

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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**EUROPEAN PLASTIC PRODUCT MANUFACTURER** provides European plastics manufacturers, processors, recyclers and converters with the latest news and analysis across a variety of industry sectors. The publication features product launches, technical updates, case studies and coverage of key shows and events, as well as unique insight and opinion from some of the industry's leading experts and authorities.

**FIELD SERVED**

**EUROPEAN PLASTIC PRODUCT MANUFACTURER** serves companies in the following fields: Agricultural Products, Automotive and Transportation, Building, Consumer Products, Medical and Pharmaceutical, Packaging, Toys, Sport, Leisure and Other business allied to the field as reported in Paragraph 3a herein.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are involved in Corporate Management, Design Engineering, Manufacturing, Plastic Engineering, Product Design & Development, Production Management & Process Control, Purchasing, Quality Assurance, Technical Management, Sales & Marketing, Toolmaking and Other functions in the above fields as reported in Paragraph 3a.

**CHANNELS**

**EUROPEAN PLASTIC  
PRODUCT  
MANUFACTURER  
MAGAZINE**



3 issues in the period  
6,027 average circulation

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>EUROPEAN PLASTIC PRODUCT MANUFACTURER MAGAZINE</b> (3 issues in the period)	6,027	-	6,027

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	52
*Allocated for Trade Shows and Conventions	275
All Other	128
<b>TOTAL</b>	<b>455</b>

\*See Additional Data

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

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	6,027	100.0	6,027	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>6,027</b>	<b>100.0</b>	<b>6,027</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

2019 Issue	Total Qualified
September	6,020
October	6,020
November/December	6,042

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2019**  
 This issue is 0.4% or 22 copies above the average of the other 2 issues reported in Paragraph 2

Business & Industry	Total Qualified	Percent of Total	Corporate Management	Technical Management	Product Design & Development	Production Management & Process Control	Design Engineering	Purchasing	Manufacturing	Plastic Engineering	Quality Assurance	Sales & Marketing	Tool-making	Other
Consumer Products	814	13.5	340	84	109	62	51	52	51	19	20	4	13	9
Packaging	829	13.7	317	113	78	75	26	41	56	27	14	42	6	34
Automotive and Transportation	680	11.2	213	80	88	37	39	34	47	43	24	20	18	37
Building	333	5.5	126	42	32	45	7	12	38	11	9	3	5	3
Medical and Pharmaceutical	852	14.1	353	75	93	76	30	41	55	30	60	12	14	13
Agricultural Products	52	0.9	14	5	10	5	2	5	5	1	3	-	2	-
Toys, Sport, Leisure	68	1.1	32	6	6	9	3	2	4	3	1	-	-	2
Other	2,414	40.0	282	109	88	39	26	27	59	32	17	135	8	1,592
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>6,042</b>	<b>100.0</b>	<b>1,677</b>	<b>514</b>	<b>504</b>	<b>348</b>	<b>184</b>	<b>214</b>	<b>315</b>	<b>166</b>	<b>148</b>	<b>216</b>	<b>66</b>	<b>1,690</b>
<b>PERCENT</b>	<b>100.0</b>		<b>27.8</b>	<b>8.5</b>	<b>8.4</b>	<b>5.8</b>	<b>3.0</b>	<b>3.5</b>	<b>5.2</b>	<b>2.7</b>	<b>2.4</b>	<b>3.6</b>	<b>1.1</b>	<b>28.0</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2019**

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	<b>1,292</b>	<b>1,324</b>	<b>3,408</b>	<b>6,024</b>	<b>99.7</b>
II. Request from recipient's company:	<b>4</b>	<b>6</b>	<b>8</b>	<b>18</b>	<b>0.3</b>
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	-	-	-	-	-
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>1,296</b>	<b>1,330</b>	<b>3,416</b>	<b>6,042</b>	<b>100.0</b>
<b>PERCENT</b>	<b>21.5</b>	<b>22.0</b>	<b>56.5</b>	<b>100.0</b>	

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2019**

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	4,679	77.4
Individuals by name only	1,363	22.6
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>6,042</b>	<b>100.0</b>

