

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**



6 Issues in the period
74,100 average circulation

**BUILDINGS
E-NEWSLETTERS**



4 E-Newsletters in the period
44 total issued in the period
See below for average per occurrence

**BUILDINGS
WEBINARS**



8 webinars in period
216 average registrants
187 average attendees

**BUILDINGS
WEBSITE**

www.buildings.com



81,326 average
unique browsers

**BUILDINGS
SOCIAL MEDIA**



6,228 Twitter followers
4,199 Facebook likes
1,786 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	63,750	-	63,750
b. Digital	17,173	-	17,173
1. Requested	17,173	-	17,173
2. Non-Requested	-	-	-
BUILDINGS E-NEWSLETTERS			
a. Facility Systems Solution (26 issued in the period)	39,812	-	39,812
b. Greener Facilities (6 issued in the period)	43,634	-	43,634
c. Energy Manager (6 issued in the period)	42,442	-	42,442
d. Roofing Results (6 issued in the period)	40,332	-	40,332
BUILDINGS WEBINARS (8 webinars in the period)			
a. Buildings Registrants	216	-	216
b. Buildings Attendees	187	-	187
BUILDINGS WEBSITE (Monthly Unique Browsers with 144,625 average Page Impressions)	81,326	-	81,326
BUILDINGS SOCIAL MEDIA			
a. Twitter followers	**6,228	-	**6,228
b. Facebook likes	**4,199	-	**4,199
c. LinkedIn group members	**1,786	-	**1,786

*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	79,646
INDIVIDUALS RECEIVING ONLY ONE CHANNEL	34,277
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		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	35,279	38,377	38,377	37,522	453	400	-	-	-	-
FACILITY SYSTEM SOLUTIONS	35,279	38,895	37,707	38,075	34,451	419	371	-	-	-	-
GREENER FACILITIES	38,377	37,707	42,959	40,138	36,265	443	394	-	-	-	-
ENERGY MANAGER	38,377	38,075	40,138	42,382	36,432	441	390	-	-	-	-
ROOFING RESULTS	37,522	34,451	36,265	36,432	38,055	418	367	-	-	-	-
BUILDINGS WEBINAR REGISTRANTS	453	419	443	441	418	1,071	916	-	-	-	-
BUILDINGS WEBINAR ATTENDEES	400	371	394	390	367	916	916	-	-	-	-
BUILDINGS WEBSITE	-	-	-	-	-	-	-	81,326	-	-	-
BUILDINGS TWITTER	-	-	-	-	-	-	-	-	6,228	-	-
BUILDINGS FACEBOOK	-	-	-	-	-	-	-	-	-	4,199	-
BUILDINGS LINKEDIN	-	-	-	-	-	-	-	-	-	-	1,786

Note: Buildings Magazine as of November 2016, Facility System Solutions e-newsletter as of November 7, 2016; Greener Facilities e-newsletter as of November 23, 2017; Energy Manager e-newsletter as of November 9, 2016; Roofing Results e-newsletter as of November 2, 2016. Webinar registrants and attendees as of December 31, 2016.

1c. TOTAL UNIQUE INDIVIDUALS

CHANNEL	Integrated Channels							Non-Integrated Channels				UNIQUE INDIVIDUALS
	BUILDINGS E-NEWSLETTERS					BUILDINGS WEBINARS		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	40,922	38,857	42,192	42,214	38,028	972	916	-	-	-	-	45,369
Single Channel Recipients	33,178	38	767	168	27	99	-	-	-	-	-	34,277
TOTAL	74,100	38,895	42,959	42,382	38,055	1,071	916	81,326	6,228	4,199	1,786	79,646

