

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



125,318 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 (4 issues in the period)	32,550	-	32,550
FACILITY MAINTENANCE DECISIONS WEBSITE: facilitiesnet.com (Monthly Users with 209,720 average Pageviews)	125,318	-	125,318

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	6
Advertiser and Agency	1,107
Allocated for Trade Shows and Conventions	-
All Other	519
TOTAL	1,632

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	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	32,550	100.0	32,550	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 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 2020

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	10,555	32.4	8,728	1,827
2. Medical Buildings	10,113	31.1	8,021	2,092
3. Commercial Buildings	4,591	14.1	3,169	1,422
4. Government Buildings	3,414	10.5	2,065	1,349
5. Hospitality Buildings	1,083	3.3	853	230
6. Industrial Buildings	2,150	6.6	1,373	777
7. Retail Buildings	644	2.0	498	146
TOTAL QUALIFIED CIRCULATION	32,550	100.0	24,707	7,843
PERCENT	100.0		75.9	24.1

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2020

Qualification Source	Total Qualified	Percent
I. Direct Request:	28,038	86.1
II. Request from recipient's company:	3	-
III. Membership Benefit:	-	-
IV. Communication (other than request):	-	-
V. TOTAL - Sources other than above (listed alphabetically):	4,509	13.9
Association rosters and directories	-	-
*Business directories	4,509	13.9
Manufacturer's, distributor's, and wholesaler's lists	-	-
Other sources	-	-
VI. Single Copy Sales:	-	-
TOTAL QUALIFIED CIRCULATION	32,550	100.0
PERCENT	100.0	

*See Additional Data

Note: Although age is not reported, all qualified circulation must be sourced within 36 months of the analyzed issue.

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 2018	July - December 2018	January - June 2019	July - December 2019	January - June 2020	July - December 2020*
Total Audit Average Qualified:	32,551	32,550	32,550	32,550	32,550	32,550
Qualified Non-Paid:	32,551	32,550	32,550	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 2020 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 2020*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	230		Kentucky	503	
New Hampshire	197		Tennessee	717	
Vermont	110		Alabama	394	
Massachusetts	754		Mississippi	303	
Rhode Island	100		EAST SO. CENTRAL	1,917	5.9
Connecticut	406		Arkansas	404	
NEW ENGLAND	1,797	5.5	Louisiana	369	
New York	1,801		Oklahoma	555	
New Jersey	842		Texas	2,073	
Pennsylvania	1,594		WEST SO. CENTRAL	3,401	10.5
MIDDLE ATLANTIC	4,237	13.0	Montana	226	
Ohio	1,648		Idaho	191	
Indiana	908		Wyoming	101	
Illinois	1,549		Colorado	475	
Michigan	983		New Mexico	196	
Wisconsin	989		Arizona	421	
EAST NO. CENTRAL	6,077	18.7	Utah	234	
Minnesota	795		Nevada	157	
Iowa	782		MOUNTAIN	2,001	6.1
Missouri	1,070		Alaska	53	
North Dakota	204		Washington	614	
South Dakota	243		Oregon	349	
Nebraska	497		California	2,351	
Kansas	601		Hawaii	42	
WEST NO. CENTRAL	4,192	12.9	PACIFIC	3,409	10.5
Delaware	100		UNITED STATES	32,535	100.0
Maryland	765		U.S. Territories	15	
Washington, DC	268		Canada	-	
Virginia	838		Mexico	-	
West Virginia	198		Other International	-	
North Carolina	944		APO/FPO	-	
South Carolina	379				
Georgia	809				
Florida	1,203				
SOUTH ATLANTIC	5,504	16.9			
			TOTAL QUALIFIED CIRCULATION	32,550	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.FACILITIESNET.COM*

2020	Pageviews	Sessions	Users	Average Session Duration
July	213,403	168,050	122,284	2:01
August	229,477	182,571	135,603	1:56
September	214,937	169,882	129,833	2:06
October	220,041	173,830	133,818	2:09
November	187,956	150,813	116,205	2:22
December	192,508	151,495	114,167	2:08
AVERAGE:	209,720	166,106	125,318	2:07

July - December 2020 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 4,509 copies or 13.9%, 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.

Date signed

January 25, 2021

State

Wisconsin

County

Milwaukee

Received by BPA Worldwide

January 25, 2021

Type

BJ

ID Number

M194B0D0

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.