

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



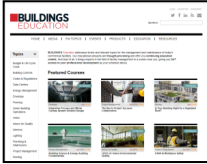
6 issues in the period
74,100 average circulation

BUILDINGS E-NEWSLETTER



52 issued in the period
45,312 average per occurrence

BUILDINGS WEBINARS



6 webinars in period
235 average registrants
161 average attendees

BUILDINGS WEBSITE

www.buildings.com



130,633 average users

BUILDINGS SOCIAL MEDIA



7,112 Twitter followers
5,200 Facebook likes
1,951 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	63,894	-	63,894
b. Digital	16,378	-	16,378
1. Requested	16,378	-	16,378
2. Non-Requested	-	-	-
BUILDINGS E-NEWSLETTERS			
Buildings Bulletin (52 issued in the period)	45,312	-	45,312
BUILDINGS WEBINARS (6 webinars in the period)			
a. Buildings Registrants	235	-	235
b. Buildings Attendees	161	-	161
BUILDINGS WEBSITE (Monthly Users with 210,384 average Pageviews)	130,633	-	130,633
BUILDINGS SOCIAL MEDIA			
a. Twitter followers	**7,112	-	**7,112
b. Facebook likes	**5,200	-	**5,200
c. LinkedIn group members	**1,951	-	**1,951

*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	81,335
INDIVIDUALS RECEIVING ONLY ONE CHANNEL	40,372
AVERAGE CHANNELS RECEIVED PER INDIVIDUAL*	1.5

*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 Magazine	Buildings Bulletin E-Newsletter	Buildings Webinars		Buildings Website (Users)	Buildings Twitter	Buildings Facebook	Buildings LinkedIn
			Registrants	Attendees				
Buildings Magazine	74,100	40,533	227	92	-	-	-	-
Buildings Bulletin E-Newsletter	40,533	46,889	207	83	-	-	-	-
Buildings Webinar Registrants	227	207	1,133	484	-	-	-	-
Buildings Webinar Attendees	92	83	484	484	-	-	-	-
Buildings Website	-	-	-	-	131,011	-	-	-
Buildings Twitter	-	-	-	-	-	7,112	-	-
Buildings Facebook	-	-	-	-	-	-	5,200	-
Buildings LinkedIn	-	-	-	-	-	-	-	1,951

Note: Buildings Magazine as of May 2018; Buildings Bulletin e-newsletter as of June 28, 2018; Webinar registrants and attendees as of June 30, 2018.

1c. TOTAL UNIQUE INDIVIDUALS

Channel	Integrated Channels				Non-Integrated Channels				Unique Individuals
	Buildings Magazine	Buildings Bulletin E-Newsletter	Buildings Webinars		Buildings Website (Users)	Buildings Twitter	Buildings Facebook	Buildings LinkedIn	
			Registrants	Attendees					
Multiple Channel Recipients	40,551	40,531	639	484	-	-	-	-	40,963
Single Channel Recipients	33,549	6,331	494	-	-	-	-	-	40,372
TOTAL	74,100	46,862	1,133	484	131,011	7,112	5,200	1,951	81,335

