

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 a cross-section of all communication channels, including a brand's total recipients across multiple media platforms, unique users within each channel where it can be determined, and users accessing multiple 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**



6 Issues in the period
74,100 average circulation

**BUILDINGS
E-NEWSLETTERS**



6 E-Newsletters in the period
41 total issued in the period
See below for average per occurrence

**BUILDINGS
WEBINARS**



8 webinars in period
307 average registrants
210 average attendees

**BUILDINGS
WEBSITE**



92,353 average users

**BUILDINGS
SOCIAL MEDIA**



6,561 Twitter followers
4,206 Facebook likes
1,865 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	63,226	-	63,226
b. Digital	17,999	-	17,999
1. Requested	17,999	-	17,999
2. Non-Requested	-	-	-
BUILDINGS E-NEWSLETTERS			
a. Facility Systems Solution (25 issued in the period)	40,408	-	40,408
b. Energy Manager (5 issued in the period)	44,239	-	44,239
c. Roofing Results (6 issued in the period)	41,289	-	41,289
d. Lighting Retrofits (2 issued in the period)	42,547	-	42,547
e. Internet of Things (2 issued in the period)	43,054	-	43,054
f. Data Centers FM (1 issued in the period)	49,060	-	49,060
BUILDINGS WEBINARS (8 webinars in the period)			
a. Buildings Registrants	307	-	307
b. Buildings Attendees	210	-	210
BUILDINGS WEBSITE (Monthly Users with 162,750 average Pageviews)	92,353	-	92,353
BUILDINGS SOCIAL MEDIA			
a. Twitter followers	**6,561	-	**6,561
b. Facebook likes	**4,206	-	**4,206
c. LinkedIn group members	**1,865	-	**1,865

*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	82,920
INDIVIDUALS RECEIVING ONLY ONE CHANNEL	30,454
AVERAGE CHANNELS RECEIVED PER INDIVIDUAL*	4.2

*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		BUILDINGS				
	BUILDINGS MAGAZINE	FACILITY SYSTEM SOLUTIONS	ENERGY MANAGER	ROOFING RESULTS	LIGHTING RETROFITS	INTERNET OF THINGS	DATA CENTERS FM	BUILDINGS REGISTRANTS	BUILDINGS ATTENDEES	WEBSITE USERS	BUILDINGS TWITTER	BUILDINGS FACEBOOK	BUILDINGS LINKEDIN	
BUILDINGS MAGAZINE	74,100	37,603	40,589	39,670	38,566	34,445	42,853	480	323	-	-	-	-	
FACILITY SYSTEM SOLUTIONS	37,603	43,325	42,435	41,311	37,549	33,954	41,794	450	299	-	-	-	-	
ENERGY MANAGER	40,589	42,435	47,006	43,634	40,598	36,243	45,052	467	311	-	-	-	-	
ROOFING RESULTS	39,670	41,311	43,634	45,354	39,365	35,262	43,587	457	307	-	-	-	-	
LIGHTING RETROFITS	38,566	37,549	40,598	39,365	44,626	35,424	43,712	420	283	-	-	-	-	
INTERNET OF THINGS	34,445	33,954	36,243	35,262	35,424	39,111	38,682	361	238	-	-	-	-	
DATA CENTERS FM	42,853	41,794	45,052	43,587	43,712	38,682	49,060	474	323	-	-	-	-	
BUILDINGS WEBINAR REGISTRANTS	480	450	467	457	420	361	474	1,783	1,184	-	-	-	-	
BUILDINGS WEBINAR ATTENDEES	323	299	311	307	283	238	323	1,184	1,184	-	-	-	-	
BUILDINGS WEBSITE	-	-	-	-	-	-	-	-	-	92,353	-	-	-	
BUILDINGS TWITTER	-	-	-	-	-	-	-	-	-	-	6,561	-	-	
BUILDINGS FACEBOOK	-	-	-	-	-	-	-	-	-	-	-	4,206	-	
BUILDINGS LINKEDIN	-	-	-	-	-	-	-	-	-	-	-	-	1,865	

