

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

**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



## 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)	19,998	2	20,000
a. Print	13,419	2	13,421
b. Digital	6,579	-	6,579
1. Requested	6,556	-	6,556
2. Non-Requested	23	-	23
<b>PCI-PAINT &amp; COATINGS INDUSTRY E-NEWSLETTER</b>			
Insider News (26 issued in the period)	16,167	-	16,167
<b>PCI-PAINT &amp; COATINGS INDUSTRY WEBINARS</b> (2 webinars in the period)			
a. Registrants	703	-	703
b. Attendees	181	-	181
<b>PCI-PAINT &amp; COATINGS INDUSTRY WEBSITE</b> (Monthly Users with 98,013 average Pageviews)	46,243	-	46,243
<b>PCI-PAINT &amp; COATINGS INDUSTRY SOCIAL MEDIA</b>			
a. LinkedIn group members	*28,801	-	*28,801
b. Twitter followers	*3,322	-	*3,322
c. Facebook likes	*2,276	-	*2,276

\*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	19
Advertiser and Agency	773
Allocated for Trade Shows and Conventions	-
All Other	818
<b>TOTAL</b>	<b>1,610</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	19,998	100.0	2	-
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>19,998</b>	<b>100.0</b>	<b>2</b>	<b>-</b>

### 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019	Print	Digital	Total Qualified
January	13,553	6,447	20,000
February	13,516	6,484	20,000
March	13,481	6,519	20,000
April	13,432	6,568	20,000
May	13,255	6,745	20,000
June	13,289	6,711	20,000

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019**  
 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*	11,976	59.9	8,470	3,506	4,000	2,092	3,437	258	2,189	-
Adhesives/Sealants	1,372	6.9	878	494	662	185	341	33	151	-
Printing Ink	950	4.7	637	313	287	204	341	31	87	-
<b>SUB-TOTAL FORMULATORS/MANUFACTURERS</b>	<b>14,298</b>	<b>71.5</b>	<b>9,985</b>	<b>4,313</b>	<b>4,949</b>	<b>2,481</b>	<b>4,119</b>	<b>322</b>	<b>2,427</b>	<b>-</b>
Suppliers to Manufacturers (Note 4)	4,130	20.6	2,347	1,783	1,274	664	1,215	117	860	-
Distributors	1,572	7.9	923	649	101	279	618	89	485	-
Others Allied to the Field	-	-	-	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,000</b>	<b>100.0</b>	<b>13,255</b>	<b>6,745</b>	<b>6,324</b>	<b>3,424</b>	<b>5,952</b>	<b>528</b>	<b>3,772</b>	<b>-</b>
<b>PERCENT</b>	<b>100.0</b>		<b>66.3</b>	<b>33.7</b>	<b>31.6</b>	<b>17.1</b>	<b>29.8</b>	<b>2.6</b>	<b>18.9</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 MAY 2019**

This is an analysis of 16,507 or 82.5% 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	12,125	60.6	7,280	4,845	6,708	1,062	720	8,490	2,676	959	-	
Recipients who replied NO	4,382	21.9	2,660	1,722	2,215	236	168	2,619	1,229	534	-	
Non-respondents	3,493	17.5	3,315	178	3,053	74	62	3,189	225	79	-	
<b>TOTAL</b>	<b>20,000</b>	<b>100.0</b>	<b>13,255</b>	<b>6,745</b>	<b>11,976</b>	<b>1,372</b>	<b>950</b>	<b>14,298</b>	<b>4,130</b>	<b>1,572</b>	<b>-</b>	

**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:	11,615	5,485	500	10,878	6,722	17,600	88.0
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:	2,400	-	-	2,377	23	2,400	12.0
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,015</b>	<b>5,485</b>	<b>500</b>	<b>13,255</b>	<b>6,745</b>	<b>20,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>70.1</b>	<b>27.4</b>	<b>2.5</b>	<b>66.3</b>	<b>33.7</b>	<b>100.0</b>	

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019\***

Region	Print	Digital	Total Qualified	Percent	Region	Print	Digital	Total Qualified	Percent
New England	562	182	744	3.7	<b>UNITED STATES</b>	<b>12,524</b>	<b>3,368</b>	<b>15,892</b>	<b>79.4</b>
Middle Atlantic	1,988	552	2,540	12.7	U.S. Territories	9	4	13	0.1
East No. Central	3,702	943	4,645	23.2	Canada	50	46	96	0.5
West No. Central	992	279	1,271	6.4	Mexico	35	136	171	0.9
South Atlantic	1,976	521	2,497	12.5	Other International	637	3,170	3,807	19.0
East So. Central	583	143	726	3.6	APO/FPO	-	-	-	-
West So. Central	962	247	1,209	6.0	Email Only	-	21	21	0.1
Mountain	441	115	556	2.8					
Pacific	1,318	386	1,704	8.5					
					<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,255</b>	<b>6,745</b>	<b>20,000</b>	<b>100.0</b>