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 Physical Plant; VP/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	10,025	12.6	5,447	901	473	466	-	815	730	115	38	1,040	-	
Building Management Firm	9,890	12.4	3,467	1,439	241	510	-	3,031	282	369	51	500	-	
Computer/High Tech	788	1.0	253	88	35	48	-	119	56	43	11	135	-	
Financial/Insurance	1,693	2.1	318	383	51	182	-	418	58	88	11	184	-	
Communication/ Transportation/Utility	2,466	3.1	353	222	137	143	-	499	206	324	107	475	-	
Business/Professional	6,209	7.8	2,658	544	194	377	-	801	398	246	89	902	-	
COMMERCIAL Sub Total	31,071	39.0	12,496	3,577	1,131	1,726		5,683	1,730	1,185	307	3,236		
Colleges & Universities	6,172	7.7	493	1,719	454	506	191	1,022	327	444	108	908	-	
K-12 Schools	13,360	16.8	229	2,994	277	571	4,777	2,517	220	1,109	95	571	-	
EDUCATION Sub Total	19,532	24.5	722	4,713	731	1,077	4,968	3,539	547	1,553	203	1,479		
Federal	1,829	2.3	68	205	79	93	-	469	222	173	71	449	-	
State	1,408	1.8	59	186	109	131	-	340	131	130	46	276	-	
Municipal	5,268	6.6	201	769	448	380	-	1,178	691	556	129	916	-	
GOVERNMENT Sub Total	8,505	10.7	328	1,160	636	604		1,987	1,044	859	246	1,641		
Healthcare/Medical Buildings	4,789	6.0	525	1,171	415	253	-	942	235	413	125	710	-	
Manufacturing Buildings	7,369	9.3	1,245	543	492	304	-	1,469	477	1,081	202	1,556	-	
Hospitality Buildings (includes Hotels, Motels, Resorts)	3,359	4.2	815	510	148	203	-	1,040	71	266	11	295	-	
Retail/Chain Buildings	2,470	3.1	769	309	91	125	-	564	91	249	9	263	-	
No Answer/Unknown/Other	2,551	3.2	31	3	1	4	-	-	15	5	2	93	2,397	
TOTAL RECORDS	79,646	100.0	16,931	11,986	3,645	4,296	4,968	15,224	4,210	5,611	1,105	9,273	2,397	

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	1,683
Allocated for Trade Shows and Conventions	167
All Other	952
TOTAL	2,802

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*
July	63,551	17,478	74,100
August	63,611	17,372	74,100
September	63,772	17,157	74,100
October	63,806	17,093	74,100
November	63,847	17,014	74,100
December	63,910	16,926	74,100