Note: Buildings Magazine as of May 2017, Facility System Solutions e-newsletter as of May 8, 2017; Energy Manager e-newsletter as of May 10, 2017; Roofing Results e-newsletter as of May 3, 2017; Lighting Retrofits e-newsletter as of April 26, 2017; Internet of Things e-newsletter as of June 28, 2017; Data Centers FM e-newsletter as of May 24, 2017. Webinar registrants and attendees as of June 30, 2017

1c. TOTAL UNIQUE INDIVIDUALS

CHANNEL	Integrated Channels							Non-Integrated Channels					UNIQUE INDIVIDUALS	
	BUILDINGS E-NEWSLETTERS							BUILDINGS WEBINARS		BUILDINGS				
	BUILDINGS MAGAZINE	FACILITY SYSTEM SOLUTIONS	ENERGY MANAGER	ROOFING RESULTS	LIGHTING RETROFITS	INTERNET OF THINGS	DATA CENTERS FM	REGISTRANTS	ATTENDEES	WEBSITE (USERS)	BUILDINGS TWITTER	BUILDINGS FACEBOOK		BUILDINGS LINKEDIN
Multiple Channel Recipients	44,621	43,251	46,839	45,251	44,523	39,018	49,014	1,357	1,184	92,353	6,561	4,206	1,865	52,466
Single Channel Recipients	29,479	74	167	103	103	93	46	426	-	-	-	-	-	30,454
TOTAL	74,100	43,325	47,006	45,354	44,626	39,111	49,060	1,783	1,184	92,353	6,561	4,206	1,865	82,920

1d. BUSINESS/OCCUPATIONAL BREAKOUT

BUSINESS AND INDUSTRY	CLASSIFICATION BY TITLE													
	TOTAL UNIQUE INDIVIDUALS	PERCENT OF TOTAL	Owner/CEO/President/ Partner	VP Director of Real Estate	VP Director of Construction/ Design/ Engineering; Director of Physical Plant; VP/Director of Energy	CFO/COO/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 the field	No Answer/ Unknown	
COMMERCIAL BUILDINGS														
Building Development Firm	10,838	13.1	5,357	944	485	529	-	1,023	981	144	38	1,337	-	
Building Management Firm	10,284	12.4	3,524	1,339	237	596	-	3,157	319	340	48	724	-	
Computer/High Tech	757	0.9	254	85	25	53	-	122	42	43	11	122	-	
Financial/Insurance	1,712	2.1	332	376	45	203	-	405	62	73	10	206	-	
Communication/ Transportation/Utility	2,263	2.7	322	177	120	125	-	455	209	288	101	466	-	
Business/Professional	7,161	8.6	2,888	552	220	409	-	937	545	246	88	1,276	-	
COMMERCIAL Sub Total	33,015	39.8	12,677	3,473	1,132	1,915	-	6,099	2,158	1,134	296	4,131	-	
Colleges & Universities	7,029	8.5	632	1,828	417	582	252	1,346	376	464	108	1,024	-	
K-12 Schools	15,231	18.4	246	3,314	263	621	5,258	3,267	272	1,129	93	768	-	
EDUCATION Sub Total	22,260	26.9	878	5,142	680	1,203	5,510	4,613	648	1,593	201	1,792	-	
Federal	1,732	2.1	64	163	68	81	-	446	221	153	55	481	-	
State	1,357	1.6	65	169	96	128	-	340	124	109	40	286	-	
Municipal	4,911	5.9	182	645	413	357	-	1,180	638	481	118	897	-	
GOVERNMENT Sub Total	8,000	9.6	311	977	577	566	-	1,966	983	743	213	1,664	-	
Healthcare/Medical Buildings	4,793	5.8	642	984	356	317	-	932	256	366	114	826	-	
Manufacturing Buildings	7,133	8.6	1,356	473	428	299	-	1,474	489	990	169	1,455	-	
Hospitality Buildings (includes Hotels, Motels, Resorts)	3,157	3.8	746	424	149	195	-	949	69	244	9	372	-	
Retail/Chain Buildings	2,722	3.3	876	311	84	140	-	619	110	239	8	335	-	
No Answer/Unknown/Other	1,840	2.2	45	6	7	3	-	-	18	4	4	176	1,577	
TOTAL RECORDS	82,920	100.0	17,531	11,790	3,413	4,638	5,510	16,652	4,731	5,313	1,014	10,751	1,577	

