

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
34,887 average circulation

COMPOSITESWORLD E-NEWSLETTERS



2 E-Newsletters in the period
91 total issued in the period
32,043 average per occurrence
30,743 average per occurrence

COMPOSITESWORLD WEBSITE



109,963 average users

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)	34,887	-	34,887
(See Paragraph 3b for Format Type and Source)			
COMPOSITESWORLD E-NEWSLETTERS			
a. CompositesWorld Extra (12 issued in the period)	32,043	-	32,043
b. CW Today (79 issued in the period)	30,743	-	30,743
COMPOSITESWORLD WEBSITE (Monthly Users with 310,976 average Pageviews)	109,963	-	109,963

FIELD SERVED

COMPOSITESWORLD serves the following fields: fabrication/manufacturing of composites products; OEM/end use of composite structures or components; government (including NASA, DOT, state, municipality, DOD etc.); 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	1
Advertiser and Agency	719
Allocated for Trade Shows and Conventions	-
All Other	811
TOTAL	1,531

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	34,887	100.0	34,887	100.0	-	-
Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	34,887	100.0	34,887	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Print	Digital	Unique Total Qualified*
July	26,249	23,116	33,500
August	26,353	23,323	33,748
September	26,736	17,885	34,813
October	26,851	18,205	35,129
November	27,478	18,828	36,059
December	27,528	18,711	36,074

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020

This issue is 4.1% or 1,406 copies above the average of the other 5 issues reported in Paragraph 2.

Business/Industry	Total Qualified	Percent of Total	Company Management	Classification by Function						
				Manufacturing Production/Engineering	Product Design/R&D; Quality Assurance/Control	Purchasing	Sales & Marketing	Educational or Government	Other Qualified Titles, N.E.C.	
Fabricator/Manufacturer of Composites Products	18,836	52.2	7,696	7,301	2,125	336	1,154	44	180	
OEM/End User of Composites Structures or Component	5,195	14.4	1,457	2,566	762	143	211	16	40	
Government (Inc. DOT, State, Municipality, DOD, NASA, etc.)	1,213	3.4	127	844	168	5	9	46	14	
Educational/Research/Testing Facility	2,292	6.4	319	588	494	8	45	767	71	
Product Design/Prototyping/Consulting Firm	4,336	12.0	1,766	1,631	659	32	189	15	44	
Other	4,187	11.6	1,589	1,410	476	60	517	45	90	
TOTAL QUALIFIED CIRCULATION	36,059	100.0	12,954	14,340	4,684	584	2,125	933	439	
PERCENT	100.0		35.9	39.8	13.0	1.6	5.9	2.6	1.2	

COMPANY MANAGEMENT: titles include Chairman, General Manager, Owner, President, Vice President and related titles.

MANUFACTURING PRODUCTION/ENGINEERING: titles include Mold Coordinator, Mold Design Mgr. Advanced Mfg Director, Mold Dept Supv, Mfg Supervisor, Diemaker, Mold Maker, Machine Operator, Engr Mgr, Chief Engineer, Engr Dept Mgr, Plant Engineer, Process Engineer, Mfg Engineer, Factory Automation Mgr, Systems Design Mgr, Factory Automation Engr, Automn Foreman, CNC Programmer, Systems Engineer and related titles.

PRODUCT DESIGN/R&D; QUALITY ASSURANCE/CONTROL: titles include Design Engr Dir, R&D Director, Design Engineer, Development Engineer, R&D Engineer, Draftsman, Q/A Manager, Q/C Director, Q/C Foreman, Quality Supervisor and related titles.

PURCHASING: titles include Purch Director, Sr Buyer, Purch Manager and related titles.

SALES & MARKETING: titles include Regional Sales Director, National Sales Director, National Accounts Manager, Marketing Director, PR Director and other related titles.

EDUCATIONAL or GOVERNMENT: titles include Professor, Instructor and other Educational titles.

