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.

EXECUTIVE SUMMARY
Below are the average contacts per occurrence, including frequency per period reported.

<table>
<thead>
<tr>
<th></th>
<th>Non-Paid</th>
<th>Paid</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>FACILITY MAINTENANCE DECISIONS MAGAZINE (4 issues in the period)</td>
<td>32,550</td>
<td>-</td>
<td>32,550</td>
</tr>
<tr>
<td>FACILITY MAINTENANCE DECISIONS WEBSITE: facilitiesnet.com (Monthly Users with 204,283 average Pageviews)</td>
<td>122,789</td>
<td>-</td>
<td>122,789</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Non-Qualified Not Included Elsewhere</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other Paid Circulation</td>
<td>8</td>
</tr>
<tr>
<td>Advertiser and Agency</td>
<td>1,113</td>
</tr>
<tr>
<td>Allocated for Trade Shows and Conventions</td>
<td>50</td>
</tr>
<tr>
<td>All Other</td>
<td>712</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>1,883</strong></td>
</tr>
</tbody>
</table>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

<table>
<thead>
<tr>
<th>Qualified Circulation</th>
<th>Total Qualified</th>
<th>Qualified Non-Paid</th>
<th>Qualified Paid</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Copies</td>
<td>Percent</td>
<td>Copies</td>
</tr>
<tr>
<td>Individual</td>
<td>32,550</td>
<td>100.0</td>
<td>32,550</td>
</tr>
<tr>
<td>Sponsored</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Individually Addressed</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Membership Benefit</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Multi – Copy Same Addressee</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Single Copy Sales</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>TOTAL QUALIFIED CIRCULATION</strong></td>
<td><strong>32,550</strong></td>
<td><strong>100.0</strong></td>
<td><strong>32,550</strong></td>
</tr>
</tbody>
</table>