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	1,660
Allocated for Trade Shows and Conventions	-
All Other	1,179
TOTAL	2,839

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	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	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	74,100	100.0	74,100	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Unique Total Qualified*
January	64,046	16,710	74,100
February	64,079	16,727	74,100
March	63,438	18,054	74,100
April	62,628	18,868	74,100
May	62,496	18,962	74,100
June	62,667	18,670	74,100

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

3a. BUSINESS/OCCUPATIONAL BREAKOUT FOR THE ISSUE OF MAY 2017

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

BUSINESS AND INDUSTRY	TOTAL BUILDINGS MAGAZINE RECIPIENTS	PERCENT	AGGREGATE BUILDING TOTALS													TOTAL UNITS	PERCENT OF UNITS
			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/ Manu- facturing Buildings	Federal Buildings	State/ Local Buildings	Correctional/ Airport/ Military Buildings		
COMMERCIAL BUILDINGS																	
Building Development Firm	9,909	13.4	451,983	58,540	5,099	60,709	33,527	219,317	1,561	2,880	56,423	10,511	1,273	1,760	383	7,976	14.0
Building Management Firm	9,378	12.7	2,347,711	648,865	6,434	1,145,400	7,812	138,487	1,825	79,200	252,924	26,566	1,035	8,880	30,283	7,284	12.8
Computer/High Tech	669	0.9	26,781	6,877	12,802	640	514	37	8	1,706	1,799	1,329	30	26	1,013	611	1.1
Financial/Insurance	1,569	2.1	142,103	28,282	3,639	27,858	2,219	11,054	373	14,501	38,521	15,602	27	16	11	1,270	2.2
Communication/Transportation/Utility	2,061	2.8	65,462	18,591	6,070	5,516	273	318	93	201	16,153	15,876	94	1,568	709	1,767	3.1
Business/Professional Services	6,428	8.7	244,780	181,582	15,094	13,828	836	6,552	552	2,034	13,256	7,740	1,471	1,119	716	5,332	9.4
COMMERCIAL BUILDINGS SUB-TOTAL	30,014	40.6	3,278,820	942,737	49,138	1,253,951	45,181	375,765	4,412	100,522	379,076	77,624	3,930	13,369	33,115	24,240	42.6
College & University Buildings	6,326	8.5	126,939	15,941	103,460	586	44	1,203	34	2,007	706	259	590	2,061	48	3,724	6.6
K-12 School Buildings	14,202	19.2	110,718	528	108,800	37	-	258	3	194	234	49	68	496	51	9,713	17.1
EDUCATION BUILDINGS SUB-TOTAL	20,528	27.7	237,657	16,469	212,260	623	44	1,461	37	2,201	940	308	658	2,557	99	13,437	23.7
Federal	1,479	2.0	1,018,412	7,688	2,073	67,130	12	1,044	48,027	1,725	991	1,486	802,269	36,988	48,979	1,143	2.0
State	1,267	1.7	363,123	11,928	31,001	606	93	429	14	8,769	9,387	101,292	3,039	92,436	104,129	966	1.7
Municipal	4,522	6.1	131,900	4,676	2,021	190	67	727	79	463	16,092	2,358	1,335	101,564	2,328	3,493	6.1
GOVERNMENT BUILDINGS SUB-TOTAL	7,268	9.8	1,513,435	24,292	35,095	67,926	172	2,200	48,120	10,957	26,470	105,136	806,643	230,988	155,436	5,602	9.8
Healthcare/Medical Buildings	4,297	5.8	42,829	3,012	2,040	88	63	551	234	34,958	625	466	325	416	51	3,345	5.9
Manufacturing Buildings (Firms/Plants)	6,554	8.8	178,915	23,518	1,398	2,446	362	1,311	67	938	7,628	110,154	30,924	51	118	5,722	10.1
Hospitality Buildings (includes Hotels, Motels, Resorts)	2,906	3.9	33,419	1,919	482	953	37	405	25,583	485	2,216	89	1,079	168	3	2,347	4.1
Retail/Chain Buildings	2,533	3.4	142,970	4,756	121	109,428	4,015	351	551	4,586	13,444	5,709	2	6	1	2,134	3.8
TOTAL QUALIFIED CIRCULATION	74,100	100.0	5,428,045	1,016,703	300,534	1,435,415	49,874	382,044	79,004	154,647	430,399	299,486	843,561	247,555	188,823	56,827	100.0

