

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.

PUBLICATION FORMAT – DIGITAL

Effective with the August 2020 issue, **ASSEMBLY** has converted to an only digital format. It is produced in a digital format and is written and designed for the digital reading experience, which may be accessed by a computer, mobile phone, or tablet. This digital format includes features such as videos and surveys allowing for user interaction with the brand.

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**



7 issues in the period
39,176 average
circulation

**ASSEMBLY
E-NEWSLETTER**



24 issued in the period
18,408 average per
occurrence

**ASSEMBLY
WEBSITE**



78,392 average users

**ASSEMBLY
SOCIAL MEDIA**



11,705 Twitter followers
2,557 LinkedIn group
members
1,978 Facebook likes

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)	39,174	2	39,176
ASSEMBLY E-NEWSLETTER			
ASSEMBLY eNEWS (24 issued in the period)	18,408	-	18,408
ASSEMBLY WEBSITE (Monthly Users with 145,654 average Pageviews)	78,392	-	78,392
ASSEMBLY SOCIAL MEDIA			
a. Twitter followers	*11,705	-	*11,705
b. LinkedIn group members	*2,557	-	*2,557
c. Facebook likes	*1,978	-	*1,978

*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	4
Advertiser and Agency	1,796
Allocated for Trade Shows and Conventions	-
All Other	259
TOTAL	2,059

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	39,176	100.0	39,174	100.0	2	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	39,176	100.0	39,174	100.0	2	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020	Print	Digital	Total Qualified
July	20,200	33,801	54,001
Buyer's Guide	20,200	33,801	54,001
August	-	33,689	33,689
September	-	33,101	33,101
October	-	32,995	32,995
November	-	33,027	33,027
December	-	33,418	33,418

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020
 This issue is 17.8% or 7,174 copies below the average of the other 6 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	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 Functions
Aerospace Products/Parts	3,135	9.5	802	125	337	602	430	779	57	3
Computer & Electronic Products, including Consumer	2,184	6.6	767	110	279	406	165	392	45	20
Contract Manufacturing	5,216	15.8	2,284	190	261	626	471	1,230	124	30
Electrical Equipment, Appliances & Components (Note 3)	1,356	4.1	397	33	172	283	161	276	29	5
Energy Industry	1,379	4.2	386	56	141	290	88	390	27	1
Engineering & Consulting Firms	2,536	7.7	969	154	316	676	132	234	17	38
Fabricated Metal Products	1,202	3.6	420	28	55	179	130	327	44	19
Furniture & Fixtures	333	1.0	155	12	12	33	25	86	6	4
Machinery (Note 4)	4,109	12.4	1,217	146	508	841	402	851	107	37
Medical Equipment & Supplies	1,198	3.6	309	39	135	263	178	253	20	1
Plastics & Rubber	1,354	4.1	440	32	51	261	118	409	30	13
Primary Metals (Note 5)	857	2.6	299	16	48	155	80	223	32	4
Research & Development Services	574	1.7	175	46	56	164	27	92	10	4
Transportation Equipment (Note 6)	3,256	9.9	918	81	254	654	469	744	103	33
Miscellaneous Manufacturing (Note 7)	3,716	11.3	1,070	121	240	654	381	1,031	126	93
Others Allied to the Field	622	1.9	4	-	2	178	-	176	-	262
TOTAL QUALIFIED CIRCULATION	33,027	100.0	10,612	1,189	2,867	6,265	3,257	7,493	777	567
PERCENT	100.0		32.1	3.6	8.7	19.0	9.9	22.7	2.3	1.7

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 NOVEMBER 2020

Qualification Source	Total Qualified	Percent
I. Direct Request:	33,027	100.0
II. Request from recipient's company:	-	-
III. Membership Benefit:	-	-
IV. Communication (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:	-	-
VI. Single Copy Sales:	-	-
TOTAL QUALIFIED CIRCULATION	33,027	100.0
PERCENT	100.0	

