

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.

CHANNELS

**HIGH-PERFORMANCE
COMPOSITES
MAGAZINE**



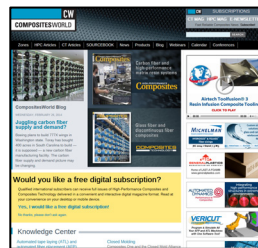
3 Issues in the period
25,121 average circulation

**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
HIGH-PERFORMANCE COMPOSITES MAGAZINE (3 issues in the period)	25,121	-	25,121
a. Print	20,710	-	20,710
b. Digital	4,411	-	4,411
1. Requested	4,411	-	4,411
2. Non-Requested	-	-	-
COMPOSITESWORLD E-NEWSLETTER			
a. CompositesWorld E-Newsletter (26 issues 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

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	25
Advertiser and Agency	885
Allocated for Trade Shows and Conventions	383
All Other	1,150
TOTAL	2,443

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	25,121	100.0	25,121	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,121	100.0	25,121	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	20,710	100.0	20,710	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,710	100.0	20,710	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	4,411	100.0	4,411	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4,411	100.0	4,411	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2013 Issue	Number Removed	Number Added	Print	Digital	Total Qualified
July	227	793	20,552	4,287	24,839
September	198	622	20,654	4,630	25,284
November	5,192	5,149	20,923	4,318	25,241
TOTAL	5,617	6,564			

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

This issue is 0.7% or 179 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	12,348	48.9	11,001	1,347	5,329	4,796	1,218	197	449	359
OEM/End User of Composites Structures or Components	3,706	14.7	3,319	387	833	2,018	556	98	59	142
MFG of Composites Processing Machinery/Suppliers	1,034	4.1	939	95	357	376	105	18	155	23
Composites Repair Facility	452	1.8	356	96	201	174	33	4	8	32
Composites Tooling/Tooling Materials Manufacturer	599	2.4	528	71	238	219	58	9	55	20
Composites Materials Manufacturing/Converter/Supplier	1,444	5.7	979	465	424	344	228	23	315	110
Government (Inc. DOT, State, Municipality, DOD, NASA, Etc.)	634	2.5	554	80	73	359	140	2	9	51
Civil Engineering/Construction Firm	274	1.1	209	65	114	98	23	2	9	28
Educational/Research/Testing Facility	1,289	5.1	683	606	160	258	207	3	21	640
Product design/prototyping/consulting firm	2,355	9.3	1,739	616	980	766	278	17	51	263
Other	1,106	4.4	616	490	388	270	107	22	134	185
TOTAL QUALIFIED CIRCULATION	25,241	100.0	20,923	4,318	9,097	9,678	2,953	395	1,265	1,853
PERCENT			82.9	17.1	36.0	38.4	11.7	1.6	5.0	7.3

- (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 NOVEMBER 2013

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	18,456	3,881	-	18,019	4,318	22,337	88.5
II. Request from recipient's company:	92	-	-	92	-	92	0.4
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	2,812	-	-	2,812	-	2,812	11.1
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	2,812	-	-	2,812	-	2,812	11.1
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,360	3,881	-	20,923	4,318	25,241	100.0
PERCENT	84.6	15.4	-	82.9	17.1	100.0	

*See Additional Data

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

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	20,923	3,567	24,490	97.0
Individuals by name only	-	751	751	3.0
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,923	4,318	25,241	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data		Audited Data		Circulation Claim	
	January – June 2011	July - December 2011	January – June 2012	July – December 2012	January – June 2013*	July – December 2013*
Total Audit Average Qualified:	20,209	21,231	21,235	22,747	23,585	25,121
Qualified Non-Paid:	20,209	21,231	21,235	22,747	23,585	25,121
Print:	17,430	18,400	18,591	19,554	20,055	20,710
Digital:	2,779	2,831	2,644	3,193	3,530	4,411
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 NOVEMBER 2013*