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 Facilities/ Buildings; VP/Dir Energy	Director of Construction/ Design/ Engineering; Director of Physical Plant; VP/Dir Energy	CFO/CIO/ COO/VP/ Exec Mgt (Note 1)	Superintendent of Schools (Note 2)	Facility/ Building Manager; Asset Manager	Construction/ Project Manager	Facility/ Operations Manager	Energy/ Environmental Manager	Staff Engineer; Staff Security/ Safety	Staff Architect; Staff Space Planner/ Interior Designer; Staff Engineer; Others Allied to the Field	Unknown
COMMERCIAL BUILDINGS															
Building Development Firm	10,799	13.3	4,406	829	465	566	-	1,104	1,288	152	34	1,597	358	-	-
Building Management Firm	10,629	13.1	3,250	1,239	200	707	-	3,459	399	306	35	334	700	-	-
Computer/High Tech	597	0.7	213	57	18	44	-	98	37	27	7	69	27	-	-
Financial/Insurance	1,516	1.9	347	300	34	183	-	334	51	60	10	87	110	-	-
Communication/ Transportation/Utility	1,704	2.1	277	120	100	71	-	346	174	202	66	245	103	-	-
Business/Professional Services	6,868	8.4	2,640	496	189	435	-	950	552	230	67	882	427	-	-
COMMERCIAL Sub Total	32,113	39.5	11,133	3,041	1,006	2,006		6,291	2,501	977	219	3,214	1,725		
Colleges & Universities	6,030	7.4	595	1,481	345	498	262	1,196	329	366	88	503	367	-	-
K-12 Schools	14,876	18.3	249	2,933	201	653	5,562	3,050	241	973	75	286	653	-	-
EDUCATION Sub Total	20,906	25.7	844	4,414	546	1,151	5,824	4,246	570	1,339	163	789	1,020		
Federal	1,233	1.5	50	118	55	69	-	316	144	106	38	265	72	-	-
State	1,194	1.5	62	137	66	110	-	300	112	101	32	194	80	-	-
Municipal	4,215	5.2	144	538	355	381	-	999	489	403	93	494	319	-	-
GOVERNMENT Sub Total	6,642	8.2	256	793	476	560		1,615	745	610	163	953	471		
Healthcare/Medical Buildings	4,637	5.7	799	800	302	422	-	918	229	305	86	553	223	-	-
Manufacturing Buildings (Firms/Plants)	5,324	6.5	1,110	345	283	265	-	1,122	386	640	113	662	398	-	-
Hospitality Buildings (includes Hotels, Motels, Resorts)	3,012	3.7	690	371	134	211	-	923	62	201	10	217	193	-	-
Retail/Chain Buildings	2,374	2.9	794	251	76	122	-	505	118	185	8	166	149	-	-
No Answer/Unknown/Other	6,327	7.8	-	-	-	-	-	-	-	-	-	-	-	-	6,327
TOTAL RECORDS	81,335	100.0	15,626	10,015	2,823	4,737	5,824	15,620	4,611	4,257	762	6,554	4,179		6,327

Note 1: Also includes Directors, Officers, and other company executives and personnel

Note 2: Superintendent of Schools also includes School Principals, Deans, Campus Presidents and other School Administrative personnel.

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	1,248
Allocated for Trade Shows and Conventions	100
All Other	911
TOTAL	2,259

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

2018 Issue	Print	Digital	Unique Total Qualified*
January	63,273	17,647	74,100
February	63,456	17,125	74,100
March	63,639	16,758	74,100
April	63,925	16,203	74,100
May	64,095	15,976	74,100
June	64,978	14,561	74,100

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

3a. BUSINESS/OCCUPATIONAL BREAKOUT FOR THE ISSUE OF MAY 2018

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	10,587	14.3	250,884	25,511	4,859	13,645	4,912	99,519	1,565	2,937	80,391	14,953	1,369	552	671	7,908	14.7
Building Management Firm	10,569	14.3	904,096	532,569	6,681	20,498	7,967	185,976	1,393	78,139	42,482	18,530	5,407	2,857	1,597	7,690	14.3
Computer/High Tech	560	0.7	23,250	6,419	11,924	727	508	81	6	603	2,090	870	5	5	12	492	0.9
Financial/Insurance	1,500	2.0	1,067,492	981,230	3,308	21,553	1,771	25,464	481	10,436	11,168	11,821	196	48	16	1,189	2.2
Communication/Transportation/Utility	1,624	2.2	273,022	20,621	4,869	206,090	429	1,153	94	252	21,577	14,260	215	3,033	429	1,363	2.5
Business/Professional Services	6,672	9.0	410,333	209,931	64,040	11,009	1,485	54,912	1,049	30,028	21,628	10,150	2,615	3,192	294	5,296	9.8
COMMERCIAL BUILDINGS SUB-TOTAL	31,512	42.5	2,929,077	1,776,281	95,681	273,522	17,072	367,105	4,588	122,395	179,336	70,584	9,807	9,687	3,019	23,938	44.4
College & University Buildings	5,988	8.1	139,109	2,494	129,831	652	36	879	31	2,465	903	113	33	1,577	95	3,505	6.5
K-12 School Buildings	14,844	20.0	132,807	356	129,415	40	-	219	4	117	289	86	158	2,120	3	9,491	17.6
EDUCATION BUILDINGS SUB-TOTAL	20,832	28.1	271,916	2,850	259,246	692	36	1,098	35	2,582	1,192	199	191	3,697	98	12,996	24.1
Federal	1,215	1.6	446,548	2,481	940	37,364	308	1,052	11	863	659	577	355,485	3,558	43,250	934	1.7
State	1,162	1.6	327,989	7,720	54,564	585	40	120,374	117	2,634	9,474	239	1,547	126,235	4,460	855	1.6
Municipal	4,196	5.7	135,376	2,826	1,401	155	67	3,190	182	1,733	16,499	2,712	1,791	103,385	1,435	3,119	5.8
GOVERNMENT BUILDINGS SUB-TOTAL	6,573	8.9	909,913	13,027	56,905	38,104	415	124,616	310	5,230	26,632	3,528	358,823	233,178	49,145	4,908	9.1
Healthcare/Medical Buildings	4,594	6.2	79,791	28,485	2,318	80	92	507	27	45,896	790	1,030	122	347	97	3,377	6.3
Manufacturing Buildings (Firms/Plants)	5,246	7.1	52,409	16,503	1,866	1,876	39	195	22	620	3,393	26,011	731	1,104	49	4,483	8.3
Hospitality Buildings (includes Hotels, Motels, Resorts)	2,990	4.0	30,172	1,754	419	1,374	103	1,481	21,372	237	2,152	144	982	153	1	2,285	4.3
Retail/Chain Buildings	2,353	3.2	130,245	4,395	192	101,710	1,499	154	686	71	16,108	5,421	3	5	1	1,893	3.5
TOTAL QUALIFIED CIRCULATION	74,100	100.0	4,403,523	1,843,295	416,627	417,358	19,256	495,156	27,040	177,031	229,603	106,917	370,659	248,171	52,410	53,880	100.0