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

3a. BUSINESS/OCCUPATIONAL BREAKOUT FOR THE ISSUE OF MAY 2017

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

BUSINESS AND INDUSTRY	UNIQUE TOTAL QUALIFIED**	PERCENT OF TOTAL	PRINT	DIGITAL	CLASSIFICATION BY TITLE											
					Owner/ CEO/ President/ Partner	VP/Director of Facilities/ Buildings; VP Director of Real Estate	VP/Director of Construction/ Design/ 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	9,909	13.4	8,573	2,426	4,904	863	435	479	-	960	901	135	30	1,202		
Building Management Firm	9,378	12.7	8,145	2,310	3,248	1,175	209	561	-	2,883	296	308	38	660		
Computer/High Tech	669	0.9	509	244	239	72	20	46	-	107	39	36	10	100		
Financial/Insurance	1,569	2.1	1,280	505	314	340	41	192	-	368	54	67	9	184		
Communication/Transportation/Utility	2,061	2.8	1,677	572	298	163	105	111	-	415	191	269	84	425		
Business/Professional Services	6,428	8.7	5,304	1,931	2,626	504	190	373	-	855	488	221	66	1,105		
COMMERCIAL BUILDINGS SUB-TOTAL	30,014	40.6	25,488	7,988	11,629	3,117	1,000	1,762	-	5,588	1,969	1,036	237	3,676		
College & University Buildings	6,326	8.5	5,128	1,897	583	1,641	373	532	237	1,217	347	410	96	890		
K-12 School Buildings	14,202	19.2	12,142	2,992	223	3,057	235	560	4,923	3,094	254	1,053	88	715		
EDUCATION BUILDINGS SUB-TOTAL	20,528	27.7	17,270	4,889	806	4,698	608	1,092	5,160	4,311	601	1,463	184	1,605		
Federal	1,479	2.0	1,195	501	61	139	59	75	-	384	178	135	38	410		
State	1,267	1.7	1,051	361	60	159	88	122	-	313	116	103	38	268		
Municipal	4,522	6.1	3,828	1,146	173	581	381	332	-	1,083	582	444	109	837		
GOVERNMENT BUILDINGS SUB-TOTAL	7,268	9.8	6,074	2,008	294	879	528	529	-	1,780	876	682	185	1,515		
Healthcare/Medical Buildings	4,297	5.8	3,637	1,137	601	856	315	292	-	847	227	320	98	741		
Manufacturing Buildings (Firms/Plants)	6,554	8.8	5,300	1,686	1,287	425	391	279	-	1,350	444	930	154	1,294		
Hospitality Buildings (includes Hotels, Motels, Resorts)	2,906	3.9	2,546	671	683	389	139	187	-	877	63	220	6	342		
Retail/Chain Buildings	2,533	3.4	2,181	583	830	283	76	131	-	570	103	220	8	312		
UNIQUE TOTAL QUALIFIED CIRCULATION**	74,100	100.0	62,496	18,962	16,130	10,647	3,057	4,272	5,160	15,323	4,283	4,871	872	9,485		

