

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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Scan for Publisher's contact information

ASSEMBLY is a B2B brand intended for those manufacturing professionals responsible for engineering and managing product assembly operations throughout the Original Equipment Market. The editorial scope of the brand is to help them make assembly-related decisions and develop solutions to assembly problems.

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

ASSEMBLY MAGAZINE

6 issues in the period
54,003 average circulation

ASSEMBLY E-NEWSLETTER

24 issued in the period
24,056 average per occurrence

ASSEMBLY WEBINAR

1 webinar in the period
503 registrants
157 attendees

ASSEMBLY WEBSITE

45,282 average users

ASSEMBLY SOCIAL MEDIA

10,296 Twitter followers
2,181 LinkedIn group members
1,551 Facebook likes

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
ASSEMBLY MAGAZINE (6 issues in the period)	53,997	6	54,003
a. Print	41,881	6	41,887
b. Digital	12,116	-	12,116
1. Requested	12,116	-	12,116
2. Non-Requested	-	-	-
ASSEMBLY E-NEWSLETTER			
a. ASSEMBLY eNEWS (24 issued in the period)	24,056	-	24,056
ASSEMBLY WEBINAR (1 webinar in the period)			
a. Registrants	503	-	503
b. Attendees	157	-	157
ASSEMBLY WEBSITE (Monthly Users with 83,893 average Pageviews)	45,282	-	45,282
ASSEMBLY SOCIAL MEDIA			
a. Twitter followers	*10,296	-	*10,296
b. LinkedIn group members	*2,181	-	*2,181
c. Facebook likes	*1,551	-	*1,551

*Social Media claims are cumulative figures, not averages.

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FIELD SERVED

ASSEMBLY serves the following industries: aerospace products/parts; computer & electronic products, including consumer; contract manufacturing; electrical equipment, appliances & components; energy industry; engineering & consulting firms; fabricated metal products; furniture & fixtures; machinery; medical equipment & supplies; plastics & rubber; primary metals; research & development services; transportation equipment; miscellaneous manufacturing and others allied to the field as shown in Paragraph 3a.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are those involved in corporate/executive management; design management; design engineering; engineering; manufacturing engineering; manufacturing/operations/production/supply chain management; purchasing and other functions and functions not available as shown in Paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere		Copies
Other Paid Circulation		29
Advertiser and Agency Allocated for Trade Shows and Conventions		1,864
All Other		1,630
TOTAL		3,523

1. AVERAGE QUALIFIED CIRCULATION FOR MAGAZINE FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual Sponsored Individually Addressed	54,003	100.0	53,997	100.0	6	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	54,003	100.0	53,997	100.0	6	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017	Print	Digital	Total Qualified
January	42,208	11,796	54,004
February	41,898	12,103	54,001
March	41,946	12,055	54,001
April	42,023	11,981	54,004
May	41,340	12,662	54,002
June	41,910	12,096	54,006

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017
 This issue is -% or 1 copy below the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY JOB FUNCTION									
			Print	Digital	Corporate/ Executive Management (Note 1)	Design Management	Design Engineering	Engineering (Note 2)	Manufac- turing Engineering	Manufac- turing/ Operations/ Production/ Supply Chain Management	Purchas- ing	Other Functions and Functions Not Available
Aerospace Products/Parts	5,377	10.0	4,111	1,266	1,545	175	745	1,080	691	1,062	73	6
Computer & Electronic Products, including Consumer	4,008	7.4	2,886	1,122	1,256	163	657	803	452	604	72	1
Contract Manufacturing	6,691	12.4	5,278	1,413	2,810	173	464	926	630	1,488	192	8
Electrical Equipment, Appliances & Components (Note 3)	2,956	5.5	2,180	776	826	117	457	534	344	597	74	7
Energy Industry	2,547	4.7	1,938	609	767	125	343	512	202	535	61	2
Engineering & Consulting Firms	3,307	6.1	2,465	842	1,377	153	450	956	129	204	36	2
Fabricated Metal Products	3,652	6.8	3,115	537	2,157	61	193	327	307	541	61	5
Furniture & Fixtures	572	1.1	465	107	265	17	33	49	59	132	17	-
Machinery (Note 4)	6,093	11.3	4,545	1,548	1,805	227	960	1,033	701	1,147	173	47
Medical Equipment & Supplies	2,176	4.0	1,586	590	567	88	324	443	306	408	40	-
Plastics & Rubber	2,287	4.2	1,791	496	684	72	148	382	233	702	64	2
Primary Metals (Note 5)	1,443	2.7	1,170	273	495	25	70	226	167	384	66	10
Research & Development Services	797	1.5	548	249	219	35	120	260	44	94	24	1
Transportation Equipment (Note 6)	5,626	10.4	4,431	1,195	2,103	140	492	938	853	970	123	7
Miscellaneous Manufacturing (Note 7)	6,160	11.4	4,748	1,412	1,938	190	542	860	699	1,710	214	7
Others Allied to the Field	310	0.5	83	227	21	1	7	98	103	45	4	31
TOTAL QUALIFIED CIRCULATION	54,002	100.0	41,340	12,662	18,835	1,762	6,005	9,427	5,920	10,623	1,294	136
PERCENT	100.0		76.6	23.4	34.9	3.2	11.1	17.5	11.0	19.7	2.4	0.2

