

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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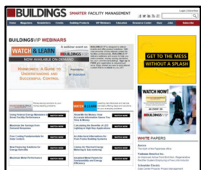


Your reach to the **BUILDINGS** audience is not limited to just the magazine. The **BUILDINGS** brand, with its' multi-channel approach puts you in touch with the facilities professionals you need to reach in print, online and face-to-face! Connect with the buying power of the commercial buildings marketplace through our fully integrated media channels.

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.

The report contains a net, unduplicated count of individuals within an integrated database. Recipients receive multiple media channels of the Brand as indicated in the Executive Summary. The integrated Database Analysis Table reflects net unique individuals; individuals receiving only one channel; and the average number of channels received per individual.

CHANNELS

BUILDINGS MAGAZINE	BUILDINGS E-NEWSLETTERS	BUILDINGS WEBINARS	BUILDINGS EVENT	BUILDINGS WEBSITE	BUILDINGS SOCIAL MEDIA
					
6 Issues in the period 74,100 average circulation	4 E-Newsletters in the period 44 total issued in the period See below for average per occurrence	5 webinars in period 177 average registrants 37 average attendees	1,583 total unique attendees	www.buildings.com 92,638 average unique browsers	5,925 Twitter followers 4,184 Facebook likes 1,680 LinkedIn group members

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
BUILDINGS MAGAZINE Unique Total* (6 issues in the period)	74,100	-	74,100
a. Print	63,576	-	63,576
b. Digital	17,615	-	17,615
1. Requested	17,615	-	17,615
2. Non-Requested	-	-	-
BUILDINGS E-NEWSLETTERS			
a. Facility Systems Solution (26 issued in the period)	38,068	-	38,068
b. Greener Facilities (6 issued in the period)	41,886	-	41,886
c. Energy Manager (6 issued in the period)	43,129	-	43,129
d. Roofing Results (6 issued in the period)	40,477	-	40,477
BUILDINGS WEBINARS (5 webinars in the period)			
a. BuildingsVIP Registrants	177	-	177
b. BuildingsVIP Attendees	37	-	37
BUILDINGS LIVE EVENT TOTAL UNIQUE ATTENDEES (1 event in the period)	1,583	-	1,583
BUILDINGS WEBSITE (Monthly Unique Browsers with 162,098 average Page Impressions)	92,638	-	92,638
BUILDINGS SOCIAL MEDIA			
a. Twitter followers	**5,925	-	**5,925
b. Facebook likes	**4,184	-	**4,184
c. LinkedIn group members	**1,680	-	**1,680

*Unique Total represents unique recipients, not the sum of Print and Digital.

**Social Media claims are a cumulative figure, not average.

1a. INTEGRATED DATABASE ANALYSIS

NET UNIQUE INDIVIDUALS	82,053
INDIVIDUALS RECEIVING ONLY ONE CHANNEL	34,202
AVERAGE CHANNELS RECEIVED PER INDIVIDUAL*	3.0

*See Additional Data

1b. COMMUNICATION CHANNELS OF BUILDINGS BRAND

Each column/row reports the gross number of individuals receiving that channel, and the additional channels those recipients receive. Since any one individual may receive more than one channel, the totals should not be added together as they exceed the total of unique individuals.

CHANNEL	Integrated Channels**						Non-Integrated Channels					
	BUILDINGS E-NEWSLETTERS					BUILDINGSVIP WEBINARS		EVERY BUILDINGS SHOW	BUILDINGS WEBSITE (UNIQUE BROWSERS)	BUILDINGS TWITTER	BUILDINGS FACEBOOK	BUILDINGS LINKEDIN
	BUILDINGS MAGAZINE	FACILITY SYSTEM SOLUTIONS	GREENER FACILITIES	ENERGY MANAGER	ROOFING RESULTS	REGISTRANTS	ATTENDEES					
BUILDINGS MAGAZINE	74,100	35,595	37,932	40,176	39,334	225	58	238	-	-	-	-
FACILITY SYSTEM SOLUTIONS	35,595	39,944	36,412	39,096	37,999	189	53	127	-	-	-	-
GREENER FACILITIES	37,932	36,412	42,567	40,428	39,335	193	51	146	-	-	-	-
ENERGY MANAGER	40,176	39,096	40,428	45,626	41,891	213	56	169	-	-	-	-
ROOFING RESULTS	39,334	37,999	39,335	41,891	43,634	200	52	146	-	-	-	-
BUILDINGSVIP WEBINAR REGISTRANTS	225	189	193	213	200	853	142	1	-	-	-	-
BUILDINGS VIP WEBINAR ATTENDEES	58	53	51	56	52	142	142	-	-	-	-	-
EVERY BUILDINGS SHOW	238	127	146	169	146	1	-	1,583	-	-	-	-
BUILDINGS WEBSITE	-	-	-	-	-	-	-	-	92,638	-	-	-
BUILDINGS TWITTER	-	-	-	-	-	-	-	-	-	5,866	-	-
BUILDINGS FACEBOOK	-	-	-	-	-	-	-	-	-	-	4,179	-
BUILDINGS LINKEDIN	-	-	-	-	-	-	-	-	-	-	-	1,658

Note: Buildings Magazine as of May 2016, Facility System Solutions e-newsletter as of May 2, 2016; Greener Facilities e-newsletter as of May 25, 2016; Energy Manager e-newsletter as of May 11, 2016; Roofing Results e-newsletter as of May 4, 2016. Webinar registrants and attendees as of June 30, 2016.

