

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  
24,745 average circulation

### COMPOSITESWORLD E-NEWSLETTERS



2 E-Newsletters in the period  
38 total issued in the period  
37,810 average per occurrence  
37,759 average per occurrence

Shared media channel,  
See Note 1

### COMPOSITESWORLD WEBSITE



80,448 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
<b>HIGH-PERFORMANCE COMPOSITES MAGAZINE</b> (3 issues in the period)	24,745	-	24,745
a. Print	21,377	-	21,377
b. Digital	3,368	-	3,368
1. Requested	3,368	-	3,368
2. Non-Requested	-	-	-
<b>COMPOSITESWORLD E-NEWSLETTERS</b>			
a. CompositesWorld Weekly (26 issues in the period)	37,810	-	37,810
a. CompositesWorld Extra (12 issues in the period)	37,759	-	37,759
<b>COMPOSITESWORLD WEBSITE</b> (Monthly Unique Browsers with 219,136 average Page Impressions)	80,448	-	80,448

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	30
Advertiser and Agency	904
Allocated for Trade Shows and Conventions	392
All Other	774
<b>TOTAL</b>	<b>2,099</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	24,745	100.0	24,745	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>24,745</b>	<b>100.0</b>	<b>24,745</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**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	21,377	100.0	21,377	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>21,377</b>	<b>100.0</b>	<b>21,377</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**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	3,368	100.0	3,368	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>3,368</b>	<b>100.0</b>	<b>3,368</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2014 Issue	Number Removed	Number Added	Print	Digital	Total Qualified
July	249	541	21,206	4,985	26,191
September	238	432	21,265	5,120	26,385
November	3,631	4,026	21,659	-	21,659
<b>TOTAL</b>	<b>4,118</b>	<b>4,999</b>			

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

This issue is 0.4% or 97 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	Mfg Production & R&D, Q/A, Engineering	Design, Q/C Purchasing	Sales & Marketing	Other Qual, N.E.C.	
Fabricator/Manufacturer of Composites Products	9,894	45.7	9,894	-	3,879	4,172	1,077	221	448	97
OEM/End User of Composites Structures or Components	3,643	16.8	3,643	-	778	2,110	523	107	59	66
MFG of Composites Processing Machinery/Suppliers	1,005	4.6	1,005	-	377	360	101	17	137	13
Composites Repair Facility	387	1.8	387	-	197	144	24	4	9	9
Composites Tooling/Tooling Materials Manufacturer	640	3.0	640	-	261	255	63	9	46	6
Composites Materials Manufacturing/Converter/Supplier/Distributor	1,126	5.2	1,126	-	357	277	190	18	268	16
Government (Inc. DOT, State, Municipality, DOD, NASA, Etc.)	641	3.0	641	-	54	396	154	3	1	33
Civil Engineering/Construction Firm	243	1.1	243	-	107	94	20	2	14	6
Educational/Research/Testing Facility	765	3.5	765	-	144	194	166	3	16	242
Product design/prototyping/consulting firm	1,915	8.8	1,915	-	879	629	270	11	41	85
Other	1,400	6.5	1,400	-	621	477	127	21	93	61
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>21,659</b>	<b>100.0</b>	<b>21,659</b>	<b>-</b>	<b>7,654</b>	<b>9,108</b>	<b>2,715</b>	<b>416</b>	<b>1,132</b>	<b>634</b>
<b>PERCENT</b>	<b>100.0</b>		<b>100.0</b>		<b>35.3</b>	<b>42.1</b>	<b>12.5</b>	<b>1.9</b>	<b>5.2</b>	<b>2.9</b>

**CORPORATE EXECUTIVE:** titles include Chairman, General Manager, Owner, Partner, President and Vice President.

**MANUFACTURING PRODUCTION MANAGEMENT:** titles include Plastics Coordinator, Plastics Director, Plastics Manager, Advanced Mfg Director, and other qualified titles.

**MANUFACTURING PRODUCTION DEPARTMENT:** titles include Plastics Group Leader, Injection Molding Foreman, Department Supervisor, Mfg Supervisor, Production Supervisor and other qual titles.

**MANUFACTURING ENGINEERING MANAGEMENT:** titles include Chief Tool Engineer, Chief of Manufacturing Development, Director of Production Engineering, Plastics Engineer and other qual titles.

**MANUFACTURING ENGINEERING (ENGINEERS):** include most engineering titles where the individual does not manage the department.

**MANUFACTURING (OTHER MANUFACTURING PERSONNEL):** titles include Diemaker, Mold maker, Machine Operator and other qual titles.

**QUALITY ASSURANCE/CONTROL MANAGEMENT:** titles include Quality Assurance Manager, Quality Control Director, Chief of Quality Engineering, and other titles.

**QUALITY ASSURANCE/CONTROL ENGINEERS:** titles include Quality Assurance Engineer, Quality Control Foreman, Quality Supervisor and other titles.

**PRODUCT DESIGN, RESEARCH AND DEVELOPMENT MANAGEMENT:** titles include Director of Design Engineering, Chief Draftsman, Manager of Product Engineering, Director of Research and other titles.

