



DIGITAL AUDIENCE PROFILE

ADVERTISE WITH **ASI**

ASI is focused on in-depth coverage of adhesive and sealant manufacturing, formulations and finished products such as pressure-sensitive adhesives (PSAs), structural adhesives, sealants and coatings. **ASI** offers useful information targeted toward global manufacturers, formulators and end users of adhesives and sealants, as well as coatings, for applications in automotive, electronics, packaging, construction and more.

www.adhesivesmag.com



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**BNP Media Inc.**

Birmingham, MI

Alliance for Audited Media has reviewed the BNP Media audience and media management technology platform and Digital Audience Profile reporting solution for conformance to generally accepted information security management and reporting standards.

Our examination was performed in accordance with generally accepted information security management and reporting standards. Our examination included reviews of Platform Technology, Data Life Cycle Management, System Monitoring, Access Controls, Software Development Life Cycle, Media Production, Media Distribution, Audience Data, Documentation, Reporting, and Disclosures. The examination included those procedures we considered necessary in the circumstances to obtain a reasonable basis for rendering our opinion.

Based on our review, we are not aware of any material modifications that should be made to the BNP Media audience and media management platform and Digital Audience Profile reporting solution for recording, processing, and reporting audience and media data.

The accreditation of the BNP Media audience and media management technology platform and Digital Audience Profile reporting solution is as of December 31, 2023.

This report is intended solely for use by the management of BNP Media and its customers.

Alliance for Audited Media

Alliance for Audited Media

March 31, 2024



Audience Profile

Total Audience

Adhesives & Sealants Industry serves global manufacturers, formulators, and end users of adhesives and sealants, pressure sensitives and other adhesive/sealant products.

13,921

Unique Active Audience

72%

Engaged

Core Channels

	Total Channel Audience	Unique to Channel	
Website	19,050	1,550	
eNewsletter	8,792	2,048	
eMagazine	8,625	2,399	

■ Unique to Channel
 ■ Active in 2 Channels
 ■ Active in all 3 Channels
 ■ Website Unknown Users

Additional Channels

221	8,182	17,960
Webinar Average Registrants	Standard eBlast Delivery	Social Media Total Followers

Demographics

Job Function

Top 9 shown

Corporate/Executive Man..	3,219
Research & Development	2,655
Sales & Marketing	1,838
Manufacturing/Operation..	1,012
Design Engineering	701
Other Job Function	699
Chemistry/Formulation	622
Purchasing	241
Other Engineering	1

10,988 responses

Business Industry

Top 3 shown

User of Adhesives/Sealants, Etc.	5,181
Adhesives/Sealants Formulator/Manufacturer	4,694
Other Allied Businesses	1,136

11,011 responses



Time Frame - As of Last day of Month shown

• **Total Audience:**

Unique Active Audience: Number of unique active customers with known first-party data active within product specific time frames for all products.

Engaged: Number of engaged customers with known first-party data within product specific time frames for all products.

** Product-specific time frames for each Channel may be found in Table A.*

Core Channels

The three core channels are Website, eNewsletter, and eMagazine.

- **Total Channel Audience:** Total number of customers for specified product.
- **Unique to Channel:** Number of unique customers active only in specified channel.
- **Active in 2 Channels:** Number of unique customers active in two channels. Examples: A customer is active within Website and eNewsletter channels but not eMagazine. Or a customer is active within eNewsletter and eMagazine channels but not the Website.
- **Active in all 3 Channels:** Number of unique customers active in all three channels.
- **Website Unknown Users:** Number of total users who visited the website within the specified time frame who are not accounted for in the BNP Media database. The number of Unique Website Users may be higher than shown due to the number of unknown users.

Additional Channels

Additional channels may include Webinars, Events, Continuing Education (CE), eBlast, Social Media.

- **Webinar Average Registrants (if applicable):** Average registrants per webinar.
- **Unique Event Registrants (if applicable):** Average registrants per event.
- **CE Active Registered Users (if applicable):** Total active registered users for the Continuing Education Center.
- **Standard eBlast Delivery (sponsored only):** Delivery count of a typical eBlast within the last 3 months.
- **Social Media Total Followers (if applicable):** Follower counts by channel for the most recent month.

Demographics

- **Job Function:** Top job functions of the Unique Active Audience.
- **Business Industry:** Top business industries of the Unique Active Audience.

Table A

** BNP Media uses a proprietary algorithm to calculate the number of active and engaged users for each channel based on the time frames listed in the table below.*

	Active Criteria	Engaged Criteria
Website	6 Months	6 Months
eNewsletter	Included in most recent list	6 Months
eMagazine	Included in most recent list	12 Months
Webinar	12 Months	18 Months
Event	18 Months	18 Months
Continuing Education	13 Months	13 Months
eBlast	Included in most recent list	6 Months



eMagazine - Summary



Total Subscribers

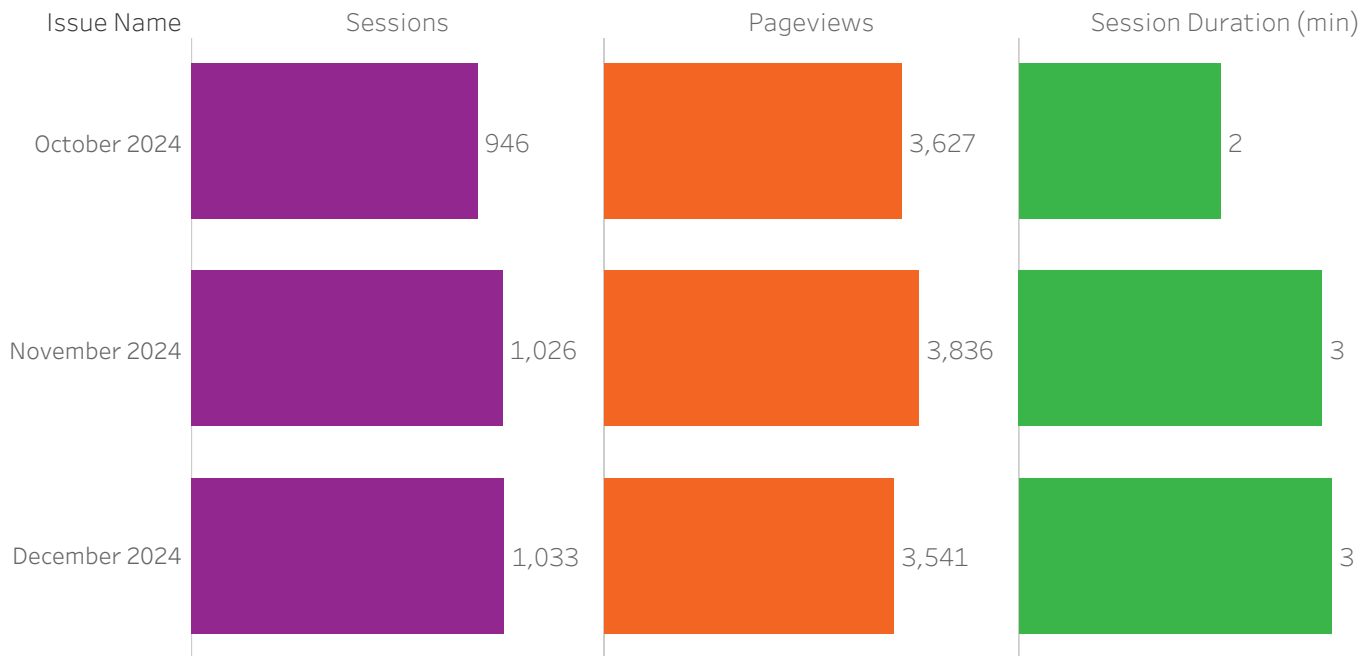
7,540



Average Issue Pageviews

3,668

Activity by eMagazine Issue



eMagazine Notification Email Metrics

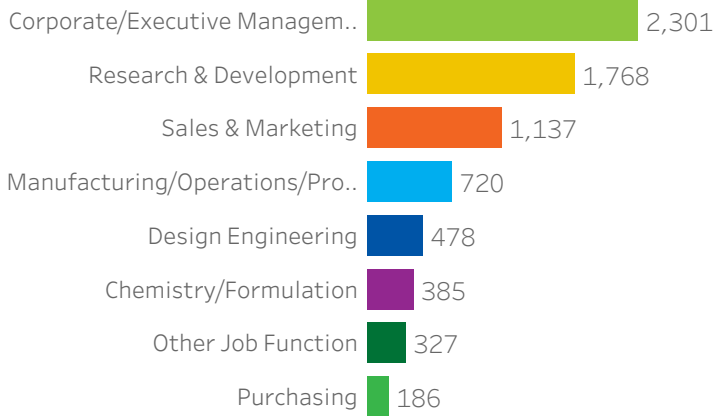
Issue Name	Sends	Unique Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
October 2024	4	7,070	2,618	37.0%	407	3.0%
November 2024	4	7,368	2,883	39.1%	513	3.6%
December 2024	4	7,540	3,131	41.5%	643	4.4%

* Due to Apple Mail Privacy enabled on user devices, open rates may be inflated as of November 2021. Clicks are not impacted.



