

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



5 Issues in the period
35,052 average circulation

FACILITY MAINTENANCE DECISIONS 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
FACILITY MAINTENANCE DECISIONS MAGAZINE (5 issues in the period)	35,052	-	35,052
FACILITY MAINTENANCE DECISIONS WEBSITE: facilitiesnet.com (Monthly Unique Browsers with 255,134 average Page Impressions – Note 1)	123,323	-	123,323

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 office headquarters 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	9
Advertiser and Agency Allocated for Trade Shows and Conventions	1,570 245
All Other	331
TOTAL	2,155

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	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	35,052	100.0	35,052	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Total Qualified
January	35,053
February/March	35,054
April	35,052
May	35,050
June	35,052

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

This issue is -% or 3 copies below the average of the other 4 issues reported in Paragraph 2.

CLASSIFICATION BY TITLE

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	11,273	32.3	8,625	2,648
2. Medical Buildings	11,137	31.8	8,722	2,415
3. Commercial Buildings	5,238	14.9	3,605	1,633
4. Government Buildings	3,624	10.3	2,258	1,366
5. Hospitality Buildings	1,171	3.3	889	282
6. Industrial Buildings	1,995	5.7	1,408	587
7. Retail Buildings	612	1.7	412	200
TOTAL QUALIFIED CIRCULATION	35,050	100.0	25,919	9,131
PERCENT	100.0		73.9	26.1

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:	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:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	27,660	7,390	-	35,050	100.0
PERCENT	78.9	21.1	-	100.0	

*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	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:	35,052	35,053	35,054	35,053	35,054	35,052
Qualified Non-Paid:	35,052	35,053	35,054	35,053	35,054	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 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	231		Kentucky	570	
New Hampshire	186		Tennessee	660	
Vermont	123		Alabama	434	
Massachusetts	803		Mississippi	312	
Rhode Island	110		EAST SO. CENTRAL	1,976	5.6
Connecticut	433		Arkansas	429	
NEW ENGLAND	1,886	5.4	Louisiana	445	
New York	1,908		Oklahoma	603	
New Jersey	916		Texas	2,285	
Pennsylvania	1,840		WEST SO. CENTRAL	3,762	10.7
MIDDLE ATLANTIC	4,664	13.3	Montana	211	
Ohio	1,726		Idaho	205	
Indiana	973		Wyoming	120	
Illinois	1,685		Colorado	518	
Michigan	1,049		New Mexico	173	
Wisconsin	993		Arizona	399	
EAST NO. CENTRAL	6,426	18.4	Utah	203	
Minnesota	861		Nevada	167	
Iowa	809		MOUNTAIN	1,996	5.7
Missouri	1,074		Alaska	72	
North Dakota	202		Washington	582	
South Dakota	236		Oregon	385	
Nebraska	505		California	2,367	
Kansas	625		Hawaii	47	
WEST NO. CENTRAL	4,312	12.3	PACIFIC	3,453	9.9
Delaware	136		UNITED STATES	34,696	99.0
Maryland	907		U.S. Territories	17	
Washington, DC	325		Canada	334	
Virginia	1,019		Mexico	-	
West Virginia	219		Other International	-	
North Carolina	997		APO/FPO	3	
South Carolina	405				
Georgia	845				
Florida	1,368				
SOUTH ATLANTIC	6,221	17.7			
			TOTAL QUALIFIED CIRCULATION	35,050	100.0

*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
AVERAGE:	255,134	167,237	123,323	1.36	03:01	01:58

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

ADDITIONAL DATA

MAGAZINE: PARAGRAPH 3b:

Business Directories include 1 source of circulation for a quantity of 2,578 copies or 7.4%, including Hoovers.

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.

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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.