

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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**JEC COMPOSITES MAGAZINE** is the largest composites industry organization in Europe and in the world with a network of 250,000 professionals from 100 different countries. It represents, promotes and expands composites markets by providing global and local networking as well as information services.

**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**

**JEC COMPOSITES MAGAZINE**



4 Issues in the period  
39,696 average circulation

**JEC COMPOSITES WEBSITE**



42,793 average users

**EXECUTIVE SUMMARY**

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
<b>JEC COMPOSITES MAGAZINE</b> (4 issues in the period)	39,696	-	39,696
a. Print	24,128	-	24,128
b. Digital	15,568	-	15,568
1. Requested	9,382	-	9,382
2. Non-Requested	6,186	-	6,186
<b>JEC COMPOSITES WEBSITE</b> (Monthly Users with 191,354 average Pageviews )	42,793	-	42,793

## FIELD SERVED

**JEC COMPOSITES MAGAZINE** serves companies in the following sectors: Raw Material Producer, Processor/ Fabricator of composites parts, End User of composites parts - OEM, R&D, certification, Testing, Prototyping, Engineering, Technical Center, Information, Vocational Training/Teaching/ Academic, Unions, Trade Organization, Public Administration, Chamber of Commerce, Embassy, Equipment / Tools/ Software, Consultancy as well as other titled and non-titled individuals in the field served. JEC Composites Magazine est diffusé auprès des sociétés dans les secteurs suivants : Producteurs de matières premières, Transformateurs/ Fabriquant de pièces composites, Utilisateurs de pièces composites, R&D, certification, contrôle, prototypage, ingénierie, Centre technique, Information, Formation professionnelle, Educaiton, enseignement, Syndicats, association professionnelle, Administration publique, chambre de commerce, Ambassades, Equipment / Outillages / logiciels, consulting et autres activités liées aux domaine des composites.

## DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are from General Management / Head of Department, Engineering / R&D, Production / Manufacturing / Technical, Methods / Process / Quality, Maintenance & Repair, Teacher / Academic / Student, Purchasing, Press - editorial / Journalistic, Marketing & Sales as well as Others allied to the field. Les destinataires qualifiés sont des CEO, Présidents, Directeurs généraux, Chefs de départements, des ingénieurs, des chercheurs, des responsables et techniciens Production, des responsables et techniciens Fabrication, des responsables et techniciens méthodes qualité et process, des responsables et techniciens réparation et maintenance, des professeurs, des étudiants, des acheteurs, des journalistes et des éditeurs, des responsables marketing et commercial.

## AVERAGE NON-QUALIFIED CIRCULATION DIFFUSION MOYENNE NON-QUALIFIEE

NON-QUALIFIED Not Included Elsewhere NON QUALIFIEE Non inclus ailleurs	Copies/Exemplaires
Other Paid Circulation/ Autre diffusion payante	-
Advertiser and Agency/ Annonceurs et Agences	38
Allocated for Trade Shows and Convention/Salons & conventions	1,242
All Other/Autres	2,125
<b>TOTAL</b>	<b>3,405</b>

## 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD / 1. DIFFUSION MOYENNE QUALIFIEE POUR LA PERIODE

Qualified Circulation/ Diffusion qualifiée	Total Qualified/ Total qualifié		Qualified Non-Paid/ Qualifiés non-payant		Qualified Paid/ Qualifiés payant	
	Copies/ Exemplaires	Percent/ Pourcentage	Copies/ Exemplaires	Percent/ Pourcentage	Copies/ Exemplaires	Percent/ Pourcentage
Individual/Individus	39,696	100.0	39,696	100.0	-	-
Sponsored Individually Addressed/Entreprises	-	-	-	-	-	-
Membership Benefit / Associations	-	-	-	-	-	-
Multi-copy Same Addressee/Groupage	-	-	-	-	-	-
Single Copy Sales/Vente à l'unité	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION/ TOTAL DIFFUSION QUALIFIEE</b>	<b>39,696</b>	<b>100.0</b>	<b>39,696</b>	<b>100.0</b>	-	-

## 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD 2. DIFFUSION QUALIFIEE PAR NUMERO POUR LA PERIODE

2017 Issue	Print	Digital	Total Qualified/ Total Qualifiée
January/February	23,677	15,056	38,733
March	23,767	14,956	38,723
April/May	23,868	14,961	38,829
June	25,200	17,297	42,497

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2017**

**3a. DÉCOUPAGE PAR ACTIVITÉ ET SERVICE DE LA DIFFUSION QUALIFIÉE DU NUMÉRO JUIN 2017**

This issue is 9.6% or 3,735 copies above the average of the other 3 issues reported in Paragraph 2.

