

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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ABOUT ASSEMBLY

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 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 across multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary.

FIELD SERVED

ASSEMBLY serves the following industries: aerospace products/parts; computer & electronics 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 other 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 as shown in Paragraph 3a.

Channels Include:



Assembly Magazine
7 issues in the period
56,004 average circulation
Pages 2 & 3



Assembly e-Newsletter
22 deployments in the period
19,485 average distribution
Page 3



Assembly Website
17,089 average unique browsers
Page 3



Assembly Social Media
2,552 average Twitter followers
365 average Facebook likes
765 average LinkedIn group members
Page 4

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
Assembly Magazine (7 Issues in the period) _____	55,999	5	56,004
a. Print _____	47,683	5	47,688
b. Digital _____	8,316	-	8,316
1. Requested _____	8,316	-	8,316
2. Non-Requested _____	-	-	-
Assembly e-Newsletter (22 deployments in the period) _____	19,485	-	19,485
Assembly Website (Unique Browsers) (Note 1) _____	17,089	-	17,089
Assembly Social Media			
a. Twitter followers _____	2,552	-	2,552
b. Facebook likes _____	365	-	365
c. LinkedIn group members _____	765	-	765
SIX-MONTH AVERAGE TOTAL	96,255	5	96,260

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

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

www.bpaww.com

CHANNEL PROFILE MAGAZINE



Official Publication of: None
Established: 1958
Issues Per Year: 13

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	
	Copies
Other Paid Circulation	57
Advertiser and Agency	1,310
Rotated or Occasional	-
Allocated for Trade Shows and Conventions	-
Digital	-
All Other	1,139
TOTAL	2,506

1. AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	56,004	100.0	55,999	100.0	5	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	56,004	100.0	55,999	100.0	5	-

1. AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD - PRINT						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	47,688	100.0	47,683	100.0	5	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	47,688	100.0	47,683	100.0	5	-

1. AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD - DIGITAL						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	8,316	100.0	8,316	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,316	100.0	8,316	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD							
2012 Issue			Number Removed	Number Added	Print	Digital	Total Qualified
July			32	26	47,530	8,475	56,005
Buyer's Guide			-	-	47,530	8,475	56,005
August			155	156	47,654	8,352	56,006
September			131	128	47,747	8,256	56,003
October			105	103	47,718	8,283	56,001
November			321	327	47,797	8,210	56,007
December			94	89	47,842	8,160	56,002
TOTAL			838	829			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012													
This issue is % or 3 copies above the average of the other 6 issues reported in Paragraph 2.													
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	CLASSIFICATION BY JOB FUNCTION								
					Corporate/Executive Management (Note 1)	Design Management	Design Engineering	Engineering (Note 2)	Manufacturing Engineering	Manufacturing/Operations/Production/Supply Chain Management	Purchasing	Other	
Aerospace Products/Parts	105	0.2	89	16	22	5	8	28	28	11	3	-	-
Computer & Electronics Products, including Consumer	5,659	10.1	4,741	918	1,349	406	1,380	18	1,452	894	160	-	-
Contract Manufacturing	1,450	2.6	1,253	197	500	60	132	17	353	308	80	-	-
Electrical Equipment, Appliances & Components (Note 3)	5,338	9.5	4,437	901	1,090	368	1,085	30	1,502	1,071	192	-	-
Energy Industry	632	1.1	500	132	114	50	142	3	173	113	37	-	-
Engineering & Consulting Firms	2,257	4.0	1,603	654	765	190	806	26	300	116	54	-	-
Fabricated Metal Products	10,740	19.2	9,410	1,330	2,602	454	1,186	22	3,486	2,554	436	-	-
Furniture & Fixtures	684	1.2	584	100	202	27	63	3	187	169	33	-	-
Machinery (Note 4)	10,005	17.9	8,909	1,096	2,880	501	1,675	37	2,498	2,135	279	-	-
Medical Equipment & Supplies	51	0.1	42	9	12	-	7	15	12	5	-	-	-
Plastics & Rubber	3,133	5.6	2,710	423	742	148	417	10	940	771	105	-	-
Primary Metals (Note 5)	1,627	2.9	1,425	202	311	51	187	8	524	464	82	-	-
Research & Development Services	1,021	1.8	649	372	214	105	407	4	184	78	29	-	-
Transportation Equipment (Note 6)	7,427	13.3	6,606	821	2,555	288	1,005	22	2,144	1,192	221	-	-
Miscellaneous Manufacturing (Note 7)	4,183	7.5	3,601	582	992	225	692	18	1,180	856	220	-	-
Other	1,695	3.0	1,238	457	347	162	155	14	591	402	24	-	-
TOTAL QUALIFIED CIRCULATION	56,007	100.0	47,797	8,210	14,697	3,040	9,347	275	15,554	11,139	1,955	-	-
PERCENT	100.0		85.3	14.7	26.2	5.4	16.7	0.5	27.8	19.9	3.5	-	-

