

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
32,551 average circulation

FACILITY MAINTENANCE DECISIONS 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
FACILITY MAINTENANCE DECISIONS MAGAZINE (5 issues in the period)	32,551	-	32,551
FACILITY MAINTENANCE DECISIONS 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

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	1,248
Allocated for Trade Shows and Conventions	230
All Other	371
TOTAL	1,856

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	32,551	100.0	32,551	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	32,551	100.0	32,551	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Total Qualified
January	32,550
February/March	32,550
April	32,555
May	32,552
June	32,550

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

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

Type of Organization	Total Qualified	Percent of Total	Classification by Title	
			Directors of Engineering/Maintenance 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	Other Engineering/Maintenance Professionals 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	10,479	32.2	8,373	2,106
2. Medical Buildings	10,522	32.3	8,294	2,228
3. Commercial Buildings	4,602	14.1	3,138	1,464
4. Government Buildings	3,329	10.2	2,042	1,287
5. Hospitality Buildings	1,065	3.3	836	229
6. Industrial Buildings	1,946	6.0	1,285	661
7. Retail Buildings	607	1.9	460	147
TOTAL QUALIFIED CIRCULATION	32,550	100.0	24,428	8,122
PERCENT	100.0		75.0	25.0

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:	20,718	8,791	-	29,509	90.7
II. Request from recipient's company:	4	-	-	4	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	3,037	-	-	3,037	9.3
Association rosters and directories	-	-	-	-	-
*Business directories	3,037	-	-	3,037	9.3
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	23,759	8,791	-	32,550	100.0
PERCENT	73.0	27.0	-	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 2015	January – June 2016	July – December 2016	January – June 2017	July – December 2017*	January – June 2018*
Total Audit Average Qualified:	35,054	35,052	35,052	32,554	32,554	32,551
Qualified Non-Paid:	35,054	35,052	35,052	32,554	32,554	32,551
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	239		Kentucky	495	
New Hampshire	184		Tennessee	642	
Vermont	111		Alabama	400	
Massachusetts	761		Mississippi	307	
Rhode Island	110		EAST SO. CENTRAL	1,844	5.7
Connecticut	407		Arkansas	400	
NEW ENGLAND	1,812	5.6	Louisiana	395	
New York	1,851		Oklahoma	549	
New Jersey	851		Texas	2,066	
Pennsylvania	1,631		WEST SO. CENTRAL	3,410	10.5
MIDDLE ATLANTIC	4,333	13.3	Montana	213	
Ohio	1,654		Idaho	193	
Indiana	900		Wyoming	105	
Illinois	1,522		Colorado	489	
Michigan	965		New Mexico	182	
Wisconsin	960		Arizona	375	
EAST NO. CENTRAL	6,001	18.4	Utah	231	
Minnesota	815		Nevada	149	
Iowa	782		MOUNTAIN	1,937	5.9
Missouri	1,027		Alaska	67	
North Dakota	198		Washington	593	
South Dakota	243		Oregon	346	
Nebraska	490		California	2,237	
Kansas	631		Hawaii	53	
WEST NO. CENTRAL	4,186	12.9	PACIFIC	3,296	10.1
Delaware	118		UNITED STATES	32,533	99.9
Maryland	830		U.S. Territories	16	
Washington, DC	264		Canada	1	
Virginia	895		Mexico	-	
West Virginia	211		Other International	-	
North Carolina	936		APO/FPO	-	
South Carolina	368				
Georgia	832				
Florida	1,260				
SOUTH ATLANTIC	5,714	17.5			
			TOTAL QUALIFIED CIRCULATION	32,550	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

MAGAZINE:

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 3,037 copies or 9.3%.

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 July 13, 2018

State Wisconsin

County Milwaukee

Received by BPA Worldwide July 13, 2018

Type BJ

ID Number M194B0J8

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.