1c. TOTAL UNIQUE INDIVIDUALS

CHANNEL	Integrated Channels						Non-Integrated Channels					UNIQUE INDIVIDUALS	
	BUILDINGS E-NEWSLETTERS					BUILDINGSVIP WEBINARS		EVERY BUILDINGS SHOW	BUILDINGS WEBSITE (UNIQUE BROWSERS)	BUILDINGS TWITTER	BUILDINGS FACEBOOK		BUILDINGS LINKEDIN
	BUILDINGS MAGAZINE	FACILITY SYSTEM SOLUTIONS	GREENER FACILITIES	ENERGY MANAGER	ROOFING RESULTS	REGISTRANTS	ATTENDEES						
Multiple Channel Recipients	42,664	39,899	42,537	45,087	43,536	315	142	247	-	-	-	-	-
Single Channel Recipients	31,436	45	210	539	98	538	-	1,336	-	-	-	-	-
TOTAL	74,100	39,944	42,747	45,626	43,634	853	142	1,583	92,638	5,866	4,179	1,658	82,053

1d. BUSINESS/OCCUPATIONAL BREAKOUT

BUSINESS AND INDUSTRY	CLASSIFICATION BY TITLE													
	TOTAL UNIQUE INDIVIDUALS	PERCENT OF TOTAL	Owner/CEO/President/ Partner	Director of Real Estate	VP Director of VP/Plant; Director of Energy	CFO/CIO/VP/ Exec Mgt	Superintendent of Schools	Facility/ Building Manager; Property/ Asset Manager	Construction/ Project Manager	Facility/ Operations Manager	Energy/ Environmental Manager	Staff Architect; Staff Space Planner/Interior Designer; Staff Engineer; Staff Security/Safety; Others Allied to the field	No Answer/ Unknown	
COMMERCIAL BUILDINGS														
Building Development Firm	10,219	12.4	5,475	903	484	472	-	818	747	118	37	1,165	-	
Building Management Firm	9,926	12.1	3,476	1,447	244	512	-	3,043	285	370	49	500	-	
Computer/High Tech	780	1.0	252	90	33	45	-	117	57	42	10	134	-	
Financial/Insurance	1,694	2.1	314	390	50	183	-	417	57	84	11	188	-	
Communication/	2,524	3.1	361	222	139	144	-	504	214	328	116	496	-	
Business/Professional	6,438	7.8	2,690	551	213	381	-	804	407	249	92	1,051	-	
COMMERCIAL Sub Total	31,581	38.5	12,568	3,603	1,163	1,737	-	5,703	1,767	1,191	315	3,534	-	
Colleges & Universities	6,202	7.6	498	1,726	458	509	193	1,019	327	442	108	922	-	
K-12 Schools	13,445	16.4	232	3,014	277	578	4,804	2,541	217	1,107	96	579	-	
EDUCATION Sub Total	19,647	24.0	730	4,740	735	1,087	4,997	3,560	544	1,549	204	1,501	-	
Federal	1,805	2.2	69	203	73	94	-	462	219	172	66	447	-	
State	1,421	1.7	56	188	110	133	-	343	129	135	47	280	-	
Municipal	5,318	6.5	204	775	453	384	-	1,191	699	561	130	921	-	
GOVERNMENT Sub Total	8,544	10.4	329	1,166	636	611	-	1,996	1,047	868	243	1,648	-	
Healthcare/Medical Buildings	4,832	5.9	533	1,185	420	257	-	944	236	413	127	717	-	
Manufacturing Buildings	7,390	9.0	1,246	548	492	305	-	1,469	487	1,085	200	1,558	-	
Hospitality Buildings (includes Retail/Chain Buildings	3,365	4.1	817	515	146	204	-	1,044	68	267	11	293	-	
No Answer/Unknown/Other	4,212	5.1	-	-	-	-	-	-	-	-	-	-	4,212	
TOTAL RECORDS	82,053	100.0	16,995	12,065	3,686	4,326	4,997	15,284	4,241	5,622	1,109	9,516	4,212	