Le numéro analysé comprend 9.6% ou 3,735 exemplaires au-dessus de la diffusion moyenne des 3 autres numéros déclarés dans le Paragraphe 2.

CLASSIFICATION BY DEPARTMENTS - CLASSIFICATION PAR SERVICES

BUSINESS/INDUSTRY SECTEUR D'ACTIVITÉ	TOTAL QUALIFIED/ TOTAL QUALIFIÉ	PERCENT OF TOTAL/ POURCENTAGE DU TOTAL	Print	Digital	General Management/ Head of Department - Direction, Chef de depart- ement	Engi- neering/ R&D - Ingénierie/ R&D	Production/ Manu- facturing/ Technical - Produc- tion/ Technique	Methods/ Process/ Quality - Méthodes/ Qualité / Process	Main- tenance & Repair - Main- tenance réparation	Teacher/ Academic/ Student - Enseign- ement/ Univer- sitaires/ Etudiants	Purchasing - Achats	Press - Editorial/ Journalistic - Presse & rédaction	Marketing & Sales - Marketing Vente	Others/ Autres
Raw Material Producer - Producteurs de matières premières	2,255	5.3	1,178	1,077	932	250	120	31	2	22	33	2	547	316
Processor/Fabricator of composites parts - Transformateur, fabriquant de pièces composites	2,669	6.3	1,555	1,114	1,289	352	266	176	10	49	80	-	147	300
End user of composites parts/OEM - Utilisateurs de pièces composites	979	2.3	535	444	319	227	108	46	4	8	81	1	24	161
R & D, Certifications, Testing, Prototyping, Engineering, Technical Center - R&D, certification, contrôle, prototypage, ingénierie, Centre technique	4,061	9.6	2,300	1,761	1,042	1,284	349	123	17	544	30	6	121	545
Information - Information	147	0.4	77	70	33	4	3	-	1	2	2	47	19	36
Vocational Training/Teaching/ Academic - Formation professionnelle/ Education/ Enseignement	487	1.1	253	234	19	32	11	2	1	313	-	1	3	105
Unions, Trade Organization, Public Administration, Chamber of Commerce, Embassy Syndicats, Association professionnelle, Administration publique, chambre de commerce, Ambassades	188	0.4	131	57	47	14	5	8	-	24	1	1	5	83
Equipment/Tools/ Software - Equipement/Outillages/ Logiciels	979	2.3	591	388	431	124	41	32	3	17	14	-	196	121
Consultancy - Consultant, Expert	693	1.6	393	300	286	50	25	15	-	12	7	3	39	256
Others - Autres	30,039	70.7	18,187	11,852	1,269	378	132	78	27	218	90	15	411	27,421
<b>TOTAL QUALIFIED CIRCULATION/ DIFFUSION QUALIFIÉE TOTALE</b>	<b>42,497</b>	<b>100.0</b>	<b>25,200</b>	<b>17,297</b>	<b>5,667</b>	<b>2,715</b>	<b>1,060</b>	<b>511</b>	<b>65</b>	<b>1,209</b>	<b>338</b>	<b>76</b>	<b>1,512</b>	<b>29,344</b>
<b>PERCENT/ POURCENTAGE</b>	<b>100.0</b>		<b>59.3</b>	<b>40.7</b>	<b>13.3</b>	<b>6.4</b>	<b>2.5</b>	<b>1.2</b>	<b>0.2</b>	<b>2.8</b>	<b>0.8</b>	<b>0.2</b>	<b>3.6</b>	<b>69.0</b>

Function: "General Management" includes Top Level Management and Board Level Management, "Engineering/R & D" includes Technicians and Designers,

"Production/Manufacturing/Technical" includes Materials Engineers and Technicians

Business: "Information" includes Colloquium, Trade fair organizers, Press, Magazines and Web, "Consultancy" includes consultants and experts