Note 1: Corporate/Executive Management includes owner, partner, chairman, president, c-level, vice president, director, financial, and senior supply chain.
 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, household laundry, 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.

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CHANNEL PROFILE (CONTINUED) MAGAZINE (CONTINUED)

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012							
QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 year	2 year	3 year				
I. TOTAL - Direct Request:	37,672	16,429	-	45,891	8,210	54,101	96.6
a. Written	716	511	-	1,192	35	1,227	2.2
b. Telecommunication	31,568	12,669	-	38,624	5,613	44,237	79.0
c. Electronic	5,388	3,249	-	6,075	2,562	8,637	15.4
II. TOTAL - Request from recipient's company:	410	376	-	786	-	786	1.4
a. Written	174	-	-	174	-	174	0.3
b. Telecommunication	1	30	-	31	-	31	0.1
c. Electronic	235	346	-	581	-	581	1.0
III. TOTAL - Membership Benefit:	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	1,120	-	-	1,120	-	1,120	2.0
Association rosters and directories	-	-	-	-	-	-	-
Business directories	1,120	-	-	1,120	-	1,120	2.0
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. TOTAL - Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	39,202	16,805	-	47,797	8,210	56,007	100.0
PERCENT	70.0	30.0	-	85.3	14.7	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012				
MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	47,797	8,210	56,007	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	47,797	8,210	56,007	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data		Audited Data		Circulation Claim	
	January-June 2010	July-December 2010	January-June 2011	July-December 2011	January-June 2012	July-December 2012*
Total Audit Average Qualified	56,103	56,105	56,104	55,173	55,006	56,004
Qualified Non-Paid Total	56,100	56,100	56,098	55,166	55,001	55,999
Print	52,403	51,567	50,434	48,395	46,623	47,683
Digital	3,697	4,533	5,664	6,771	8,378	8,316
Qualified Paid Total	3	5	6	7	5	5
Print	3	5	6	7	5	5
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: July - December 2012 data is unaudited.

**NC = None Claimed.

E-NEWSLETTER

2012	Assembly e-Newsletter	2012	Assembly e-Newsletter
July 11	20,040	September 20	19,395
July 18	19,139	September 26	19,403
July 25	19,820	October 10	19,430
August 1	19,659	October 17	19,447
August 8	19,693	October 24	19,382
August 15	19,662	November 7	19,494
August 22	19,497	November 14	19,471
August 30	19,530	November 21	19,239
September 5	19,502	December 5	19,294
September 12	19,474	December 12	19,294
September 19	19,471	December 19	19,334
		AVERAGE	19,485

Assembly e-Newsletter (22 deployments in period).

WEBSITE*

2012	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
July	28,604	14,546	12,780	1.14	01:15	02:27
August	32,671	17,819	15,198	1.17	01:51	01:33
September	35,422	20,468	17,755	1.15	01:58	01:26
October	42,667	23,852	20,622	1.16	01:55	01:31
November	41,552	23,143	19,995	1.16	01:47	01:25
December	32,125	18,643	16,186	1.15	02:00	01:27
AVERAGE:	35,507	19,745	17,089	1.16	01:48	01:38




*See Additional Data

WEBSITE GLOSSARY:

Unique Browsers: An identified and unduplicated Cookie Browser that accesses internet content during a measurement period
Page Impressions: The number of web pages successfully viewed by all browsers within the reporting period
User Sessions: A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session
Unique Browser Frequency: The average number of user sessions per Unique Browser over the selected reporting period
User Session Duration: The average time a browser remained on the site per session
Page Duration: The average time a browser spent viewing any page(s) on the site