FIELD SERVED

BUILDINGS MAGAZINE serves Commercial Buildings including Building Development Firms, Building Management Firms, Computer, High-Tech, Financial, Insurance, Communication, Transportation, Utility, Business and Professional Services; Education Buildings including Universities, Colleges, Schools K-12; Healthcare and Medical Buildings including Hospitals, Nursing Homes, Medical Clinics; Government buildings including Federal, State, Local Military, Airport, Correctional; Manufacturing buildings including Firms and Plants; Hospitality buildings including hotels, motels, resorts; Retail and Chain buildings and members of Building Owners and Managers Association (BOMA), Association of Higher Education Facilities Officers (APPA), Institute of Real Estate Management (IREM), CoreNet Global (formerly NACORE), International Facility Management Association (IFMA), Association for Facilities Engineering (AFE), and the American Society for Healthcare Engineering (ASHE) and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are Owner, CEO, President, Partner; Vice President of Facilities, Vice President of Buildings; Vice President of Real Estate, Vice President of Construction, Vice President of Design, Vice President of Energy, Vice President of Engineering, Director of Facilities, Director of Buildings, Director of Real Estate, Director of Construction, Director of Design, Director of Engineering; Director of Physical Plant; CFO, CIO, COO; Executive Vice President; Superintendent of Schools; Facility Manager, Building Manager; Property Manager, Asset Manager; Construction Manager, Project Manager; Facility Operations Manager; Energy Manager, Environmental Manager; Staff Architect; Staff Space Planner, Staff Interior Designer; Staff Engineer; Staff Security, Staff Safety; and others allied to the field.

PURPOSE

Included herein is an aggregate analysis of the number of buildings managed or owned by recipients' companies. The aggregate building data reported herein is for **BUILDINGS MAGAZINE** subscribers only.

DEFINITION OF A UNIT

A unit is an establishment primarily engaged in one type of economic activity at a single physical location. The unit data reported herein is for **BUILDINGS MAGAZINE** subscribers only.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	1,645
Allocated for Trade Shows and Conventions	117
All Other	1,204
TOTAL	2,966

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Unique Total Qualified*		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	74,100	100.0	74,100	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	74,100	100.0	74,100	100.0	-	-

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Print	Digital	Unique Total Qualified*
January	64,029	17,184	74,100
February	64,023	17,041	74,100
March	63,679	17,462	74,100
April	63,572	17,619	74,100
May	62,953	18,383	74,100
June	63,201	18,000	74,100

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3a. BUSINESS/OCCUPATIONAL BREAKOUT FOR THE ISSUE OF MAY 2016

This is an aggregate analysis of buildings owned or managed by recipients companies. **MAGAZINE RECIPIENTS ONLY**

BUSINESS AND INDUSTRY	TOTAL BUILDINGS MAGAZINE RECIPIENTS		AGGREGATE BUILDING TOTALS													TOTAL UNITS	PERCENT OF UNITS	
	PERCENT	Total Buildings*	Office Buildings	Education Buildings	Retail Buildings	Shopping Center Buildings	Multi-Family (Apartment/Condo) Buildings	Hotel/Motel/Resort Buildings	Hospital Buildings	Other Commercial Buildings	Industrial/Manufacturing Buildings	Federal Buildings	State/Local Buildings	Correctional/Airport/Military Buildings				
COMMERCIAL BUILDINGS																		
Building Development Firm	9,651	13.0	1,061,138	553,486	71,196	60,622	35,619	285,065	2,317	3,047	34,253	13,055	952	1,277	249	8,111	14.0	
Building Management Firm	9,504	12.8	1,232,259	688,444	10,068	156,855	10,022	138,496	2,400	12,455	135,574	34,415	2,841	10,082	30,607	7,513	13.0	
Computer/High Tech	730	1.0	98,047	78,419	13,062	583	508	77	20	1,741	1,049	1,459	58	68	1,003	658	1.1	
Financial/Insurance	1,626	2.2	129,810	25,837	1,733	25,574	1,722	2,583	465	14,849	41,565	15,063	90	260	69	1,326	2.3	
Communication/Transportation/Utility	2,385	3.2	77,902	20,305	2,222	2,197	333	2,597	1,208	414	24,328	18,641	704	4,085	868	2,034	3.5	
Business/Professional Services	5,869	7.9	333,315	225,999	16,440	12,427	1,032	4,285	879	43,242	13,651	9,955	2,724	1,669	1,012	5,056	8.7	
COMMERCIAL BUILDINGS SUB-TOTAL	29,765	40.1	2,932,471	1,592,490	114,721	258,258	49,236	433,103	7,289	75,748	250,420	92,588	7,369	17,441	33,808	24,698	42.6	
College & University Buildings	5,855	7.9	180,553	17,689	151,955	123	112	2,323	68	1,988	640	224	730	4,421	280	3,465	6.0	
K-12 School Buildings	12,968	17.5	142,903	670	138,646	67	5	235	7	214	1,593	95	77	1,231	63	8,913	15.4	
EDUCATION BUILDINGS SUB-TOTAL	18,823	25.4	323,456	18,359	290,601	190	117	2,558	75	2,202	2,233	319	807	5,652	343	12,378	21.4	
Federal	1,688	2.3	636,466	19,829	76,545	40,076	315	3,137	38,084	6,488	2,472	2,072	385,471	36,341	25,636	1,284	2.2	
State	1,369	1.8	435,463	8,514	28,844	27	41	2,803	26	8,947	18,688	100,685	2,899	135,372	128,617	1,044	1.8	
Municipal	5,154	7.0	342,607	19,637	3,088	1,595	100	55,547	657	15,996	7,328	13,226	3,550	216,433	5,450	3,968	6.8	
GOVERNMENT BUILDINGS SUB-TOTAL	8,211	11.1	1,414,536	47,980	108,477	41,698	456	61,487	38,767	31,431	28,488	115,983	391,920	388,146	159,703	6,296	10.8	
Healthcare/Medical Buildings	4,571	6.2	54,114	3,665	2,950	2,730	140	792	30	37,859	4,035	639	496	646	132	3,573	6.2	
Manufacturing Buildings (Firms/Plants)	7,115	9.6	122,741	10,423	1,558	1,658	26,491	767	141	1,145	8,858	40,887	30,384	220	209	6,301	10.9	
Hospitality Buildings (includes Hotels, Motels, Resorts)	3,228	4.4	50,142	773	662	1,887	69	1,677	30,419	8,101	4,355	363	1,660	161	15	2,677	4.6	
Retail/Chain Buildings	2,387	3.2	225,635	4,004	82	191,887	4,577	390	673	732	20,772	2,483	15	11	9	2,030	3.5	
TOTAL QUALIFIED CIRCULATION	74,100	100.0	5,123,095	1,677,694	519,051	498,308	81,086	500,774	77,394	157,218	319,161	253,262	432,651	412,277	194,219	57,953	100.0	

