

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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**FACILITY MAINTENANCE DECISIONS** is a B2B brand for maintenance and engineering managers responsible for the operations of institutional and commercial buildings in the United States. The publication and its online properties provide news and information about building systems management, energy strategies, grounds management and technology applications.

### 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.

## CHANNELS

### FACILITY MAINTENANCE DECISIONS MAGAZINE



4 Issues in the period  
35,052 average circulation

### FACILITY MAINTENANCE DECISIONS 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
<b>FACILITY MAINTENANCE DECISIONS MAGAZINE</b> (4 issues in the period)	35,052	-	35,052
<b>FACILITY MAINTENANCE DECISIONS WEBSITE: facilitiesnet.com</b> (Monthly Unique Browsers with 232,429 average Page Impressions – Note 1)	117,404	-	117,404

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

## FIELD SERVED

**FACILITY MAINTENANCE DECISIONS** serves the field of engineering & maintenance management, encompassing educational buildings, medical buildings, commercial buildings, government buildings, hospitality buildings, industrial buildings, and retail buildings.

## DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are directors of maintenance, directors of maintenance & engineering, directors of facilities maintenance, directors of building & grounds, directors of building services/plant services, maintenance managers, facilities maintenance managers, engineering & maintenance managers, building services managers/supervisors, plant managers/supervisors, building maintenance superintendents, building & grounds superintendents, maintenance supervisors, building supervisors, facilities engineers, building engineers, maintenance engineers, other engineering & maintenance managers, and other titled and non-titled personnel.

## AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	8
Advertiser and Agency	1,389
Allocated for Trade Shows and Conventions	100
All Other	344
<b>TOTAL</b>	<b>1,841</b>

## 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	35,052	100.0	35,052	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi - Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>35,052</b>	<b>100.0</b>	<b>35,052</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

## 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Total Qualified
July/August	35,050
September	35,055
October	35,055
November/December	35,050

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

This issue is -% or 3 copies below the average of the other 3 issues reported in Paragraph 2.

TYPE OF ORGANIZATION (See Note 1)	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE	
			DIRECTORS OF ENGINEERING/ MAINTENANCE	OTHER ENGINEERING/ MAINTENANCE PROFESSIONALS
			Directors of Maintenance, Directors of Maintenance & Engineering, Directors of Facilities Maintenance, Directors of Building & Grounds, Directors of Building Services/Plant Services, Maintenance Managers, Facilities Maintenance Managers, Engineering & Maintenance Managers	Building Services Managers/Supervisors, Plant Managers/Supervisors, Building Maintenance Superintendents, Building & Grounds Superintendents, Maintenance Supervisors, Building Supervisors, Facilities Engineers, Building Engineers, Maintenance Engineers, other Engineering & Maintenance Managers, and other titled and non-titled personnel
1. Educational Buildings	11,186	32.0	8,555	2,631
2. Medical Buildings	11,388	32.5	8,751	2,637
3. Commercial Buildings	5,042	14.4	3,500	1,542
4. Government Buildings	3,578	10.2	2,222	1,356
5. Hospitality Buildings	1,171	3.3	885	286
6. Industrial Buildings	2,040	5.8	1,409	631
7. Retail Buildings	645	1.8	424	221
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>35,050</b>	<b>100.0</b>	<b>25,746</b>	<b>9,304</b>
<b>PERCENT</b>	<b>100.0</b>		<b>73.5</b>	<b>26.5</b>

### 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:	25,959	6,479	-	32,438	92.5
II. Request from recipient's company:	11	23	-	34	0.1
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	1,690	888	-	2,578	7.4
Association rosters and directories	-	-	-	-	-
*Business directories	1,690	888	-	2,578	7.4
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>27,660</b>	<b>7,390</b>	<b>-</b>	<b>35,050</b>	<b>100.0</b>
<b>PERCENT</b>	<b>78.9</b>	<b>21.1</b>	<b>-</b>	<b>100.0</b>	

\*See Additional Data

### 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:	35,053	35,054	35,053	35,054	35,052	35,052
Qualified Non-Paid:	35,053	35,054	35,053	35,054	35,052	35,052
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	236		Kentucky	582	
New Hampshire	188		Tennessee	665	
Vermont	125		Alabama	443	
Massachusetts	816		Mississippi	319	
Rhode Island	112		EAST SO. CENTRAL	2,009	5.7
Connecticut	438		Arkansas	437	
NEW ENGLAND	1,915	5.5	Louisiana	449	
New York	1,909		Oklahoma	610	
New Jersey	931		Texas	2,282	
Pennsylvania	1,852		WEST SO. CENTRAL	3,778	10.8
MIDDLE ATLANTIC	4,692	13.4	Montana	212	
Ohio	1,750		Idaho	205	
Indiana	981		Wyoming	121	
Illinois	1,715		Colorado	530	
Michigan	1,058		New Mexico	171	
Wisconsin	1,003		Arizona	402	
EAST NO. CENTRAL	6,507	18.6	Utah	210	
Minnesota	860		Nevada	171	
Iowa	812		MOUNTAIN	2,022	5.8
Missouri	1,089		Alaska	75	
North Dakota	204		Washington	586	
South Dakota	242		Oregon	391	
Nebraska	507		California	2,399	
Kansas	630		Hawaii	50	
WEST NO. CENTRAL	4,344	12.4	PACIFIC	3,501	9.9
Delaware	135		UNITED STATES	35,029	100.0
Maryland	912		U.S. Territories	16	
Washington, DC	321		Canada	2	
Virginia	1,019		Mexico	-	
West Virginia	224		Other International	-	
North Carolina	1,000		APO/FPO	3	
South Carolina	418				
Georgia	851				
Florida	1,381				
SOUTH ATLANTIC	6,261	17.9			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>35,050</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
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
<b>AVERAGE:</b>	<b>232,429</b>	<b>149,428</b>	<b>117,404</b>	<b>1.28</b>	<b>02:26</b>	<b>01:27</b>

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](http://www.adicompli.com)

## ADDITIONAL DATA

### MAGAZINE:

#### PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 2,578 copies or 7.4%, including Hoover's.

### 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, 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	January 11, 2017
State	Wisconsin
County	Milwaukee
Received by BPA Worldwide	January 11, 2017
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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.