

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  
32,554 average circulation

**FACILITY MAINTENANCE DECISIONS 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
<b>FACILITY MAINTENANCE DECISIONS MAGAZINE</b> (4 issues in the period)	32,554	-	32,554
<b>FACILITY MAINTENANCE DECISIONS WEBSITE: facilitiesnet.com</b> (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**

**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.

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	7
Advertiser and Agency	1,365
Allocated for Trade Shows and Conventions	88
All Other	368
<b>TOTAL</b>	<b>1,828</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	32,554	100.0	32,554	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>32,554</b>	<b>100.0</b>	<b>32,554</b>	<b>100.0</b>	-	-

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2017 Issue	Total Qualified
July/August	32,555
September	32,555
October	32,555
November/December	32,550

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

This issue is -% or 5 copies below the average of the other 3 issues reported in Paragraph 2.

CLASSIFICATION BY TITLE

TYPE OF ORGANIZATION	TOTAL QUALIFIED	PERCENT OF TOTAL	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, and other Engineering & Maintenance Managers
1. Educational Buildings	10,258	31.5	7,828	2,430
2. Medical Buildings	10,679	32.8	8,416	2,263
3. Commercial Buildings	4,598	14.1	3,272	1,326
4. Government Buildings	3,306	10.2	2,086	1,220
5. Hospitality Buildings	1,065	3.3	836	229
6. Industrial Buildings	1,980	6.1	1,345	635
7. Retail Buildings	664	2.0	465	199
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>32,550</b>	<b>100.0</b>	<b>24,248</b>	<b>8,302</b>
<b>PERCENT</b>	<b>100.0</b>		<b>74.5</b>	<b>25.5</b>

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

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	<b>23,459</b>	<b>7,117</b>	-	<b>30,576</b>	<b>93.9</b>
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	<b>1,974</b>	-	-	<b>1,974</b>	<b>6.1</b>
Association rosters and directories	-	-	-	-	-
*Business directories	1,974	-	-	1,974	6.1
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,433</b>	<b>7,117</b>	-	<b>32,550</b>	<b>100.0</b>
<b>PERCENT</b>	<b>78.1</b>	<b>21.9</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 2015	July – December 2015	January – June 2016	July – December 2016	January – June 2017	July – December 2017*
Total Audit Average Qualified:	35,053	35,054	35,052	35,052	32,554	32,554
Qualified Non-Paid:	35,053	35,054	35,052	35,052	32,554	32,554
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 NOVEMBER/DECEMBER 2017\***

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	243		Kentucky	514	
New Hampshire	185		Tennessee	643	
Vermont	118		Alabama	411	
Massachusetts	739		Mississippi	292	
Rhode Island	110		<b>EAST SO. CENTRAL</b>	<b>1,860</b>	<b>5.7</b>
Connecticut	402		Arkansas	396	
<b>NEW ENGLAND</b>	<b>1,797</b>	<b>5.5</b>	Louisiana	429	
New York	1,826		Oklahoma	546	
New Jersey	860		Texas	2,111	
Pennsylvania	1,720		<b>WEST SO. CENTRAL</b>	<b>3,482</b>	<b>10.7</b>
<b>MIDDLE ATLANTIC</b>	<b>4,406</b>	<b>13.5</b>	Montana	198	
Ohio	1,664		Idaho	188	
Indiana	920		Wyoming	112	
Illinois	1,544		Colorado	471	
Michigan	941		New Mexico	164	
Wisconsin	958		Arizona	367	
<b>EAST NO. CENTRAL</b>	<b>6,027</b>	<b>18.5</b>	Utah	225	
Minnesota	803		Nevada	160	
Iowa	754		<b>MOUNTAIN</b>	<b>1,885</b>	<b>5.8</b>
Missouri	1,015		Alaska	59	
North Dakota	203		Washington	545	
South Dakota	231		Oregon	346	
Nebraska	485		California	2,216	
Kansas	606		Hawaii	43	
<b>WEST NO. CENTRAL</b>	<b>4,097</b>	<b>12.6</b>	<b>PACIFIC</b>	<b>3,209</b>	<b>9.9</b>
Delaware	123		<b>UNITED STATES</b>	<b>32,533</b>	<b>99.9</b>
Maryland	811		U.S. Territories	17	
Washington, DC	297		Canada	-	
Virginia	942		Mexico	-	
West Virginia	211		Other International	-	
North Carolina	928		APO/FPO	-	
South Carolina	381				
Georgia	805				
Florida	1,272				
<b>SOUTH ATLANTIC</b>	<b>5,770</b>	<b>17.7</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>32,550</b>	<b>100.0</b>

\*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
<b>AVERAGE:</b>	<b>189,367</b>	<b>125,780</b>	<b>94,225</b>	<b>2:00</b>

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

## ADDITIONAL DATA

#### MAGAZINE:

##### PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 1,974 copies or 6.1%.

#### 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 5, 2018

State Wisconsin

County Milwaukee

Received by BPA Worldwide January 5, 2018

Type BJ

ID Number M194B0D7

#### 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.