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

3a. BUSINESS/OCCUPATIONAL BREAKOUT FOR THE ISSUE OF NOVEMBER 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	9,669	13.1	1,070,002	561,770	71,135	60,709	35,641	285,197	2,393	3,097	34,427	13,146	952	1,277	258	8,143	14.0	
Building Management Firm	9,519	12.8	1,231,441	689,062	10,052	154,603	10,269	138,768	2,582	12,411	135,652	34,415	2,858	10,155	30,614	7,525	13.0	
Computer/High Tech	745	1.0	98,555	78,882	13,062	595	509	97	20	1,741	1,042	1,468	58	68	1,013	673	1.2	
Financial/Insurance	1,625	2.2	130,146	25,867	1,733	25,040	1,722	2,585	465	14,849	42,406	15,060	90	260	69	1,328	2.3	
Communication/Transportation/Utility	2,387	3.2	79,705	20,467	2,232	2,216	344	2,650	1,218	424	23,374	21,056	704	4,102	918	2,037	3.5	
Business/Professional Services	5,896	8.0	336,953	227,493	16,578	12,449	1,063	5,583	972	43,321	13,742	10,289	2,724	1,687	1,052	5,086	8.8	
COMMERCIAL BUILDINGS SUB-TOTAL	29,841	40.3	2,946,802	1,603,541	114,792	255,612	49,548	434,880	7,650	75,843	250,643	95,434	7,386	17,549	33,924	24,792	42.8	
College & University Buildings	5,847	7.9	167,783	17,698	138,701	117	112	2,671	70	1,983	657	221	730	4,541	282	3,462	6.0	
K-12 School Buildings	12,944	17.5	143,564	1,670	138,282	79	5	235	7	215	1,601	97	79	1,231	63	8,903	15.3	
EDUCATION BUILDINGS SUB-TOTAL	18,791	25.4	311,347	19,368	276,983	196	117	2,906	77	2,198	2,258	318	809	5,772	345	12,365	21.3	
Federal	1,681	2.3	636,583	19,816	76,547	40,076	315	2,832	38,086	6,688	2,266	2,198	385,439	36,326	25,994	1,273	2.2	
State	1,366	1.8	437,778	8,487	28,766	88	40	2,766	20	8,931	18,612	100,678	2,819	137,954	128,617	1,042	1.8	
Municipal	5,141	6.9	342,919	19,753	3,107	1,628	102	55,549	697	15,972	7,434	13,315	3,500	216,363	5,499	3,970	6.8	
GOVERNMENT BUILDINGS SUB-TOTAL	8,188	11.0	1,417,280	48,056	108,420	41,792	457	61,147	38,803	31,591	28,312	116,191	391,758	390,643	160,110	6,285	10.8	
Healthcare/Medical Buildings	4,557	6.1	54,212	3,837	2,933	2,735	141	796	34	37,727	4,032	642	493	710	132	3,572	6.2	
Manufacturing Buildings (Firms/Plants)	7,108	9.6	122,477	10,439	1,532	1,659	26,491	767	142	1,151	8,853	40,638	30,364	220	221	6,294	10.8	
Hospitality Buildings (includes Hotels, Motels, Resorts)	3,231	4.4	50,605	792	662	1,878	66	1,735	30,695	8,097	4,378	364	1,760	163	15	2,687	4.6	
Retail/Chain Buildings	2,384	3.2	227,159	3,720	83	193,682	4,585	385	673	733	20,791	2,472	15	11	9	2,029	3.5	
TOTAL QUALIFIED CIRCULATION	74,100	100.0	5,129,882	1,689,753	505,405	497,554	81,405	502,616	78,074	157,340	319,267	256,059	432,585	415,068	194,756	58,024	100.0	

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

3a. BUSINESS/OCCUPATIONAL BREAKOUT FOR THE ISSUE OF NOVEMBER 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/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	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			
COMMERCIAL BUILDINGS																	
Building Development Firm	9,669	13.1	8,526	2,147	5,277	868	451	451	-	792	703	113	34	980			
Building Management Firm	9,519	12.8	8,399	2,193	3,365	1,377	230	490	-	2,915	270	354	50	468			
Computer/High Tech	745	1.0	584	250	239	83	33	46	-	112	56	43	10	123			
Financial/Insurance	1,625	2.2	1,379	445	313	368	50	177	-	395	55	83	11	173			
Communication/Transportation/Utility	2,387	3.2	1,987	595	344	211	131	137	-	479	203	317	102	463			
Business/Professional Services	5,896	8.0	4,921	1,648	2,537	513	187	365	-	769	372	236	81	836			
COMMERCIAL BUILDINGS SUB-TOTAL	29,841	40.3	25,796	7,278	12,075	3,420	1,082	1,666	-	5,462	1,659	1,146	288	3,043			
College & University Buildings	5,847	7.9	4,848	1,623	472	1,614	441	497	181	961	310	422	98	851			
K-12 School Buildings	12,944	17.5	11,335	2,368	224	2,874	261	552	4,631	2,452	215	1,084	94	557			
EDUCATION BUILDINGS SUB-TOTAL	18,791	25.4	16,183	3,991	696	4,488	702	1,049	4,812	3,413	525	1,506	192	1,408			
Federal	1,681	2.3	1,388	516	66	186	68	91	-	431	201	164	59	415			
State	1,366	1.8	1,160	350	57	176	107	129	-	332	129	127	44	265			
Municipal	5,141	6.9	4,436	1,135	198	738	437	375	-	1,152	676	544	126	895			
GOVERNMENT BUILDINGS SUB-TOTAL	8,188	11.0	6,984	2,001	321	1,100	612	595	-	1,915	1,006	835	229	1,575			
Healthcare/Medical Buildings	4,557	6.1	3,939	1,073	511	1,107	397	246	-	898	222	386	122	668			
Manufacturing Buildings (Firms/Plants)	7,108	9.6	5,947	1,585	1,218	521	474	297	-	1,410	469	1,055	192	1,472			
Hospitality Buildings (includes Hotels, Motels, Resorts)	3,231	4.4	2,882	628	799	472	139	197	-	1,003	69	258	10	284			
Retail/Chain Buildings	2,384	3.2	2,116	458	754	296	87	123	-	538	88	242	9	247			
UNIQUE TOTAL QUALIFIED CIRCULATION**	74,100	100.0	63,847	17,014	16,374	11,404	3,493	4,173	4,812	14,639	4,038	5,428	1,042	8,697			

