-	83.0	17.0	100.0	

*See Additional Data

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

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	21,121	4,316	25,437	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,121	4,316	25,437	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:	21,231	21,235	22,747	23,585	25,121	25,281
Qualified Non-Paid:	21,231	21,235	22,747	23,585	25,121	25,281
Print:	18,400	18,591	19,554	20,055	20,710	20,968
Digital:	2,831	2,644	3,193	3,530	4,411	4,313
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 MAY 2014*

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
ASIA					Poland	-	63	63	
Cambodia	-	1	1		Portugal	-	62	62	
China	-	109	109		Romania	-	16	16	
Hong Kong - SAR	-	10	10		Russian Federation	-	48	48	
India	-	404	404		Serbia	-	4	4	
Indonesia	-	25	25		Slovakia	-	1	1	
Japan	-	99	99		Slovenia	-	16	16	
Korea, Republic Of	-	45	45		Spain	-	205	205	
Malaysia	-	51	51		Sweden	-	63	63	
Pakistan	-	24	24		Switzerland	-	62	62	
Philippines	-	17	17		Turkey	-	138	138	
Singapore	-	59	59		Ukraine	-	11	11	
Taiwan	-	72	72		United Kingdom	-	621	621	
Thailand	-	34	34		Subtotal	-	2,583	2,583	10.2
Vietnam	-	1	1		AFRICA				
Subtotal	-	951	951	3.7	Algeria	-	1	1	
MIDDLE EAST					Egypt	-	16	16	
Bahrain	-	6	6		Ethiopia	-	1	1	
Iraq	-	4	4		Ghana	-	2	2	
Israel	-	54	54		Kenya	-	2	2	
Jordan	-	1	1		Nigeria	-	8	8	
Kuwait	-	4	4		South Africa	-	77	77	
Lebanon	-	2	2		Tunisia	-	2	2	
Oman	-	1	1		Zambia	-	1	1	
Qatar	-	5	5		Subtotal	-	110	110	0.4
Saudi Arabia	-	35	35		NORTH AMERICA				
United Arab Emirates	-	17	17		Canada	1,204	-	1,204	
Yemen	-	1	1		Mexico	63	-	63	
Subtotal	-	130	130	0.5	United States	19,854	-	19,854	
EUROPE					Subtotal	21,121	-	21,121	83.0
Austria	-	44	44		CARIBBEAN				
Belgium	-	101	101		Dominican Republic	-	1	1	
Bulgaria	-	5	5		Jamaica	-	1	1	
Croatia	-	12	12		Netherlands Antilles	-	7	7	
Czech Republic	-	31	31		Trinidad and Tobago	-	2	2	
Denmark	-	36	36		Subtotal	-	11	11	-
Estonia	-	5	5		CENTRAL AMERICA				
Finland	-	37	37		Costa Rica	-	2	2	
France	-	227	227		Guatemala	-	2	2	
Germany	-	344	344		Subtotal	-	4	4	-
Greece	-	21	21		SOUTH AMERICA				
Hungary	-	9	9		Argentina	-	39	39	
Iceland	-	2	2		Bolivia	-	1	1	
Ireland	-	55	55		Brazil	-	128	128	
Italy	-	183	183		Chile	-	16	16	
Latvia	-	3	3		Colombia	-	27	27	
Lithuania	-	5	5		Ecuador	-	8	8	
Luxembourg	-	15	15		Peru	-	10	10	
Malta	-	2	2		Uruguay	-	4	4	
Monaco	-	1	1		Venezuela	-	4	4	
Netherlands	-	154	154		Subtotal	-	237	237	0.9
Norway	-	34	34		ASIA PACIFIC				
Italy	-	25	25		Australia	-	206	206	
Latvia	-	47	47		New Zealand	-	82	82	
Lithuania	-	16	16		Papua New Guinea	-	2	2	
Luxembourg	-	48	48		Subtotal	-	290	290	1.1
Malta	-	4	4		TOTAL QUALIFIED CIRCULATION				
Monaco	-	1	1			21,121	4,316	25,437	100.0
Netherlands	-	16	16						
Norway	-	205	205						

*See Additional Data

E-NEWSLETTER CHANNEL*

2014	CompositesWorld Weekly E-Newsletter	CompositesWorld Extra E-Newsletter
JANUARY		
January 7	34,296	-
January 9	-	34,386
January 14	34,444	-
January 21	34,382	-
January 23	-	34,303
January 28	34,577	-
FEBRUARY		
February 4	34,480	-
February 11	34,225	-
February 13	-	38,424
February 18	38,556	-
February 25	38,345	-
February 27	-	38,050
MARCH		
March 4	38,194	-
March 11	37,940	-
March 13	-	38,186
March 18	38,010	-
March 25	37,902	-
March 27	-	37,782
APRIL		
April 1	-	37,706
April 8	37,619	-
April 10	-	37,727
April 15	37,370	-
April 22	37,628	-
April 24	-	37,482
April 29	37,487	-
MAY		
May 6	37,650	-
May 8	-	37,364
May 13	37,245	-
May 20	37,197	-
May 22	-	37,046
May 28	37,263	-
JUNE		
June 3	37,294	-
June 10	37,269	-
June 12	-	36,952
June 17	36,875	-
June 24	36,839	-
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 CompositesWorld Weekly E-Newsletter – 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:	214,841	107,065	78,036	1.37	02:05	02:07

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.

*See Additional Data

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's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital versions 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 4 sources of circulation for quantities of 169 copies or 0.7% to copies or 5.0%.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter 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.

Richard G. Kline, Jr., Publisher

P. Ross Jacobs, Circulation 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 29, 2014
State	Ohio
County	Hamilton
Received by BPA Worldwide	July 29, 2014
Type	BD
ID Number	H093B0J4

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.