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2017**

**3b. DÉCOUPAGE DE LA DIFFUSION QUALIFIÉE PAR SOURCE DE QUALIFICATION POUR LE NUMÉRO JUIN 2017**

QUALIFICATION SOURCE / SOURCE DE LA QUALIFICATION	Qualified Within					Total Qualified/ Total Qualifiée	Percent/ Pourcentage
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request: Demande de lecteur	<b>21,598</b>	<b>2,561</b>	<b>4,760</b>	<b>20,009</b>	<b>8,910</b>	<b>28,919</b>	<b>68.0</b>
II. Request from recipient's company: Demande faite par l'entreprise du lecteur	-	-	-	-	-	-	-
III. Membership Benefit: Association professionnelle	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): Communication du lecteur ou de son entreprise (autre que la carte de qualification)	<b>4</b>	<b>48</b>	<b>36</b>	<b>20</b>	<b>68</b>	<b>88</b>	<b>0.2</b>
V. <b>TOTAL</b> - Sources other than above (listed alphabetically)/Autres sources	<b>6,755</b>	<b>3,444</b>	<b>3,291</b>	<b>5,171</b>	<b>8,319</b>	<b>13,490</b>	<b>31.8</b>
Association rosters and directories/Annuaire d'associations et autres annuaires	-	-	-	-	-	-	-
Business directories/Annuaire industriels	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists/Fichiers de fabricants, distributeurs et grossistes	-	-	-	-	-	-	-
*Other sources/Autres sources	6,755	3,444	3,291	5,171	8,319	13,490	31.8
VI. Single Copy Sales/Vente à l'unité	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION/TOTAL DIFFUSION QUALIFIÉE</b>	<b>28,357</b>	<b>6,053</b>	<b>8,087</b>	<b>25,200</b>	<b>17,297</b>	<b>42,497</b>	<b>100.0</b>
<b>PERCENT/POURCENTAGE</b>	<b>66.7</b>	<b>14.3</b>	<b>19.0</b>	<b>59.3</b>	<b>40.7</b>	<b>100.0</b>	

\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2017**

**3c. DÉCOUPAGE DE LA DIFFUSION QUALIFIÉE PAR TYPE D'ADRESSE D'EXPÉDITION POUR LE NUMÉRO JUIN 2017**

MAILING ADDRESS	Print	Digital	Total Qualified/ Total Qualifiée	Percent/ Pourcentage
Individuals by name and title and/or function/Individu avec nom et fonction et/ou titre	24,133	15,025	39,158	92.1
Individuals by name only/Individu avec nom uniquement	1,061	2,254	3,315	7.8
Titles or functions only/Titres ou fonctions uniquement	1	-	1	-
Company names only/Nom de la société uniquement	5	18	23	0.1
Multi-Copy Same Addressee copies/Groupage numéros	-	-	-	-
Single Copy Sales/Vente à l'unité	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION/TOTAL DIFFUSION QUALIFIÉE</b>	<b>25,200</b>	<b>17,297</b>	<b>42,497</b>	<b>100.0</b>

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data		Audited Data		Circulation Claim	
	July - December 2014	January - June 2015	July - December 2015	January - June 2016	July - December 2016	January - June 2017*
Total Audit Average Qualified:	33,142	35,945	36,785	37,675	38,239	39,696
Qualified Non-Paid:	33,142	35,945	36,785	37,675	38,239	39,696
Print:	20,662	21,363	21,997	22,739	23,203	24,128
Digital:	12,480	14,582	14,788	14,936	15,036	15,568
Qualified Paid:	-	-	-	-	-	-
Print:	-	-	-	-	-	-
Digital:	-	-	-	-	-	-
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 - June 2017 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2017\***  
**DÉCOUPAGE GÉOGRAPHIQUE DE LA DIFFUSION QUALIFIÉE POUR LE NUMÉRO JUIN 2017\***

Region/Country Region/Pays	Print	Digital	Total Qualified/ Total Qualifiée	Percent/ Pourcentage
<b>ASIA</b>				
Afghanistan	-	1	1	
Azerbaijan	2	1	3	
Bangladesh	10	4	14	
Brunei Darussalam	1	-	1	
China	498	725	1,223	
Georgia	2	1	3	
Hong Kong - SAR	19	41	60	
India	376	319	695	
Indonesia	21	48	69	
Japan	523	425	948	
Kazakhstan	1	5	6	
Korea, Republic Of	424	638	1,062	
Malaysia	109	113	222	
Maldives	-	1	1	
Nepal	3	3	6	
Pakistan	33	12	45	
Philippines	10	11	21	
Singapore	331	697	1,028	
Sri Lanka	19	9	28	
Taiwan	156	154	310	
Thailand	62	88	150	
Vietnam	10	19	29	
Subtotal	2,610	3,315	5,925	14.0
<b>MIDDLE EAST</b>				
Bahrain	6	10	16	
Iran	44	41	85	
Iraq	-	3	3	
Israel	129	94	223	
Kuwait	5	3	8	
Lebanon	3	1	4	
Oman	7	4	11	
Qatar	12	1	13	
Saudi Arabia	24	35	59	
Syrian Arab Republic	1	1	2	
United Arab Emirates	64	39	103	
Yemen	1	-	1	
Subtotal	296	232	528	1.2
<b>EUROPE</b>				
Albania	1	-	1	
Austria	146	150	296	
Belarus	13	15	28	
Belgium	712	455	1,167	
Bosnia and Herzegovina	6	4	10	
Bulgaria	16	8	24	
Croatia	23	7	30	
Cyprus	-	5	5	
Czech Republic	160	85	245	
Denmark	178	136	314	
Estonia	16	5	21	
Finland	87	58	145	
France	8,514	3,935	12,449	
Germany	2,155	1,887	4,042	
Greece	66	33	99	
Hungary	48	42	90	
Iceland	16	9	25	
Ireland	45	46	91	
Italy	1,201	835	2,036	
Latvia	29	27	56	
Liechtenstein	1	-	1	
Lithuania	40	27	67	
Luxembourg	60	74	134	
Macedonia	16	7	23	
Malta	5	3	8	
Monaco	3	8	11	
Netherlands	701	453	1,154	
Norway	113	61	174	
Poland	163	131	294	
Portugal	117	109	226	
Romania	39	33	72	
Russian Federation	298	257	555	
San Marino	-	1	1	