OTHER QUALIFIED TITLES, N.E.C.: includes title not elsewhere classified.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020

Qualification Source	Print	Digital	Unique Total Qualified*	Percent
I. Direct Request:	23,190	18,828	31,771	88.1
II. Request from recipient's company:	-	-	-	-
III. Membership Benefit:	-	-	-	-
IV. **Communication (other than request):	2,706	-	2,706	7.5
V. TOTAL – Sources other than above (listed alphabetically):	1,582	-	1,582	4.4
Association rosters and directories	-	-	-	-
**Business directories	1,582	-	1,582	4.4
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-
Other sources	-	-	-	-
VI. Single Copy Sales:	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	27,478	18,828	36,059	100.0
PERCENT	76.2	52.2	100.0	

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**See Additional Data

Note: Although age is not reported, all qualified circulation must be sourced within 36 months of the analyzed issue.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	186		Kentucky	268	
New Hampshire	201		Tennessee	520	
Vermont	80		Alabama	350	
Massachusetts	771		Mississippi	128	
Rhode Island	208		EAST SO. CENTRAL	1,266	3.5
Connecticut	600		Arkansas	142	
NEW ENGLAND	2,046	5.7	Louisiana	166	
New York	1,117		Oklahoma	284	
New Jersey	570		Texas	1,627	
Pennsylvania	1,195		WEST SO. CENTRAL	2,219	6.1
MIDDLE ATLANTIC	2,882	8.0	Montana	66	
Ohio	2,093		Idaho	152	
Indiana	928		Wyoming	49	
Illinois	1,262		Colorado	398	
Michigan	1,811		New Mexico	78	
Wisconsin	1,046		Arizona	395	
EAST NO. CENTRAL	7,140	19.8	Utah	391	
Minnesota	824		Nevada	130	
Iowa	314		MOUNTAIN	1,659	4.6
Missouri	534		Alaska	30	
North Dakota	87		Washington	842	
South Dakota	98		Oregon	334	
Nebraska	171		California	2,942	
Kansas	407		Hawaii	22	
WEST NO. CENTRAL	2,435	6.7	PACIFIC	4,170	11.6
Delaware	93		UNITED STATES	27,593	76.5
Maryland	349		U.S. Territories	30	
Washington, DC	22		Canada	1,711	
Virginia	508		Mexico	188	
West Virginia	94		Other International	6,537	
North Carolina	717		APO/FPO	-	
South Carolina	423				
Georgia	492				
Florida	1,078				
SOUTH ATLANTIC	3,776	10.5			
			TOTAL QUALIFIED CIRCULATION	36,059	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020*