Demographic - Job Function

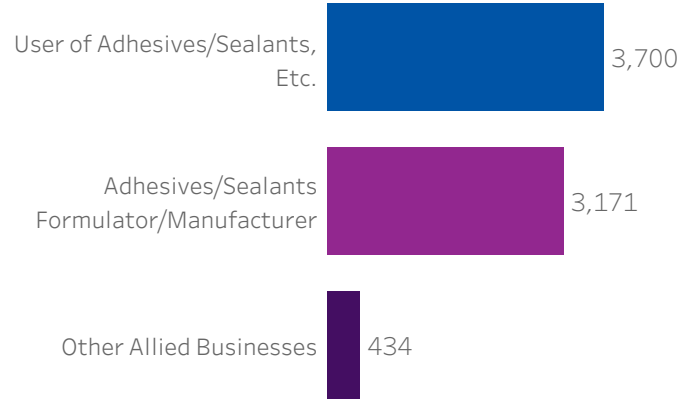
Top 8 Shown



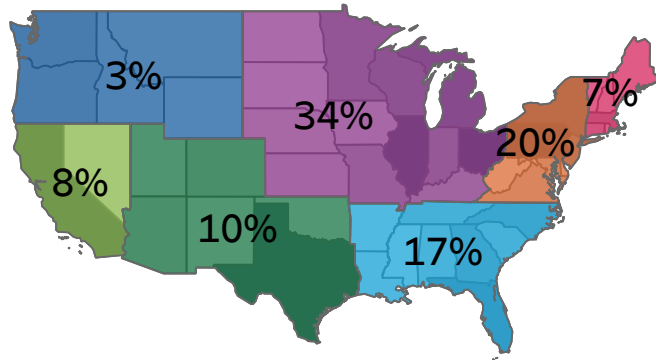
7,302 or 97% of subscribers with responses

Demographic - Business/Industry

Top 3 Shown

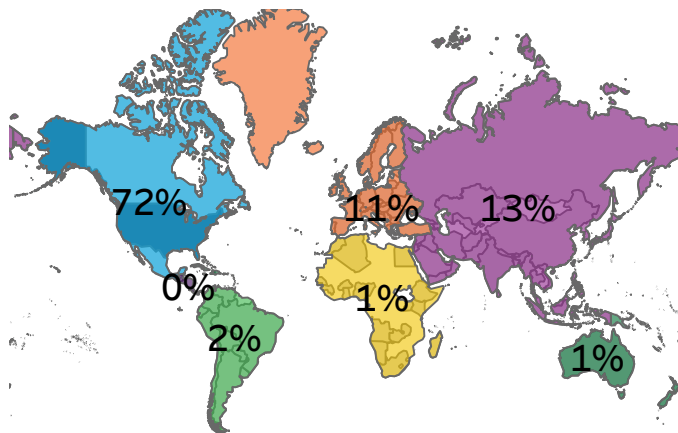
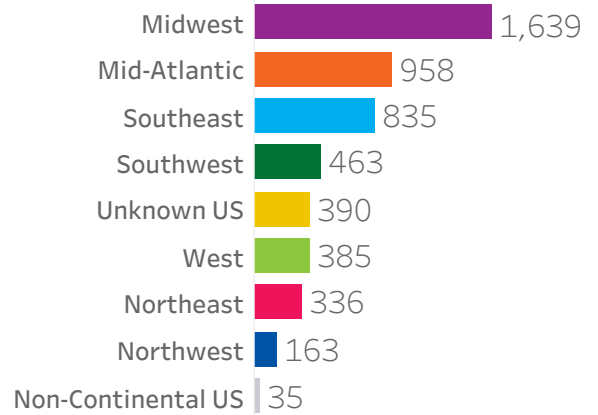


7,305 or 97% of subscribers with responses



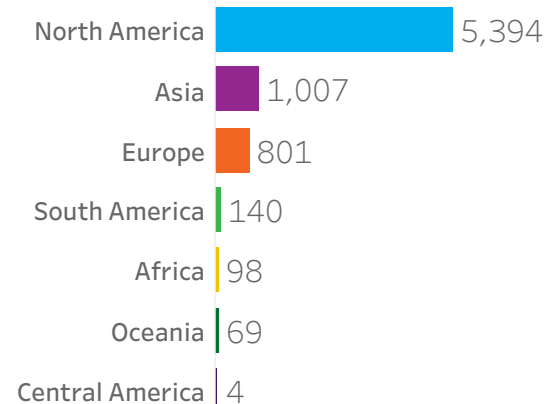
69% of subscribers are located in the US

Unique Subscribers by Region



31% of subscribers are located internationally

Unique Subscribers by Region



Time Frame

3 months

KPIs

- **Total Qualified Subscribers:** Active digital subscribers as of the most recent issue.
- **Average Issue Pageviews:** The average monthly pageviews on the eMagazines.

Activity by eMagazine Issue

- **Issue Date:** eMagazine issue date.
- **Sessions:** Number of times users interacted with the eMagazine. Sessions are terminated after 30 minutes of inactivity.
- **Session Duration (min):** The average session length.
- **Pageviews:** The total number of eMagazine pageviews.

eMagazine Notification Email Metrics

- **Monthly Sends:** Total number of notification emails deployed per issue.
- **Delivered:** Number of unique email subscriber addresses eMagazine notification emails were delivered to for this issue.
- **Unique Opens:** Number of unique subscriber email addresses who opened any notification email for this issue.
- **Open Rate:** Ratio of unique Opens to Delivered.
- **Total Clicks:** Number of subscribers who clicked a link within a particular notification email.
- **CTR:** Click Through Rate is the percentage of subscribers who click on a link within the notification email.



eNewsletters



Active Unique Recipients

8,792



% of Recipients Engaged

70%



Sends per Month

8

Recipient Activity by eNewsletter Over the Last 3 Months

eNewsletter Name	Average Delivered	Unique Opens - Single Send Avg	Unique Opens - All Sends	Delivered	* Unique Opens - Single Send Avg (%)	* Total Engaged Recipients (%)
ASI eNews	6,158	2,329	4,670		38%	76%
Adhesives in Action	5,290	1,920	2,907		36%	55%
Material Matters	4,845	1,771	2,717		37%	56%
Sustainability Now	929	350	543		38%	56%

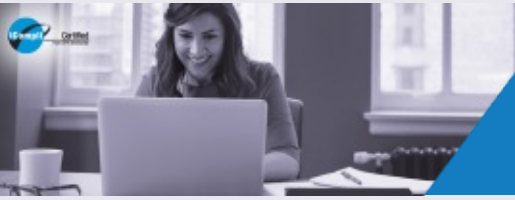
Engaged Recipient: Any recipient who opened at least one email of this type in the report time frame.

■ Unique Opens - Single Send Avg
 ■ Unique Opens - All Sends
 ■ Delivered

eNewsletter Activity Averages

eNewsletter Name	Monthly Sends	Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
ASI eNews	4.7	6,158	2,329	37.8%	555	9.0%
Adhesives in Action	1.0	5,290	1,920	36.3%	400	7.6%
Material Matters	1.0	4,845	1,771	36.5%	339	7.0%
Sustainability Now	1.0	929	350	37.6%	107	11.5%

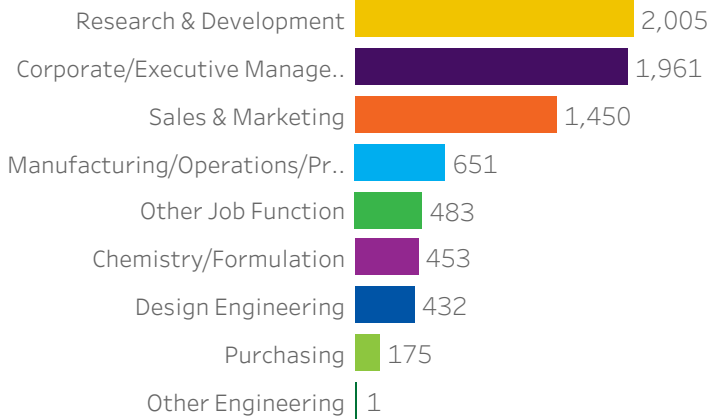
* Due to Apple Mail Privacy enabled on user devices, open rates may be inflated as of November 2021. Clicks are not impacted.