*Note: the building data reported above is for BUILDINGS MAGAZINE subscribers only.

3a. BUSINESS/OCCUPATIONAL BREAKOUT FOR THE ISSUE OF MAY 2016

This issue is equal to the average of the other 5 issues reported in Paragraph 2.

Additional analysis of Business by Job title - MAGAZINE ONLY. This is an aggregate analysis of buildings owned or managed by recipients' companies.

BUSINESS AND INDUSTRY	UNIQUE TOTAL QUALIFIED**	PERCENT OF TOTAL	PRINT	DIGITAL	CLASSIFICATION BY TITLE												
					Owner/CEO/President/Partner	VP Director of Facilities/VP Director of Real Estate	VP/Director of Construction/Design/Engineering/Dir of Physical Plant	CFO/CIO/COO/VP/Exec Mgt/VP/Dir of Energy	Super-intendent of Schools	Facility/Building Manager; Property/Asset Manager	Construction/Project Manager	Facility/Operations Manager	Energy/Environmental Manager	Staff Architect; Staff Space Planner; Interior Designer; Staff Engineer; Staff Security/Safety/ Others			
COMMERCIAL BUILDINGS																	
Building Development Firm	9,651	13.0	8,459	2,241	5,267	867	450	456	-	790	697	114	30	980			
Building Management Firm	9,504	12.8	8,304	2,329	3,363	1,375	229	490	-	2,913	271	349	48	466			
Computer/High Tech	730	1.0	566	256	238	83	31	44	-	109	56	41	10	118			
Financial/Insurance	1,626	2.2	1,356	487	311	372	50	177	-	393	55	83	11	174			
Communication/Transportation/Utility	2,385	3.2	1,942	660	342	211	130	137	-	481	202	319	101	462			
Business/Professional Services	5,869	7.9	4,829	1,738	2,522	510	187	363	-	767	367	235	80	838			
COMMERCIAL BUILDINGS SUB-TOTAL	29,765	40.1	25,456	7,711	12,043	3,418	1,077	1,667	-	5,453	1,648	1,141	280	3,038			
College & University Buildings	5,855	7.9	4,768	1,753	477	1,617	441	500	182	958	311	422	97	850			
K-12 School Buildings	12,968	17.5	11,188	2,632	226	2,881	261	553	4,641	2,461	212	1,081	93	559			
EDUCATION BUILDINGS SUB-TOTAL	18,823	25.4	15,956	4,385	703	4,498	702	1,053	4,823	3,419	523	1,503	190	1,409			
Federal	1,688	2.3	1,371	551	67	187	67	92	-	432	201	164	59	419			
State	1,369	1.8	1,145	380	54	176	108	131	-	334	126	129	45	266			
Municipal	5,154	7.0	4,374	1,250	198	741	439	376	-	1,157	678	546	126	893			
GOVERNMENT BUILDINGS SUB-TOTAL	8,211	11.1	6,890	2,181	319	1,104	614	599	-	1,923	1,005	839	230	1,578			
Healthcare/Medical Buildings	4,571	6.2	3,883	1,190	516	1,110	399	248	-	897	223	387	124	667			
Manufacturing Buildings (Firms/Plants)	7,115	9.6	5,824	1,746	1,218	523	473	297	-	1,405	471	1,058	191	1,479			
Hospitality Buildings (includes Hotels, Motels, Resorts)	3,228	4.4	2,857	671	799	473	137	197	-	1,002	67	258	10	285			
Retail/Chain Buildings	2,387	3.2	2,087	499	753	295	90	123	-	541	87	242	9	247			
UNIQUE TOTAL QUALIFIED CIRCULATION**	74,100	100.0	62,953	18,383	16,351	11,421	3,492	4,184	4,823	14,640	4,024	5,428	1,034	8,703			