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

3a. BUSINESS/OCCUPATIONAL BREAKOUT FOR THE ISSUE OF MAY 2018

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/Engineering; Dir of Physical Plant	CFO/CIO/COO/VP/Exec Mgt/VP/Dir of Energy (Note 1)	Superintendent of Schools (Note 2)	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		
COMMERCIAL BUILDINGS																	
Building Development Firm	10,587	14.3	9,321	2,099	4,373	827	451	566	-	1,096	1,271	151	31	1,473	348		
Building Management Firm	10,569	14.3	9,387	2,114	3,243	1,235	197	707	-	3,440	393	303	31	324	696		
Computer/High Tech	560	0.7	441	188	204	56	18	43	-	94	34	27	6	56	22		
Financial/Insurance	1,500	2.0	1,272	423	346	299	32	183	-	330	49	57	8	87	109		
Communication/Transportation/Utility	1,624	2.2	1,337	416	255	118	99	69	-	343	154	201	63	228	94		
Business/Professional Services	6,672	9.0	5,690	1,641	2,580	496	180	432	-	938	530	225	62	823	406		
COMMERCIAL SUB-TOTAL	31,512	42.5	27,448	6,881	11,001	3,031	977	2,000	-	6,241	2,431	964	201	2,991	1,675		
College & University	5,988	8.1	4,972	1,602	594	1,480	343	497	262	1,191	323	363	86	484	365		
K-12 Schools	14,844	20.0	13,007	2,690	248	2,933	201	653	5,562	3,045	234	971	71	276	650		
EDUCATION SUB-TOTAL	20,832	28.1	17,979	4,292	842	4,413	544	1,150	5,824	4,236	557	1,334	157	760	1,015		
Federal	1,215	1.6	996	373	48	117	55	69	-	314	143	106	36	256	71		
State	1,162	1.6	990	293	62	136	66	108	-	297	109	99	27	179	79		
Municipal	4,196	5.7	3,586	966	144	538	355	381	-	997	487	399	90	487	318		
GOVERNMENT SUB-TOTAL	6,573	8.9	5,572	1,632	254	791	476	558	-	1,608	739	604	153	922	468		
Healthcare/Medical Buildings	4,594	6.2	4,019	931	795	797	302	422	-	914	225	301	81	536	221		
Manufacturing Buildings (Firms/Plants)	5,246	7.1	4,313	1,277	1,105	344	280	263	-	1,115	377	633	111	644	374		
Hospitality Buildings (includes Hotels, Motels, Resorts)	2,990	4.0	2,684	529	688	371	134	209	-	918	59	200	10	212	189		
Retail/Chain Buildings	2,353	3.2	2,080	434	789	250	76	122	-	503	116	185	8	164	140		
UNIQUE TOTAL QUALIFIED CIRCULATION**	74,100	100.0	64,095	15,976	15,474	9,997	2,789	4,724	5,824	15,535	4,504	4,221	721	6,229	4,082		

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

Note 1: Also includes Directors, Officers, and other company executives and personnel

Note 2: Superintendent of Schools also includes School Principals, Deans, Campus Presidents and other School Administrative personnel.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

Qualification Source	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	53,087	21,013	-	64,095	15,976	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	53,087 71.6	21,013 28.4	-	64,095 86.5	15,976 21.6	74,100 100.0	100.0