Note 1: Corporate/Executive Management includes owner, partner, chairman, president, C-level, vice president, director, financial and senior supply chain titles.
 Note 2: Engineering includes application, consulting, lab/R&D, metallurgical, plant, process, production, quality, technical and other engineering.
 Note 3: Electrical Equipment, Appliances & Components includes commercial appliances & vending machines, electrical housewares & portable appliances, household cooking equipment, household laundry equipment, water processing appliances and other.
 Note 4: Machinery includes air conditioning & refrigeration equipment, commercial, industrial, process equipment and other machinery.
 Note 5: Primary Metals includes ferrous, non-ferrous and other primary metals.
 Note 6: Transportation Equipment includes motor vehicle, body, trailers, parts, farm equipment and other transportation equipment.
 Note 7: Miscellaneous Manufacturing includes consumer goods and other miscellaneous manufacturing.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

QUALIFICATION SOURCE	Qualified Within				Print	Digital	Total Qualified	Percent
	1 Year	2 Year	3 Year					
I. Direct Request:	35,322	16,202	-		38,862	12,662	51,524	95.5
II. Request from recipient's company:	26	-	-		26	-	26	-
III. Membership Benefit:	-	-	-		-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	3	-	-		3	-	3	-
V. Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	2,449	-	-		2,449	-	2,449	4.5
VI. Single Copy Sales:	-	-	-		-	-	-	-
TOTAL QUALIFIED CIRCULATION	37,800	16,202	-		41,340	12,662	54,002	100.0
PERCENT	70.0	30.0	-		76.6	23.4	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	41,340	12,662	54,002	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	41,340	12,662	54,002	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
	July – December 2014	January – June 2015	July – December 2015	January – June 2016	July – December 2016*	January – June 2017*
Total Audit Average Qualified:	54,004	54,007	54,004	54,006	54,004	54,003
Qualified Non-Paid:	53,998	54,001	53,998	54,001	53,999	53,997
Print:	42,989	42,758	42,871	42,500	42,239	41,881
Digital:	11,009	11,243	11,127	11,501	11,760	12,116
Qualified Paid:	6	6	6	5	5	6
Print:	6	5	5	4	5	6
Digital:	-	1	1	1	-	-
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: July 2016 – June 2017 data is unaudited.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	143	28	171		Kentucky	541	134	675	
New Hampshire	296	67	363		Tennessee	818	196	1,014	
Vermont	92	23	115		Alabama	472	129	601	
Massachusetts	1,043	286	1,329		Mississippi	226	46	272	
Rhode Island	186	24	210		EAST SO. CENTRAL	2,057	505	2,562	4.7
Connecticut	810	194	1,004		Arkansas	265	74	339	
NEW ENGLAND	2,570	622	3,192	5.9	Louisiana	300	52	352	
New York	1,890	444	2,334		Oklahoma	347	92	439	
New Jersey	897	213	1,110		Texas	2,114	634	2,748	
Pennsylvania	2,092	520	2,612		WEST SO. CENTRAL	3,026	852	3,878	7.2
MIDDLE ATLANTIC	4,879	1,177	6,056	11.2	Montana	85	20	105	
Ohio	2,751	753	3,504		Idaho	151	26	177	
Indiana	1,514	426	1,940		Wyoming	41	8	49	
Illinois	3,603	1,082	4,685		Colorado	508	121	629	
Michigan	2,575	797	3,372		New Mexico	122	25	147	
Wisconsin	2,174	599	2,773		Arizona	491	172	663	
EAST NO. CENTRAL	12,617	3,657	16,274	30.1	Utah	310	111	421	
Minnesota	1,443	376	1,819		Nevada	127	39	166	
Iowa	611	194	805		MOUNTAIN	1,835	522	2,357	4.4
Missouri	874	238	1,112		Alaska	50	7	57	
North Dakota	103	23	126		Washington	693	186	879	
South Dakota	151	35	186		Oregon	461	118	579	
