

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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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	ASSEMBLY E-NEWSLETTER	ASSEMBLY WEBINARS	ASSEMBLY WEBSITE	ASSEMBLY SOCIAL MEDIA
 6 issues in the period 54,003 average circulation	 24 issued in the period 26,425 average per occurrence	 2 webinars in the period 539 average registrants 170 average attendees	 43,755 average users	 11,054 Twitter followers 2,239 LinkedIn group members 1,677 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)	53,994	9	54,003
a. Print	42,489	8	42,497
b. Digital	11,505	1	11,506
1. Requested	11,504	1	11,505
2. Non-Requested	1	-	1
ASSEMBLY E-NEWSLETTER			
ASSEMBLY eNEWS (24 issued in the period)	26,425	-	26,425
ASSEMBLY WEBINARS (2 webinars in the period)			
a. Registrants	539	-	539
b. Attendees	170	-	170
ASSEMBLY WEBSITE (Monthly Users with 79,870 average Pageviews)	43,755	-	43,755
ASSEMBLY SOCIAL MEDIA			
a. Twitter followers	*11,054	-	*11,054
b. LinkedIn group members	*2,239	-	*2,239
c. Facebook likes	*1,677	-	*1,677

*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	21
Advertiser and Agency	1,949
Allocated for Trade Shows and Conventions	-
All Other	1,874
TOTAL	3,844

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	53,994	100.0	9	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	54,003	100.0	53,994	100.0	9	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018	Print	Digital	Total Qualified
January	42,886	11,120	54,006
February	42,939	11,065	54,004
March	42,367	11,636	54,003
April	42,287	11,715	54,002
May	42,257	11,748	54,005
June	42,248	11,753	54,001

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018
 This issue is -% or 1 copy above 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	5,331	9.9	4,123	1,208	1,428	196	739	1,079	673	1,121	87	8
Computer & Electronic Products, including Consumer	4,000	7.4	3,129	871	1,190	173	558	755	444	805	73	2
Contract Manufacturing	7,965	14.7	6,294	1,671	3,304	297	554	1,049	704	1,815	239	3
Electrical Equipment, Appliances & Components (Note 3)	2,538	4.7	1,959	579	684	103	394	483	297	515	61	1
Energy Industry	2,313	4.3	1,781	532	668	102	292	483	191	522	55	-
Engineering & Consulting Firms	3,029	5.6	2,279	750	1,221	138	444	809	123	270	23	1
Fabricated Metal Products	1,511	2.8	1,165	346	503	54	133	237	192	354	34	4
Furniture & Fixtures	431	0.8	358	73	232	13	14	17	40	102	13	-
Machinery (Note 4)	6,068	11.2	4,686	1,382	1,806	232	942	1,022	612	1,251	197	6
Medical Equipment & Supplies	2,002	3.7	1,504	498	529	81	276	400	267	409	38	2
Plastics & Rubber	3,948	7.3	3,555	393	668	67	108	354	181	2,498	71	1
Primary Metals (Note 5)	1,917	3.5	1,685	232	730	28	64	313	144	575	60	3
Research & Development Services	787	1.5	539	248	216	56	115	227	40	126	7	-
Transportation Equipment (Note 6)	5,123	9.5	3,896	1,227	1,472	145	460	1,045	733	1,096	143	29
Miscellaneous Manufacturing (Note 7)	6,542	12.1	5,062	1,480	2,054	303	451	969	699	1,822	236	8
Others Allied to the Field	500	1.0	242	258	180	13	160	59	13	43	11	21
TOTAL QUALIFIED CIRCULATION	54,005	100.0	42,257	11,748	16,885	2,001	5,704	9,301	5,353	13,324	1,348	89
PERCENT	100.0		78.2	21.8	31.3	3.7	10.6	17.2	9.9	24.7	2.5	0.1

Note 1: Corporate/Executive Management includes owner, partner, chairman, president, c-level officer, 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 electrical equipment, appliances and components.