*See Additional Data

**Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	51,948	22,152	-	62,953	18,383	74,100	100.0
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL - 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:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION* PERCENT	51,948 70.1	22,152 29.9	-	62,953 85.0	18,383 24.8	74,100 100.0	100.0

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

E-NEWSLETTER CHANNEL

2016	FACILITY SYSTEMS	GREENER FACILITIES	ENERGY MANAGER	ROOFING RESULTS
JANUARY				
January 4	36,707	-	-	-
January 6	-	-	-	38,434
January 11	36,638	-	-	-
January 13	-	-	41,070	-
January 18	36,284	-	-	-
January 25	36,485	-	-	-
January 27	-	40,431	-	-
FEBRUARY				
February 1	36,739	-	-	-
February 3	-	-	-	39,003
February 8	36,687	-	-	-
February 10	-	-	41,693	-
February 15	36,712	-	-	-
February 22	37,174	-	-	-
February 24	-	41,122	-	-
February 29	37,058	-	-	-
MARCH				
March 2	-	-	-	39,150
March 7	37,035	-	-	-
March 9	-	-	43,692	-
March 14	36,934	-	-	-
March 21	36,271	-	-	-
March 23	-	40,745	-	-
March 28	36,710	-	-	-
APRIL				
April 4	36,636	-	-	-
April 6	-	-	-	38,696
April 11	37,637	-	-	-
April 13	-	-	41,335	-
April 18	37,218	-	-	-
April 25	36,024	-	-	-
April 27	-	41,320	-	-
MAY				
May 2	39,944	-	-	-
May 4	-	-	-	43,634
May 9	40,761	-	-	-
May 11	-	-	45,626	-
May 16	38,442	-	-	-
May 23	38,797	-	-	-
May 25	-	42,567	-	-
May 31	38,632	-	-	-
JUNE				
June 1	-	-	-	43,942
June 6	41,607	-	-	-
June 8	-	-	45,359	-
June 13	41,517	-	-	-
June 20	41,919	-	-	-
June 22	-	45,131	-	-
June 27	41,834	-	-	-
AVERAGE	38,068	41,886	43,129	40,477

Facility Systems e-Newsletter (26 issued in the period)
Greener Facilities e-Newsletter (6 issued in the period)
Energy Manager e-Newsletter (6 issued in the period)
Roofing Results e-Newsletter (6 issued in the period)

WEBINAR CHANNEL

2016	Average Registrants	Average Attendees*
BUILDINGS Webinars (5 webinars in the period)	177	37

*Registrants are required to register only once and are able to attend multiple webinars.

STATEMENT OF VERIFICATION METHODOLOGY:

The attendees in this report were verified as having attended the event. The event 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.

EVENT CHANNEL

Name of Event	Date Held	Location	Total Unique Attendees
Every Buildings Show	June 26-June 28 2016	Washington, DC	1,583

WEBSITE CHANNEL

WWW.BUILDINGS.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	157,560	105,322	92,099	1.14	01:44	00:52
February	158,990	105,932	92,049	1.15	01:41	00:50
March	176,122	114,471	98,576	1.16	01:42	00:55
April	168,566	112,065	97,233	1.15	01:43	00:52
May	161,689	105,008	91,687	1.15	01:40	00:54
June	149,660	96,134	84,185	1.14	01:33	00:52
AVERAGE:	162,098	106,489	92,638	1.15	01:40	00:52

January – June 2016 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Page Impressions: A Page Impression 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.

User 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.

Unique Browsers: An identified and unduplicated Cookie'd Browser that accesses Internet content or advertising during a measurement period.

Unique Browser Frequency: Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

Page Duration: The average time spent viewing any page on a web site.