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

2018

Buildings Bulletin

JANUARY

January 2	42,255
January 4	42,059
January 9	41,567
January 11	41,836
January 16	43,822
January 18	43,325
January 23	43,890
January 25	43,786
January 30	43,539

FEBRUARY

February 1	43,614
February 6	43,476
February 8	43,482
February 13	43,597
February 15	43,524
February 20	45,294
February 22	45,206
February 27	45,109

MARCH

March 1	44,994
March 6	44,867
March 8	44,381
March 13	44,186
March 15	44,056
March 20	47,081
March 22	46,794
March 27	46,753
March 29	46,569

APRIL

April 3	46,462
April 5	46,197
April 10	46,252
April 12	46,256
April 17	47,890
April 19	47,416
April 24	41,876
April 26	47,542

MAY

May 1	47,435
May 3	47,040
May 8	47,301
May 10	47,224
May 15	46,227
May 17	46,277
May 22	46,936
May 24	46,868
May 29	46,702
May 31	45,645

JUNE

June 5	46,544
June 7	46,469
June 12	46,417
June 14	46,387
June 19	45,387
June 21	45,316
June 26	46,232
June 28	46,889

AVERAGE:**45,312**

Buildings Bulletin (52 issued in the period)

WEBINAR CHANNEL

2018	Monthly Average Registrants	Monthly Average Attendees
BUILDINGS Webinars (6 webinars in the period)	235	161

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

2018	Pageviews	Sessions	Users	Average Session Duration
January	160,597	119,871	98,388	0:46
February	162,322	118,990	100,677	0:54
March	227,115	168,465	147,144	0:50
April	240,810	177,257	151,127	0:52
May	242,216	174,403	148,800	0:52
June	229,241	162,572	137,661	0:59
AVERAGE:	210,384	153,593	130,633	0:52

January – June 2018 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.

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>

2018

Beginning Balance	6,774	4,222	1,911
January	6,836	4,223	1,918
February	6,902	4,225	1,923
March	7,007	4,227	1,923
April	7,007	4,237	1,925
May	7,051	4,255	1,941
June	7,112	5,200	1,951

GEOGRAPHIC DISTRIBUTION*

State	Total Unique Individuals	Buildings Magazine for Issue of May 2018			Buildings E-Newsletter	Buildings Webinars	
		Print	Digital	**Unique Total	Buildings Bulletin for Issue of June 28, 2018	Buildings Registrants as of June 30, 2018	Buildings Attendees as of June 30, 2018
Maine	428	352	69	399	221	6	1
New Hampshire	411	333	76	382	251	6	2
Vermont	193	156	34	181	109	1	1
Massachusetts	2,078	1,627	410	1,871	1,229	25	10
Rhode Island	287	230	50	259	182	4	1
Connecticut	1,102	869	200	993	677	17	12
NEW ENGLAND	4,499	3,567	839	4,085	2,669	59	27
New York	5,578	4,532	1,021	5,109	3,214	92	27
New Jersey	2,194	1,781	388	1,998	1,286	50	29
Pennsylvania	3,677	2,951	642	3,345	2,096	54	26
MIDDLE ATLANTIC	11,449	9,264	2,051	10,452	6,596	196	82
Ohio	3,631	2,900	631	3,315	2,064	38	14
Indiana	1,510	1,181	284	1,385	862	17	5
Illinois	4,172	3,302	832	3,803	2,437	48	20
Michigan	2,263	1,787	468	2,080	1,314	28	14
Wisconsin	2,055	1,646	373	1,872	1,122	27	16
EAST NO. CENTRAL	13,631	10,816	2,588	12,455	7,799	158	69
Minnesota	1,776	1,403	340	1,630	983	23	12
Iowa	1,372	1,074	287	1,280	747	12	5
Missouri	2,134	1,676	436	1,975	1,253	10	6
North Dakota	408	342	70	388	201	2	-
South Dakota	370	291	72	341	198	3	2
Nebraska	923	752	160	860	510	7	4
Kansas	1,191	922	260	1,110	699	4	3
WEST NO. CENTRAL	8,174	6,460	1,625	7,584	4,591	61	32
Delaware	213	165	55	197	126	6	3
Maryland	1,516	1,172	330	1,361	945	28	11
Washington DC	657	511	171	606	415	7	7
Virginia	1,891	1,474	412	1,700	1,136	36	16
West Virginia	368	302	54	341	209	3	1
North Carolina	2,056	1,618	426	1,892	1,165	19	13
South Carolina	953	772	182	886	553	12	5
Georgia	2,308	1,793	448	2,065	1,378	31	12
Florida	3,947	3,148	771	3,595	2,286	45	14
SOUTH ATLANTIC	13,909	10,955	2,849	12,643	8,213	187	82
Kentucky	1,066	840	205	977	622	13	6
Tennessee	1,536	1,233	261	1,386	876	21	9
Alabama	978	788	174	902	568	5	2
Mississippi	614	499	107	564	363	2	-
EAST SO. CENTRAL	4,194	3,360	747	3,829	2,429	41	17
Arkansas	815	655	161	757	470	3	3
Louisiana	785	628	144	719	427	6	1
Oklahoma	1,079	855	188	990	609	15	8
Texas	5,718	4,528	1,142	5,243	3,317	56	19
WEST SO. CENTRAL	8,397	6,666	1,635	7,709	4,823	80	31
Montana	384	306	71	357	206	2	-
Idaho	454	374	74	428	251	5	2
Wyoming	216	169	44	203	116	1	-
Colorado	1,477	1,163	290	1,346	798	23	13
New Mexico	431	348	83	403	231	3	1
Arizona	1,100	871	208	997	634	8	5
Utah	612	449	142	548	391	5	3
Nevada	442	341	98	396	261	5	1
MOUNTAIN	5,116	4,021	1,010	4,678	2,888	52	25
Alaska	223	177	44	204	145	3	1
Washington	1,686	1,331	339	1,559	933	25	11
Oregon	899	697	184	829	483	12	8
California	6,866	5,352	1,417	6,234	3,910	109	45
Hawaii	256	204	60	241	141	2	1
PACIFIC	9,930	7,761	2,044	9,067	5,612	151	66
UNITED STATES	79,299	62,870	15,388	72,502	45,620	985	431
U.S Territories	13	3	5	7	9	1	1
Canada	1,615	1,189	463	1,445	969	51	20
Mexico	15	7	7	10	9	2	1
Other International	237	19	102	118	155	65	15
APO/FPO	1	-	-	-	1	-	-
Email Address Only	155	7	11	18	126	29	16
UNIQUE TOTAL**	81,335	64,095	15,976	74,100	46,889	1,133	484

