

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. 209/12-19
Comparable

CHANNELS

BUILDING OPERATING MANAGEMENT MAGAZINE



6 issues in the period
73,050 average circulation

BUILDING OPERATING MANAGEMENT WEBSITE



122,789 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)	73,050	-	73,050
BUILDING OPERATING MANAGEMENT WEBSITE: facilitiesnet.com (Monthly Users with 204,283 average Pageviews)	122,789	-	122,789

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 buildings: office and headquarter buildings of manufacturing firms, 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 managers, assistant property managers, 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	23
Advertiser and Agency	1,218
Allocated for Trade Shows and Conventions	83
All Other	798
TOTAL	2,122

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	73,050	100.0	73,050	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	73,050	100.0	73,050	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Total Qualified
July	73,050
August	73,050
September	73,050
October	73,050
November	73,050
December	73,050

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2019

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.

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	23,683	32.4	21,149	2,534
2. EDUCATIONAL BUILDINGS: Schools, Colleges & Universities including members of APPA	24,174	33.1	22,376	1,798
3. MEDICAL BUILDINGS: Hospitals, Nursing Homes, Medical Clinics including members of ASHE	14,235	19.5	12,697	1,538
4. GOVERNMENT BUILDINGS: Federal, State, County, Municipal, Airports & Military	4,992	6.9	3,872	1,120
5. INDUSTRIAL BUILDINGS: Office and Headquarter buildings of Manufacturing Firms, Manufacturing Plants, Utilities	2,210	3.0	1,739	471
6. HOSPITALITY BUILDINGS: Hotels, Motels, Restaurant Chains	1,549	2.1	1,306	243
7. RETAIL BUILDINGS: Shopping Centers and Retail Chain Headquarters	1,031	1.4	919	112
Sub-Total	71,874	98.4	64,058	7,816
Architectural and Design Firms, Consultants, Contractors	1,176	1.6		
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 2019

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	50,444	19,708	-	70,152	96.0
II. Request from recipient's company:	26	10	-	36	0.1
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	2,862	-	-	2,862	3.9
Association rosters and directories	2,862	-	-	2,862	3.9
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	53,332	19,718	-	73,050	100.0
PERCENT	73.0	27.0	-	100.0	

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January - June 2017	July - December 2017	January - June 2018	July - December 2018	January - June 2019	July - December 2019*
Total Audit Average Qualified:	73,053	73,052	73,052	73,052	73,052	73,050
Qualified Non-Paid:	73,053	73,052	73,052	73,052	73,052	73,050
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 2019 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 2019*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	365		Kentucky	813	
New Hampshire	345		Tennessee	1,210	
Vermont	156		Alabama	766	
Massachusetts	2,083		Mississippi	609	
Rhode Island	227		EAST SO. CENTRAL	3,398	4.6
Connecticut	914		Arkansas	801	
NEW ENGLAND	4,090	5.6	Louisiana	729	
New York	5,107		Oklahoma	1,134	
New Jersey	2,097		Texas	6,168	
Pennsylvania	3,229		WEST SO. CENTRAL	8,832	12.1
MIDDLE ATLANTIC	10,433	14.3	Montana	377	
Ohio	2,946		Idaho	337	
Indiana	1,427		Wyoming	169	
Illinois	3,929		Colorado	1,194	
Michigan	2,036		New Mexico	355	
Wisconsin	1,626		Arizona	1,070	
EAST NO. CENTRAL	11,964	16.4	Utah	585	
Minnesota	1,556		Nevada	427	
Iowa	1,178		MOUNTAIN	4,514	6.2
Missouri	2,118		Alaska	222	
North Dakota	332		Washington	1,442	
South Dakota	351		Oregon	753	
Nebraska	760		California	6,488	
Kansas	1,153		Hawaii	175	
WEST NO. CENTRAL	7,448	10.2	PACIFIC	9,080	12.4
Delaware	221		UNITED STATES	71,721	98.2
Maryland	1,735		U.S. Territories	41	
Washington, DC	624		Canada	1,288	
Virginia	1,715		Mexico	-	
West Virginia	310		Other International	-	
North Carolina	1,698		APO/FPO	-	
South Carolina	745				
Georgia	1,929				
Florida	2,985				
SOUTH ATLANTIC	11,962	16.4			
			TOTAL QUALIFIED CIRCULATION	73,050	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.FACILITIESNET.COM*

2019	Pageviews	Sessions	Users	Average Session Duration
July	182,812	132,065	98,152	2:12
August	189,860	138,347	103,543	2:02
September	192,130	144,575	109,629	2:01
October	229,708	179,222	143,182	1:48
November	230,957	185,627	150,863	1:44
December	200,235	160,645	131,367	1:38
AVERAGE:	204,283	156,746	122,789	1:54

July – December 2019 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.

Brian Terry, Publisher

Eric Muench, Audience Development Director

(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 13, 2020

State Wisconsin

County Milwaukee

Received by BPA Worldwide January 13, 2020

Type BJ

ID Number B043B0D9

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.