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNEL PROFILE (CONTINUED) SOCIAL MEDIA

2012	Assembly Social Media		
	 Twitter followers http://twitter.com/AssemblyMag1	 Facebook likes http://www.facebook.com/ASSEMBLYMagazine	 LinkedIn group members http://www.linkedin.com/groups?gid=1969744
July _____	2,260	293	675
August _____	2,357	312	709
September _____	2,523	356	767
October _____	2,622	388	798
November _____	2,720	415	812
December _____	2,830	424	831
AVERAGE:	2,552	365	765

GEOGRAPHIC DISTRIBUTION*

State	Assembly Magazine for Issue of November 2012				State	Assembly Magazine for Issue of November 2012			
	Print	Digital	Total	Percent		Print	Digital	Total	Percent
Maine _____	162	19	181		Kentucky _____	666	97	763	
New Hampshire _____	374	71	445		Tennessee _____	976	156	1,132	
Vermont _____	113	15	128		Alabama _____	535	98	633	
Massachusetts _____	1,398	273	1,671		Mississippi _____	257	33	290	
Rhode Island _____	191	28	219		EAST SO. CENTRAL	2,434	384	2,818	5.0
Connecticut _____	1,112	157	1,269		Arkansas _____	327	44	371	
NEW ENGLAND	3,350	563	3,913	7.0	Louisiana _____	272	30	302	
New York _____	2,292	381	2,673		Oklahoma _____	455	83	538	
New Jersey _____	1,048	141	1,189		Texas _____	2,585	444	3,029	
Pennsylvania _____	2,390	345	2,735		WEST SO. CENTRAL	3,639	601	4,240	7.6
MIDDLE ATLANTIC	5,730	867	6,597	11.8	Montana _____	76	10	86	
Ohio _____	3,298	502	3,800		Idaho _____	158	24	182	
Indiana _____	1,751	316	2,067		Wyoming _____	27	4	31	
Illinois _____	3,698	637	4,335		Colorado _____	502	98	600	
Michigan _____	2,814	473	3,287		New Mexico _____	109	18	127	
Wisconsin _____	2,281	327	2,608		Arizona _____	522	109	631	
EAST NO. CENTRAL	13,842	2,255	16,097	28.7	Utah _____	370	68	438	
Minnesota _____	1,572	270	1,842		Nevada _____	124	21	145	
Iowa _____	695	125	820		MOUNTAIN	1,888	352	2,240	4.0
Missouri _____	981	144	1,125		Alaska _____	39	1	40	
North Dakota _____	120	13	133		Washington _____	694	122	816	
South Dakota _____	146	15	161		Oregon _____	500	68	568	
Nebraska _____	392	50	442		California _____	4,768	854	5,622	
Kansas _____	547	86	633		Hawaii _____	34	3	37	
WEST NO. CENTRAL	4,453	703	5,156	9.2	PACIFIC	6,035	1,048	7,083	12.7
Delaware _____	76	7	83		UNITED STATES	47,295	7,735	55,030	98.3
Maryland _____	462	82	544		U.S. Territories _____	62	6	68	
Washington, DC _____	21	3	24		Canada _____	347	258	605	
Virginia _____	722	108	830		Mexico _____	15	21	36	
West Virginia _____	160	13	173		Other International _____	78	190	268	
North Carolina _____	1,375	233	1,608		APO/FPO _____	-	-	-	
South Carolina _____	661	130	791		TOTAL	47,797	8,210	56,007	100.0
Georgia _____	953	146	1,099						
Florida _____	1,494	240	1,734						
SOUTH ATLANTIC	5,924	962	6,886	12.3					

*See Additional Data

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 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.

WEBSITE ACTIVITY:

July data was provided by Nielsen.

August - December data was provided by Google Analytics.

All website activity is audited by BPA Worldwide.

GEOGRAPHIC DISTRIBUTION:

Geographical data not available for e-Newsletter, Website or Social Media and therefore, is not reported herein.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Catherine M. Ronan, Corporate Audience Audit Manager

Rita M. Fomia, 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 circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

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.

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