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
ASIA					Russian Federation	-	49	49	
Cambodia	-	1	1		Serbia	-	4	4	
China	-	114	114		Slovakia	-	1	1	
Hong Kong - SAR	-	11	11		Slovenia	-	16	16	
India	-	408	408		Spain	-	207	207	
Indonesia	-	24	24		Sweden	-	63	63	
Japan	-	98	98		Switzerland	-	62	62	
Korea, Republic Of	-	44	44		Turkey	-	138	138	
Malaysia	-	50	50		Ukraine	-	11	11	
Pakistan	-	24	24		United Kingdom	-	609	609	
Philippines	-	15	15		Subtotal	-	2,573	2,573	10.2
Singapore	-	60	60		AFRICA				
Taiwan	-	69	69		Algeria	-	2	2	
Thailand	-	36	36		Egypt	-	16	16	
Vietnam	-	1	1		Ethiopia	-	1	1	
Subtotal	-	955	955	3.8	Ghana	-	2	2	
MIDDLE EAST					Kenya	-	3	3	
Bahrain	-	7	7		Nigeria	-	8	8	
Iraq	-	4	4		South Africa	-	77	77	
Israel	-	56	56		Tunisia	-	2	2	
Jordan	-	1	1		Zambia	-	1	1	
Kuwait	-	4	4		Subtotal	-	112	112	0.4
Lebanon	-	2	2		NORTH AMERICA				
Oman	-	1	1		Canada	1,146	-	1,146	
Qatar	-	4	4		Mexico	52	-	52	
Saudi Arabia	-	35	35		United States	19,725	-	19,725	
United Arab Emirates	-	17	17		Subtotal	20,923	-	20,923	82.9
Yemen	-	1	1		CARIBBEAN				
Subtotal	-	132	132	0.5	Dominican Republic	-	1	1	
EUROPE					Jamaica	-	1	1	
Austria	-	46	46		Netherlands Antilles	-	8	8	
Belgium	-	100	100		Trinidad and Tobago	-	2	2	
Bulgaria	-	5	5		Subtotal	-	12	12	-
Croatia	-	13	13		CENTRAL AMERICA				
Czech Republic	-	31	31		Costa Rica	-	2	2	
Denmark	-	36	36		Guatemala	-	3	3	
Estonia	-	5	5		Subtotal	-	5	5	-
Finland	-	36	36		SOUTH AMERICA				
France	-	221	221		Argentina	-	41	41	
Germany	-	340	340		Bolivia	-	1	1	
Greece	-	21	21		Brazil	-	126	126	
Hungary	-	9	9		Chile	-	16	16	
Iceland	-	2	2		Colombia	-	28	28	
Ireland	-	53	53		Ecuador	-	8	8	
Italy	-	181	181		Peru	-	10	10	
Latvia	-	3	3		Uruguay	-	4	4	
Lithuania	-	5	5		Venezuela	-	3	3	
Luxembourg	-	16	16		Subtotal	-	237	237	0.9
Macedonia	-	6	6		ASIA PACIFIC				
Malta	-	2	2		Australia	-	207	207	
Monaco	-	1	1		New Zealand	-	83	83	
Netherlands	-	156	156		Papua New Guinea	-	2	2	
Norway	-	33	33		Subtotal	-	292	292	1.2
Poland	-	26	26		TOTAL QUALIFIED CIRCULATION	20,923	4,318	25,241	100.0
Portugal	-	50	50						
Romania	-	16	16						

*See Additional Data

E-NEWSLETTER CHANNEL

2013

CompositesWorld Weekly*

2013	CompositesWorld Weekly*
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
SEPTEMBER	
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
AVERAGE:	35,216

CompositesWorld Weekly (26 issued in the period)

*See Additional Data

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'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 142 copies or 0.6% to 1,148 copies or 4.5%.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters and Website are not reported at the media owner's option.

E-NEWSLETTER:

CompositesWorld Weekly serves High Performance Composites and Composites Technology.

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

H093B0D3

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.