*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 NOVEMBER 2016

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	51,944	22,156	-	63,847	17,014	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	51,944 70.1	22,156 29.9	-	63,847 86.2	17,014 23.0	74,100 100.0	100.0

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

2016	FACILITY SYSTEMS	GREENER FACILITIES	ENERGY MANAGER	ROOFING RESULTS
JULY				
July 5	41,789	-	-	-
July 6	-	-	-	43,578
July 11	41,626	-	-	-
July 13	-	-	41,649	-
July 18	40,892	-	-	-
July 25	41,052	-	-	-
July 27	-	44,844	-	-
AUGUST				
August 1	40,919	-	-	-
August 3	-	-	-	42,159
August 8	40,732	-	-	-
August 10	-	-	41,127	-
August 15	40,503	-	-	-
August 22	39,903	-	-	-
August 24	-	44,336	-	-
August 29	40,171	-	-	-
SEPTEMBER				
September 6	40,119	-	-	-
September 7	-	-	-	40,677
September 12	40,172	-	-	-
September 14	-	-	43,513	-
September 19	39,921	-	-	-
September 26	39,824	-	-	-
September 28	-	43,714	-	-
OCTOBER				
October 3	39,647	-	-	-
October 5	-	-	-	40,018
October 10	39,550	-	-	-
October 12	-	-	43,369	-
October 17	38,871	-	-	-
October 24	39,014	-	-	-
October 26	-	43,498	-	-
October 31	38,863	-	-	-
NOVEMBER				
November 2	-	-	-	38,055
November 7	38,895	-	-	-
November 9	-	-	42,382	-
November 14	39,297	-	-	-
November 21	39,178	-	-	-
November 23	-	42,959	-	-
November 28	38,797	-	-	-
DECEMBER				
December 5	39,034	-	-	-
December 7	-	-	-	37,506
December 12	38,986	-	-	-
December 14	-	-	42,612	-
December 19	38,895	-	-	-
December 26	38,449	-	-	-
December 28	-	42,454	-	-
AVERAGE	39,812	43,634	42,442	40,332

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 (8 webinars in the period)	216	187

*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

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	152,715	100,040	87,268	1.15	01:40	00:53
August	165,688	108,758	95,060	1.14	01:43	00:54
September	155,306	103,369	91,093	1.13	01:47	00:54
October	101,746	59,392	51,321	1.16	01:31	01:05
November	157,780	97,142	85,218	1.14	01:35	01:00
December	134,512	87,848	77,996	1.13	01:45	00:56
AVERAGE:	144,625	92,758	81,326	1.14	01:40	00:57

July – December 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	5,925	4,184	1,680
July	5,977	4,191	-
August	6,000	4,189	-
September	6,063	4,199	-
October	6,111	4,194	1,755
November	6,179	4,193	-
December	6,228	4,199	1,786

