

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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**PCI-PAINT & COATINGS INDUSTRY** is a B2B brand intended for those formulators and manufacturers of paint and/or coatings, printing inks and adhesives/sealants. The editorial scope of the brand provides content that focuses on new technology, research and development in the coatings industry.

### 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

**PCI-PAINT & COATINGS INDUSTRY MAGAZINE**

6 issues in the period  
20,000 average circulation

**PCI-PAINT & COATINGS INDUSTRY E-NEWSLETTER**

27 issued in the period  
16,443 average per occurrence

**PCI-PAINT & COATINGS INDUSTRY WEBINARS**

2 webinars in the period  
439 average registrants  
126 average attendees

**PCI-PAINT & COATINGS INDUSTRY WEBSITE**

41,571 average users

**PCI-PAINT & COATINGS INDUSTRY SOCIAL MEDIA**

28,382 LinkedIn group members  
3,149 Twitter followers  
2,246 Facebook likes

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>PCI-PAINT &amp; COATINGS INDUSTRY MAGAZINE</b> (6 issues in the period)	19,996	4	20,000
a. Print	13,545	4	13,549
b. Digital	6,451	-	6,451
1. Requested	6,426	-	6,426
2. Non-Requested	25	-	25
<b>PCI-PAINT &amp; COATINGS INDUSTRY E-NEWSLETTER</b>			
Insider News (27 issued in the period)	16,443	-	16,443
<b>PCI-PAINT &amp; COATINGS INDUSTRY WEBINARS</b> (2 webinars in the period)			
a. Registrants	439	-	439
b. Attendees	126	-	126
<b>PCI-PAINT &amp; COATINGS INDUSTRY WEBSITE</b> (Monthly Users with 85,773 average Pageviews)	41,571	-	41,571
<b>PCI-PAINT &amp; COATINGS INDUSTRY SOCIAL MEDIA</b>			
a. LinkedIn group members	*28,382	-	*28,382
b. Twitter followers	*3,149	-	*3,149
c. Facebook likes	*2,246	-	*2,246

\*Social Media claims are cumulative figures, not averages.

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(Including Supplementary Data)

**FIELD SERVED**

**PCI-PAINT & COATINGS INDUSTRY** serves formulators/manufacturers of paint/coatings, adhesives/sealants and printing inks; suppliers to manufacturers including chemicals/raw materials, equipment and packaging containers; distributors and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are research & development, chemistry/formulation (including research and development and chemist/formulator), manufacturing/operations/production/import/export/supply chain management (including manager and supervisor titles); corporate/executive management (including owner, partner, chairman, president, C-level officer, vice president, director, financial and senior supply chain titles); purchasing; sales & marketing and other functions.

**PURPOSE**

Included herein is a supplementary analysis of respondents who influence the purchase or specification of materials or equipment used in the manufacture of paints/coatings, adhesives/sealants or printing inks.

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	21
Advertiser and Agency	693
Allocated for Trade Shows and Conventions	-
All Other	800
<b>TOTAL</b>	<b>1,514</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	20,000	100.0	19,996	100.0	4	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,000</b>	<b>100.0</b>	<b>19,996</b>	<b>100.0</b>	<b>4</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2018	Print	Digital	Total Qualified
July	13,678	6,322	20,000
August	13,404	6,596	20,000
September	13,622	6,378	20,000
October	13,532	6,468	20,000
November	13,534	6,466	20,000
December	13,527	6,473	20,000

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018**  
 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	Research & Development Chemistry/Formulation (Note 1)	Manufacturing/Operations/Production/Import/Export/Supply Chain Management (Note 2)	Corporate/Executive Management (Note 3)	Purchasing	Sales & Marketing	Other Functions
<b>FORMULATORS/MANUFACTURERS</b>										
Paint/Coatings*	11,910	59.6	8,582	3,328	4,080	2,224	3,741	318	1,547	-
Adhesives/Sealants	1,343	6.7	896	447	674	176	331	29	133	-
Printing Ink	1,077	5.3	783	294	305	216	425	33	98	-
<b>SUB-TOTAL FORMULATORS/MANUFACTURERS</b>	<b>14,330</b>	<b>71.6</b>	<b>10,261</b>	<b>4,069</b>	<b>5,059</b>	<b>2,616</b>	<b>4,497</b>	<b>380</b>	<b>1,778</b>	<b>-</b>
Suppliers to Manufacturers (Note 4)	4,219	21.1	2,398	1,821	1,175	587	1,020	117	1,320	-
Distributors	1,451	7.3	875	576	76	207	450	78	640	-
Others Allied to the Field	-	-	-	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,000</b>	<b>100.0</b>	<b>13,534</b>	<b>6,466</b>	<b>6,310</b>	<b>3,410</b>	<b>5,967</b>	<b>575</b>	<b>3,738</b>	<b>-</b>
<b>PERCENT</b>	<b>100.0</b>		<b>67.7</b>	<b>32.3</b>	<b>31.5</b>	<b>17.1</b>	<b>29.8</b>	<b>2.9</b>	<b>18.7</b>	<b>-</b>

Note 1: Research & Development Chemistry/Formulation includes research and development and chemist/formulator.  
 Note 2: Manufacturing/Operations/Production/Import/Export/Supply Chain Management includes manager and supervisor titles.  
 Note 3: Corporate/Executive Management includes owner, partner, chairman, president, C-level officer, vice president, director, financial and senior supply chain titles.  
 Note 4: Suppliers to Manufacturers includes chemicals/raw materials, equipment and packaging/containers.  
 \*Includes paints, varnishes, lacquers, enamels and allied products.