User Session Duration: The average 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

SOCIAL MEDIA CHANNEL

Buildings Social Media



Twitter followers

<http://twitter.com/BuildingsMedia>



Facebook likes

<http://www.facebook.com/BuildingsMedia>



LinkedIn group members

<http://www.linkedin.com/groups/?home=&gid=3946412>

2016

Beginning Balance	5,503	4,169	1,490
January	5,580	4,168	1,512
February	5,659	4,173	1,533
March	5,750	4,179	1,591
April	5,800	4,183	1,632
May	5,866	4,179	1,658
June	5,925	4,184	1,680

GEOGRAPHIC DISTRIBUTION*

State	BUILDINGS MAGAZINE for Issue of May 2016				BUILDINGS E-NEWSLETTERS				BUILDINGSVIP WEBINARS		BUILDINGS EVENT
	Total Unique Individuals	PRINT	DIGITAL	**UNIQUE TOTAL	FACILITY SYSTEM SOLUTIONS For Issue of May 2, 2016	GREENER FACILITIES For Issue of May 25, 2016	ENERGY MANAGER For Issue of May 11, 2016	ROOFING RESULTS For Issue of May 4, 2016	BUILDINGSVIP REGISTRANTS As of June 30, 2016	BUILDINGSVIP ATTENDEES As of June 30, 2016	EVERY BUILDINGS SHOW For June 26-28, 2016
Maine	467	377	89	438	195	208	216	210	3	-	-
New Hampshire	428	333	103	394	221	234	250	238	5	1	1
Vermont	197	142	44	176	101	111	112	105	2	-	-
Massachusetts	2,175	1,678	514	1,968	1,103	1,199	1,298	1,235	21	5	21
Rhode Island	297	255	49	281	145	155	168	166	1	-	1
Connecticut	1,227	990	241	1,125	587	635	676	650	16	1	14
NEW ENGLAND	4,791	3,775	1,040	4,382	2,352	2,542	2,720	2,604	48	7	37
New York	5,536	4,390	1,236	5,049	2,654	2,848	3,057	2,931	61	14	57
New Jersey	2,404	1,872	480	2,131	1,192	1,244	1,363	1,282	34	4	49
Pennsylvania	3,786	2,966	767	3,404	1,798	1,933	2,075	1,975	43	5	60
MIDDLE ATLANTIC	11,726	9,228	2,483	10,584	5,644	6,025	6,495	6,188	138	23	166
Ohio	3,703	2,889	760	3,379	1,858	1,968	2,088	1,996	24	7	29
Indiana	1,538	1,211	314	1,406	721	772	822	779	7	2	13
Illinois	4,268	3,349	964	3,934	2,077	2,176	2,370	2,258	32	7	71
Michigan	2,396	1,900	509	2,200	1,145	1,203	1,294	1,246	32	5	18
Wisconsin	1,970	1,578	415	1,862	896	942	1,042	982	20	1	9
EAST NO.CENTRAL	13,875	10,927	2,962	12,781	6,697	7,061	7,616	7,261	115	22	140
Minnesota	1,781	1,357	390	1,616	842	876	964	925	16	3	34
Iowa	1,322	1,045	282	1,232	615	659	690	668	8	2	5
Missouri	2,048	1,653	412	1,912	995	1,027	1,111	1,067	14	1	23
North Dakota	414	356	71	400	150	161	176	170	2	1	-
South Dakota	425	327	85	395	192	198	208	201	6	1	-
Nebraska	917	738	175	872	423	431	462	447	6	-	6
Kansas	1,176	926	257	1,096	577	600	647	636	7	2	4
WEST NO.CENTRAL	8,083	6,402	1,672	7,523	3,794	3,952	4,258	4,114	59	10	72
Delaware	213	160	48	188	100	107	115	110	3	-	5
Maryland	1,771	1,266	380	1,482	873	921	977	931	24	1	149
Washington DC	916	497	234	637	381	423	446	415	9	-	221
Virginia	2,169	1,560	492	1,846	1,036	1,128	1,197	1,130	33	10	144
West Virginia	424	348	72	396	201	202	222	206	1	-	-
North Carolina	2,137	1,647	452	1,927	1,065	1,141	1,204	1,140	16	3	21
South Carolina	950	743	188	855	476	499	534	525	17	2	6
Georgia	2,345	1,791	566	2,126	1,171	1,255	1,321	1,302	20	3	33
Florida	3,917	2,984	927	3,506	1,970	2,159	2,270	2,172	32	9	58
SOUTH ATLANTIC	14,842	10,996	3,359	12,963	7,273	7,835	8,286	7,931	155	28	637
Kentucky	1,120	857	246	1,023	600	608	663	637	7	-	2
Tennessee	1,489	1,204	276	1,364	682	755	817	777	19	1	16
Alabama	1,039	847	186	959	497	551	566	565	10	2	5
Mississippi	656	540	122	607	334	329	358	352	5	2	1
EAST SO.CENTRAL	4,304	3,448	830	3,953	2,113	2,243	2,404	2,331	41	5	24
Arkansas	809	640	169	754	385	421	440	428	1	-	5
Louisiana	763	603	144	700	365	394	403	408	7	2	5
Oklahoma	1,127	896	215	1,050	537	560	607	599	7	1	5
Texas	5,625	4,280	1,332	5,066	2,809	3,035	3,201	3,101	63	8	98
WEST SO.CENTRAL	8,324	6,419	1,860	7,570	4,096	4,410	4,651	4,536	78	11	113
Montana	430	350	81	413	165	176	188	178	3	-	2
Idaho	451	346	80	408	216	220	237	218	4	-	4
Wyoming	211	168	48	200	93	98	99	98	-	-	-
Colorado	1,410	1,018	372	1,265	659	737	791	741	32	-	16
New Mexico	398	308	95	376	180	189	200	193	4	1	3
Arizona	1,072	812	256	966	534	576	609	572	9	2	9
Utah	562	406	157	506	295	306	335	314	8	1	10
Nevada	413	318	115	388	219	226	240	227	4	-	4
MOUNTAIN	4,947	3,726	1,204	4,522	2,361	2,528	2,699	2,541	64	4	48
Alaska	209	165	54	193	103	110	121	117	8	1	4
Washington	1,452	1,083	352	1,312	750	798	857	821	16	3	31
Oregon	825	629	188	761	395	441	455	440	10	2	9
California	6,648	5,063	1,629	6,021	3,262	3,473	3,747	3,595	79	7	166
Hawaii	175	136	57	162	88	91	107	103	6	2	6
PACIFIC	9,309	7,076	2,280	8,449	4,598	4,913	5,287	5,076	119	15	216
UNITED STATES	80,201	61,997	17,690	72,727	38,928	41,509	44,416	42,582	817	125	1,453
U.S Territories	31	16	9	20	15	14	20	15	6	4	-
Canada	1,282	884	492	1,123	699	743	830	758	12	6	37
Mexico	19	9	8	13	9	8	10	9	1	-	5
Other International	380	42	181	209	224	227	240	206	16	6	85
APO/FPO	6	4	2	6	2	3	3	3	-	-	-
Email Address Only	134	1	1	2	67	63	107	61	1	1	3
UNIQUE TOTAL **	82,053	62,953	18,383	74,100	39,944	42,567	45,626	43,634	853	142	1,583