**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
	January – June 2017	July – December 2017	January – June 2018	July – December 2018	January – June 2019*	July – December 2019*
Total Audit Average Qualified:	5,526	5,610	5,521	5,546	6,026	6,027
Qualified Non-Paid:	5,526	5,610	5,521	5,546	6,026	6,027
Qualified Paid:	-	-	-	-	-	-
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: January – December 2019 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 NOVEMBER/DECEMBER 2019**

Region/Country	Total Qualified	Percent	Region/Country	Total Qualified	Percent
<b>EUROPE</b>			Lithuania	8	
Andorra	2		Luxembourg	12	
Austria	70		Macedonia	2	
Belarus	6		Malta	18	
Belgium	208		Moldova	2	
Bosnia and Herzegovina	2		Monaco	1	
Bulgaria	16		Netherlands	221	
Croatia	9		Norway	37	
Cyprus	3		Poland	98	
Czech Republic	28		Portugal	77	
Denmark	71		Romania	39	
Estonia	4		Russian Federation	28	
Finland	50		Serbia	14	
France	287		Slovakia	6	
Germany	1,070		Slovenia	38	
Gibraltar	1		Spain	216	
Greece	44		Sweden	71	
Hungary	40		Switzerland	71	
Ireland	376		Turkey	111	
Italy	232		Ukraine	27	
Latvia	6		United Kingdom	2,419	
Liechtenstein	1		Subtotal	6,042	100.0
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>6,042</b>	<b>100.0</b>

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2019**

Region	Total Qualified	Percent	Region	Total Qualified	Percent
Channel Islands	3		Cheshire	108	
Cornwall	3		Isle of Man	3	
Devon	26		Lancashire	159	
Dorset	23		Merseyside	48	
Gloucestershire	39		North West	318	5.3
Isles of Scilly	5		Cleveland	13	
Somerset	53		Cumbria	22	
Wiltshire	41		Durham	10	
South West	193	3.2	Northumberland	4	
Bedfordshire	27		Tyne & Wear	21	
Berkshire	42		Northern	70	1.2
Buckinghamshire	59		London	79	1.3
East Sussex	13		<b>Total England Circulation</b>	2,190	36.3
Essex	63		Antrim	15	
Hampshire	64		Armagh	6	
Hertfordshire	55		County Down	14	
Isle of Wight	1		County Tyrone	-	
Kent	71		Fermanagh	1	
Middlesex	40		Londonderry	2	
Oxfordshire	50		<b>Northern Ireland</b>	38	0.6
Surrey	53		Clwyd	32	
West Sussex	25		Dyfed	6	
South East	563	9.3	Gwent	29	
Cambridgeshire	48		Gwynedd	6	
Norfolk	29		Mid Glamorgan	23	
Suffolk	33		Powys	7	
East Anglia	110	1.8	Glamorgan	10	
Herefordshire & Worcestershire	72		West Glamorgan	9	
Shropshire	52		<b>Wales</b>	122	2.0
Staffordshire	57		Borders	3	
Warwickshire	47		Central	4	
West Midlands	138		Dumfries & Galloway	2	
Midlands	366	6.1	Fife	2	
Derbyshire	79		Grampian	1	
Leicestershire	80		Highlands & Islands	2	
Lincolnshire	44		Lothian	12	
Northamptonshire	57		Strathclyde	38	
Nottinghamshire	55		Tayside	5	
East Midlands	315	5.2	<b>Scotland</b>	69	1.1
East Yorkshire	16		<b>Total UK Circulation</b>	2,419	40.0
North Yorkshire	25		Europe	3,623	60.0
South Yorkshire	59		International	-	-
West Yorkshire	76		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>6,042</b>	<b>100.0</b>
Yorkshire	176	2.9			

**ADDITIONAL DATA**

**AVERAGE NON-QUALIFIED CIRCULATION:**  
ALLOTTED FOR TRADE SHOW AND CONVENTIONS:

2019 Issue	Copies	Date	Show	Location
September	500	15 - 21 October 2019	K2019	Dusseldorf, Germany
October	300	15 - 21 October 2019	K2019	Dusseldorf, Germany

**PUBLISHER'S AFFIDAVIT**

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

Jane Palfi, Audience Development Manager  
Jennifer Armstrong, Audit Consultant

(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 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.