**PRODUCT DESIGN, RESEARCH AND DEVELOPMENT ENGINEERS:** titles include Design Project Engineer, Development Engineer, Research & Design Engineer and other titles.

**PRODUCT DESIGN, RESEARCH AND DEVELOPMENT (OTHER DESIGN PERSONNEL):** titles include Designer, Parts Designer, Draftsman and other qual titles.

**FACTORY AUTOMATION MANAGEMENT:** titles include Factory Automation Manager, Chief Factory Automation Engineer, Manager of Systems Design and Chief Systems Engineer.

**FACTORY AUTOMATION ENGINEERS:** titles include Factory Automation Engineer, Automation Foreman, Systems Designer and Systems Engineer.

**PURCHASING:** titles include Buyer, Procurement Chief, Purchasing Manager and other qual titles.

**SALES & MARKETING:** includes all Sales & Marketing titles.

**Other NEC:** includes titles not elsewhere classified.

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2014**

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	<b>16,010</b>	<b>3,683</b>	-	<b>19,693</b>	-	<b>16,010</b>	<b>90.9</b>
II. Request from recipient's company:	<b>753</b>	-	-	<b>753</b>	-	<b>753</b>	<b>3.5</b>
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):*	<b>1,208</b>	-	-	<b>1,208</b>	-	<b>1,208</b>	<b>5.6</b>
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	<b>5</b>	-	-	<b>5</b>	-	<b>5</b>	-
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	5	-	-	5	-	5	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>17,976</b>	<b>3,683</b>	-	<b>21,659</b>	-	<b>17,976</b>	<b>100.0</b>
<b>PERCENT</b>	<b>83.0</b>	<b>17.0</b>	-	<b>100.0</b>	-	<b>83.0</b>	

\*See Additional Data

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

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	21,491	-	21,491	99.2
Individuals by name only	150	-	150	0.7
Titles or functions only	-	-	-	-
Company names only	18	-	18	0.1
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>21,659</b>	-	<b>21,659</b>	<b>100.0</b>

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data		Audited Data		Circulation Claim	Circulation Claim
	January – June 2012	July – December 2012	January – June 2013	July – December 2013		
Total Audit Average Qualified:	21,235	22,747	23,585	25,121	25,281	24,745
Qualified Non-Paid:	21,235	22,747	23,585	25,121	25,281	24,745
Print:	18,591	19,554	20,055	20,710	20,968	21,377
Digital:	2,644	3,193	3,530	4,411	4,313	3,368
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 2014 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC= None Claimed.



## E-NEWSLETTER CHANNEL

2014	*CompositesWorld Weekly	CompositesWorld Extra
<b>JULY</b>		
July 1	38,223	-
July 8	38,200	-
July 10	-	38,118
July 15	38,130	-
July 22	38,428	-
July 24	-	38,331
July 29	38,305	-
<b>AUGUST</b>		
August 5	38,260	-
August 12	38,214	38,160
August 19	38,136	-
August 26	38,095	38,041
<b>SEPTEMBER</b>		
September 3	38,014	-
September 9	37,980	-
September 11	-	37,940
September 16	37,927	-
September 23	37,888	-
September 25	-	37,840
September 30	37,796	-
<b>OCTOBER</b>		
October 7	37,766	-
October 9	-	37,719
October 14	37,698	-
October 21	37,673	-
October 24	-	37,639
October 28	37,598	-
<b>NOVEMBER</b>		
November 4	37,566	37,515
November 11	37,479	-
November 18	37,449	37,397
November 25	37,375	-
<b>DECEMBER</b>		
December 2	37,333	-
December 4	-	37,265
December 9	37,231	-
December 16	37,205	-
December 18	-	37,138
December 23	37,099	-
<b>AVERAGE</b>	<b>37,810</b>	<b>37,759</b>

CompositesWorld Weekly (26 issued in the period)  
CompositesWorld Extra (12 issued in the period)

\*Shared media channel CompositesWorld Weekly – 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
July	216,002	108,568	77,820	1.40	02:01	02:00
August	204,276	103,879	74,751	1.39	01:58	01:55
September	220,729	113,322	79,897	1.42	02:05	01:59
October	228,510	116,982	84,270	1.39	01:58	01:53
November	234,314	121,814	86,818	1.40	02:05	01:56
December	210,986	110,408	79,134	1.40	02:05	01:54
<b>AVERAGE:</b>	<b>219,136</b>	<b>112,495</b>	<b>80,448</b>	<b>1.40</b>	<b>02:02</b>	<b>01:56</b>

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

Shared media channel [www.compositesworld.com](http://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](http://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.

### PARAGRAPH 2:

November 2014 Digital Edition: Due to a system error, the digital edition of the November 2014 issue was not deployed.

### PARAGRAPH 3b:

Communication from recipient or recipient's company (other than request) includes 7 sources of circulation for quantities of 28 copies or 0.13% and 371 copies of 1.7%.

### 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.

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	January 29, 2015
State	Ohio
County	Hamilton
Received by BPA Worldwide	January 29, 2015
Type	BD
ID Number	H093B0D4

#### 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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.