*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 2017

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	55,837	18,263	-	62,496	18,962	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	55,837	18,263	-	62,496	18,962	74,100	100.0
	75.4	24.6	-	84.3	25.6		

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

2017	FACILITY SYSTEMS	ENERGY MANAGER	ROOFING RESULTS	LIGHTING RETROFITS	INTERNET OF THINGS	DATA CENTERS FM
JANUARY						
January 3	38,326	-	-	-	-	-
January 4	-	-	37,600	-	-	-
January 9	38,295	-	-	-	-	-
January 11	-	41,898	-	-	-	-
January 16	38,215	-	-	-	-	-
January 23	36,989	-	-	-	-	-
January 25	-	-	-	40,468	-	-
January 30	36,835	-	-	-	-	-
FEBRUARY						
February 1	-	-	37,389	-	-	-
February 6	36,672	-	-	-	-	-
February 8	-	-	-	-	-	-
February 13	36,636	-	-	-	-	-
February 20	37,910	-	-	-	-	-
February 22	-	-	-	-	-	-
February 27	37,846	-	-	-	-	-
MARCH						
March 1	-	-	39,373	-	-	-
March 6	-	-	-	-	-	-
March 8	-	41,230	-	-	-	-
March 13	37,678	-	-	-	-	-
March 20	41,359	-	-	-	-	-
March 22	-	-	-	-	46,997	-
March 27	41,172	-	-	-	-	-
APRIL						
April 3	41,072	-	-	-	-	-
April 5	-	-	42,887	-	-	-
April 10	40,991	-	-	-	-	-
April 12	-	44,398	-	-	-	-
April 17	40,775	-	-	-	-	-
April 24	40,673	-	-	-	-	-
April 26	-	-	-	44,626	-	-
MAY						
May 1	40,341	-	-	-	-	-
May 3	-	-	45,354	-	-	-
May 8	43,325	-	-	-	-	-
May 10	-	47,006	-	-	-	-
May 15	43,384	-	-	-	-	-
May 22	43,353	-	-	-	-	-
May 24	-	-	-	-	-	49,060
May 30	43,368	-	-	-	-	-
JUNE						
June 5	43,364	-	-	-	-	-
June 7	-	-	45,130	-	-	-
June 12	43,374	-	-	-	-	-
June 14	-	46,661	-	-	-	-
June 19	43,108	-	-	-	-	-
June 26	43,066	-	-	-	-	-
June 28	-	-	-	-	39,111	-
AVERAGE	40,408	44,239	41,289	42,547	43,054	49,060

Facility Systems (25 issued in the period)
 Energy Manager (5 issued in the period)
 Roofing Results (6 issued in the period)
 Lighting Retrofits (2 issued in the period)
 Internet of Things (2 issued in the period)
 Data Centers FM (1 issued in the period)

WEBINAR CHANNEL

2017	Average Registrants	Average Attendees*
BUILDINGS Webinars (8 webinars in the period)	307	210

*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.

