

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. 209/06-18
Comparable

CHANNELS

BUILDING OPERATING MANAGEMENT MAGAZINE



6 issues in the period
73,052 average circulation

BUILDING OPERATING MANAGEMENT WEBSITE



96,120 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 207,799 average Pageviews)	96,120	-	96,120

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	27
Advertiser and Agency	1,374
Allocated for Trade Shows and Conventions	217
All Other	414
TOTAL	2,032

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

2018 Issue	Total Qualified
January	73,050
February	73,050
March	73,055
April	73,055
May	73,055
June	73,050

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2018

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.

Business and Industry	Total Qualified	Percent of Total	Classification by Title (See Note 1)	
			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	24,687	33.8	21,654	3,033
2. EDUCATIONAL BUILDINGS: Schools, Colleges & Universities including members of APPA	23,762	32.5	21,882	1,880
3. MEDICAL BUILDINGS: Hospitals, Nursing Homes, Medical Clinics including members of ASHE	12,831	17.5	11,088	1,743
4. GOVERNMENT BUILDINGS: Federal, State, County, Municipal, Airports & Military	5,310	7.3	3,956	1,354
5. INDUSTRIAL BUILDINGS: Office and Headquarter buildings of Manufacturing Firms, Manufacturing Plants, Utilities	2,470	3.4	1,844	626
6. HOSPITALITY BUILDINGS: Hotels, Motels, Restaurant Chains	1,455	2.0	1,161	294
7. RETAIL BUILDINGS: Shopping Centers and Retail Chain Headquarters	1,163	1.6	1,022	141
Sub-Total	71,678	98.1	62,607	9,071
Architectural and Design Firms, Consultants, Contractors	1,372	1.9		
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 JUNE 2018

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	53,321	17,522	-	70,843	97.0
II. Request from recipient's company:	15	17	-	32	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	2,175	-	-	2,175	3.0
Association rosters and directories	2,175	-	-	2,175	3.0
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	55,511	17,539	-	73,050	100.0
PERCENT	76.0	24.0	-	100.0	

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2015	January - June 2016	July - December 2016	January - June 2017	July - December 2017*	January - June 2018*
Total Audit Average Qualified:	73,053	73,053	73,053	73,053	73,052	73,052
Qualified Non-Paid:	73,053	73,053	73,053	73,053	73,052	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 2017 – June 2018 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 JUNE 2018*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	374		Kentucky	834	
New Hampshire	348		Tennessee	1,231	
Vermont	152		Alabama	765	
Massachusetts	2,119		Mississippi	569	
Rhode Island	226		EAST SO. CENTRAL	3,399	4.7
Connecticut	907		Arkansas	741	
NEW ENGLAND	4,126	5.6	Louisiana	755	
New York	5,017		Oklahoma	1,123	
New Jersey	2,122		Texas	5,765	
Pennsylvania	3,241		WEST SO. CENTRAL	8,384	11.5
MIDDLE ATLANTIC	10,380	14.2	Montana	385	
Ohio	2,962		Idaho	360	
Indiana	1,404		Wyoming	182	
Illinois	3,876		Colorado	1,241	
Michigan	2,024		New Mexico	362	
Wisconsin	1,640		Arizona	1,099	
EAST NO. CENTRAL	11,906	16.3	Utah	603	
Minnesota	1,563		Nevada	435	
Iowa	1,106		MOUNTAIN	4,667	6.4
Missouri	2,083		Alaska	253	
North Dakota	346		Washington	1,437	
South Dakota	354		Oregon	780	
Nebraska	786		California	6,458	
Kansas	1,132		Hawaii	189	
WEST NO. CENTRAL	7,370	10.1	PACIFIC	9,117	12.5
Delaware	225		UNITED STATES	71,580	98.0
Maryland	1,846		U.S. Territories	38	
Washington, DC	703		Canada	1,432	
Virginia	1,753		Mexico	-	
West Virginia	333		Other International	-	
North Carolina	1,701		APO/FPO	-	
South Carolina	737				
Georgia	1,979				
Florida	2,954				
SOUTH ATLANTIC	12,231	16.7			
			TOTAL QUALIFIED CIRCULATION	73,050	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.FACILITIESNET.COM*

2018	Pageviews	Sessions	Users	Average Session Duration
January	179,465	113,792	83,980	1:55
February	185,414	113,093	81,780	1:58
March	224,283	134,230	101,685	1:48
April	224,837	136,741	103,649	1:43
May	236,878	151,537	115,331	1:42
June	195,922	120,265	90,295	1:55
AVERAGE:	207,799	128,276	96,120	1:50

January – June 2018 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.

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.

Jeff Schenk, Chief Executive Officer

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.

Date signed July 10, 2018

State Wisconsin

County Milwaukee

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Type BJ

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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.