eNewsletters - Recipient Demographics & Locations

Demographic - Job Function

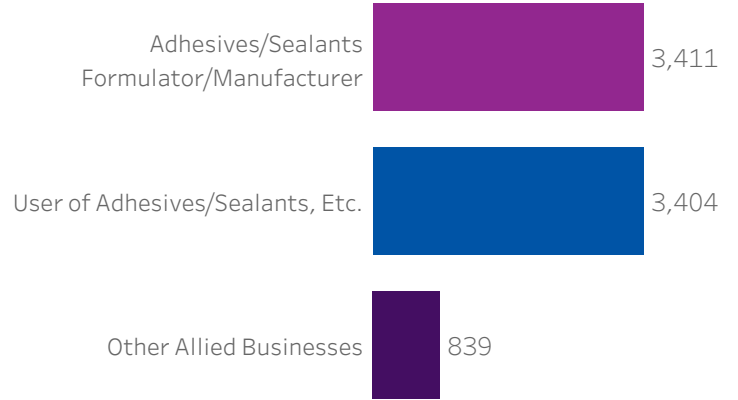
Top 8 Shown



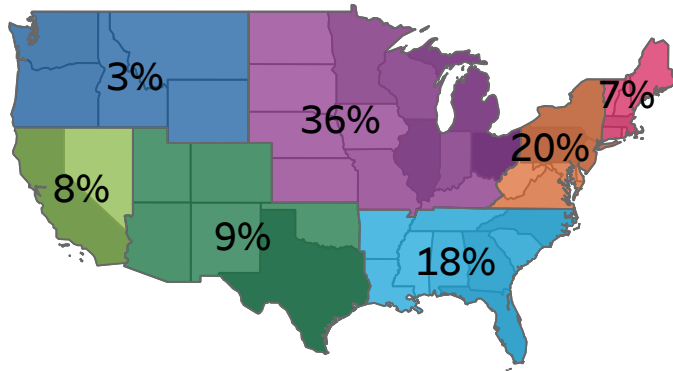
7,611 recipients with responses

Demographic - Business/Industry

Top 3 Shown

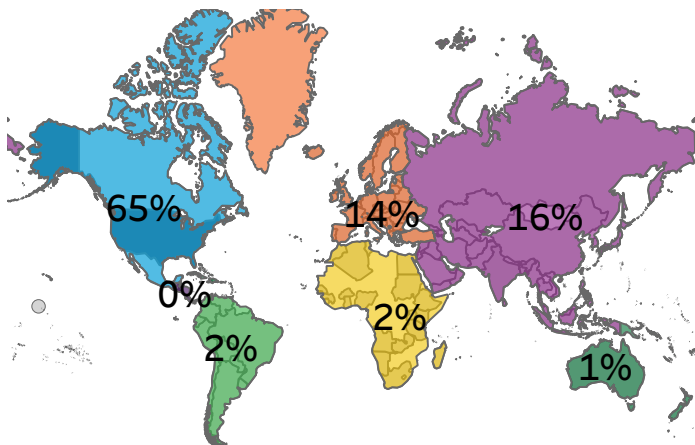
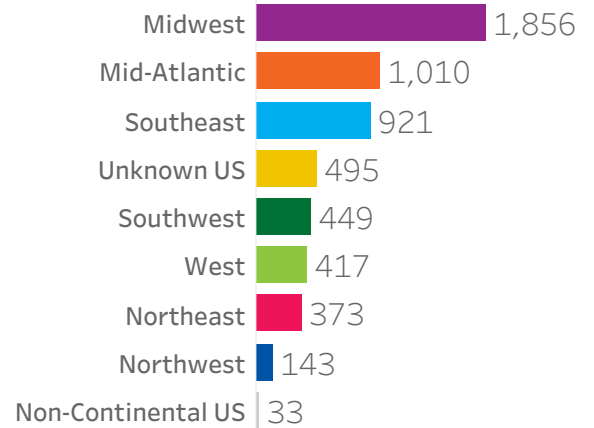


7,654 recipients with responses



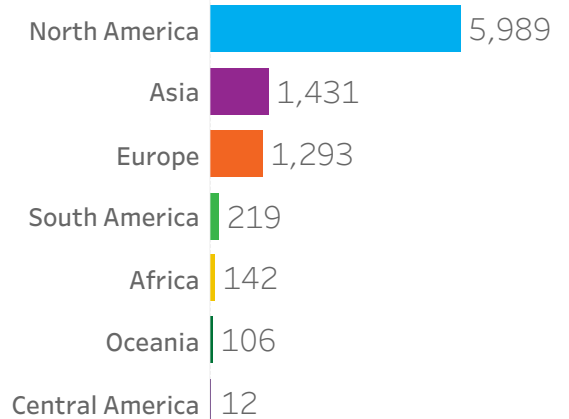
62% of recipients are located in the US

Unique Recipients by Region



38% of recipients are located internationally

Unique Recipients by Region





Time Frame

3 Months

KPIs

- **Active Unique Recipients:** Number of unique email addresses that received any brand eNewsletter in the 3-month period.
- **% of Recipients Engaged:** Percent of recipients who opened* any eNewsletter.
- **Sends / Month:** Total eNewsletters sent per month.

Recipient Activity by eNewsletter

- **Average Delivered:** The average number of emails delivered per eNewsletter.
- **Unique Opens, Single Send Avg:** Average unique opens* (uniqueness calculated for each email sent) for all emails sent.
- **Total Engaged Recipients:** Number of unique Recipients who have opened* one or more of the delivered emails.

eNewsletter Activity Averages

- **Monthly Sends:** Total number of eNewsletters deployed per month.
- **Delivered:** Average number of eMails, per eNewsletter, deployed per month.
- **Unique Opens:** Average number of unique Recipients (delivered) who opened* a particular eNewsletter.
- **Open Rate:** The ratio of Unique Opens* to Delivered.
- **Total Clicks:** Average number of recipients who clicked a link within a particular eNewsletter.
- **CTR:** Click Through Rate is the percentage of recipients who click on a link within the eNewsletter.

**Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.*



Website - www.adhesivesmag.com



Average Monthly Users

22,843



Average Monthly Sessions

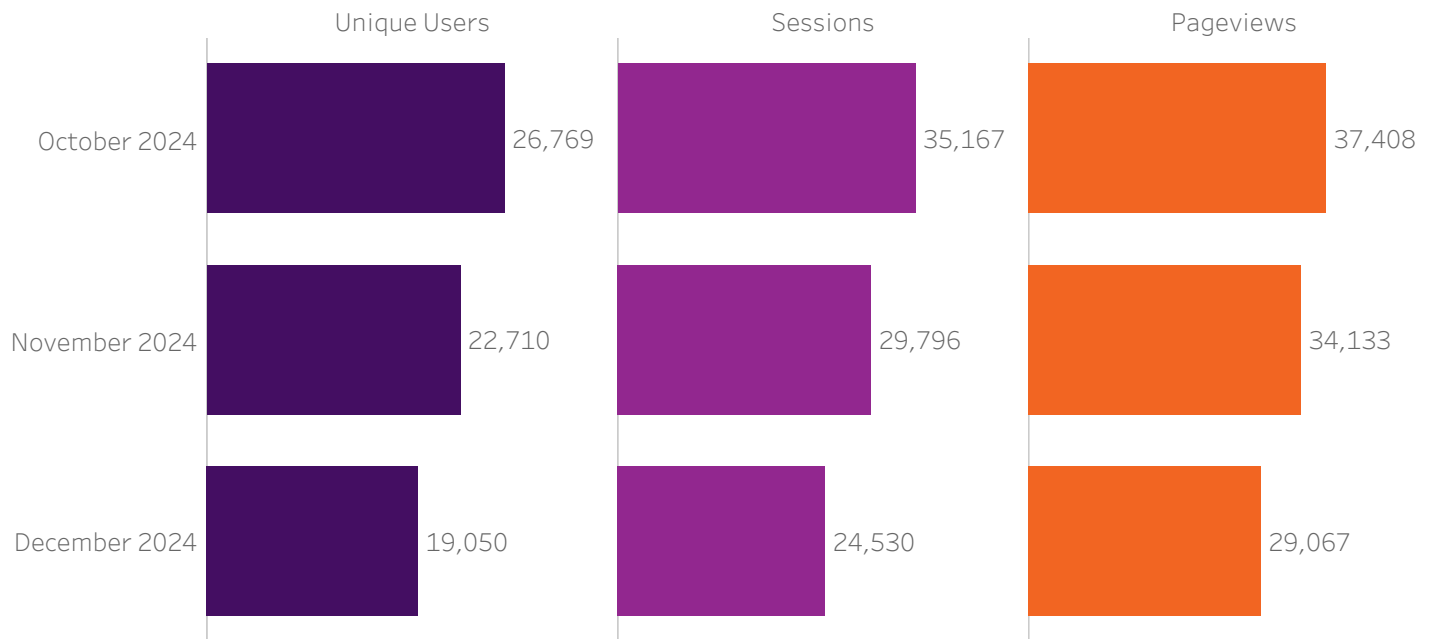
29,831



Average Monthly Pageviews

33,536

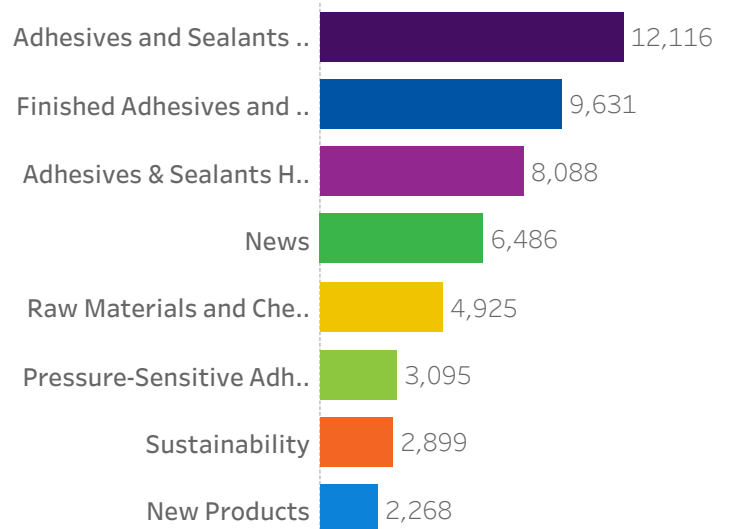
Monthly Website Statistics



Top 8 Content Topics Viewed



Average Monthly Pageviews





Website - Known User Activity



Active Registered Users

2,028



Active Known Users

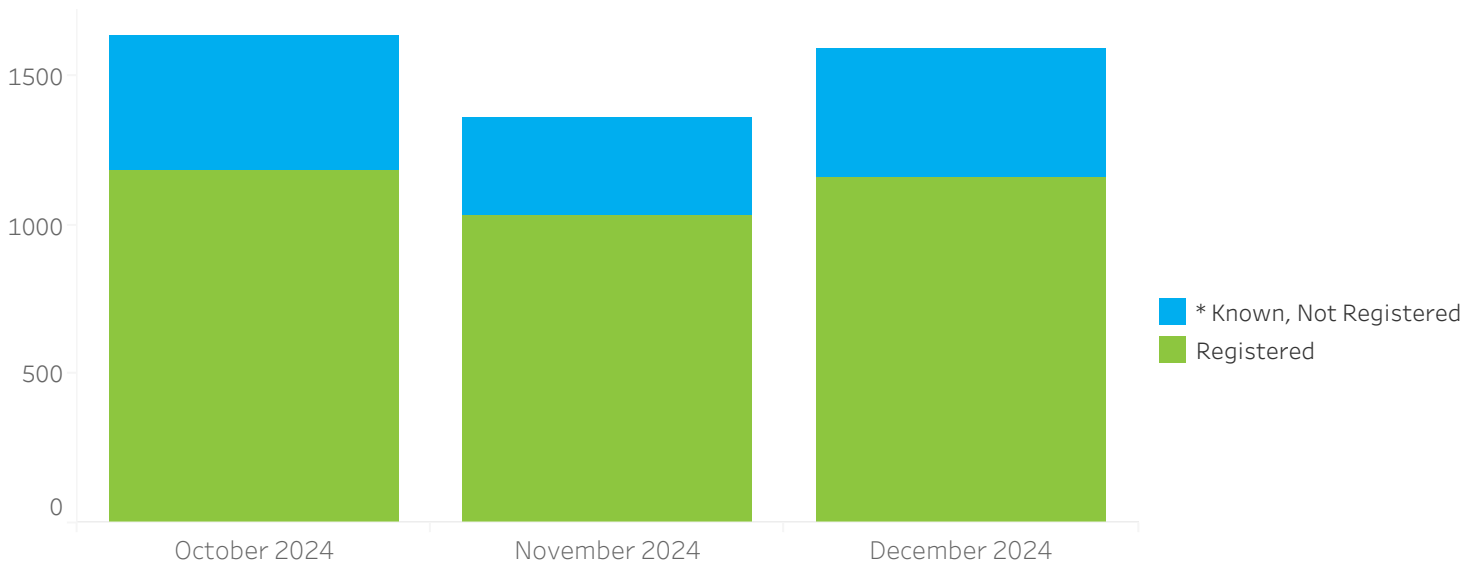
2,911



Average Visits per User

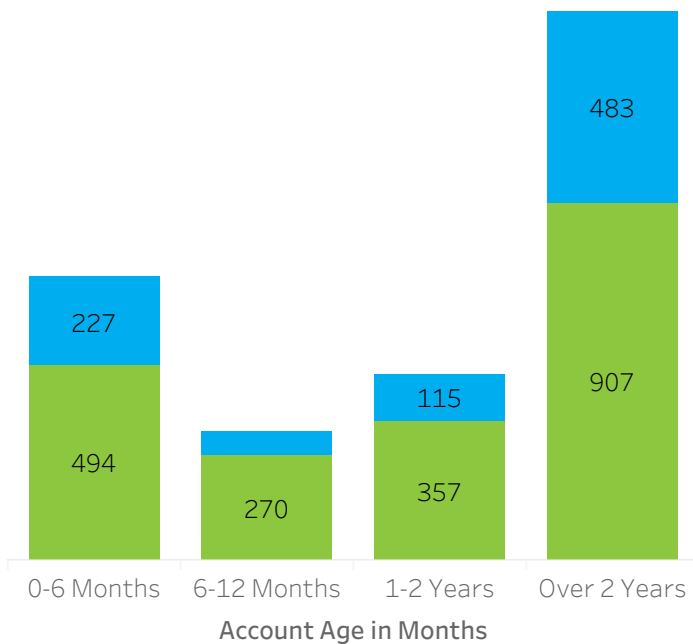
15.9

Website Users

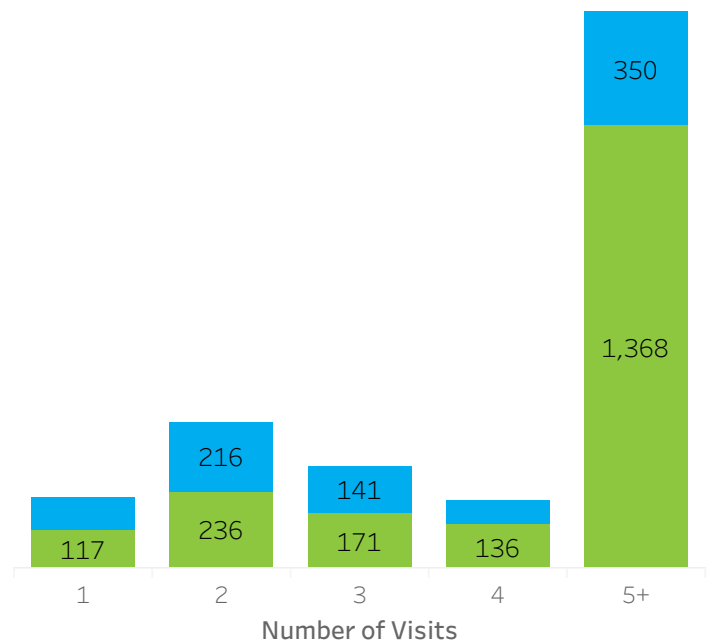


* Users that are identified in the BNP Media database but are not registered with this website