WEBSITE CHANNEL

WWW.BUILDINGS.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	170,484	105,924	93,077	01:01
February	149,557	93,904	83,381	01:01
March	177,057	100,407	88,719	00:58
April	137,169	94,877	83,641	00:56
May	172,210	120,390	105,150	00:55
June	170,023	115,477	100,153	00:59
AVERAGE:	162,750	105,163	92,353	00:58

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 browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

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

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>

2017

Beginning Balance	6,228	4,199	1,786
January	6,272	4,197	1,799
February	6,318	4,192	1,808
March	6,393	4,193	1,813
April	6,448	4,190	1,833
May	6,499	4,197	1,848
June	6,561	4,206	1,865

GEOGRAPHIC DISTRIBUTION*

State	Total Unique Individuals	BUILDINGS MAGAZINE for Issue of May 2017			BUILDINGS E-NEWSLETTERS						BUILDINGS WEBINARS	
		PRINT	DIGITAL	**UNIQUE TOTAL	FACILITY SYSTEM SOLUTIONS For Issue of May 8, 2017	ENERGY MANAGER For Issue of May 10, 2017	ROOFING RESULTS For Issue of May 3, 2017	LIGHTING RETROFITS For Issue of April 26, 2017	INTERNET OF THINGS For Issue of June 28, 2017	DATA CENTERS FM For Issue of May 24, 2017	BUILDINGS REGISTRANTS As of June 30, 2017	BUILDINGS ATTENDEES As of June 30, 2017
Maine	442	346	83	400	182	209	200	217	182	225	7	6
New Hampshire	431	312	111	384	238	250	244	241	195	258	10	6
Vermont	206	150	43	184	115	117	115	115	98	120	-	-
Massachusetts	2,117	1,581	508	1,854	1,154	1,270	1,199	1,216	996	1,326	28	17
Rhode Island	307	244	48	273	163	180	177	170	144	191	4	3
Connecticut	1,172	913	250	1,063	629	683	664	655	541	723	23	18
NEW ENGLAND	4,675	3,546	1,043	4,158	2,481	2,709	2,599	2,614	2,156	2,843	72	50
New York	5,716	4,439	1,272	5,152	2,991	3,248	3,085	3,015	2,641	3,380	88	63
New Jersey	2,295	1,822	459	2,067	1,228	1,312	1,258	1,228	1,056	1,359	47	29
Pennsylvania	3,789	2,945	834	3,442	1,922	2,115	2,042	1,996	1,712	2,232	55	35
MIDDLE ATLANTIC	11,800	9,206	2,565	10,661	6,141	6,675	6,385	6,239	5,409	6,971	190	127
Ohio	3,721	2,879	772	3,381	1,936	2,117	2,044	2,010	1,789	2,204	47	33
Indiana	1,542	1,178	338	1,402	800	854	825	830	721	912	13	10
Illinois	4,249	3,279	998	3,880	2,278	2,455	2,355	2,336	2,008	2,553	67	47
Michigan	2,372	1,826	516	2,138	1,236	1,336	1,303	1,241	1,083	1,383	40	22
Wisconsin	2,076	1,618	439	1,894	1,002	1,115	1,038	1,043	925	1,170	34	27
EAST NO.CENTRAL	13,960	10,780	3,063	12,695	7,252	7,877	7,565	7,460	6,526	8,222	201	139
Minnesota	1,808	1,377	410	1,647	893	992	953	951	825	1,049	27	17
Iowa	1,360	1,037	337	1,267	691	738	722	724	620	778	12	9
Missouri	2,159	1,690	439	1,983	1,131	1,193	1,177	1,132	994	1,259	38	25
North Dakota	410	325	82	380	179	193	189	194	178	207	10	9
South Dakota	405	310	75	366	182	195	192	202	171	212	2	-
Nebraska	945	744	196	876	458	489	477	467	425	518	9	6
Kansas	1,207	914	273	1,106	636	677	662	643	566	697	18	13
WEST NO.CENTRAL	8,294	6,397	1,812	7,625	4,170	4,477	4,372	4,313	3,779	4,720	116	79