**SUPPLEMENTARY DATA FOR THE ISSUE OF NOVEMBER 2018**

This is an analysis of 16,664 or 83.3% of recipients who responded to the question, "Do you influence the purchase or specification of materials or equipment used in the manufacture of paints/coatings, adhesives/sealants or printing inks?" (See link to questionnaire to elicit this data on the back page of this report.) This data is used for statistical and marketing purposes only.

Analysis of Recipient Personal Influence	Total Qualified	Percent of Total	Print	Digital	Formulators/Manufacturers					Suppliers to Manufacturers	Distributors	Others Allied to the Field
					Paints/Coatings	Adhesives/Sealants	Printing Inks	Sub-Total Formulators/Manufacturers				
<b>QUESTION: DO YOU INFLUENCE THE PURCHASE OR SPECIFICATION OF MATERIALS OR EQUIPMENT USED IN THE MANUFACTURE OF PAINTS/COATINGS, ADHESIVES/SEALANTS OR PRINTING INKS?</b>												
Recipients who replied YES	12,395	62.0	7,636	4,759	6,840	1,083	815	8,738	2,723	934	-	
Recipients who replied NO	4,269	21.3	2,601	1,668	2,109	195	204	2,508	1,310	451	-	
Non-respondents	3,336	16.7	3,297	39	2,961	65	58	3,084	186	66	-	
<b>TOTAL</b>	<b>20,000</b>	<b>100.0</b>	<b>13,534</b>	<b>6,466</b>	<b>11,910</b>	<b>1,343</b>	<b>1,077</b>	<b>14,330</b>	<b>4,219</b>	<b>1,451</b>	<b>-</b>	

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018**

Qualification Source	Qualified Within					Total Qualified	Percent
	1 Year	2 Year	3 Year	Print	Digital		
I. Direct Request:	11,444	5,296	500	10,803	6,437	17,240	86.2
II. Request from recipient's company:	-	60	-	56	4	60	0.3
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:	2,700	-	-	2,675	25	2,700	13.5
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,144</b>	<b>5,356</b>	<b>500</b>	<b>13,534</b>	<b>6,466</b>	<b>20,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>70.7</b>	<b>26.8</b>	<b>2.5</b>	<b>67.7</b>	<b>32.3</b>	<b>100.0</b>	

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018\***

Region	Print	Digital	Total Qualified	Percent	Region	Print	Digital	Total Qualified	Percent
New England	596	159	755	3.8	<b>UNITED STATES</b>	<b>12,814</b>	<b>2,772</b>	<b>15,586</b>	<b>77.9</b>
Middle Atlantic	1,903	470	2,373	11.8	U.S. Territories	16	6	22	0.1
East No. Central	3,563	755	4,318	21.6	Canada	53	78	131	0.7
West No. Central	1,190	219	1,409	7.0	Mexico	37	127	164	0.8
South Atlantic	2,050	449	2,499	12.5	Other International	614	3,466	4,080	20.4
East So. Central	638	121	759	3.8	APO/FPO	-	-	-	-
West So. Central	1,017	202	1,219	6.1	Email Only	-	17	17	0.1
Mountain	452	83	535	2.7					
Pacific	1,405	314	1,719	8.6					
					<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,534</b>	<b>6,466</b>	<b>20,000</b>	<b>100.0</b>

