



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED DECEMBER 2013



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.

CHANNELS

COMPOSITES TECHNOLOGY MAGAZINE



3 Issues in the period
25,794 average circulation

COMPOSITESWORLD E-NEWSLETTER



26 Issued in the period
35,216 average circulation

COMPOSITESWORLD WEBSITE



62,069 average
unique browsers

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)	25,794	-	25,794
a. Print	21,356	-	21,356
b. Digital	4,438	-	4,438
1. Requested	4,438	-	4,438
2. Non-Requested	-	-	-
COMPOSITESWORLD E-NEWSLETTER			
a. CompositesWorld E-Newsletter (26 issued in the period)	35,216	-	35,216
COMPOSITESWORLD WEBSITE (Monthly Unique Browsers with 180,644 average Page Impressions – Note 1)	62,069	-	62,069

Note 1: Unique Browsers: See Website Glossary in Channel Profile.

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	19
Advertiser and Agency Allocated for Trade Shows and Conventions	877
	300
All Other	805
TOTAL	2,001

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	25,794	100.0	25,794	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,794	100.0	25,794	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - PRINT

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	21,356	100.0	21,356	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,356	100.0	21,356	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - DIGITAL

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	4,438	100.0	4,438	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4,438	100.0	4,438	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2013 Issue	Number Removed	Number Added	Print	Digital	Total Qualified
August	182	667	20,448	4,399	24,847
October	1,284	3,699	22,626	4,637	27,263
December	4,145	2,155	20,995	4,277	25,272
TOTAL	5,611	6,521			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2013

This issue is 3.0% or 783 copies below the average of the other 2 issues reported in Paragraph 2.

BUSINESS/INDUSTRY	TOTAL		PERCENT		CLASSIFICATION BY FUNCTION						
	QUALIFIED	OF TOTAL	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	9,780	38.7	8,446	1,334	3,455	4,218	1,157	192	430	328	
OEM/End User of Composites Structures or Component	4,181	16.5	3,798	383	676	2,699	549	65	69	123	
MFG of Composites Processing Machinery/Supplies	973	3.9	876	97	328	365	103	11	142	24	
Composites Repair Facility	387	1.5	292	95	154	173	28	2	3	27	
Composites Tooling/Tooling Materials Manufacturer	631	2.5	563	68	242	273	47	2	43	24	
Composite Material Manufacturer/Converter/Supplier	1,541	6.1	1,085	456	436	407	249	24	312	113	
Government (Inc. DOT, State, Municipality, DOD, NASA, Distributor Etc...)	1,688	6.7	1,612	76	82	1,291	240	1	6	68	
Civil Engineering/ Construction Firm	1,376	5.4	1,316	60	371	717	236	2	8	42	
Educational/Research/Testing Facility	1,148	4.5	539	609	128	237	200	3	18	562	
Product design/prototyping/consulting firm	2,618	10.4	2,008	610	914	970	416	9	46	263	
Other	949	3.8	460	489	284	247	109	14	127	168	
TOTAL QUALIFIED CIRCULATION	25,272	100.0	20,995	4,277	7,070	11,597	3,334	325	1,204	1,742	
PERCENT	100.0		83.1	16.9	28.0	45.9	13.2	1.3	4.7	6.9	

- (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 CIRCULATION FOR ISSUE OF DECEMBER 2013

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	18,403	4,733	-	18,859	4,277	23,136	91.6
II. Request from recipient's company:	136	-	-	136	-	136	0.5
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	2,000	-	-	2,000	-	2,000	7.9
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	2,000	-	-	2,000	-	2,000	7.9
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,539	4,733	-	20,995	4,277	25,272	100.0
PERCENT	81.3	18.7	-	83.1	16.9	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2013

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	20,995	3,538	24,533	97.1
Individuals by name only	-	739	739	2.9
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,995	4,277	25,272	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 2011	July - December 2011	January – June 2012	July – December 2012	January – June 2013*	July – December 2013*
Total Audit Average Qualified:	19,932	20,546	21,176	22,803	23,580	25,794
Qualified Non-Paid:	19,932	20,546	21,176	22,803	23,580	25,794
Print:	17,156	17,654	18,490	19,472	20,061	21,356
Digital:	2,776	2,892	2,686	3,331	3,519	4,438
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 2013 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 DECEMBER 2013*