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

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	33,027	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	33,027	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January – June 2018	July – December 2018	January – June 2019	July – December 2019	January – June 2020	July – December 2020*
Total Audit Average Qualified:	54,003	54,001	54,001	54,001	54,001	39,176
Qualified Non-Paid:	53,994	53,996	53,995	53,999	53,996	39,174
Print:	42,489	42,539	41,667	39,588	32,372	5,770
Digital:	11,505	11,457	12,328	14,411	21,624	33,404
Qualified Paid:	9	5	6	2	5	2
Print:	8	4	6	2	5	2
Digital:	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 – December 2020 data is unaudited.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	92		Kentucky	433	
New Hampshire	199		Tennessee	638	
Vermont	85		Alabama	383	
Massachusetts	701		Mississippi	128	
Rhode Island	129		EAST SO. CENTRAL	1,582	4.8
Connecticut	574		Arkansas	187	
NEW ENGLAND	1,780	5.4	Louisiana	166	
New York	1,436		Oklahoma	221	
New Jersey	692		Texas	1,526	
Pennsylvania	1,429		WEST SO. CENTRAL	2,100	6.4
MIDDLE ATLANTIC	3,557	10.8	Montana	67	
Ohio	2,152		Idaho	116	
Indiana	1,170		Wyoming	29	
Illinois	3,178		Colorado	328	
Michigan	2,241		New Mexico	85	
Wisconsin	1,670		Arizona	405	
EAST NO. CENTRAL	10,411	31.5	Utah	223	
Minnesota	974		Nevada	122	
Iowa	494		MOUNTAIN	1,375	4.2
Missouri	570		Alaska	23	
North Dakota	92		Washington	534	
South Dakota	99		Oregon	343	
Nebraska	239		California	2,596	
Kansas	368		Hawaii	33	
WEST NO. CENTRAL	2,836	8.6	PACIFIC	3,529	10.7
Delaware	62		UNITED STATES	31,325	95.0
Maryland	360		U.S. Territories	81	
Washington, DC	37		Canada	224	
Virginia	502		Mexico	129	
West Virginia	99		Other International	1,268	
North Carolina	925		APO/FPO	-	
South Carolina	435				
Georgia	687				
Florida	1,048				
SOUTH ATLANTIC	4,155	12.6			
			TOTAL QUALIFIED CIRCULATION	33,027	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2020	ASSEMBLY eNews
JULY	
July 8	19,987
July 15	19,753
July 22	19,655
July 29	19,490
AUGUST	
August 5	19,349
August 12	18,956
August 19	18,889
August 26	18,717
SEPTEMBER	
September 2	18,623
September 9	18,323
September 16	17,993
September 23	24,859
OCTOBER	
October 7	24,349
October 14	17,161
October 21	17,058
October 28	16,858
NOVEMBER	
November 4	16,625
November 11	16,675
November 18	16,505
November 25	16,560
DECEMBER	
December 2	16,487
December 9	16,384
December 16	16,206
December 23	16,333
AVERAGE:	18,408

ASSEMBLY eNews (24 issued in the period)

WEBSITE CHANNEL

WWW.ASSEMBLYMAG.COM

2020	Pageviews	Sessions	Users	Average Session Duration
July	133,324	83,191	71,985	1:33
August	135,560	84,527	73,804	1:04
September	155,590	94,807	83,740	1:07
October	202,378	113,549	97,965	1:26
November	133,380	86,796	76,524	1:09
December	113,693	75,563	66,336	1:03
AVERAGE:	145,654	89,738	78,392	1:13

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.

SOCIAL MEDIA CHANNEL

Assembly Social Media

2020	 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:	11,642	2,508	1,932
July	11,643	2,511	1,929
August	11,652	2,514	1,934
September	11,661	2,525	1,946
October	11,671	2,537	1,958
November	11,671	2,544	1,973
December	11,705	2,557	1,978

ADDITIONAL DATA

MAGAZINE:

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, 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 Kashat, Audience Audit/Postal Specialist

Nikki Smith, Online Development 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 January 13, 2021

State Michigan

County Oakland

Received by BPA Worldwide January 13, 2021

Type BJ

ID Number A108B0D0

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.