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

<table>
<thead>
<tr>
<th>2019 Issue</th>
<th>Total Qualified</th>
</tr>
</thead>
<tbody>
<tr>
<td>July/August</td>
<td>32,550</td>
</tr>
<tr>
<td>September</td>
<td>32,550</td>
</tr>
<tr>
<td>October</td>
<td>32,550</td>
</tr>
<tr>
<td>November/December</td>
<td>32,550</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Type of Organization</th>
<th>Total Qualified</th>
<th>Percent of Total</th>
<th>Directors of Maintenance, Directors of Maintenance &amp; Engineering, Directors of Facilities Maintenance, Directors of Building &amp; Grounds, Directors of Building Services/Plant Services, Maintenance Managers, Facilities Maintenance Managers, Engineering &amp; Maintenance Managers</th>
<th>Classification by Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Educational Buildings</td>
<td>10,626</td>
<td>32.7</td>
<td>8,761</td>
<td>Building Services Managers/Supervisors, Plant Managers/Supervisors, Building Maintenance Superintendents, Building &amp; Grounds Superintendents, Maintenance Supervisors, Building Supervisors, Facilities Engineers, Building Engineers, Maintenance Engineers, and other Engineering &amp; Maintenance Managers</td>
</tr>
<tr>
<td>2. Medical Buildings</td>
<td>10,180</td>
<td>31.3</td>
<td>8,057</td>
<td>1,232</td>
</tr>
<tr>
<td>3. Commercial Buildings</td>
<td>4,563</td>
<td>14.0</td>
<td>3,137</td>
<td>1,426</td>
</tr>
<tr>
<td>4. Government Buildings</td>
<td>3,412</td>
<td>10.5</td>
<td>2,066</td>
<td>1,346</td>
</tr>
<tr>
<td>5. Hospitality Buildings</td>
<td>1,084</td>
<td>3.3</td>
<td>859</td>
<td>225</td>
</tr>
<tr>
<td>6. Industrial Buildings</td>
<td>2,030</td>
<td>6.2</td>
<td>1,301</td>
<td>729</td>
</tr>
<tr>
<td>7. Retail Buildings</td>
<td>655</td>
<td>2.0</td>
<td>503</td>
<td>152</td>
</tr>
<tr>
<td><strong>TOTAL QUALIFIED CIRCULATION</strong></td>
<td><strong>32,550</strong></td>
<td><strong>100.0</strong></td>
<td><strong>24,684</strong></td>
<td><strong>7,866</strong></td>
</tr>
<tr>
<td><strong>PERCENT</strong></td>
<td><strong>100.0</strong></td>
<td><strong>75.8</strong></td>
<td><strong>24.2</strong></td>
<td></td>
</tr>
<tr>
<td>State</td>
<td>Total Qualified</td>
<td>Percent</td>
<td></td>
<td></td>
</tr>
<tr>
<td>---------------------</td>
<td>-----------------</td>
<td>---------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maine</td>
<td>228</td>
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<tr>
<td>New Hampshire</td>
<td>198</td>
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<tr>
<td>Vermont</td>
<td>109</td>
<td></td>
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<tr>
<td>Massachusetts</td>
<td>745</td>
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<td>Rhode Island</td>
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<tr>
<td>Connecticut</td>
<td>398</td>
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<tr>
<td>NEW ENGLAND</td>
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<td>New York</td>
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<tr>
<td>New Jersey</td>
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<td>Pennsylvania</td>
<td>1,601</td>
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<tr>
<td>MIDDLE ATLANTIC</td>
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<tr>
<td>Ohio</td>
<td>1,157</td>
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<tr>
<td>Indiana</td>
<td>901</td>
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<tr>
<td>Illinois</td>
<td>1,540</td>
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<tr>
<td>Michigan</td>
<td>985</td>
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<td>Wisconsin</td>
<td>1,000</td>
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<tr>
<td>EAST NO. CENTRAL</td>
<td>6,063</td>
<td>18.6</td>
<td></td>
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</tr>
<tr>
<td>Minnesota</td>
<td>808</td>
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<tr>
<td>Iowa</td>
<td>790</td>
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<tr>
<td>Missouri</td>
<td>1,073</td>
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<tr>
<td>North Dakota</td>
<td>206</td>
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<tr>
<td>South Dakota</td>
<td>253</td>
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<tr>
<td>Nebraska</td>
<td>513</td>
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<tr>
<td>Kansas</td>
<td>613</td>
<td></td>
<td></td>
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<tr>
<td>WEST NO. CENTRAL</td>
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<td>13.1</td>
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<tr>
<td>Delaware</td>
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<tr>
<td>Maryland</td>
<td>758</td>
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<td></td>
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</tr>
<tr>
<td>Washington, DC</td>
<td>267</td>
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<tr>
<td>Virginia</td>
<td>841</td>
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<tr>
<td>West Virginia</td>
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<tr>
<td>North Carolina</td>
<td>931</td>
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<tr>
<td>South Carolina</td>
<td>389</td>
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<tr>
<td>Georgia</td>
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<tr>
<td>Florida</td>
<td>1,196</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>SOUTH ATLANTIC</td>
<td>5,462</td>
<td>16.8</td>
<td></td>
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</tr>
</tbody>
</table>

*See Additional Data
WEBSITE CHANNEL

WWW.FACILITIESNET.COM*

<table>
<thead>
<tr>
<th></th>
<th>Pageviews</th>
<th>Sessions</th>
<th>Users</th>
<th>Average Session Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>182,812</td>
<td>132,065</td>
<td>98,152</td>
<td>2:12</td>
</tr>
<tr>
<td>August</td>
<td>189,860</td>
<td>138,347</td>
<td>103,543</td>
<td>2:02</td>
</tr>
<tr>
<td>September</td>
<td>192,130</td>
<td>144,575</td>
<td>109,629</td>
<td>2:01</td>
</tr>
<tr>
<td>October</td>
<td>229,708</td>
<td>179,222</td>
<td>143,182</td>
<td>1:48</td>
</tr>
<tr>
<td>November</td>
<td>230,957</td>
<td>185,627</td>
<td>150,863</td>
<td>1:44</td>
</tr>
<tr>
<td>December</td>
<td>200,235</td>
<td>160,645</td>
<td>131,367</td>
<td>1:38</td>
</tr>
<tr>
<td><strong>AVERAGE:</strong></td>
<td><strong>204,283</strong></td>
<td><strong>156,746</strong></td>
<td><strong>122,789</strong></td>
<td><strong>1:54</strong></td>
</tr>
</tbody>
</table>

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 cookieed 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 cookieed 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.)

Date signed: January 13, 2020

State: Wisconsin

County: Milwaukee

Received by BPA Worldwide: January 13, 2020

Type: BJ

ID Number: M194809

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.