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
ASIA					Russian Federation	-	48	48	
Cambodia	-	1	1		Serbia	-	4	4	
China	-	111	111		Slovakia	-	1	1	
Hong Kong - SAR	-	11	11		Slovenia	-	15	15	
India	-	402	402		Spain	-	206	206	
Indonesia	-	23	23		Sweden	-	63	63	
Japan	-	97	97		Switzerland	-	62	62	
Korea, Republic Of	-	43	43		Turkey	-	138	138	
Malaysia	-	48	48		Ukraine	-	11	11	
Pakistan	-	24	24		United Kingdom	-	605	605	
Philippines	-	15	15		Subtotal	-	2,548	2,548	10.1
Singapore	-	60	60		AFRICA				
Taiwan	-	71	71		Algeria	-	2	2	
Thailand	-	36	36		Egypt	-	16	16	
Vietnam	-	1	1		Ethiopia	-	1	1	
Subtotal	-	943	943	3.7	Ghana	-	2	2	
MIDDLE EAST					Kenya	-	3	3	
Bahrain	-	7	7		Nigeria	-	8	8	
Iraq	-	4	4		South Africa	-	78	78	
Israel	-	56	56		Tunisia	-	2	2	
Jordan	-	1	1		Zambia	-	1	1	
Kuwait	-	4	4		Subtotal	-	113	113	0.5
Lebanon	-	2	2		NORTH AMERICA				
Oman	-	1	1		Canada	762	-	762	
Qatar	-	4	4		Mexico	41	-	41	
Saudi Arabia	-	35	35		United States	20,192	-	20,192	
United Arab Emirates	-	18	18		Subtotal	20,995	-	20,995	83.1
Yemen	-	1	1		CARIBBEAN				
Subtotal	-	133	133	0.5	Dominican Republic	-	1	1	
EUROPE					Jamaica	-	1	1	
Austria	-	44	44		Netherlands Antilles	-	7	7	
Belgium	-	100	100		Trinidad and Tobago	-	2	2	
Bulgaria	-	5	5		Subtotal	-	11	11	-
Croatia	-	13	13		CENTRAL AMERICA				
Czech Republic	-	30	30		Costa Rica	-	2	2	
Denmark	-	32	32		Guatemala	-	3	3	
Estonia	-	5	5		Subtotal	-	5	5	-
Finland	-	37	37		SOUTH AMERICA				
France	-	219	219		Argentina	-	41	41	
Germany	-	337	337		Bolivia	-	1	1	
Greece	-	21	21		Brazil	-	124	124	
Hungary	-	9	9		Chile	-	15	15	
Iceland	-	2	2		Colombia	-	28	28	
Ireland	-	53	53		Ecuador	-	9	9	
Italy	-	178	178		Peru	-	10	10	
Latvia	-	3	3		Uruguay	-	4	4	
Lithuania	-	5	5		Venezuela	-	3	3	
Luxembourg	-	15	15		Subtotal	-	235	235	0.9
Macedonia	-	6	6		ASIA PACIFIC				
Malta	-	2	2		Australia	-	205	205	
Monaco	-	1	1		New Zealand	-	82	82	
Netherlands	-	156	156		Papua New Guinea	-	2	2	
Norway	-	33	33		Subtotal	-	289	289	1.2
Poland	-	25	25		TOTAL QUALIFIED CIRCULATION				
Portugal	-	48	48		20,995	4,277	25,272	100.0	
Romania	-	16	16						

*See Additional Data

E-NEWSLETTER CHANNEL

2013	CompositesWorld*
JULY	
July 2	35,789
July 9	35,695
July 16	35,684
July 23	35,829
July 30	35,744
AUGUST	
August 6	35,630
August 13	35,544
August 20	35,543
August 27	35,487
SEPTMEBER	
September 4	35,243
September 10	35,375
September 17	35,357
September 24	35,405
OCTOBER	
October 1	35,069
October 8	35,217
October 15	35,028
October 22	35,201
October 29	34,923
NOVEMBER	
November 5	34,826
November 12	34,734
November 19	34,906
November 26	34,914
DECEMBER	
December 3	34,802
December 10	34,583
December 17	34,626
December 27	34,460

CompositesWorld (26 issued in the period)

AVERAGE: 35,216

WEBSITE CHANNEL*

2013	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	173,494	83,893	61,023	1.37	01:54	02:02
August	162,908	76,378	55,981	1.36	01:49	02:04
September	177,073	82,945	61,580	1.35	01:56	02:13
October	197,923	90,264	66,798	1.35	01:51	02:13
November	207,213	93,422	69,458	1.35	01:49	02:14
December	165,255	76,097	57,573	1.32	01:50	02:09
AVERAGE:	180,644	83,833	62,069	1.35	01:52	02:09

*See Additional Data
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.

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.

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 92 copies or 0.4% to 903 copies or 3.6%.

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.

WEBSITE ACTIVITY:

July - December 2013 data was provided by Google Analytics.
All website activity is audited by BPA Worldwide.

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

February 4, 2014

Ohio

Hamilton

February 4, 2014

BD

C391B0D3

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.