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 2018

Qualification Source	Qualified Within						Total Qualified	Percent
	1 Year	2 Year	3 Year	Print	Digital			
I. Direct Request:	35,406	16,178	-	39,839	11,745		51,584	95.6
II. Request from recipient's company:	1	20	-	19	2		21	-
III. Membership Benefit:	-	-	-	-	-		-	-
IV. Communication from recipient or recipient's company (other than request):	-	2	-	1	1		2	-
V. Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	2,398	-	-	2,398	-		2,398	4.4
VI. Single Copy Sales:	-	-	-	-	-		-	-
TOTAL QUALIFIED CIRCULATION	37,805	16,200	-	42,257	11,748		54,005	100.0
PERCENT	70.0	30.0	-	78.2	21.8		100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	42,257	11,748	54,005	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	42,257	11,748	54,005	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 2015	January – June 2016	July – December 2016	January – June 2017	July – December 2017*	January – June 2018*
Total Audit Average Qualified:	54,004	54,006	54,004	54,003	54,004	54,003
Qualified Non-Paid:	53,998	54,001	53,999	53,997	53,994	53,994
Print:	42,871	42,500	42,239	41,881	42,422	42,489
Digital:	11,127	11,501	11,760	12,116	11,572	11,505
Qualified Paid:	6	5	5	6	10	9
Print:	5	4	5	6	9	8
Digital:	1	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 2017 – June 2018 data is unaudited.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	127	17	144		Kentucky	575	147	722	
New Hampshire	279	56	335		Tennessee	849	174	1,023	
Vermont	100	23	123		Alabama	452	114	566	
Massachusetts	966	244	1,210		Mississippi	211	45	256	
Rhode Island	160	25	185		EAST SO. CENTRAL	2,087	480	2,567	4.7
Connecticut	747	188	935		Arkansas	278	64	342	
NEW ENGLAND	2,379	553	2,932	5.4	Louisiana	265	57	322	
New York	1,874	423	2,297		Oklahoma	352	83	435	
New Jersey	925	196	1,121		Texas	2,113	546	2,659	
Pennsylvania	2,151	465	2,616		WEST SO. CENTRAL	3,008	750	3,758	7.0
MIDDLE ATLANTIC	4,950	1,084	6,034	11.2	Montana	67	16	83	
Ohio	3,054	684	3,738		Idaho	143	36	179	
Indiana	1,688	390	2,078		Wyoming	36	7	43	
Illinois	3,789	1,079	4,868		Colorado	445	104	549	
Michigan	2,620	744	3,364		New Mexico	109	26	135	
Wisconsin	2,315	558	2,873		Arizona	487	169	656	
EAST NO. CENTRAL	13,466	3,455	16,921	31.3	Utah	302	103	405	
Minnesota	1,313	354	1,667		Nevada	135	35	170	
Iowa	691	167	858		MOUNTAIN	1,724	496	2,220	4.1
Missouri	892	215	1,107		Alaska	35	12	47	
North Dakota	96	20	116		Washington	649	187	836	
South Dakota	134	28	162		Oregon	454	115	569	
Nebraska	330	78	408		California	3,181	978	4,159	
Kansas	483	102	585		Hawaii	53	13	66	
WEST NO. CENTRAL	3,939	964	4,903	9.1	PACIFIC	4,372	1,305	5,677	10.5
Delaware	62	15	77		UNITED STATES	41,350	10,392	51,742	95.8
Maryland	451	108	559		U.S. Territories	43	19	62	
Washington, DC	25	10	35		Canada	576	318	894	
Virginia	655	203	858		Mexico	41	96	137	
West Virginia	134	27	161		Other International	247	923	1,170	
North Carolina	1,235	294	1,529		AP0/FPO	-	-	-	
South Carolina	594	131	725						
Georgia	981	227	1,208						
Florida	1,288	290	1,578						
SOUTH ATLANTIC	5,425	1,305	6,730	12.5					
					TOTAL QUALIFIED CIRCULATION	42,257	11,748	54,005	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2018	ASSEMBLY eNews
JANUARY	
January 3	22,450
January 10	22,401
January 17	22,405
January 24	22,534
FEBRUARY	
February 7	22,633
February 14	23,021
February 21	23,429
February 28	23,859
MARCH	
March 7	23,828
March 14	24,092
March 21	25,425
March 28	25,937
APRIL	
April 4	26,562
April 11	27,467
April 18	27,453
April 25	28,055
MAY	
May 2	30,640
May 9	30,443
May 16	30,371
May 23	30,461
JUNE	
June 6	30,210
June 13	30,117
June 20	30,218
June 27	30,184
AVERAGE:	
	26,425

ASSEMBLY eNews (24 issued in the period)

WEBINAR CHANNEL

2018	Webinar Name	Registrants*	Attendees*
January 30	Design Strategies That Fit: Tips for Optimizing Functional 3D Printed Assemblies	337	90
February 26	The Starting Point for Robot Automation: A Beginner's Tour	740	249
AVERAGE		539	170

*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

2018	Pageviews	Sessions	Users	Average Session Duration
January	71,514	45,361	38,556	1:14
February	68,915	43,857	37,315	1:14
March	88,647	57,676	49,338	1:12
April	87,108	57,748	49,503	1:09
May	86,540	55,185	47,172	1:11
June	76,495	47,541	40,641	1:15
AVERAGE:	79,870	51,228	43,755	1:12

January – June 2018 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.

SOCIAL MEDIA CHANNEL

Assembly Social Media

2018	 Twitter followers https://twitter.com/AssemblyMag1	 LinkedIn group members https://www.linkedin.com/groups/1969744/profile	 Facebook likes* https://www.facebook.com/ASSEMBLYMagazine
Beginning Balance:	10,734	2,206	1,641
January	10,791	2,204	1,657
February	10,846	2,229	1,657
March	10,885	2,231	1,661
April	10,935	2,228	1,662
May	11,001	2,240	1,662
June	11,054	2,239	1,677

*Due to a technical issue, May 2018 data for Facebook repeats April 2018.

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, Webinars, 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.

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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.