

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
54,001 average circulation

ASSEMBLY E-NEWSLETTER

24 issued in the period
25,334 average per occurrence

ASSEMBLY WEBINARS

5 webinars in the period
417 average registrants
119 average attendees

ASSEMBLY WEBSITE

80,350 average users

ASSEMBLY SOCIAL MEDIA

11,642 Twitter followers
2,508 LinkedIn group members
1,932 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)	53,996	5	54,001
(See Paragraph 3b for Format Type and Source)			
ASSEMBLY E-NEWSLETTER			
ASSEMBLY eNEWS (24 issued in the period)	25,334	-	25,334
ASSEMBLY WEBINARS (5 webinars in the period)			
a. Registrants	417	-	417
b. Attendees	119	-	119
ASSEMBLY WEBSITE (Monthly Users with 143,394 average Pageviews)	80,350	-	80,350
ASSEMBLY SOCIAL MEDIA			
a. Twitter followers	*11,642	-	*11,642
b. LinkedIn group members	*2,508	-	*2,508
c. Facebook likes	*1,932	-	*1,932

*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	16
Advertiser and Agency	1,675
Allocated for Trade Shows and Conventions	-
All Other	1,606
TOTAL	3,297

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	53,996	100.0	5	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	54,001	100.0	53,996	100.0	5	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020	Print	Digital	Total Qualified
January	39,784	14,217	54,001
February	39,449	14,552	54,001
March	39,244	14,757	54,001
April	39,210	14,791	54,001
May	16,639	37,362	54,001
June	19,934	34,067	54,001

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020
 This issue is equal to 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 Engineer- ing	Engineer- ing (Note 2)	Manufac- turing Engineering	Manufac- turing/ Operations/ Production/ Supply Chain Management	Purchas- ing	Other Func- tions
Aerospace Products/Parts	5,644	10.5	2,022	3,622	1,499	299	526	1,062	650	1,519	86	3
Computer & Electronic Products, including Consumer	3,363	6.2	835	2,528	1,218	172	389	585	251	644	78	26
Contract Manufacturing	8,192	15.2	2,169	6,023	3,670	286	376	900	674	2,024	225	37
Electrical Equipment, Appliances & Components (Note 3)	2,935	5.4	1,337	1,598	663	73	241	693	206	806	48	205
Energy Industry	2,415	4.5	825	1,590	725	128	236	466	152	652	52	4
Engineering & Consulting Firms	3,616	6.7	839	2,777	1,358	258	440	879	190	441	29	21
Fabricated Metal Products	1,651	3.1	259	1,392	609	41	64	229	169	456	53	30
Furniture & Fixtures	504	0.9	127	377	247	19	14	45	30	137	7	5
Machinery (Note 4)	6,392	11.8	1,767	4,625	2,032	291	708	1,153	613	1,406	182	7
Medical Equipment & Supplies	2,198	4.1	632	1,566	665	86	218	468	254	459	46	2
Plastics & Rubber	2,436	4.5	874	1,562	786	67	81	413	179	821	72	17
Primary Metals (Note 5)	1,377	2.5	419	958	497	27	60	223	116	395	58	1
Research & Development Services	814	1.5	153	661	264	66	74	222	38	129	16	5
Transportation Equipment (Note 6)	6,166	11.4	2,528	3,638	1,707	139	383	1,183	841	1,601	133	179
Miscellaneous Manufacturing (Note 7)	6,042	11.2	1,791	4,251	1,871	205	350	884	575	1,887	219	51
Others Allied to the Field	256	0.5	62	194	7	-	2	88	38	1	-	120
TOTAL QUALIFIED CIRCULATION	54,001	100.0	16,639	37,362	17,818	2,157	4,162	9,493	4,976	13,378	1,304	713
PERCENT	100.0		30.8	69.2	33.0	4.0	7.7	17.6	9.2	24.8	2.4	1.3

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 2020

Qualification Source	Qualified Within				Print	Digital	Total Qualified	Percent
	1 Year	2 Year	3 Year					
I. Direct Request:	33,394	18,213	-	-	14,820	36,787	51,607	95.5
II. Request from recipient's company:	-	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-	-
IV. Communication (other than request):	420	-	-	-	23	397	420	0.8
V. Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	1,974	-	-	-	1,796	178	1,974	3.7
VI. Single Copy Sales:	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	35,788	18,213	-	-	16,639	37,362	54,001	100.0
PERCENT	66.3	33.7	-	-	30.8	69.2	100.0	

