

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 54,001 average circulation	 24 issued in the period 30,673 average per occurrence	 2 webinars in the period 351 average registrants 99 average attendees	 52,211 average users	 11,382 Twitter followers 2,372 LinkedIn group members 1,851 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)	53,995	6	54,001
a. Print	41,667	6	41,673
b. Digital	12,328	-	12,328
1. Requested	12,325	-	12,325
2. Non-Requested	3	-	3
ASSEMBLY E-NEWSLETTER			
ASSEMBLY eNEWS (24 issued in the period)	30,673	-	30,673
ASSEMBLY WEBINARS (2 webinars in the period)			
a. Registrants	351	-	351
b. Attendees	99	-	99
ASSEMBLY WEBSITE (Monthly Users with 101,081 average Pageviews)	52,211	-	52,211
ASSEMBLY SOCIAL MEDIA			
a. Twitter followers	*11,382	-	*11,382
b. LinkedIn group members	*2,372	-	*2,372
c. Facebook likes	*1,851	-	*1,851

*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 as shown in Paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	15
Advertiser and Agency	1,931
Allocated for Trade Shows and Conventions	-
All Other	2,076
TOTAL	4,022

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	54,001	100.0	53,995	100.0	6	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	54,001	100.0	53,995	100.0	6	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019	Print	Digital	Total Qualified
January	42,502	11,499	54,001
February	42,510	11,491	54,001
March	42,273	11,728	54,001
April	42,099	11,902	54,001
May	41,375	12,626	54,001
June	39,278	14,723	54,001

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019
 This issue is equal to the average of the other 6 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)	Manufacturing Engineering	Manufacturing/ Operations/ Production/ Supply Chain Management	Purchasing	Other Functions
Aerospace Products/Parts	6,416	11.9	5,110	1,306	2,327	205	654	1,050	755	1,339	86	-
Computer & Electronic Products, including Consumer	4,074	7.5	3,145	929	1,302	204	630	800	344	721	73	-
Contract Manufacturing	8,845	16.4	6,853	1,992	3,980	290	540	1,014	766	2,005	250	-
Electrical Equipment, Appliances & Components (Note 3)	2,503	4.6	1,738	765	681	104	339	445	243	642	49	-
Energy Industry	2,384	4.4	1,830	554	723	126	267	455	181	585	47	-
Engineering & Consulting Firms	3,339	6.2	2,409	930	1,306	155	466	879	184	323	26	-
Fabricated Metal Products	1,617	3.0	1,148	469	641	56	86	260	194	337	43	-
Furniture & Fixtures	511	1.0	412	99	251	16	18	50	42	122	12	-
Machinery (Note 4)	6,289	11.6	4,781	1,508	2,013	248	780	1,147	605	1,306	190	-
Medical Equipment & Supplies	2,053	3.8	1,514	539	584	72	248	418	271	425	35	-
Plastics & Rubber	2,226	4.1	1,753	473	688	61	87	415	159	751	65	-
Primary Metals (Note 5)	1,354	2.5	1,094	260	497	25	55	224	142	360	51	-
Research & Development Services	749	1.4	527	222	241	47	93	201	41	117	9	-
Transportation Equipment (Note 6)	5,665	10.5	4,461	1,204	2,120	150	419	1,019	684	1,138	135	-
Miscellaneous Manufacturing (Note 7)	5,871	10.9	4,547	1,324	1,850	242	387	940	570	1,674	208	-
Others Allied to the Field	105	0.2	53	52	57	4	-	4	35	3	2	-
TOTAL QUALIFIED CIRCULATION	54,001	100.0	41,375	12,626	19,261	2,005	5,069	9,321	5,216	11,848	1,281	-
PERCENT	100.0		76.6	23.4	35.7	3.7	9.4	17.3	9.7	21.9	2.3	-