Delaware	189	144	46	171	107	115	117	108	93	122	2	1
Maryland	1,600	1,221	381	1,432	881	942	905	889	763	1,001	39	29
Washington DC	668	471	207	597	369	403	389	383	351	433	12	7
Virginia	1,955	1,451	466	1,710	1,050	1,145	1,099	1,105	955	1,206	57	43
West Virginia	390	303	75	353	202	216	216	217	193	228	4	3
North Carolina	2,096	1,587	449	1,872	1,105	1,205	1,158	1,150	996	1,237	37	32
South Carolina	936	717	216	848	497	536	530	526	459	559	19	16
Georgia	2,384	1,743	560	2,089	1,283	1,392	1,373	1,327	1,202	1,467	77	60
Florida	3,951	3,024	918	3,542	2,075	2,252	2,227	2,152	1,955	2,377	82	50
SOUTH ATLANTIC	14,169	10,661	3,318	12,614	7,569	8,206	8,014	7,857	6,967	8,630	329	241
Kentucky	1,127	859	217	1,006	628	673	655	639	573	704	11	7
Tennessee	1,518	1,192	320	1,388	764	855	818	827	738	907	22	17
Alabama	1,068	850	216	978	551	591	580	562	501	624	8	7
Mississippi	646	520	123	590	355	375	371	349	310	379	9	5
EAST SO.CENTRAL	4,359	3,421	876	3,962	2,298	2,494	2,424	2,377	2,122	2,614	50	36
Arkansas	833	637	173	753	432	465	462	439	394	485	3	2
Louisiana	789	615	159	714	403	431	434	410	353	453	11	9
Oklahoma	1,131	877	217	1,036	558	620	605	602	490	643	13	11
Texas	5,635	4,228	1,383	5,053	3,024	3,264	3,163	3,187	2,795	3,448	106	70
WEST SO.CENTRAL	8,388	6,357	1,932	7,556	4,417	4,780	4,664	4,638	4,032	5,029	133	92
Montana	431	343	85	401	186	207	203	200	178	221	7	6
Idaho	469	355	102	423	234	252	249	244	216	260	8	6
Wyoming	201	150	49	188	96	98	101	102	91	105	3	2
Colorado	1,456	1,088	361	1,307	726	799	775	752	656	847	33	24
New Mexico	421	329	107	394	219	230	225	221	195	236	7	6
Arizona	1,083	797	260	956	550	604	577	597	528	636	19	12
Utah	577	408	165	522	323	353	345	344	311	385	11	7
Nevada	441	336	115	401	249	263	249	253	221	270	12	8
MOUNTAIN	5,079	3,806	1,244	4,592	2,583	2,806	2,724	2,713	2,396	2,960	100	71
Alaska	221	177	52	206	117	130	128	126	112	136	6	4
Washington	1,604	1,206	363	1,441	836	899	879	869	769	953	31	25
Oregon	896	666	218	816	434	471	457	472	413	499	18	11
California	6,837	5,124	1,718	6,148	3,627	3,941	3,798	3,738	3,308	4,116	116	85
Hawaii	212	169	58	199	103	112	114	112	92	122	13	9
PACIFIC	9,770	7,342	2,409	8,810	5,117	5,553	5,376	5,317	4,694	5,826	184	134
UNITED STATES	80,494	61,516	18,262	72,673	42,028	45,577	44,123	43,528	38,081	47,815	1,375	969
U.S Territories	19	8	8	13	11	14	14	9	7	14	2	1
Canada	1,335	928	501	1,193	736	828	758	771	639	900	42	28
Mexico	21	7	9	13	11	11	11	9	9	11	5	4
Other International	314	31	180	200	210	222	208	188	216	214	59	39
APO/FPO	4	4	-	4	-	-	1	1	1	1	-	-
Email Address Only	733	2	2	4	329	354	239	120	158	105	300	143
UNIQUE TOTAL**	82,920	62,496	18,962	74,100	43,325	47,006	45,354	44,626	39,111	49,060	1,783	1,184

*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. Users are reported as "Individuals" throughout this report. Since BUILDINGS does not require registration on its website, users 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 _____