Nebraska	343	83	426		California	3,449	1,015	4,464	
Kansas	468	109	577		Hawaii	50	15	65	
WEST NO. CENTRAL	3,993	1,058	5,051	9.4	PACIFIC	4,703	1,341	6,044	11.2
Delaware	64	13	77		UNITED STATES	40,854	11,167	52,021	96.3
Maryland	407	118	525		U.S. Territories	57	39	96	
Washington, DC	23	12	35		Canada	248	299	547	
Virginia	643	211	854		Mexico	15	96	111	
West Virginia	144	33	177		Other International	166	1,061	1,227	
North Carolina	1,133	330	1,463		APO/FPO	-	-	-	
South Carolina	562	142	704						
Georgia	868	241	1,109						
Florida	1,330	333	1,663						
SOUTH ATLANTIC	5,174	1,433	6,607	12.2					
					TOTAL QUALIFIED CIRCULATION	41,340	12,662	54,002	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2017	ASSEMBLY eNews
JANUARY	
January 4	24,080
January 11	24,097
January 18	23,957
January 25	23,920
FEBRUARY	
February 1	23,860
February 8	23,923
February 15	24,007
February 22	24,419
MARCH	
March 1	24,392
March 8	24,760
March 15	24,896
March 22	25,083
APRIL	
April 5	25,726
April 12	25,675
April 19	26,116
April 26	26,105
MAY	
May 3	25,850
May 10	22,912
May 17	22,611
May 24	22,496
JUNE	
June 7	21,646
June 14	21,696
June 21	22,606
June 28	22,512
AVERAGE:	
	24,056

ASSEMBLY eNews (24 issued in the period)

WEBINAR CHANNEL

2017	Webinar Name	Registrants*	Attendees*
June 1	Design Mixed Model Value Streams to Drive Profitability	503	157

*Registrants and Attendees are reflective of the participants during the live webinar. Additional registrant and attendee counts participating in on-demand showings are not reflected in the counts above and are available from the media owner. Attendees in this report were verified as having attended the webinar. The Webinar was by invitation and registration process. A valid registration was required and verified by the organizer's staff or electronic system upon entry. The entire database was checked and tested by a BPA Worldwide auditor.

WEBSITE CHANNEL

WWW.ASSEMBLYMAG.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	85,643	55,096	47,842	1:10
February	80,206	52,637	45,685	1:06
March	89,353	57,309	49,273	1:07
April	79,916	50,045	43,030	1:29
May	86,509	53,024	45,547	1:51
June	81,735	47,414	40,320	1:42
AVERAGE:	83,893	52,587	45,282	1:24

January – June 2017 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'd 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'd Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The 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

SOCIAL MEDIA CHANNEL

Assembly Social Media

2017	 Twitter followers http://twitter.com/AssemblyMag1	 LinkedIn group members http://www.linkedin.com/groups/1969744/profile	 Facebook likes http://www.facebook.com/ASSEMBLYMagazine
Beginning Balance:	9,841	2,083	1,474
January	9,944	2,110	1,494
February	10,014	2,130	1,514
March	10,070	2,156	1,523
April	10,143	2,173	1,530
May	10,220	2,180	1,546
June	10,296	2,181	1,551

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.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, Webinar, Website, and Social Media 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.

Wafaa S. Kashat, Audience Audit/Postal Specialist

Rita M. Foumia, Corporate Strategy 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 5, 2017

State

Michigan

County

Oakland

Received by BPA Worldwide

July 5, 2017

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BJ

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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.