\*See Additional Data

Region/Country Region/Pays	Print	Digital	Total Qualified/ Total Qualifiée	Percent/ Pourcentage
Serbia	15	7	22	
Slovakia	32	26	58	
Slovenia	63	32	95	
Spain	685	465	1,150	
Sweden	174	131	305	
Switzerland	336	298	634	
Turkey	439	405	844	
Ukraine	45	33	78	
United Kingdom	1,337	1,063	2,400	
unspecified Europe	2	3	5	
Subtotal	18,116	11,369	29,485	69.4
<b>AFRICA</b>				
Algeria	26	18	44	
Congo	-	2	2	
Cote D'Ivoire	3	1	4	
Djibouti	1	-	1	
Egypt	28	22	50	
Ethiopia	3	2	5	
Ghana	1	4	5	
Kenya	2	1	3	
Libyan Arab Jamahiriya	1	4	5	
Madagascar	-	1	1	
Mauritania	1	-	1	
Mauritius	-	1	1	
Morocco	18	12	30	
Nigeria	22	23	45	
Senegal	7	1	8	
Sierra Leone	2	-	2	
South Africa	47	45	92	
Sudan	-	1	1	
Tunisia	61	40	101	
Subtotal	223	178	401	0.9
<b>NORTH AMERICA</b>				
Canada	221	172	393	
Mexico	27	39	66	
United States	3,433	1,306	4,739	
Subtotal	3,681	1,517	5,198	12.2
<b>CARIBBEAN</b>				
Barbados	1	-	1	
Cuba	1	-	1	
Subtotal	2	-	2	-
<b>CENTRAL AMERICA</b>				
Costa Rica	-	3	3	
Nicaragua	1	-	1	
Subtotal	1	3	4	-
<b>SOUTH AMERICA</b>				
Argentina	21	19	40	
Bolivia	-	1	1	
Brazil	119	71	190	
Chile	7	4	11	
Colombia	13	17	30	
Ecuador	9	4	13	
Peru	3	2	5	
Uruguay	1	-	1	
Venezuela	-	1	1	
Subtotal	173	119	292	0.7
<b>ASIA PACIFIC</b>				
Australia	84	90	174	
New Zealand	14	18	32	
Subtotal	98	108	206	0.5
Email Only	-	456	456	1.1

**TOTAL QUALIFIED CIRCULATION/  
TOTAL DIFFUSION QUALIFIÉE**      **25,200**      **17,297**      **42,497**      **100.0**

# WEBSITE CHANNEL

<http://www.jeccomposites.com/>

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	202,627	68,654	46,040	2:49
February	261,248	85,097	54,956	3:03
March	368,332	113,060	70,476	3:25
April	104,139	38,473	27,546	2:18
May	107,922	42,490	29,881	2:09
June	103,860	40,549	27,860	2:08
<b>AVERAGE:</b>	<b>191,354</b>	<b>64,720</b>	<b>42,793</b>	<b>2:38</b>

January – June 2017 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'd 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'd Browser that accesses Internet content or advertising during a measurement period.

**Average Session Duration:** The time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit [www.adicompli.com](http://www.adicompli.com)

## 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.

### PARAGRAPH 3b:

Other sources include 10 sources of circulation for quantities of 1 copy or -% to 6,028 copies or 14.2%, including JEC World 2017.

### GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is 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.

Sandrine Dumarquez, Marketing Director

Frédéric Reux, Media Director & Editor in Chief

(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, 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.