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018\***

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
<b>ASIA</b>					Hungary	2	3	5	
Azerbaijan	1	2	3		Iceland	-	1	1	
Bangladesh	3	9	12		Ireland	4	14	18	
Bhutan	-	1	1		Italy	12	80	92	
Brunei Darussalam	-	1	1		Latvia	1	1	2	
Cambodia	-	2	2		Liechtenstein	-	1	1	
China	13	111	124		Lithuania	-	1	1	
Hong Kong - SAR	7	18	25		Luxembourg	2	4	6	
India	86	489	575		Macedonia	1	6	7	
Indonesia	12	95	107		Moldova	-	1	1	
Japan	6	18	24		Netherlands	12	73	85	
Kazakhstan	-	2	2		Norway	-	9	9	
Korea, Republic Of	16	61	77		Poland	2	24	26	
Kyrgyzstan	-	1	1		Portugal	2	26	28	
Malaysia	18	78	96		Romania	5	25	30	
Mongolia	1	-	1		Russian Federation	4	21	25	
Myanmar	1	5	6		Serbia	1	9	10	
Nepal	1	4	5		Slovenia	-	11	11	
Pakistan	18	72	90		Spain	16	71	87	
Philippines	7	40	47		Sweden	4	12	16	
Singapore	22	71	93		Switzerland	10	22	32	
Sri Lanka	4	5	9		Turkey	18	71	89	
Taiwan	12	56	68		Ukraine	2	9	11	
Thailand	10	55	65		United Kingdom	38	155	193	
Turkmenistan	-	1	1		<b>Subtotal</b>	<b>180</b>	<b>948</b>	<b>1,128</b>	<b>5.6</b>
Vietnam	4	26	30		<b>AFRICA</b>	<b>62</b>	<b>655</b>	<b>717</b>	<b>3.6</b>
<b>Subtotal</b>	<b>242</b>	<b>1,223</b>	<b>1,465</b>	<b>7.3</b>	<b>NORTH AMERICA</b>				
<b>MIDDLE EAST</b>	<b>39</b>	<b>193</b>	<b>232</b>	<b>1.2</b>	Canada	53	78	131	
<b>EUROPE</b>					Mexico	37	127	164	
Albania	-	2	2		United States	12,830	2,778	15,608	
Austria	-	9	9		<b>Subtotal</b>	<b>12,920</b>	<b>2,983</b>	<b>15,903</b>	<b>79.5</b>
Belarus	1	1	2		<b>CARIBBEAN</b>	<b>7</b>	<b>24</b>	<b>31</b>	<b>0.2</b>
Belgium	7	39	46		<b>CENTRAL AMERICA</b>	<b>2</b>	<b>9</b>	<b>11</b>	<b>-</b>
Bulgaria	2	6	8		<b>SOUTH AMERICA</b>	<b>59</b>	<b>254</b>	<b>313</b>	<b>1.6</b>
Croatia	1	8	9		<b>ASIA PACIFIC</b>	<b>23</b>	<b>160</b>	<b>183</b>	<b>0.9</b>
Cyprus	-	4	4		Email Only	-	17	17	0.1
Czech Republic	-	6	6						
Denmark	2	8	10						
Finland	-	5	5						
France	17	76	93						
Germany	10	92	102						
Greece	4	42	46						
					<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,534</b>	<b>6,466</b>	<b>20,000</b>	<b>100.0</b>

\*See Additional Data

## E-NEWSLETTER CHANNEL

2018	Insider News
<b>JULY</b>	
July 1	16,415
July 8	16,353
July 15	16,507
July 22	16,497
July 29	16,589
<b>AUGUST</b>	
August 5	16,517
August 12	16,512
August 19	16,480
August 26	16,488
<b>SEPTEMBER</b>	
September 3	16,461
September 9	16,421
September 16	16,467
September 23	16,478
September 30	16,393
<b>OCTOBER</b>	
October 7	16,411
October 14	16,521
October 21	16,496
October 28	16,437
<b>NOVEMBER</b>	
November 4	16,414
November 11	16,354
November 18	16,401
November 25	16,421
<b>DECEMBER</b>	
December 2	16,389
December 9	16,315
December 16	16,417
December 24	16,444
December 30	16,358
<b>AVERAGE:</b>	<b>16,443</b>

Insider News (27 issued in the period)

## WEBINAR CHANNEL

2018	Webinar Name	Registrants*	Attendees*
September 19	Use of An Expert System for Interpreting Py-GC/MS Data for Synthetic Paint Media	249	86
November 14	Rheology Solutions for Superior Application and Hide	629	166
<b>AVERAGE</b>		<b>439</b>	<b>126</b>

\*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.

The 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.PCIMAG.COM

2018	Pageviews	Sessions	Users	Average Session Duration
July	83,762	51,474	41,378	1:24
August	88,909	54,245	43,275	1:26
September	83,838	50,220	40,388	1:25
October	91,076	56,466	45,156	1:21
November	88,085	52,181	41,737	1:22
December	78,969	46,940	37,490	1:22
<b>AVERAGE:</b>	<b>85,773</b>	<b>51,921</b>	<b>41,571</b>	<b>1:23</b>

July – December 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 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

### PCI - Paint & Coatings Industry Social Media



LinkedIn group members

<https://www.linkedin.com/groups/3043495/profile>



Twitter followers

<https://twitter.com/PCImag>



Facebook likes

<https://facebook.com/PCIfan>

2018

Beginning Balance:	27,906	2,955	2,205
July	28,024	2,991	2,213
August	28,141	3,009	2,217
September	28,198	3,059	2,221
October	28,247	3,101	2,231
November	28,321	3,118	2,237
December	28,382	3,149	2,246

## 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 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.

#### PARAGRAPH 3b:

Business directories include 2 sources of circulation for quantities of 372 copies or 1.9% to 2,328 copies or 11.6%, including Dun & Bradstreet.

#### GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, Webinars, Website and Social Media are not reported at the media owner's option.

#### FOR SAMPLE OF QUALIFICATION FORM USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA, PLEASE VISIT THE FOLLOWING LINK:

[www.pcimag.com/subscribe](http://www.pcimag.com/subscribe)

### PUBLISHER'S AFFIDAVIT

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

Anna C. Silvestri, Audience Audit Manager

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

January 9, 2019

State

Michigan

County

Oakland

Received by BPA Worldwide

January 9, 2019

Type

BSJ

ID Number

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#### 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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.