Name (Print) _____ Mobile _____

Company _____ E-Mail Address _____

Street/P.O. Box _____
City _____ State _____ Zip+4 _____
Title _____
Phone _____ Fax _____

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	13 <input type="checkbox"/> Colleges & Universities
2 <input type="checkbox"/> Building Management Firm	14 <input type="checkbox"/> K-12 Schools
3 <input type="checkbox"/> Manufacturing (Firms/Plants)	15 <input type="checkbox"/> GOVERNMENT
4 <input type="checkbox"/> Computer/High-Tech	16 <input type="checkbox"/> Federal
5 <input type="checkbox"/> Financial/Insurance	17 <input type="checkbox"/> State
6 <input type="checkbox"/> Retail/Chain	18 <input type="checkbox"/> Municipal
7 <input type="checkbox"/> Hospitality (Hotel/Hotel/Resort)	19 <input type="checkbox"/> Other (please specify) _____
8 <input type="checkbox"/> Business/Professional Services	
9 <input type="checkbox"/> Healthcare (Hospitals, Medical Clinics, Nursing Homes)	
10 <input type="checkbox"/> Other (please specify) _____	

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

21 <input type="checkbox"/> Owner/CEO/President/Partner	28 <input type="checkbox"/> VP/Director of Physical Plant
22 <input type="checkbox"/> VP/Director of Facilities/Buildings	29 <input type="checkbox"/> CFO/COO/COO/Exec VP
23 <input type="checkbox"/> VP/Director of Real Estate	30 <input type="checkbox"/> Superintendent of Schools
24 <input type="checkbox"/> VP/Director of Construction/Design/Engineering	31 <input type="checkbox"/> Facility/Building Manager
25 <input type="checkbox"/> VP Director of Energy	32 <input type="checkbox"/> Property/Asset Manager
26 <input type="checkbox"/> Director of Physical Plant	33 <input type="checkbox"/> Construction/Project Manager
27 <input type="checkbox"/> CFO/COO/COO/Exec VP	34 <input type="checkbox"/> Facility Operations Manager
28 <input type="checkbox"/> Superintendent of Schools	35 <input type="checkbox"/> Energy/Environmental Manager
29 <input type="checkbox"/> Property/Asset Manager	36 <input type="checkbox"/> Staff Architect
30 <input type="checkbox"/> Construction/Project Manager	37 <input type="checkbox"/> Staff Space Planner/Interior Designer
31 <input type="checkbox"/> Facility Operations Manager	38 <input type="checkbox"/> Staff Engineer
32 <input type="checkbox"/> Energy/Environmental Manager	39 <input type="checkbox"/> Staff Security/Safety
33 <input type="checkbox"/> Staff Architect	40 <input type="checkbox"/> Other (please specify) _____
34 <input type="checkbox"/> Staff Space Planner/Interior Designer	
35 <input type="checkbox"/> Staff Engineer	
36 <input type="checkbox"/> Staff Security/Safety	
37 <input type="checkbox"/> Other (please specify) _____	

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

3. Total number for each building type you own or manage? (check 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/Report/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 Rebate Program
<input type="checkbox"/> Yes <input type="checkbox"/> No	LEED Certification(s)
<input type="checkbox"/> Yes <input type="checkbox"/> No	Flooding 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 Mgmt/ Contract/maintenance/ Equipment)
23 <input type="checkbox"/> Exterior Products	
24 <input type="checkbox"/> Interior Products	
25 <input type="checkbox"/> Life/Fire Safety	30 <input type="checkbox"/> Software
26 <input type="checkbox"/> Maintenance Products	31 <input type="checkbox"/> None of the above
27 <input type="checkbox"/> Mechanical	

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

1 <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"/> Engineering 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"/> ASHE
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	

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	July 27, 2017
State	Iowa
County	Linn
Revised	July 27, 2017
Type	BSD
ID Number	B259B0J7

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 for the latest audit reports, membership information and publishing and advertising industry news.