

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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BUILDING OPERATING MANAGEMENT is a B2B brand for building owners and facilities executives responsible for the largest commercial and institutional facilities in the United States. The publication, its online properties, and live events, provide information about trends and technology in the design, construction, and operation of facilities. Facilities executives rely on Building Operating Management for information and insight on building and operating facilities that are energy efficient and environmentally responsible.

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.

No. 209/12-16
Comparable

CHANNELS

BUILDING OPERATING MANAGEMENT MAGAZINE



6 Issues in the period
73,052 average circulation

BUILDING OPERATING MANAGEMENT WEBSITE



117,404 Average Unique Browsers
Shared media channel,
See Note 1

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
BUILDING OPERATING MANAGEMENT MAGAZINE (6 issues in the period)	73,052	-	73,052
BUILDING OPERATING MANAGEMENT WEBSITE: facilitiesnet.com (Monthly Unique Browsers with 232,429 average Page Impressions)	117,404	-	117,404

Note 1: Shared media channel FacilitiesNet.com - serving both Building Operating Management and Facility Maintenance Decisions.

FIELD SERVED

BUILDING OPERATING MANAGEMENT serves the field of facilities management, encompassing commercial buildings: office buildings, real estate/property management firms, developers, financial institutions, insurance companies, apartment complexes, civic/convention centers, including members of the Building Owners and Managers Association (BOMA), CoreNet Global, International Facility Management Association (IFMA) and the Association for Facilities Engineering (AFE); retail buildings: shopping centers and retail chain headquarters; medical buildings: hospitals, nursing homes, medical clinics, including members of the American Society for Hospital Engineering (ASHE); educational buildings: schools, colleges & universities, including members of the Association of Higher Education Facilities Officers (APPA); government buildings: federal, state, county, municipal, airports, military; industrial manufacturing plants, utilities; hospitality buildings: hotels, motels, restaurant chains; architectural/architecture and design firms, consultants, contractors, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are individuals in executive ownership and facilities management (building owners, developers, presidents, partners, CEO's, CFO's, CIO's, COO's, Executive Vice Presidents, and other corporate officers; VP/directors of: facilities & buildings, real estate; property and asset managers; building and facility managers; VP/directors of energy services, superintendents of schools/school districts); and construction/engineering management (VP/directors of facilities engineering, design & construction; physical plant directors; project managers, energy managers, construction managers; staff architects, staff engineers, space planners, interior designers, energy directors).

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	33
Advertiser and Agency	1,573
Allocated for Trade Shows and Conventions	108
All Other	393
TOTAL	2,108

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	73,052	100.0	73,052	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	73,052	100.0	73,052	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Total Qualified
July	73,055
August	73,050
September	73,050
October	73,053
November	73,050
December	73,051

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

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

This publication conforms to the uniform business/industry/occupational breakout which was developed by the BPA Worldwide advertiser, agency and publisher committee for the Building construction/Management Market in April 1986 and revised in February 1990 and November 1993, requiring participating publications to report their circulation on a comparable basis by June 1986. A copy of the comparability brochure can be obtained from BPA Worldwide.

CLASSIFICATION BY TITLE (See Note 1)

Executive Ownership & Facilities Building Management	Construction/Engineering Management
Building Owners, Developers, Presidents, Partners, CEO's, CFO's, CIO's, COO's, Exec. Vice Presidents and other Corporate Officers; VP/Directors of: Facilities & Buildings, Real Estate; Property and Asset Managers; Building and Facilities Managers; VP/Directors of Energy Services; Superintendents of Schools/School Districts (A)	VPs/Directors of: Facilities Engineering, Design & Construction; Physical Plant Directors; Project Managers, Energy Managers, Construction Managers; Staff Architects, Staff Engineers, Space Planners, Interior Designers, Energy Directors (B)

