

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. 209/06-16  
Comparable

**CHANNELS**

**BUILDING OPERATING MANAGEMENT MAGAZINE**



6 Issues in the period  
73,053 average circulation

**BUILDING OPERATING MANAGEMENT WEBSITE**



123,323 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
<b>BUILDING OPERATING MANAGEMENT MAGAZINE</b> (6 issues in the period)	73,053	-	73,053
<b>BUILDING OPERATING MANAGEMENT WEBSITE: facilitiesnet.com</b> (Monthly Unique Browsers with 255,134 average Page Impressions)	123,323	-	123,323

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	38
Advertiser and Agency	1,732
Allocated for Trade Shows and Conventions	278
All Other	376
<b>TOTAL</b>	<b>2,423</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	73,053	100.0	73,053	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>73,053</b>	<b>100.0</b>	<b>73,053</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2016 Issue	Total Qualified
January	73,054
February	73,050
March	73,055
April	73,055
May	73,050
June	73,052

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 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)
<b>1. COMMERCIAL BUILDINGS:</b> 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	25,730	35.2	22,343	3,387
<b>2. EDUCATIONAL BUILDINGS:</b> Schools, Colleges & Universities including members of APPA	23,085	31.6	21,012	2,073
<b>3. MEDICAL BUILDINGS:</b> Hospitals, Nursing Homes, Medical Clinics including members of ASHE	11,193	15.3	8,994	2,199
<b>4. GOVERNMENT BUILDINGS:</b> Federal, State, County, Municipal, Airports & Military	5,850	8.0	4,361	1,489
<b>5. INDUSTRIAL BUILDINGS:</b> Office and Headquarter buildings of Manufacturing Firms, Manufacturing Plants, Utilities	2,604	3.6	1,873	731
<b>6. HOSPITALITY BUILDINGS:</b> Hotels, Motels, Restaurant Chains	1,425	2.0	1,094	331
<b>7. RETAIL BUILDINGS:</b> Shopping Centers and Retail Chain Headquarters	1,315	1.8	1,101	214
Sub-Total	71,202	97.5	60,778	10,424
Architectural and Design Firms, Consultants, Contractors and others allied to the field	1,848	2.5		
<b>TOTAL QUALIFIED CIRCULATION PERCENT</b>	<b>73,050 100.0</b>	<b>100.0</b>		

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

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

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	<b>57,462</b>	<b>13,616</b>	-	<b>71,078</b>	<b>97.3</b>
II. Request from recipient's company:	<b>97</b>	<b>77</b>	-	<b>174</b>	<b>0.2</b>
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>1,798</b>	-	-	<b>1,798</b>	<b>2.5</b>
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:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>59,357</b>	<b>13,693</b>	-	<b>73,050</b>	<b>100.0</b>
<b>PERCENT</b>	<b>81.3</b>	<b>18.7</b>	-	<b>100.0</b>	

**AVERAGE ANNUAL AUDITED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2013	January - June 2014	July - December 2014	January - June 2015	July - December 2015*	January - June 2016*
Total Audit Average Qualified:	73,053	73,054	73,054	73,053	73,053	73,053
Qualified Non-Paid:	73,053	73,054	73,054	73,053	73,053	73,053
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 2015 - June 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 MAY 2016\***

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	375		Kentucky	821	
New Hampshire	334		Tennessee	1,194	
Vermont	154		Alabama	673	
Massachusetts	2,087		Mississippi	542	
Rhode Island	221		<b>EAST SO. CENTRAL</b>	<b>3,230</b>	<b>4.4</b>
Connecticut	900		Arkansas	715	
<b>NEW ENGLAND</b>	<b>4,071</b>	<b>5.6</b>	Louisiana	727	
New York	5,043		Oklahoma	1,150	
New Jersey	2,152		Texas	5,776	
Pennsylvania	3,374		<b>WEST SO. CENTRAL</b>	<b>8,368</b>	<b>11.5</b>
<b>MIDDLE ATLANTIC</b>	<b>10,569</b>	<b>14.5</b>	Montana	369	
Ohio	2,951		Idaho	318	
Indiana	1,287		Wyoming	165	
Illinois	3,892		Colorado	1,201	
Michigan	1,993		New Mexico	344	
Wisconsin	1,616		Arizona	1,086	
<b>EAST NO. CENTRAL</b>	<b>11,739</b>	<b>16.0</b>	Utah	563	
Minnesota	1,553		Nevada	448	
Iowa	1,006		<b>MOUNTAIN</b>	<b>4,494</b>	<b>6.2</b>
Missouri	1,969		Alaska	252	
North Dakota	335		Washington	1,464	
South Dakota	316		Oregon	704	
Nebraska	814		California	6,274	
Kansas	1,008		Hawaii	212	
<b>WEST NO. CENTRAL</b>	<b>7,001</b>	<b>9.6</b>	<b>PACIFIC</b>	<b>8,906</b>	<b>12.2</b>
Delaware	239		<b>UNITED STATES</b>	<b>70,972</b>	<b>97.2</b>
Maryland	2,292		U.S. Territories	35	
Washington, DC	799		Canada	2,039	
Virginia	1,976		Mexico	-	
West Virginia	344		Other International	-	
North Carolina	1,669		APO/FPO	4	
South Carolina	655				
Georgia	1,882				
Florida	2,738				
<b>SOUTH ATLANTIC</b>	<b>12,594</b>	<b>17.2</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>73,050</b>	<b>100.0</b>

\*See Additional Data

# WEBSITE CHANNEL\*

## WWW.FACILITIESNET.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	241,890	159,400	118,406	1.35	02:59	01:53
February	261,395	170,238	127,762	1.33	03:00	01:57
March	276,436	179,492	133,809	1.34	02:58	01:56
April	258,232	174,652	126,555	1.38	03:07	01:57
May	250,071	163,252	120,425	1.36	03:12	02:06
June	242,784	156,393	112,985	1.38	02:51	01:59
<b>AVERAGE:</b>	<b>255,134</b>	<b>167,237</b>	<b>123,323</b>	<b>1.36</b>	<b>03:01</b>	<b>01:58</b>

January – June 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](http://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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County	Milwaukee
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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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.