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 2019

Qualification Source	Qualified Within						Total Qualified	Percent
	1 Year	2 Year	3 Year	Print	Digital			
I. Direct Request:	36,369	16,200	-	39,948	12,621		52,569	97.3
II. Request from recipient's company:	-	-	-	-	-		-	-
III. Membership Benefit:	-	-	-	-	-		-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-		-	-
V. Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	1,432	-	-	1,427	5		1,432	2.7
VI. Single Copy Sales:	-	-	-	-	-		-	-
TOTAL QUALIFIED CIRCULATION	37,801	16,200	-	41,375	12,626		54,001	100.0
PERCENT	70.0	30.0	-	76.6	23.4		100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	41,375	12,626	54,001	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	41,375	12,626	54,001	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July – December 2016	January – June 2017	July – December 2017	January – June 2018	July – December 2018*	January – June 2019*
Total Audit Average Qualified:	54,004	54,003	54,004	54,003	54,001	54,001
Qualified Non-Paid:	53,999	53,997	53,994	53,994	53,996	53,995
Print:	42,239	41,881	42,422	42,489	42,539	41,667
Digital:	11,760	12,116	11,572	11,505	11,457	12,328
Qualified Paid:	5	6	10	9	5	6
Print:	5	6	9	8	4	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 2018 – June 2019 data is unaudited.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	155	19	174		Kentucky	559	162	721	
New Hampshire	312	66	378		Tennessee	805	204	1,009	
Vermont	95	25	120		Alabama	516	123	639	
Massachusetts	910	258	1,168		Mississippi	211	46	257	
Rhode Island	161	35	196		EAST SO. CENTRAL	2,091	535	2,626	4.9
Connecticut	785	214	999		Arkansas	268	57	325	
NEW ENGLAND	2,418	617	3,035	5.6	Louisiana	256	61	317	
New York	1,853	463	2,316		Oklahoma	358	96	454	
New Jersey	943	216	1,159		Texas	2,056	555	2,611	
Pennsylvania	1,922	495	2,417		WEST SO. CENTRAL	2,938	769	3,707	6.8
MIDDLE ATLANTIC	4,718	1,174	5,892	10.9	Montana	90	18	108	
Ohio	2,838	691	3,529		Idaho	166	47	213	
Indiana	1,542	417	1,959		Wyoming	43	7	50	
Illinois	3,566	1,203	4,769		Colorado	449	104	553	
Michigan	2,529	832	3,361		New Mexico	109	31	140	
Wisconsin	2,096	613	2,709		Arizona	517	177	694	
EAST NO. CENTRAL	12,571	3,756	16,327	30.2	Utah	307	120	427	
Minnesota	1,342	358	1,700		Nevada	147	46	193	
Iowa	647	179	826		MOUNTAIN	1,828	550	2,378	4.4
Missouri	818	233	1,051		Alaska	40	9	49	
North Dakota	114	36	150		Washington	782	215	997	
South Dakota	133	37	170		Oregon	473	127	600	
Nebraska	340	70	410		California	3,638	1,033	4,671	
Kansas	548	115	663		Hawaii	71	14	85	
WEST NO. CENTRAL	3,942	1,028	4,970	9.2	PACIFIC	5,004	1,398	6,402	11.9
Delaware	59	16	75		UNITED STATES	40,792	11,223	52,015	96.3
Maryland	443	111	554		U.S. Territories	68	37	105	
Washington, DC	35	9	44		Canada	415	179	594	
Virginia	628	203	831		Mexico	11	125	136	
West Virginia	152	34	186		Other International	89	1,062	1,151	
North Carolina	1,149	315	1,464		APO/FPO	-	-	-	
South Carolina	524	132	656						
Georgia	926	235	1,161						
Florida	1,366	341	1,707						
SOUTH ATLANTIC	5,282	1,396	6,678	12.4					
					TOTAL QUALIFIED CIRCULATION	41,375	12,626	54,001	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2019	ASSEMBLY eNews
JANUARY	
January 9	29,510
January 16	29,427
January 23	29,768
January 30	29,812
FEBRUARY	
February 6	30,025
February 13	30,092
February 20	30,132
February 27	30,381
MARCH	
March 6	30,583
March 13	30,785
March 20	31,020
March 27	31,177
APRIL	
April 3	31,259
April 10	31,328
April 17	31,388
April 24	31,336
MAY	
May 8	31,244
May 15	31,174
May 22	31,113
May 29	31,001
JUNE	
June 5	30,982
June 12	30,902
June 19	30,864
June 26	30,854
AVERAGE:	30,673

ASSEMBLY eNews (24 issued in the period)

WEBINAR CHANNEL

2019	Webinar Name	Attendees*	Registrants*
April 17	More Money Less Scrap. How to Make Process Improvements Through Better Torque Management	121	453
May 23	How to Optimize Production Speed & Quality with Laser-Guided Assembly & Verification	77	248
AVERAGE		99	351

*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

2019	Pageviews	Sessions	Users	Average Session Duration
January	99,703	58,799	50,270	1:13
February	94,240	57,598	49,948	1:13
March	100,261	62,527	53,892	1:11
April	103,151	62,214	53,361	1:13
May	110,973	65,476	55,568	1:27
June	98,158	58,668	50,224	1:14
AVERAGE:	101,081	60,880	52,211	1:15

January – June 2019 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.

SOCIAL MEDIA CHANNEL

Assembly Social Media

2019	 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:	11,204	2,285	1,762
January	11,233	2,300	1,774
February	11,266	2,309	1,783
March	11,307	2,325	1,798
April	11,335	2,340	1,807
May	11,352	2,359	1,826
June	11,382	2,372	1,851

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, HR & IT 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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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.