Known Users by Account Age



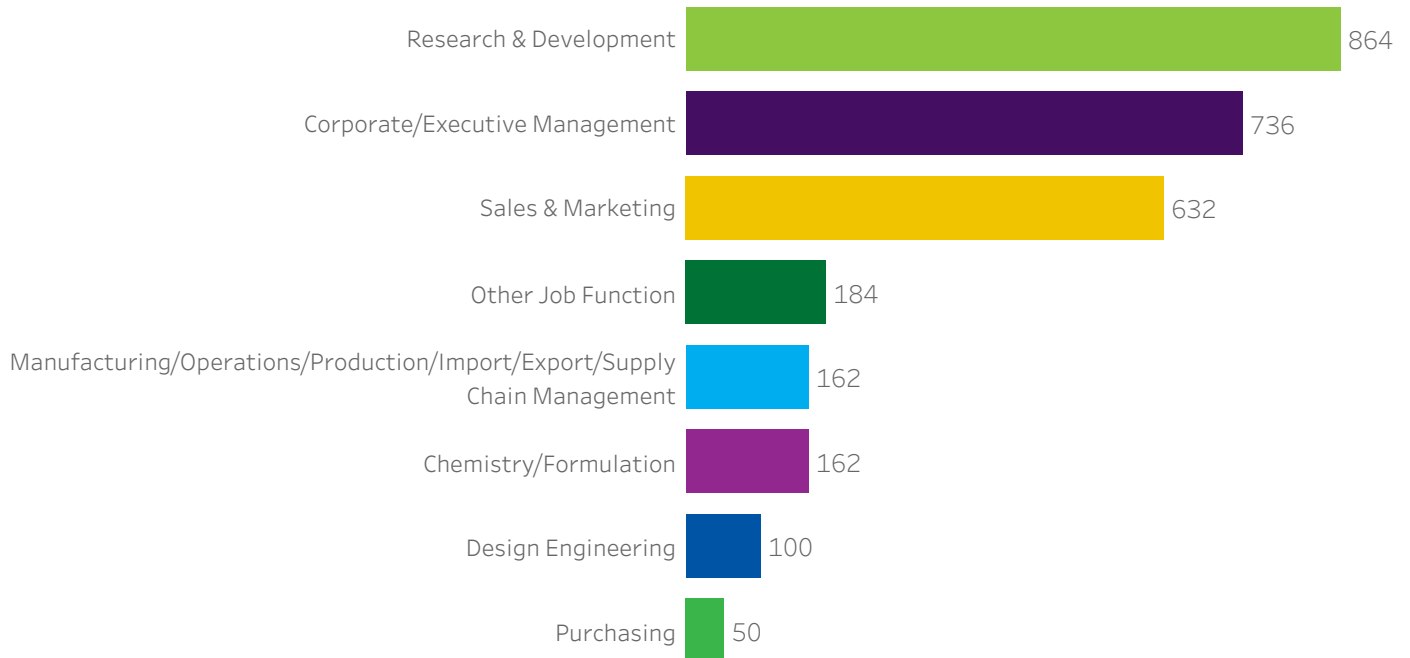
Known Users by Visit Frequency





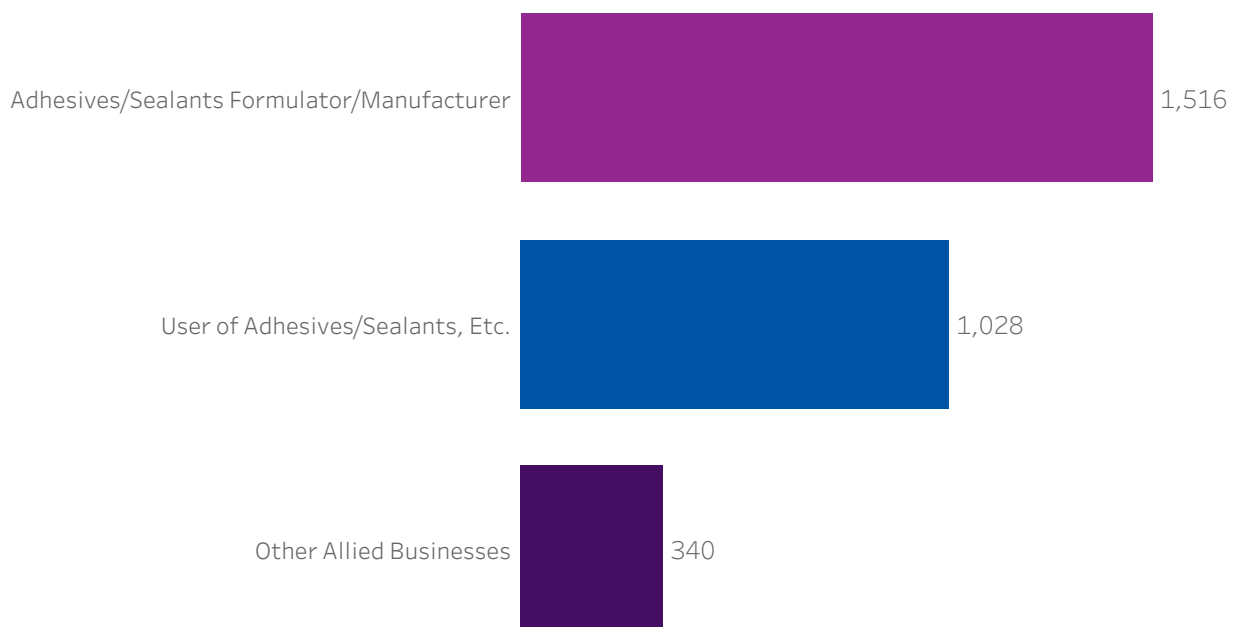
Website - User Demographics

Demographic - Job Function *Top 8 Shown*



2,890 or 99% of users with responses

Demographic - Business/Industry *Top 3 Shown*



2,884 or 99% of users with responses



Website - User Locations



% of Users Based in US

51%

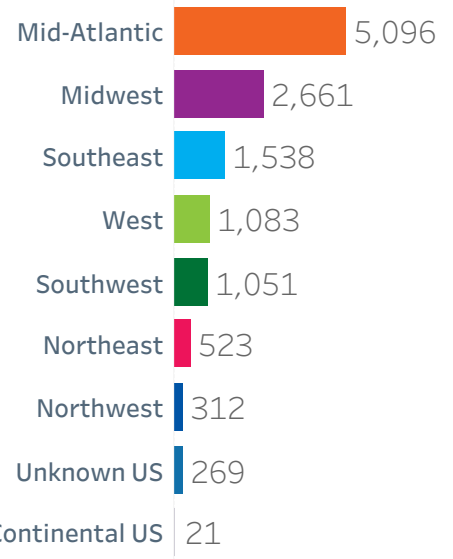
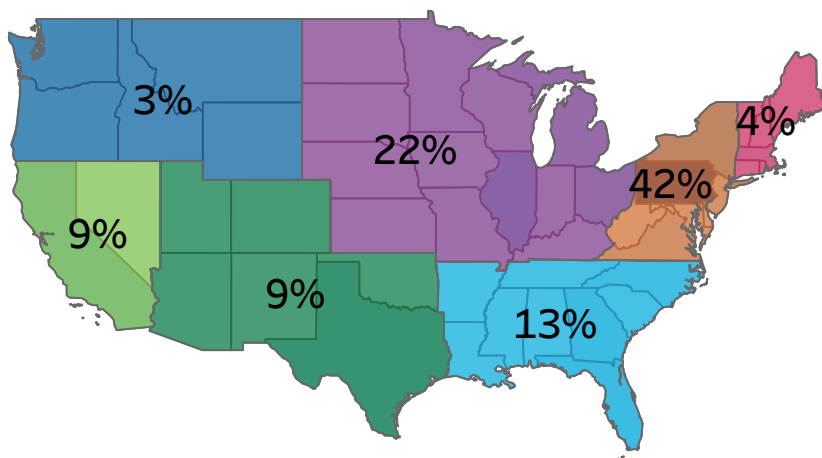


Average Monthly Users Based in US

12,555

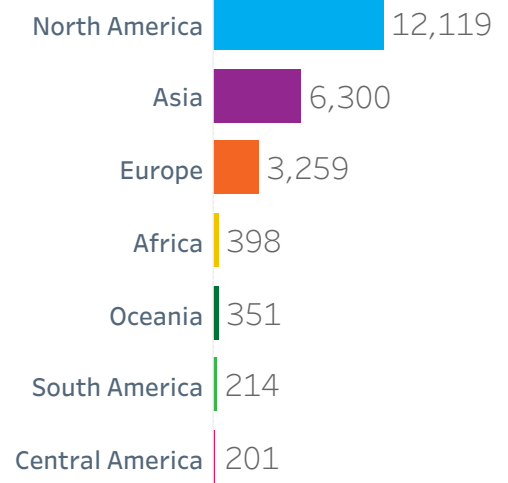
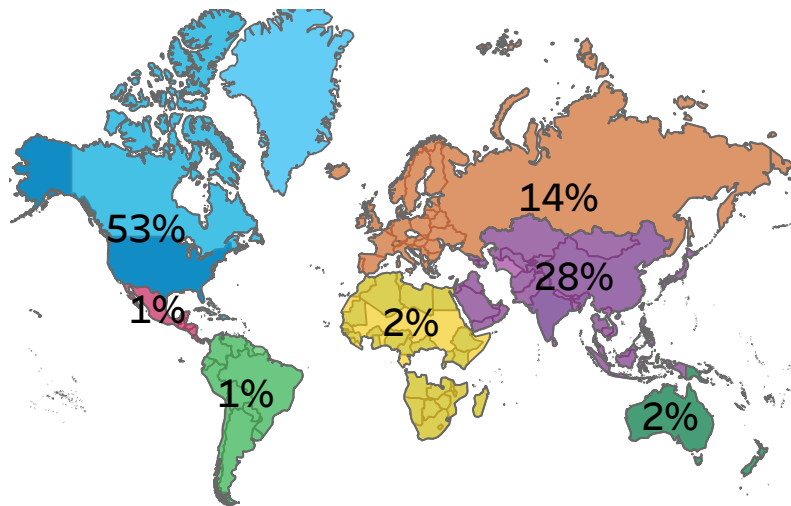
Geographic - US Regions

Unique Users by Region



Geographic - World Regions

Unique Users by Region



Time Frame

3-months

User Classifications

- **Registered:** Users that have completed the registration form for this website.
- **Known, Not Registered:** Users that are identified in the BNP Media database but are not registered with this website.

KPIs

- **Active Registered Users:** Number of unique users who registered on the website, at any time, and visited the website within the 3-month time frame.
- **Active Known Users:** Number of unique users with known first-party data, regardless of website registration status, who visited the website within the 3-month time frame.
- **Average Visits per User:** The ratio of visits, by known users, to the number of known users.

Web Users

- Number of users who were active on the website each month, colored by user classification.

Known Users by Account Age

- Number of users who visited the website within the 3-month time frame and have been in the BNP Media database for the account age listed, colored by user classification.