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019\***

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
<b>ASIA</b>					Hungary	2	1	3	
Azerbaijan	2	4	6		Iceland	-	1	1	
Bangladesh	5	7	12		Ireland	3	11	14	
Bhutan	-	1	1		Italy	11	78	89	
Brunei Darussalam	-	1	1		Latvia	1	1	2	
Cambodia	-	2	2		Liechtenstein	-	1	1	
China	41	55	96		Lithuania	-	1	1	
Hong Kong - SAR	6	16	22		Luxembourg	-	4	4	
India	99	370	469		Macedonia	1	6	7	
Indonesia	11	67	78		Moldova	-	1	1	
Japan	7	13	20		Netherlands	8	69	77	
Kazakhstan	-	3	3		Norway	-	5	5	
Korea, Democratic People's Republic Of	14	54	68		Poland	2	24	26	
Kyrgyzstan	-	1	1		Portugal	2	23	25	
Malaysia	21	62	83		Romania	7	19	26	
Mongolia	1	-	1		Russian Federation	4	19	23	
Myanmar	-	5	5		Serbia	1	8	9	
Nepal	-	4	4		Slovenia	1	9	10	
Pakistan	21	79	100		Spain	18	70	88	
Philippines	5	35	40		Sweden	1	10	11	
Singapore	12	74	86		Switzerland	5	16	21	
Sri Lanka	3	4	7		Turkey	20	58	78	
Taiwan	11	51	62		Ukraine	1	9	10	
Thailand	13	43	56		United Kingdom	38	155	193	
Turkmenistan	-	1	1		<b>Subtotal</b>	<b>169</b>	<b>903</b>	<b>1,072</b>	<b>5.4</b>
Vietnam	8	14	22		<b>AFRICA</b>	<b>52</b>	<b>725</b>	<b>777</b>	<b>3.9</b>
<b>Subtotal</b>	<b>280</b>	<b>966</b>	<b>1,246</b>	<b>6.2</b>	<b>NORTH AMERICA</b>				
<b>MIDDLE EAST</b>	<b>43</b>	<b>159</b>	<b>202</b>	<b>1.0</b>	Canada	50	46	96	
<b>EUROPE</b>					Mexico	35	136	171	
Albania	-	2	2		United States	12,533	3,372	15,905	
Austria	-	10	10		<b>Subtotal</b>	<b>12,618</b>	<b>3,554</b>	<b>16,172</b>	<b>80.9</b>
Belarus	-	3	3		<b>CARIBBEAN</b>	<b>6</b>	<b>21</b>	<b>27</b>	<b>0.1</b>
Belgium	7	36	43		<b>CENTRAL AMERICA</b>	<b>4</b>	<b>15</b>	<b>19</b>	<b>0.1</b>
Bulgaria	1	6	7		<b>SOUTH AMERICA</b>	<b>57</b>	<b>243</b>	<b>300</b>	<b>1.5</b>
Croatia	-	7	7		<b>ASIA PACIFIC</b>	<b>26</b>	<b>138</b>	<b>164</b>	<b>0.8</b>
Cyprus	-	3	3		Email Only	-	21	21	0.1
Czech Republic	-	8	8						
Denmark	2	12	14						
Finland	-	6	6						
France	14	72	86						
Germany	14	97	111						
Greece	5	42	47						
					<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,255</b>	<b>6,745</b>	<b>20,000</b>	<b>100.0</b>

\*See Additional Data

## E-NEWSLETTER CHANNEL

2019	Insider News
<b>JANUARY</b>	
January 6	16,419
January 13	16,371
January 20	16,379
January 27	16,384
<b>FEBRUARY</b>	
February 3	16,353
February 10	16,328
February 17	16,297
February 24	16,287
<b>MARCH</b>	
March 3	16,268
March 10	16,244
March 17	16,117
March 24	16,123
March 31	16,126
<b>APRIL</b>	
April 7	16,104
April 14	16,244
April 21	16,134
April 28	16,147
<b>MAY</b>	
May 5	16,121
May 12	16,061
May 19	16,048
May 27	15,980
<b>JUNE</b>	
June 2	16,014
June 9	15,989
June 16	15,919
June 23	15,938
June 30	15,949
<b>AVERAGE:</b>	<b>16,167</b>

Insider News (26 issued in the period)

## WEBINAR CHANNEL

2019	Webinar Name	Registrants*	Attendees*
March 28	5 Steps to Optimize Water-borne Coatings	862	209
May 7	Rheology Optimization for Improved Visual Hide and Cost Reduction	544	153
<b>AVERAGE</b>		<b>703</b>	<b>181</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

2019	Pageviews	Sessions	Users	Average Session Duration
January	98,344	56,203	44,521	1:28
February	86,965	51,036	41,338	1:24
March	98,393	58,704	47,071	1:27
April	103,369	62,591	49,281	1:25
May	103,899	62,715	49,596	1:35
June	97,108	57,225	45,649	1:27
<b>AVERAGE:</b>	<b>98,013</b>	<b>58,079</b>	<b>46,243</b>	<b>1:28</b>

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

### 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>

2019

Beginning Balance:	28,382	3,149	2,246
January	28,462	3,175	2,253
February	28,533	3,210	2,253
March	28,606	3,240	2,259
April	28,678	3,271	2,261
May	28,754	3,296	2,272
June	28,801	3,322	2,276

## 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 276 copies or 1.4% to 2,124 copies or 10.6%, 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

July 5, 2019

State

Michigan

County

Oakland

Received 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.