*See Additional Data

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

ADDITIONAL DATA

MAGAZINE: 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 recipient 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.

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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.

PARAGRAPH 3a:

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

BUILDINGS EDUCATION WEBINAR:

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

GEOGRAPHIC DISTRIBUTION:

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QUESTIONNAIRE USED BY THE PUBLICATION TO ELICIT SUPPLEMENTAL DATA:

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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"/> Communication/Transportation/Utility	19 <input type="checkbox"/> Hospitality (Hotel/Hotel/Resorts)
8 <input type="checkbox"/> Business/Professional Services	20 <input type="checkbox"/> Healthcare (Hospitals, Medical Clinics, Nursing Homes)
9 <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 Facilities/Buildings
22 <input type="checkbox"/> VP/Director of Real Estate	29 <input type="checkbox"/> VP/Director of Construction/Design/Engineering
23 <input type="checkbox"/> VP/Director of Energy	30 <input type="checkbox"/> Director of Physical Plant
24 <input type="checkbox"/> CFO/COO/CEO/Exec VP	31 <input type="checkbox"/> Superintendent of Schools
25 <input type="checkbox"/> Property/Asset Manager	32 <input type="checkbox"/> Facility/Building Manager
26 <input type="checkbox"/> Construction/Project Manager	33 <input type="checkbox"/> Facility Operations Manager
27 <input type="checkbox"/> Energy/Environmental Manager	34 <input type="checkbox"/> Staff Architect
28 <input type="checkbox"/> Staff Engineer	35 <input type="checkbox"/> Staff Space Planner/Interior Designer
29 <input type="checkbox"/> Staff Security/Safety	36 <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	30 <input type="checkbox"/> Software
24 <input type="checkbox"/> Interior Products	31 <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?

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		
<p>We hereby make oath and say that all data set forth in this statement are true.</p> <p style="text-align: center;">Barbara Schrafel, Senior Mgr, Audience Development & Database Services</p> <p style="text-align: center;">Tony Dellamaria, VP Group Publisher</p> <p>(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)</p> <p>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.</p>	<p>Date signed</p> <p>State</p> <p>County</p> <p>Revised</p> <p>Type</p> <p>ID Number</p>	<p>July 31, 2018</p> <p>Iowa</p> <p>Linn</p> <p>July 31, 2018</p> <p>BUSD</p> <p>B259B0J8</p>

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