Known Users by Visit Frequency

- Number of times users visited the website within the 3-month time frame, colored by user classification.

Time Frame

3-months

KPIs

- **Average Monthly Users:** Average number of monthly users who have had at least one session on the website.
- **Average Monthly Sessions:** Average number of monthly sessions on the website. A session is anytime a user has interacted with the website.
- **Average Monthly Pageviews:** Average number of total monthly pageviews on the website.

Web Visitors

- **Users:** Number of Users per month.
- **Sessions:** Number of times users interacted with the digital edition. Sessions are terminated after 30 minutes of inactivity.
- **Pageviews:** Number of Pageviews per month.

Top 8 Content Topics

- Average monthly pageviews for the top 8 content topics on the website.



Sponsored eBlasts



Total Average Delivered

8,206



% of Recipients Engaged

55%



Sends per Month

2

Activity by eBlast

Sponsorship Type Avg Delivered

Exclusive 8,206



2,805 * Unique Opens - Single Send Avg (34%)
5,222 * Total Engaged Subscribers (55%)

Engaged Subscriber: Any subscriber who opened at least one email of this type in the report time frame.

Unique Recipients
 Unique Opens - Single Send Avg
 Unique Opens - All Sends

eBlast Activity Averages

eBlast Name	Sponsorship Type	Monthly Sends	Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
Adhesives & Sealants Industry	Exclusive	2.3	8,206	2,805	34.2%	282	3.4%

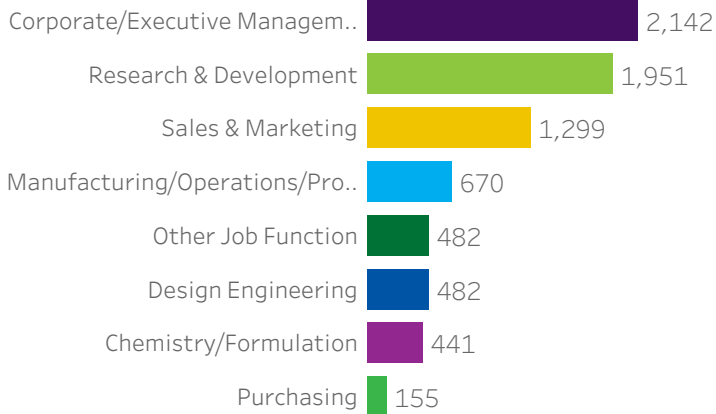
* Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.



Sponsored eBlasts - Recipient Demographics & Locations

Demographic - Job Function

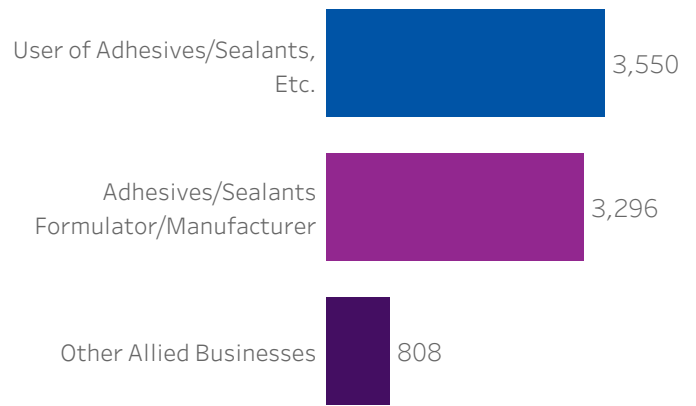
Top 8 Shown



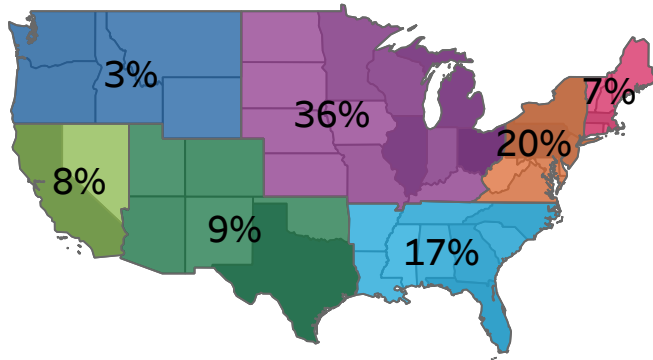
7,622 or 81% of recipients with responses

Demographic - Business/Industry

Top 3 Shown

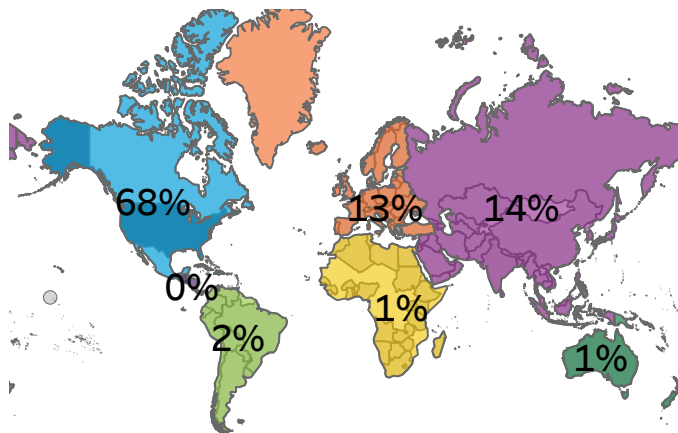
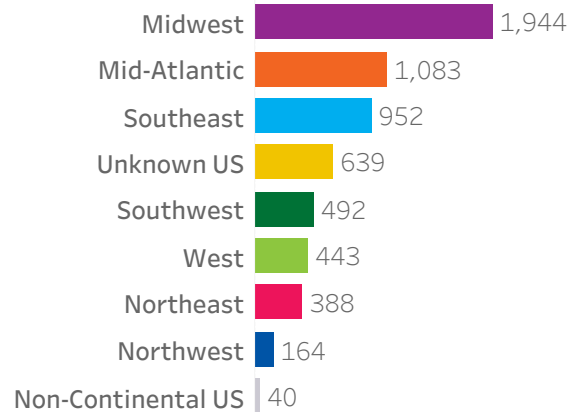


7,654 or 81% of recipients with responses



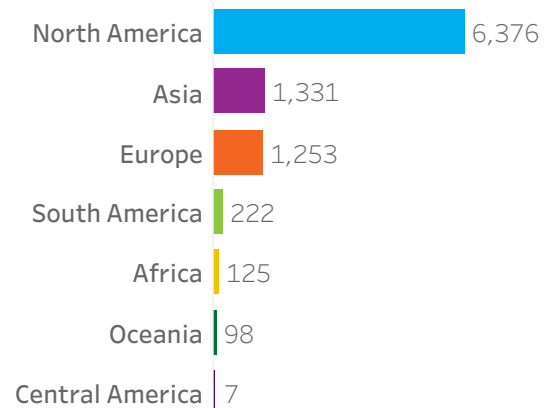
65% of recipients are located in the US

Unique Recipients by Region



35% of recipients are located internationally

Unique Recipients by Region



Time Frame

3 Months

KPIs

- **Total Average Delivered:** The number of eBlasts (Advertising emails) delivered, excluding bounces.
- **% of Recipients Engaged:** The percentage of recipients who have opened* an eBlast.
- **Sends per Month:** The average number of delivered Advertising eBlasts per month.

Activity by eBlast

- **Exclusive Sponsorship Type:** Single advertiser.
- **Multi-Sponsored Sponsorship Type:** Multiple advertisers.
- **Average Delivered:** The average number of emails delivered per eBlast.
- **Unique Opens, Single Send Avg:** The average unique opens* (uniqueness calculated for each email sent) for all emails sent.
- **Total Engaged Subscribers:** The number of unique recipients who have opened* one or more of the delivered emails.

eBlast Activity Averages

- **Monthly Sends:** Total number of eBlasts deployed per month.
- **Delivered:** Average number of eMails, per eBlast, deployed per month.
- **Unique Opens:** The average number of unique recipients (delivered) who opened* a particular eBlast.
- **Open Rate:** The ratio of Unique Opens* to Delivered.
- **Total Clicks:** Average number of recipients who clicked a link within a particular eBlast.
- **CTR:** Click Through Rate is the percentage of recipients who click on a link within the eBlast.

**Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.*



Social Media



Total Social Media Followers

17,960



Engagements

1,758

Followers by Channel



Total Engagements



71

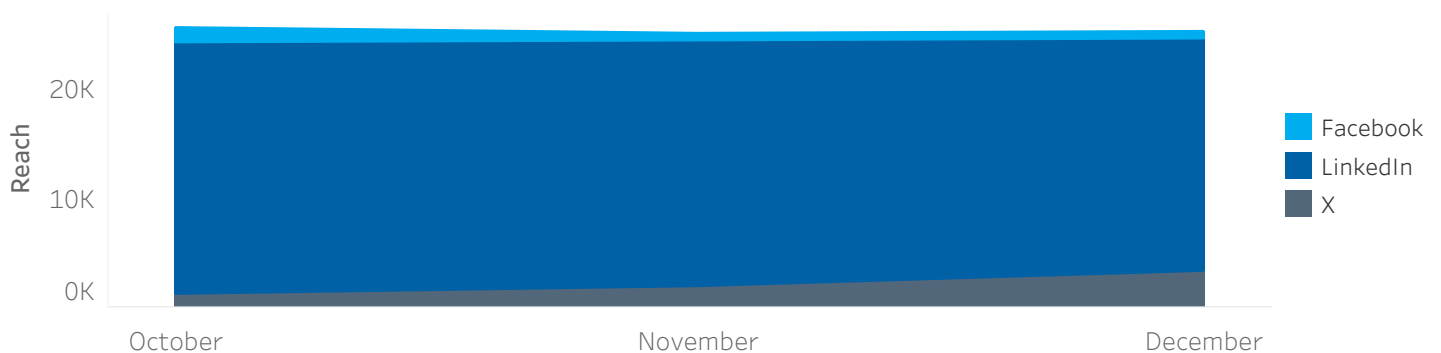


102



1,585

Reach by Month





Time Frame

3 Months

KPIs

- **Total Social Media Followers:** The total number of social media followers per brand, as of the report date (not unique across all channels).
- **Engagements:** The reactions, comments, and shares on a post. Clicks are not included.

Followers by Channel

- Breakdown of followers by the specific social network.
- Followers is the total number who have followed the brand.

Total Engagements

- Total engagements by social network.

Reach by Month

- Breakdown by social network of the total reach by month.
- Reach is the number of individual users a post reached.



Webinars



Unique Registrants

220



Unique Attendees

113



Registrant Attendance Rate

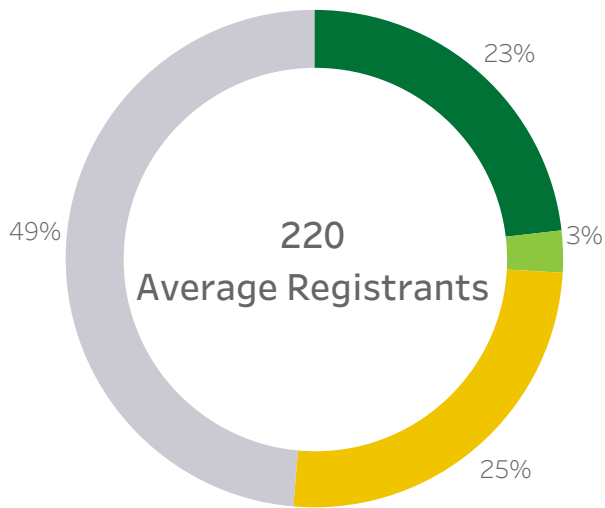
51%



Average Attendees per Webinar

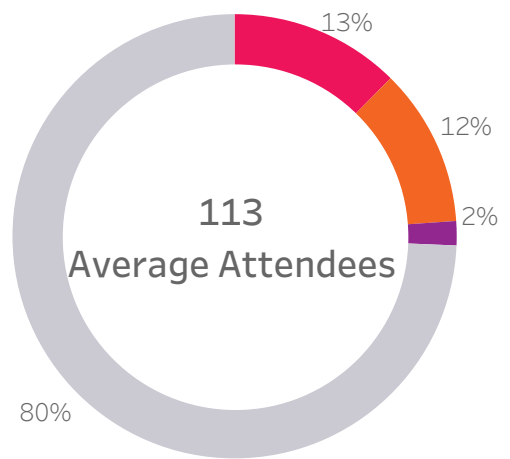
113

Registrant Breakdown



- Live
- On Demand
- Live & On Demand
- Registrant Only

Attendee Engagement Breakdown



- Answered Surveys
- Repeat Viewer
- Multiple Engagements
- Viewed Only

Registration & Attendance Analysis

November 2024



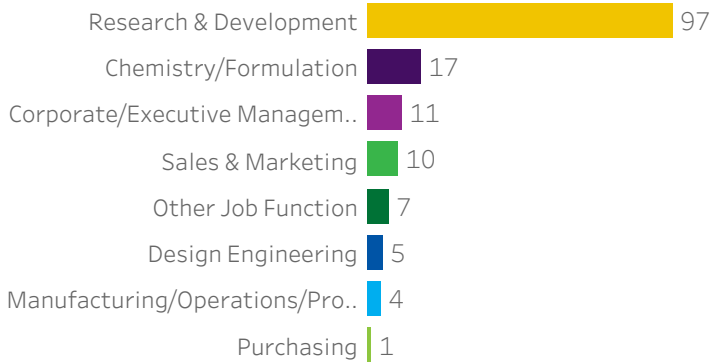
- On Demand
- Live & On Demand
- Live
- Registrant Only



Webinars - Registrant Demographics & Locations

Demographic - Job Function

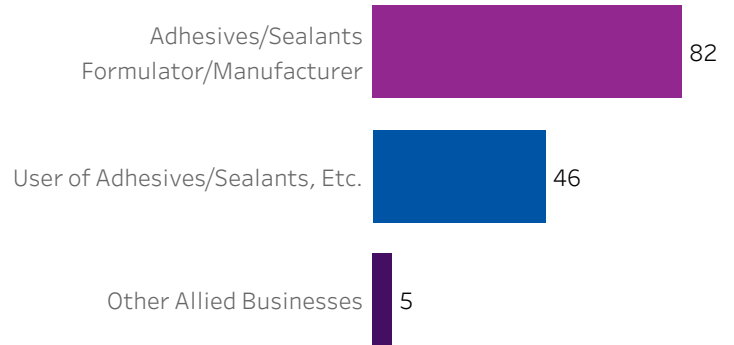
Top 8 Shown



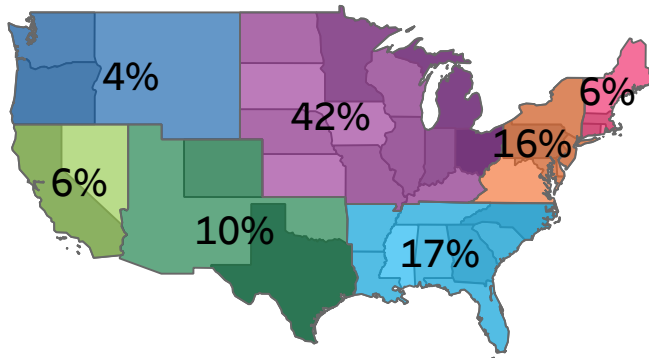
152 or 69% of registrants with responses

Demographic - Business/Industry

Top 3 Shown

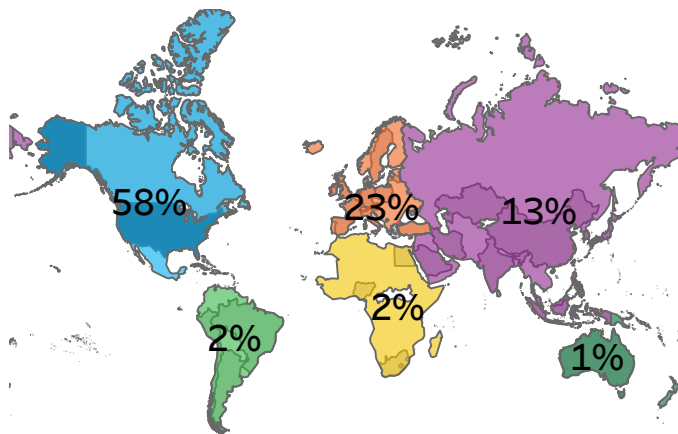
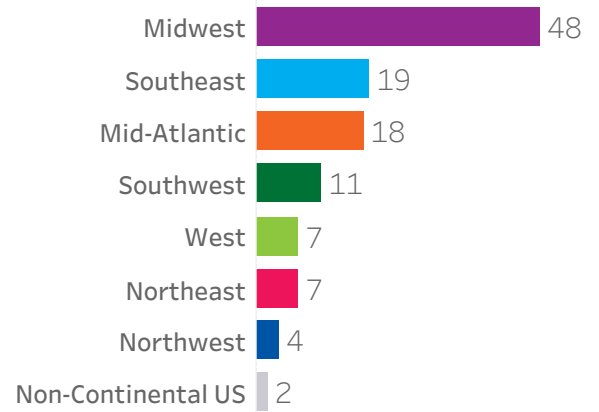


133 or 60% of registrants with responses



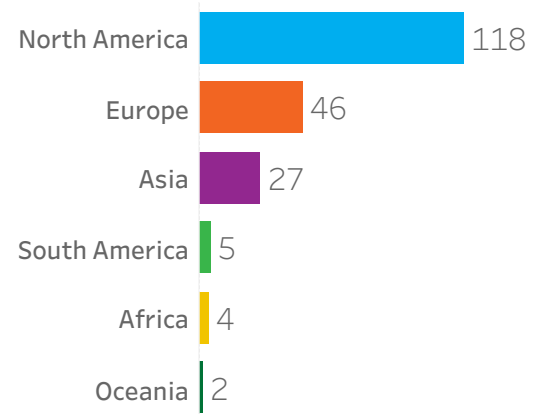
57% of registrants are located in the US

Unique Registrants by Region



43% of registrants are located internationally

Unique Registrants by Region



Time Frame

3 months. If there were less than 5 webinars in the most recent 3 months, the time frame is extended (up to 1 year) to include the 5 most recent webinars.