*See Additional Data

GEOGRAPHIC DISTRIBUTION*

State	BUILDINGS MAGAZINE for Issue of November 2016				BUILDINGS E-NEWSLETTERS				BUILDINGS WEBINARS	
	Total Unique Individuals	PRINT	DIGITAL	**UNIQUE TOTAL	FACILITY SYSTEM SOLUTIONS For Issue of November 7, 2016	GREENER FACILITIES For Issue of November 23, 2016	ENERGY MANAGER For Issue of November 9, 2016	ROOFING RESULTS For Issue of November 2, 2016	BUILDINGS REGISTRANTS As of December 31, 2016	BUILDINGS ATTENDEES As of December 31, 2016
Maine	460	384	76	434	183	202	198	173	4	4
New Hampshire	416	340	94	393	209	226	229	207	2	2
Vermont	190	142	42	175	99	108	102	90	3	3
Massachusetts	2,128	1,696	480	1,969	1,108	1,226	1,216	1,089	23	20
Rhode Island	294	260	44	282	142	157	157	148	2	2
Connecticut	1,194	993	225	1,123	574	647	626	571	13	12
NEW ENGLAND	4,682	3,815	961	4,376	2,315	2,566	2,528	2,278	47	43
New York	5,383	4,444	1,158	5,053	2,631	2,891	2,859	2,613	50	42
New Jersey	2,318	1,900	450	2,135	1,173	1,257	1,252	1,093	28	24
Pennsylvania	3,658	2,994	711	3,396	1,754	1,978	1,941	1,735	28	26
MIDDLE ATLANTIC	11,359	9,338	2,319	10,584	5,558	6,126	6,052	5,441	106	92
Ohio	3,628	2,917	693	3,365	1,782	1,973	1,943	1,713	42	41
Indiana	1,502	1,232	285	1,410	698	765	748	677	12	11
Illinois	4,145	3,398	888	3,933	2,026	2,218	2,197	1,992	44	39
Michigan	2,347	1,924	475	2,204	1,127	1,245	1,222	1,104	24	23
Wisconsin	1,936	1,591	386	1,854	869	957	964	858	20	19
EAST NO.CENTRAL	13,558	11,062	2,727	12,766	6,502	7,158	7,074	6,344	142	133
Minnesota	1,731	1,381	360	1,617	814	912	902	804	23	22
Iowa	1,296	1,061	257	1,230	598	667	644	583	3	2
Missouri	2,000	1,680	372	1,906	939	1,008	1,009	917	9	9
North Dakota	412	362	63	399	153	167	170	160	5	4
South Dakota	415	331	76	391	177	196	191	170	4	4
Nebraska	899	750	158	871	396	431	420	392	6	6
Kansas	1,145	946	228	1,094	553	597	593	556	7	7
WEST NO.CENTRAL	7,898	6,511	1,514	7,508	3,630	3,978	3,929	3,582	57	54
Delaware	205	162	44	189	101	111	108	96	3	3
Maryland	1,601	1,282	352	1,480	851	944	907	817	16	14
Washington DC	709	504	219	637	370	427	410	338	9	7
Virginia	2,001	1,585	453	1,847	1,019	1,133	1,105	976	32	30
West Virginia	419	349	70	395	192	219	205	191	1	1
North Carolina	2,099	1,668	431	1,933	1,027	1,133	1,120	973	20	17
South Carolina	920	750	172	851	464	495	504	450	10	10
Georgia	2,292	1,828	520	2,128	1,139	1,261	1,232	1,136	34	33
Florida	3,806	3,034	844	3,506	1,899	2,164	2,075	1,861	38	34
SOUTH ATLANTIC	14,052	11,162	3,105	12,966	7,062	7,887	7,666	6,838	163	149
Kentucky	1,114	877	221	1,024	567	618	622	536	4	4
Tennessee	1,450	1,213	256	1,362	680	772	772	672	8	6
Alabama	1,024	854	175	958	509	551	542	490	10	10
Mississippi	642	543	112	606	312	320	323	296	3	2
EAST SO.CENTRAL	4,230	3,487	764	3,950	2,068	2,261	2,259	1,994	25	22
Arkansas	797	648	154	754	364	404	402	372	5	5
Louisiana	749	616	132	703	358	401	384	358	6	5
Oklahoma	1,100	897	200	1,045	506	550	559	507	4	4
Texas	5,445	4,341	1,228	5,072	2,760	3,010	2,989	2,652	57	53
WEST SO.CENTRAL	8,091	6,502	1,714	7,574	3,988	4,365	4,334	3,889	72	67
Montana	429	357	72	413	153	174	172	163	7	6
Idaho	434	354	76	411	201	220	216	195	3	3
Wyoming	209	168	46	199	93	97	98	90	-	-
Colorado	1,345	1,041	339	1,258	657	726	721	649	18	14
New Mexico	392	316	84	376	179	187	190	173	5	4
Arizona	1,038	822	243	966	505	572	550	496	5	5
Utah	542	417	149	510	274	314	304	279	2	2
Nevada	405	328	108	391	221	227	229	209	3	3
MOUNTAIN	4,794	3,803	1,117	4,524	2,283	2,517	2,480	2,254	43	37
Alaska	194	165	45	190	100	107	110	109	3	3
Washington	1,397	1,104	328	1,316	723	789	788	720	13	12
Oregon	806	638	172	759	391	434	423	386	10	9
California	6,400	5,151	1,512	6,030	3,185	3,519	3,483	3,163	67	61
Hawaii	167	139	50	162	85	88	89	91	7	7
PACIFIC	8,964	7,197	2,107	8,457	4,484	4,937	4,893	4,469	100	92
UNITED STATES	77,628	62,877	16,328	72,705	37,890	41,795	41,215	37,089	755	689
U.S Territories	24	16	7	20	12	13	15	13	4	4
Canada	1,219	890	471	1,120	677	787	779	655	12	12
Mexico	16	10	8	14	9	9	10	9	2	2
Other International	300	48	197	232	217	237	230	208	22	20
APO/FPO	6	5	1	6	1	1	2	2	-	-
Email Address Only	453	1	2	3	89	117	131	79	276	189
UNIQUE TOTAL**	79,646	63,847	17,014	74,100	38,895	42,959	42,382	38,055	1,071	916