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Executive Ownership & Facilities Building Management (A)	Construction/Engineering Management (B)
1. COMMERCIAL BUILDINGS: Office Buildings, Real Estate/Property Management Firms, Developers, Financial Institutions, Insurance Companies, Apartment Complexes, Civic/Conventions Centers, including members of AFE, BOMA, CoreNet Global (formerly NACORE) and IFMA	25,595	35.0	22,216	3,379
2. EDUCATIONAL BUILDINGS: Schools, Colleges & Universities including members of APPA	23,872	32.7	21,829	2,043
3. MEDICAL BUILDINGS: Hospitals, Nursing Homes, Medical Clinics including members of ASHE	11,051	15.1	8,896	2,155
4. GOVERNMENT BUILDINGS: Federal, State, County, Municipal, Airports & Military	5,666	7.8	4,209	1,457
5. INDUSTRIAL BUILDINGS: Office and Headquarter buildings of Manufacturing Firms, Manufacturing Plants, Utilities	2,502	3.4	1,827	675
6. HOSPITALITY BUILDINGS: Hotels, Motels, Restaurant Chains	1,393	1.9	1,061	332
7. RETAIL BUILDINGS: Shopping Centers and Retail Chain Headquarters	1,243	1.7	1,039	204
Sub-Total	71,322	97.6	61,077	10,245
Architectural and Design Firms, Consultants, Contractors and others allied to the field	1,728	2.4		
TOTAL QUALIFIED CIRCULATION PERCENT	73,050	100.0		

Note 1: Additional title classifications are included at the publisher's option.

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

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	57,462	13,616	-	71,078	97.3
II. Request from recipient's company:	97	77	-	174	0.2
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	1,798	-	-	1,798	2.5
Association rosters and directories	1,798	-	-	1,798	2.5
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	59,357	13,693	-	73,050	100.0
PERCENT	81.3	18.7	-	100.0	

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January - June 2014	July - December 2014	January - June 2015	July - December 2015	January - June 2016	July - December 2016*
Total Audit Average Qualified:	73,054	73,054	73,053	73,053	73,053	73,052
Qualified Non-Paid:	73,054	73,054	73,053	73,053	73,053	73,052
Qualified Paid:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July - December 2016 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	375		Kentucky	829	
New Hampshire	343		Tennessee	1,203	
Vermont	156		Alabama	685	
Massachusetts	2,165		Mississippi	550	
Rhode Island	219		EAST SO. CENTRAL	3,267	4.5
Connecticut	914		Arkansas	732	
NEW ENGLAND	4,172	5.7	Louisiana	730	
New York	5,113		Oklahoma	1,168	
New Jersey	2,183		Texas	5,907	
Pennsylvania	3,426		WEST SO. CENTRAL	8,537	11.7
MIDDLE ATLANTIC	10,722	14.7	Montana	391	
Ohio	2,973		Idaho	322	
Indiana	1,315		Wyoming	167	
Illinois	3,968		Colorado	1,223	
Michigan	2,056		New Mexico	339	
Wisconsin	1,628		Arizona	1,095	
EAST NO. CENTRAL	11,940	16.3	Utah	565	
Minnesota	1,571		Nevada	445	
Iowa	1,023		MOUNTAIN	4,547	6.2
Missouri	2,012		Alaska	260	
North Dakota	342		Washington	1,489	
South Dakota	322		Oregon	707	
Nebraska	820		California	6,365	
Kansas	1,029		Hawaii	214	
WEST NO. CENTRAL	7,119	9.7	PACIFIC	9,035	12.4
Delaware	242		UNITED STATES	71,915	98.4
Maryland	2,282		U.S. Territories	36	
Washington, DC	771		Canada	1,095	
Virginia	1,965		Mexico	-	
West Virginia	345		Other International	-	
North Carolina	1,670		APO/FPO	4	
South Carolina	662				
Georgia	1,912				
Florida	2,727				
SOUTH ATLANTIC	12,576	17.2			
			TOTAL QUALIFIED CIRCULATION	73,050	100.0

*See Additional Data

WEBSITE CHANNEL*

WWW.FACILITIESNET.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	227,749	150,986	111,952	1.35	02:55	01:52
August	239,059	160,884	121,076	1.33	02:42	01:34
September	235,621	146,918	119,630	1.23	02:14	01:21
October	242,820	152,490	122,897	1.24	02:13	01:20
November	236,860	150,305	120,725	1.25	02:22	01:22
December	212,468	134,988	108,147	1.25	02:15	01:18
AVERAGE:	232,429	149,428	117,404	1.28	02:26	01:27

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

*Shared media channel FacilitiesNet.com - serving both Building Operating Management and Facility Maintenance Decisions.

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 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 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

ADDITIONAL DATA

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

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

Todd Kotlarek, Group Director

Eric Muench, Director of Audience Development

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

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About BPA Worldwide:

A not-for-profit organization since 1931, 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.