KPIs

- **Unique Registrants:** The number of unique registrants across all webinars.
- **Unique Attendees:** The number of unique attendees across all webinars.
- **Registrant Attendance Rate:** The ratio of average attendance to average registration.
- **Average Attendees per Webinar:** The average number of attendees per webinar.

Registrant Breakdown

- **Average Registrants:** The average number of registrants per webinar.
- **Registrant Only:** Percentage of average registrants who did not attend webinar.
- **Live:** Percentage of average registrants who attended the live webinar.
- **On Demand:** Percentage of average registrants who viewed the webinar at a later date than the live webinar.
- **Live & On Demand:** Percentage of average registrants who attended the webinar live and viewed the webinar at a later date.

Attendee Engagement Breakdown

- **Attendees:** Average number of attendees per webinar.
- **Answered a Survey:** Percent of average attendees who responded to a survey question within a webinar.
- **Downloaded Documents:** Percent of average attendees who downloaded a document within a webinar.
- **Multiple Engagements:** Percent of average attendees who responded more than once and/or in more than one way, within a webinar.
- **Repeat Viewer:** Percent of average attendees who viewed a webinar several times.
- **Answered Polls:** Percent of average attendees who responded to a poll question within a webinar.
- **Viewed Only:** Percent of average attendees who only viewed a webinar.

Registration & Attendance Analysis

- Number of unique registrants and attendees per webinar, colored by the type of viewing engagement.



Time Frame

See product specific glossary page

Demographic - Job Function

- Number of customers identified by Job Functions reported.

Demographic - Business/Industry

- Number of customers identified by Business & Industry reported.

Geographic - US Regions

- **Mid-Atlantic:** Delaware, Maryland, New Jersey, New York, Pennsylvania, Virginia, Washington D.C. and West Virginia
- **Midwest:** Indiana, Illinois, Wisconsin, Minnesota, Iowa, Kansas, Kentucky, Michigan, Missouri, Nebraska, North Dakota, Ohio and South Dakota
- **West:** California and Nevada
- **Southeast:** Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee
- **Southwest:** Arizona, Colorado, New Mexico, Oklahoma, Texas and Utah
- **Northeast:** Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont
- **Northwest:** Idaho, Montana, Oregon, Washington and Wyoming
- **Non-Continental US:** Alaska, American Samoa, APO/FPO, Guam, Hawaii, Northern Mariana Island, Puerto Rico and U.S. Virgin Islands

Geographic - World Regional

- **North America:** Canada, Mexico and U.S.A.
- **Asia:** Continent of Asia, including Asia minor and Middle East
- **Europe:** Continental European nations (including United Kingdom and Ireland)
- **Oceania:** Australia, New Zealand and surrounding Pacific Island nations
- **South America:** Continental South American nations
- **Africa:** Continental African nations
- **Central America:** Costa Rica, Guatemala, Honduras, Panama and Nicaragua

Audience Profile Glossary

DEMOGRAPHICS APPENDIX (JOB FUNCTION)

Display Name	Included Demographics
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Chemistry/Formulation	Chemistry/Formulation
Corporate/Executive Management	Corporate/Executive Mgmt
Design Engineering	Design Engineering
Manufacturing/Operations/Production/Import/Export/Supply Chain ..	Mfg/Ops/Prod/Import/Export
Other Engineering	Application Engineering
Other Job Function	Consulting Engineering Design Management Engineering Environmental Industrial Hygiene Lab/R&D Engineering Logistics. Distribution. Import/Export Manufacturing Engineering Must Pay Need More Information Other (specify) Other Engineering (specify) Process Engineering Production Engineering Quality Management Safety Technical Engineering
Purchasing	Purchasing
Research & Development	Research & Development
Sales & Marketing	Sales & Marketing

Audience Profile Glossary

DEMOGRAPHICS APPENDIX (BUSINESS INDUSTRY)

Display Name	Included Demographics
Adhesives/Sealants Formulator/Manufacturer	Adhesives/Sealants Adhesives/Sealants Formulator Adhesives/Sealants Prod Other Adhesives/Sealants/Mfg Pressure Sensitives
Other Allied Businesses	Advanced Ceramics Aerospace Products/Parts Air Conditioning & Refrigeration All Other Thermal Processing Equip Building Materials and Construction Chemicals & Allied Products Chemicals/Raw Materials Coatings Computer & Electronics Products Contract Manufacturing Control Instruments Distributor Electrical Housewares & Portable Engineering & Consulting Firms Equipment Fabricated Metal Products Government Household Laundry Equipment Industrial Machinery Medical Equipment & Supplies Motor Vehicle. Body. Trailers. Parts Must Pay Need More Information Old Code AE Old Code U1 Old Code V1 Other (specify) Other Electrical Equipment Other Miscellaneous Manufacturing Other Supplier (specify) Packaging Packaging/Containers Paint/Coatings Formulator/Man Petroleum Refining. Coal Plastics & Rubber Printing Ink Formulator/Manufacturer Printing. Publishing & Allied Research & Development Services Supplier Test & Measurement Equipment Textile Mill Products User of Adhesives/Sealants. etc. Wood. Pulp/Paper & Allied Product
User of Adhesives/Sealants, Etc.	Composites Construction Electrical/Electronic Food & Med/Pharm Prod Lumber/Wood/Furniture/Prod Metals Other Users of Adhesives Pckg/Paper Prod/Converting Plastics/Rubber/Elastomers Product Assembly Tapes & Labels Textiles/Nonwovens/Apparel Transportation

BNP Customer Database - omeda.com

Primary source of record for all first party customer data and activities including: Subscriber Registrations, Demographics, Physical Addresses, Business & Job Function Demographic responses, Product Subscriptions, Email Deployments, Website Visits, eMagazine Visits, Digital Edition Visits.

Usage by Report Section

Audience Profile

- **Unique Active Customers**
- **Print Magazine, Digital Edition, eMagazine:** Subscriber Counts
- **eNewsletter:** Recipients, Engagement, Sends
- **eBlasts:** Delivered, Engagement, Sends
- **Website:** Active Registrants
- **Demographics:** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- **Locations:** Locations of known customers with first party address data

Magazine/eMagazine

- **Magazine Summary:** All data
- **eMagazine/Digital Edition Summary:** Total Qualified Subscribers, Notification eMail Metrics
- **Demographics:** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- **Locations:** Locations of known customers with first party address data

eNewsletters

- **All Pages:** All data

Website

- **Known User Activity:** All data
- **User Demographics:** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*

eBlasts

- **All Pages:** All data

Continuing Education

- **Websites & eNews:** eNews Delivery, Activity by eNewsletter
- **Demographics:** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- **Locations:** Locations of known customers with first party address data

Events

- **Demographics:** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- **Locations:** Locations of known customers with first party address data

Webinars

- **Demographics:** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- **Locations:** Locations of known customers with first party address data

Google Analytics - google.com/analytics

Web Analytics service offered by Google that tracks and reports website traffic. Used to track all usage (known & anonymous) across websites, eMagazines, Digital Editions, Continuing Education.

Usage by Report Section

Audience Profile

- **Website:** Average Monthly Users, Average Monthly Pageviews
- **Continuing Education:** Monthly Website Pageviews

eMagazine/Magazine

- **eMagazine/Digital Edition Summary:** Issue Pageviews, Sessions, Session Duration

Website

- **Website Overview:** Website Users, Sessions, Pageviews, Top Content Topics
- **User Locations:** Website User Locations

Continuing Education

- **Websites & eNews:** Monthly Website Pageviews, All Website Visitors data

Falcon Social Media Platform - falcon.io

Single platform management and analytics for Facebook, Twitter, Instagram, LinkedIn accounts. falcon.io

Usage by Report Section

Audience Profile

- **Social Media:** Follower Count by Channel

Social Media

- **All Pages:** All data

Building Media Inc. - *buildingmedia.com*

Developer of innovative online learning management programs and e-Learning courseware built exclusively for the construction community. Hosts and manages Continuing Education Centers.

Usage by Report Section

Audience Profile

- **Continuing Education:** Active Registered Users

Continuing Education

- **Websites & eNews:** Active Registered Users
- **CE Courses & Tests:** All data

Aventri - *aventri.com*

Event Management Platform used to process registration and administration of in person, virtual and hybrid events.

Usage by Report Section

Audience Profile

- **Events:** Average Attendees per Event

Events

- **Event Overview:** All data

Intrado - *intrado.com*

Webinar and interactive media platform. Technology and administration of Webinars.

Usage by Report Section

Audience Profile

- **Webinars:** Average Registrants, Average Attendees

Webinars

- **Webinars Overview:** All data