*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.

SOCIAL MEDIA:

Social Media screen shots for LinkedIn July, August, September, November were corrupted and could not be replace/replicated.

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

NAME (Print) _____ Date _____
 _____ Mobile* _____
 Company _____ E-Mail Address _____
 Street/PO 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	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
10 <input type="checkbox"/> Computer/High-Tech	GOVERNMENT
4 <input type="checkbox"/> Financial/Insurance	15 <input type="checkbox"/> Federal
5 <input type="checkbox"/> Retail/Chain	16 <input type="checkbox"/> State
6 <input type="checkbox"/> Communication/Transportation/Utility	17 <input type="checkbox"/> Municipal
7 <input type="checkbox"/> Hospitality (Hotel/Motel/Resorts)	
8 <input type="checkbox"/> Business/Professional Services	
30 <input type="checkbox"/> Healthcare (Hospitals, 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
27 <input type="checkbox"/> VP/Director of Energy
25 <input type="checkbox"/> Director of Physical Plant
26 <input type="checkbox"/> CFO/COO/Exec. VP
27 <input type="checkbox"/> Superintendent of Schools
28 <input type="checkbox"/> Facility/Building Manager
29 <input type="checkbox"/> Property/Asset Manager
30 <input type="checkbox"/> Construction/Project Manager
31 <input type="checkbox"/> Facility Operations Manager
32 <input type="checkbox"/> Energy/Environmental Manager
33 <input type="checkbox"/> Staff Architect
34 <input type="checkbox"/> Staff Space Planner/Interior Designer
35 <input type="checkbox"/> Staff Engineer
36 <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	# of buildings
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	_____
Security/Recreation/Stadiums	_____
Federal	_____
State/Municipal	_____
Correctional/Juvenile/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 Debate Program
<input type="checkbox"/> Yes <input type="checkbox"/> No	LEED Certification(s)
<input type="checkbox"/> Yes <input type="checkbox"/> No	Building 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"/>	50,000 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./
23 <input type="checkbox"/>	Interior Products		Contracts/Maintenance/
24 <input type="checkbox"/>	Interior Products		Equipment)
25 <input type="checkbox"/>	Life/Fire Safety	30 <input type="checkbox"/>	Software
26 <input type="checkbox"/>	Maintenance Products	99 <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"/>	IRSI
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: January 27, 2017
 State: Iowa
 County: Linn
 Revised: January 27, 2017
 Type: BSD
 ID Number: B259B0D6

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.