

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  
32,550 average circulation

**FACILITY MAINTENANCE DECISIONS 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
<b>FACILITY MAINTENANCE DECISIONS MAGAZINE</b> (4 issues in the period)	32,550	-	32,550
<b>FACILITY MAINTENANCE DECISIONS WEBSITE: facilitiesnet.com</b> (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**

**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, and other engineering & maintenance managers.

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	8
Advertiser and Agency	1,113
Allocated for Trade Shows and Conventions	50
All Other	712
<b>TOTAL</b>	<b>1,883</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	32,550	100.0	32,550	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>32,550</b>	<b>100.0</b>	<b>32,550</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

2019 Issue	Total Qualified
July/August	32,550
September	32,550
October	32,550
November/December	32,550

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

This issue is equal to the average of the other 3 issues reported in Paragraph 2.

Type of Organization	Total Qualified	Percent of Total	Classification by Title	
			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	10,626	32.7	8,761	1,865
2. Medical Buildings	10,180	31.3	8,057	2,123
3. Commercial Buildings	4,563	14.0	3,137	1,426
4. Government Buildings	3,412	10.5	2,066	1,346
5. Hospitality Buildings	1,084	3.3	859	225
6. Industrial Buildings	2,030	6.2	1,301	729
7. Retail Buildings	655	2.0	503	152
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>32,550</b>	<b>100.0</b>	<b>24,684</b>	<b>7,866</b>
<b>PERCENT</b>	<b>100.0</b>		<b>75.8</b>	<b>24.2</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2019**

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	<b>20,801</b>	<b>7,442</b>	-	<b>28,243</b>	<b>86.8</b>
II. Request from recipient's company:	-	<b>3</b>	-	<b>3</b>	-
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>3,346</b>	<b>958</b>	-	<b>4,304</b>	<b>13.2</b>
Association rosters and directories	-	-	-	-	-
*Business directories	3,346	958	-	4,304	13.2
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>24,147</b>	<b>8,403</b>	-	<b>32,550</b>	<b>100.0</b>
<b>PERCENT</b>	<b>74.2</b>	<b>25.8</b>	-	<b>100.0</b>	

\*See Additional Data

**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:	32,554	32,554	32,551	32,550	32,550	32,550
Qualified Non-Paid:	32,554	32,554	32,551	32,550	32,550	32,550
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 NOVEMBER/DECEMBER 2019\***

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	228		Kentucky	510	
New Hampshire	198		Tennessee	711	
Vermont	109		Alabama	388	
Massachusetts	745		Mississippi	298	
Rhode Island	97		<b>EAST SO. CENTRAL</b>	<b>1,907</b>	<b>5.9</b>
Connecticut	398		Arkansas	406	
<b>NEW ENGLAND</b>	<b>1,775</b>	<b>5.4</b>	Louisiana	365	
New York	1,805		Oklahoma	552	
New Jersey	838		Texas	2,081	
Pennsylvania	1,601		<b>WEST SO. CENTRAL</b>	<b>3,404</b>	<b>10.5</b>
<b>MIDDLE ATLANTIC</b>	<b>4,244</b>	<b>13.0</b>	Montana	231	
Ohio	1,637		Idaho	196	
Indiana	901		Wyoming	106	
Illinois	1,540		Colorado	477	
Michigan	985		New Mexico	193	
Wisconsin	1,000		Arizona	420	
<b>EAST NO. CENTRAL</b>	<b>6,063</b>	<b>18.6</b>	Utah	236	
Minnesota	808		Nevada	156	
Iowa	790		<b>MOUNTAIN</b>	<b>2,015</b>	<b>6.2</b>
Missouri	1,073		Alaska	52	
North Dakota	206		Washington	621	
South Dakota	253		Oregon	345	
Nebraska	513		California	2,349	
Kansas	613		Hawaii	42	
<b>WEST NO. CENTRAL</b>	<b>4,256</b>	<b>13.1</b>	<b>PACIFIC</b>	<b>3,409</b>	<b>10.5</b>
Delaware	99		<b>UNITED STATES</b>	<b>32,535</b>	<b>100.0</b>
Maryland	758		U.S. Territories	15	
Washington, DC	267		Canada	-	
Virginia	841		Mexico	-	
West Virginia	200		Other International	-	
North Carolina	931		APO/FPO	-	
South Carolina	369				
Georgia	801				
Florida	1,196				
<b>SOUTH ATLANTIC</b>	<b>5,462</b>	<b>16.8</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>32,550</b>	<b>100.0</b>

\*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
<b>AVERAGE:</b>	<b>204,283</b>	<b>156,746</b>	<b>122,789</b>	<b>1:54</b>

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

### MAGAZINE:

#### PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 4,304 copies or 13.2%, 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, 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 M194B0D9

### 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.