Region/Country	Total Qualified	Percent	Region/Country	Total Qualified	Percent
ASIA			Poland	63	
Azerbaijan	2		Portugal	77	
Bangladesh	1		Romania	25	
Brunei Darussalam	1		Russian Federation	61	
China	155		Serbia	4	
Georgia	1		Slovakia	9	
Hong Kong - SAR	28		Slovenia	18	
India	856		Spain	327	
Indonesia	27		Sweden	89	
Japan	145		Switzerland	79	
Kazakhstan	1		Turkey	245	
Korea, Republic Of	114		Ukraine	26	
Malaysia	55		United Kingdom	1,007	
Pakistan	58		unspecified Europe	1	
Philippines	22		Subtotal	3,773	10.5
Singapore	76		AFRICA		
Sri Lanka	5		Algeria	5	
Taiwan	102		Egypt	14	
Thailand	44		Ethiopia	3	
Vietnam	13		Ghana	2	
Subtotal	1,706	4.7	Kenya	3	
MIDDLE EAST			Libyan Arab Jamahiriya	1	
Bahrain	10		Mauritius	1	
Iran	6		Morocco	5	
Iraq	4		Namibia	1	
Israel	84		Nigeria	17	
Jordan	2		South Africa	100	
Kuwait	1		Tunisia	10	
Lebanon	3		Subtotal	162	0.4
Oman	7		NORTH AMERICA		
Qatar	7		Canada	1,711	
Saudi Arabia	33		Mexico	188	
United Arab Emirates	44		United States	27,593	
Subtotal	201	0.6	Subtotal	29,492	81.8
EUROPE			CARIBBEAN		
Albania	1		Cuba	1	
Austria	60		Haiti	1	
Belarus	5		Netherlands Antilles	1	
Belgium	89		Puerto Rico	30	
Bosnia and Herzegovina	2		Trinidad and Tobago	2	
Bulgaria	7		Subtotal	35	0.1
Croatia	8		CENTRAL AMERICA		
Cyprus	3		Costa Rica	4	
Czech Republic	42		El Salvador	2	
Denmark	50		Guatemala	2	
Estonia	6		Honduras	1	
Finland	48		Panama	2	
France	314		Subtotal	11	-
Germany	434		SOUTH AMERICA		
Greece	40		Argentina	65	
Hungary	24		Bolivia	4	
Iceland	6		Brazil	175	
Ireland	40		Chile	17	
Italy	263		Colombia	43	
Latvia	6		Ecuador	14	
Liechtenstein	1		Peru	15	
Lithuania	5		Uruguay	3	
Luxembourg	15		Venezuela	8	
Macedonia	5		Subtotal	344	1.0
Malta	3		ASIA PACIFIC		
Moldova	1		Australia	245	
Monaco	3		French Polynesia	1	
Netherlands	231		New Zealand	89	
Norway	30		Subtotal	335	0.9
			TOTAL QUALIFIED CIRCULATION	36,059	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2020	CompositesWorld Extra	CW Today	2020	CompositesWorld Extra	CW Today
JULY			OCTOBER		
July 1	-	31,141	October 2	-	31,108
July 3	-	31,166	October 5	-	31,139
July 6	-	31,194	October 7	-	31,167
July 8	-	31,234	October 8	31,474	-
July 9	33,017	-	October 9	-	31,194
July 10	-	31,264	October 12	-	31,215
July 13	-	30,325	October 14	-	31,225
July 15	-	30,369	October 16	-	30,244
July 17	-	30,457	October 19	-	30,262
July 20	-	30,493	October 21	-	30,286
July 22	-	30,554	October 22	31,615	-
July 23	31,513	-	October 23	-	30,310
July 24	-	30,616	October 26	-	30,346
July 27	-	30,667	October 28	-	30,375
July 29	-	30,715	October 30	-	30,406
July 31	-	30,790	NOVEMBER		
AUGUST			November 2	-	30,429
August 3	-	30,839	November 4	-	30,459
August 5	-	30,875	November 6	-	30,503
August 7	-	30,910	November 9	-	30,512
August 10	-	30,967	November 11	-	30,540
August 12	-	31,039	November 12	31,929	-
August 13	32,039	-	November 13	-	30,558
August 14	-	30,414	November 16	-	30,567
August 17	-	30,438	November 18	-	30,599
August 19	-	30,491	November 20	-	30,655
August 21	-	30,542	November 23	-	30,677
August 24	-	30,566	November 25	-	30,674
August 26	-	30,649	November 27	-	30,680
August 27	32,362	-	November 30	-	30,698
August 28	-	30,721	DECEMBER		
August 31	-	30,766	December 2	-	30,718
SEPTEMBER			December 3	32,173	-
September 2	-	30,808	December 4	-	30,735
September 4	-	30,889	December 7	-	30,745
September 8	-	30,975	December 9	-	30,794
September 9	-	30,999	December 11	-	30,824
September 10	32,721	-	December 14	-	30,887
September 11	-	31,053	December 16	-	30,899
September 14	-	30,482	December 17	32,389	-
September 16	-	30,537	December 18	-	30,916
September 18	-	30,565	December 21	-	30,929
September 21	-	30,585	December 23	-	30,947
September 23	-	30,610	December 25	-	30,953
September 24	30,906	-	December 28	-	30,943
September 25	-	30,908	December 29	32,376	-
September 28	-	30,972	December 30	-	30,950
September 30	-	31,016	AVERAGE:		
				32,043	30,743

CompositesWorld Extra (12 issued in the period)
CW Today (79 issued in the period)

WEBSITE CHANNEL

WWW.COMPOSITESWORLD.COM

2020	Pageviews	Sessions	Users	Average Session Duration
July	303,582	160,835	102,938	2:10
August	266,179	140,715	92,201	2:09
September	313,355	171,932	115,483	1:57
October	332,020	177,812	116,997	2:05
November	310,130	158,957	104,566	2:08
December	340,595	179,952	127,593	2:09
AVERAGE:	310,976	165,033	109,963	2:06

July - December 2020 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview 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.

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.

Users: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

ADDITIONAL DATA

MAGAZINE:

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.

PARAGRAPH 3b:

Communication (other than request) includes 7 sources of circulation for quantities of 155 copies or 0.4% to 727 copies or 2.0%. Business directories include 1 source of circulation for a quantity of 1,582 copies or 4.4%, including D&B Hoovers.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters 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.

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

State

County

Received by BPA Worldwide

Type

ID Number

January 21, 2021

Ohio

Hamilton

January 21, 2021

BD

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About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.