

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. 209/12-17
Comparable

CHANNELS

BUILDING OPERATING MANAGEMENT MAGAZINE



6 Issues in the period
73,052 average circulation

BUILDING OPERATING MANAGEMENT WEBSITE



94,225 average Users
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 Users with 189,367 average Pageviews)	94,225	-	94,225

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, and contractors.

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	30
Advertiser and Agency	1,518
Allocated for Trade Shows and Conventions	150
All Other	406
TOTAL	2,104

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

2017 Issue	Total Qualified
July	73,053
August	73,050
September	73,053
October	73,052
November	73,055
December	73,050

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2017

This issue is -% or 3 copies below 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 Building Ownership & Facilities 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 Building Ownership & Facilities 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	25,659	35.1	22,403	3,256
2. EDUCATIONAL BUILDINGS: Schools, Colleges & Universities including members of APPA	23,739	32.5	21,779	1,960
3. MEDICAL BUILDINGS: Hospitals, Nursing Homes, Medical Clinics including members of ASHE	11,136	15.3	9,211	1,925
4. GOVERNMENT BUILDINGS: Federal, State, County, Municipal, Airports & Military	5,319	7.3	3,959	1,360
5. INDUSTRIAL BUILDINGS: Office and Headquarter buildings of Manufacturing Firms, Manufacturing Plants, Utilities	2,740	3.8	2,014	726
6. HOSPITALITY BUILDINGS: Hotels, Motels, Restaurant Chains	1,567	2.1	1,234	333
7. RETAIL BUILDINGS: Shopping Centers and Retail Chain Headquarters	1,351	1.8	1,155	196
Sub-Total	71,511	97.9	61,755	9,756
Architectural and Design Firms, Consultants, Contractors	1,539	2.1		
TOTAL QUALIFIED CIRCULATION	73,050	100.0		
PERCENT	100.0			

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2017

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	56,762	14,394	-	71,156	97.4
II. Request from recipient's company:	45	62	-	107	0.2
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	1,787	-	-	1,787	2.4
Association rosters and directories	1,787	-	-	1,787	2.4
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	58,594	14,456	-	73,050	100.0
PERCENT	80.2	19.8	-	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 2015	July - December 2015	January – June 2016	July - December 2016	January – June 2017	July - December 2017*
Total Audit Average Qualified:	73,053	73,053	73,053	73,053	73,053	73,052
Qualified Non-Paid:	73,053	73,053	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 2017 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 DECEMBER 2017*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	369		Kentucky	838	
New Hampshire	353		Tennessee	1,214	
Vermont	165		Alabama	724	
Massachusetts	2,143		Mississippi	578	
Rhode Island	220		EAST SO. CENTRAL	3,354	4.6
Connecticut	909		Arkansas	743	
NEW ENGLAND	4,159	5.7	Louisiana	742	
New York	5,005		Oklahoma	1,148	
New Jersey	2,128		Texas	5,726	
Pennsylvania	3,320		WEST SO. CENTRAL	8,359	11.4
MIDDLE ATLANTIC	10,453	14.3	Montana	394	
Ohio	2,937		Idaho	337	
Indiana	1,362		Wyoming	181	
Illinois	3,896		Colorado	1,228	
Michigan	2,082		New Mexico	344	
Wisconsin	1,656		Arizona	1,114	
EAST NO. CENTRAL	11,933	16.3	Utah	623	
Minnesota	1,572		Nevada	447	
Iowa	1,034		MOUNTAIN	4,668	6.4
Missouri	2,034		Alaska	263	
North Dakota	365		Washington	1,449	
South Dakota	339		Oregon	745	
Nebraska	817		California	6,355	
Kansas	1,076		Hawaii	216	
WEST NO. CENTRAL	7,237	9.9	PACIFIC	9,028	12.4
Delaware	233		UNITED STATES	71,479	97.8
Maryland	2,040		U.S. Territories	37	
Washington, DC	720		Canada	1,534	
Virginia	1,810		Mexico	-	
West Virginia	327		Other International	-	
North Carolina	1,667		APQ/FPO	-	
South Carolina	700				
Georgia	1,916				
Florida	2,875				
SOUTH ATLANTIC	12,288	16.8			
			TOTAL QUALIFIED CIRCULATION	73,050	100.0

*See Additional Data

WEBSITE CHANNEL*

WWW.FACILITIESNET.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
July	198,926	129,948	97,210	2:06
August	206,319	137,335	103,200	2:04
September	186,194	124,876	95,353	2:04
October	201,240	135,198	100,698	2:01
November	188,996	126,730	95,339	1:57
December	154,531	100,596	73,553	1:53
AVERAGE:	189,367	125,780	94,225	2:00

July – December 2017 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

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

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

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

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

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.