*See Additional Data

**Unique Total represents unique recipients, not the sum of Print and Digital.

ADDITIONAL DATA

EXECUTIVE SUMMARY:

Average channels per individual is calculated by taking the gross channels received for all individuals and dividing this total by the number of unique individuals. Unique browsers are reported as "Individuals" throughout this report. Since BUILDINGS does not require registration on its website, unique browsers are not included in the "Unique Individuals", "Individuals Receiving Only One Channel" and Average Channels Per Individual calculations.

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipients' qualification as reported above. Copies are distributed via the US Postal Service under Periodicals class permit for the print version. Recipients of the digital version are notified by email when the version is delivered.

STATEMENT OF CONTENT PLATFORM:

Replica Plus – If a print edition exists, "plus" is editorial that is retained from the original edition and is redesigned and/or supplemented. Each issue's content is primarily taken (but not necessarily replicated in its entirety) from the original edition (whether in print or digital). Apart from minor updates, the content cannot change once the issue is made available.

MAGAZINE: PARAGRAPH 3a:

Total Qualified includes members of BOMA, IFMA, APPA, IREM, CORENET, ASHE, and AFE.

BUILDINGSVIP WEBINAR:

Registrants are required to register only once and are able to attend multiple webinars.

GEOGRAPHIC DISTRIBUTION:

Geographic data is not available for Website and Social Media and is not reported herein.

QUESTIONNAIRE USED BY THE PUBLICATION TO ELICIT SUPPLEMENTAL DATA:

FOLD IN HALF AND MAIL • FREE SUBSCRIPTION

YES! I want to start/continue my **FREE** subscription to BUILDINGS No Thanks. SIGN HERE (required) _____ Date _____

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*By providing my mobile phone number, I agree to receive subscription renewals via mobile/telephone calls.

Street/PO Box _____
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Which edition would you like to receive? Print Digital Both

1. What is the primary business of your Organization? (check only one)

1 <input type="checkbox"/> Building Development Firm	EDUCATION
2 <input type="checkbox"/> Building Management Firm	13 <input type="checkbox"/> Colleges & Universities
3 <input type="checkbox"/> Manufacturing (Firms/Plants)	14 <input type="checkbox"/> K-12 Schools
4 <input type="checkbox"/> Computer/High-Tech	GOVERNMENT
5 <input type="checkbox"/> Financial/Insurance	15 <input type="checkbox"/> Federal
6 <input type="checkbox"/> Retail/Chain	16 <input type="checkbox"/> State
7 <input type="checkbox"/> Communications/Transportation/Utility	17 <input type="checkbox"/> Municipal
8 <input type="checkbox"/> Hospitality (Hotel/Resorts)	
9 <input type="checkbox"/> Business/Professional Services	
10 <input type="checkbox"/> Healthcare (Hospital, Medical Clinics, Nursing Homes)	
99 <input type="checkbox"/> Other (please specify) _____	