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

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	16,639	37,362	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	16,639	37,362	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 2017	January – June 2018	July – December 2018	January – June 2019	July – December 2019*	January – June 2020*
Total Audit Average Qualified:	54,004	54,003	54,001	54,001	54,001	54,001
Qualified Non-Paid:	53,994	53,994	53,996	53,995	53,999	53,996
Print:	42,422	42,489	42,539	41,667	39,588	32,372
Digital:	11,572	11,505	11,457	12,328	14,411	21,624
Qualified Paid:	10	9	5	6	2	5
Print:	9	8	4	6	2	5
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 2019 – June 2020 data is unaudited.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	50	113	163		Kentucky	250	485	735	
New Hampshire	127	231	358		Tennessee	342	693	1,035	
Vermont	37	96	133		Alabama	265	428	693	
Massachusetts	382	788	1,170		Mississippi	101	143	244	
Rhode Island	56	151	207		EAST SO. CENTRAL	958	1,749	2,707	5.0
Connecticut	292	668	960		Arkansas	126	209	335	
NEW ENGLAND	944	2,047	2,991	5.5	Louisiana	122	185	307	
New York	852	1,644	2,496		Oklahoma	125	259	384	
New Jersey	306	809	1,115		Texas	914	1,731	2,645	
Pennsylvania	905	1,667	2,572		WEST SO. CENTRAL	1,287	2,384	3,671	6.8
MIDDLE ATLANTIC	2,063	4,120	6,183	11.4	Montana	49	79	128	
Ohio	1,140	2,442	3,582		Idaho	81	126	207	
Indiana	641	1,350	1,991		Wyoming	18	39	57	
Illinois	1,013	3,550	4,563		Colorado	176	370	546	
Michigan	952	2,479	3,431		New Mexico	39	100	139	
Wisconsin	779	1,883	2,662		Arizona	191	467	658	
EAST NO. CENTRAL	4,525	11,704	16,229	30.1	Utah	130	274	404	
Minnesota	476	1,130	1,606		Nevada	72	140	212	
Iowa	230	550	780		MOUNTAIN	756	1,595	2,351	4.4
Missouri	333	663	996		Alaska	9	26	35	
North Dakota	53	106	159		Washington	303	611	914	
South Dakota	47	106	153		Oregon	179	387	566	
Nebraska	126	265	391		California	1,224	2,951	4,175	
Kansas	245	420	665		Hawaii	18	38	56	
WEST NO. CENTRAL	1,510	3,240	4,750	8.8	PACIFIC	1,733	4,013	5,746	10.6
Delaware	23	63	86		UNITED STATES	16,076	35,571	51,647	95.6
Maryland	152	413	565		U.S. Territories	8	85	93	
Washington, DC	19	40	59		Canada	376	228	604	
Virginia	319	573	892		Mexico	18	139	157	
West Virginia	59	107	166		Other International	161	1,339	1,500	
North Carolina	464	1,046	1,510		AP0/FPO	-	-	-	
South Carolina	212	475	687						
Georgia	458	800	1,258						
Florida	594	1,202	1,796						
SOUTH ATLANTIC	2,300	4,719	7,019	13.0					
					TOTAL QUALIFIED CIRCULATION	16,639	37,362	54,001	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2020	ASSEMBLY eNews
JANUARY	
January 8	30,513
January 15	30,436
January 22	30,623
January 29	30,747
FEBRUARY	
February 5	30,705
February 12	30,738
February 19	30,625
February 26	30,867
MARCH	
March 4	31,360
March 11	31,511
March 18	31,786
March 25	31,860
APRIL	
April 8	31,446
April 15	32,845
April 23	20,232
April 29	19,163
MAY	
May 6	17,652
May 13	17,307
May 20	17,099
May 27	9,055
JUNE	
June 3	9,922
June 10	20,789
June 17	20,469
June 24	20,275
AVERAGE:	25,334

ASSEMBLY eNews (24 issued in the period)

WEBINAR CHANNEL

2020	Webinar Name	Attendees*	Registrants*
January 30	New Year New Technology: Starting 2020 with Collaborative Robots	133	515
February 27	Collaborative Robot Applications in the Automotive Industry	162	533
May 20	How Switching to 3D Vision Can Decrease Downtime and Increase Productivity in Your Facility	121	475
May 28	Tips and Tricks for Fast Collaborative Robot Deployment	107	329
June 3	Flexibility and Scalability: How Software Advances Are Simplifying Machine Vision Applications	72	235
	AVERAGE	119	417

*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

2020	Pageviews	Sessions	Users	Average Session Duration
January	126,782	81,578	71,379	1:07
February	157,189	97,046	85,283	1:23
March	151,280	95,199	82,210	1:35
April	142,911	91,709	79,237	1:34
May	148,887	101,198	88,459	1:23
June	133,315	87,094	75,537	1:25
AVERAGE:	143,394	92,304	80,350	1:24

January – June 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:	11,527	2,414	1,889
January	11,563	2,436	1,893
February	11,583	2,449	1,898
March	11,584	2,462	1,912
April	11,606	2,481	1,926
May	11,663	2,497	1,928
June	11,642	2,508	1,932

ADDITIONAL DATA

MAGAZINE:

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. Fomia, 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.

Date signed

July 3, 2020

State

Michigan

County

Oakland

Received by BPA Worldwide

July 3, 2020

Type

BJ

ID Number

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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.