2. What best describes your job title? (check only one)

21 <input type="checkbox"/> Owner/CEO/President/Partner
22 <input type="checkbox"/> VP/Director of Facilities/Buildings
23 <input type="checkbox"/> VP/Director of Real Estate
24 <input type="checkbox"/> VP/Director of Construction/Design/Engineering
25 <input type="checkbox"/> VP/Director of Energy
26 <input type="checkbox"/> Director of Physical Plant
27 <input type="checkbox"/> CFO/COO/Exec VP
28 <input type="checkbox"/> Superintendent of Schools
29 <input type="checkbox"/> Facility/Building Manager
30 <input type="checkbox"/> Property/Asset Manager
31 <input type="checkbox"/> Construction/Project Manager
32 <input type="checkbox"/> Facility Operations Manager
33 <input type="checkbox"/> Energy/Environmental Manager
34 <input type="checkbox"/> Staff Architect
35 <input type="checkbox"/> Staff Space Planner/Interior Designer
36 <input type="checkbox"/> Staff Engineer
37 <input type="checkbox"/> Staff Security/Safety
99 <input type="checkbox"/> Other (please specify) _____

3. Total number for each building type you own or manage? (complete all that apply)

Office - Class A	_____
Office - Class B	_____
Office - Class C	_____
Education	_____
Retail / Chain	_____
Retail / Big Box	_____
Shopping Centers/Malls	_____
Multi-Family High Rise	_____
Multi-Family - Low Rise	_____
Hotels/Resorts	_____
Hospital/Healthcare	_____
Other Commercial	_____
Industrial/Manufacturing	_____
Entertainment Venues/Museums/Galleries	_____
Sports/Recreation/Stadiums	_____
Federal	_____
State/Municipal	_____
Correctional/Airport/Military	_____

4. Do any of the buildings you own / manage include the following?

<input type="checkbox"/> Yes <input type="checkbox"/> No	Data Center/Critical Facility
<input type="checkbox"/> Yes <input type="checkbox"/> No	Access Control System
<input type="checkbox"/> Yes <input type="checkbox"/> No	EV Charging Station
<input type="checkbox"/> Yes <input type="checkbox"/> No	Building Automation System
<input type="checkbox"/> Yes <input type="checkbox"/> No	Energy/Utility Subare Program
<input type="checkbox"/> Yes <input type="checkbox"/> No	LEED Certification(s)
<input type="checkbox"/> Yes <input type="checkbox"/> No	Bioding Maintenance Program
<input type="checkbox"/> Yes <input type="checkbox"/> No	Elevators

5. What is the total square footage for all the above buildings?

1 <input type="checkbox"/> 100,000 to 249,999	5 <input type="checkbox"/> 3 to 6 million
2 <input type="checkbox"/> 250,000 to 499,999	6 <input type="checkbox"/> 6 to 10 million
3 <input type="checkbox"/> 500,000 to 999,999	7 <input type="checkbox"/> Over 10 million
4 <input type="checkbox"/> 1 to 3 million	

6. Do you purchase, specify or approve the following products/services for your facilities? (check all that apply)

21 <input type="checkbox"/> Building Controls/Automation	28 <input type="checkbox"/> Security
22 <input type="checkbox"/> Electrical	29 <input type="checkbox"/> Services (Facility Maint/Contract/maintenance/Equipment)
23 <input type="checkbox"/> Exterior Products	30 <input type="checkbox"/> Software
24 <input type="checkbox"/> Interior Products	99 <input type="checkbox"/> None of the above
25 <input type="checkbox"/> Life/Fire Safety	
26 <input type="checkbox"/> Maintenance Products	
27 <input type="checkbox"/> Mechanical	

7. Which of the following publications do you receive addressed to you?

<input type="checkbox"/> American School & University	8 <input type="checkbox"/> Today's Facility Manager
2 <input type="checkbox"/> Architectural Record	9 <input type="checkbox"/> Architectural Products
3 <input type="checkbox"/> Architect	10 <input type="checkbox"/> Consulting/Specifying Engineer
4 <input type="checkbox"/> Building Design & Construction	11 <input type="checkbox"/> Engineered Systems
5 <input type="checkbox"/> Building Operating Management	12 <input type="checkbox"/> Environmental Design & Construction
6 <input type="checkbox"/> Energy User News	13 <input type="checkbox"/> None of the above
7 <input type="checkbox"/> Health Facilities Management	

8. Do you belong to any of the following organizations?

1 <input type="checkbox"/> BOMA	5 <input type="checkbox"/> ASBE
2 <input type="checkbox"/> IFMA	6 <input type="checkbox"/> CORENET
3 <input type="checkbox"/> AFE	7 <input type="checkbox"/> IREM
4 <input type="checkbox"/> APPA	

▼ Please indicate only changes to mailing label area if incorrect. ▼

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true. Barbara Schrafel, Senior Mgr., Audience Development & Database Services Tony Dellamaria, VP Group Publisher (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 State County Revised Type ID Number	July 14, 2016 Iowa Linn July 19, 2016 BSD B259B0J6

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