

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.

Trade Press Media Group, Inc.
2100 West Florist Avenue
Milwaukee, WI 53209
Tel.: (414) 228-7701
Fax: (414) 228-1134
www.facilitiesnet.com/FMD

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.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

FACILITY MAINTENANCE DECISIONS is produced in a print format. The editorial for the print copy is the same for all recipients.

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



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
FACILITY MAINTENANCE DECISIONS PRINT MAGAZINE (5 issues in the period)	32,550	-	32,550
(See Paragraph 3b for Source)			
FACILITY MAINTENANCE DECISIONS WEBSITE: facilitiesnet.com (See Note 1) (Monthly Users with 201,681 average Pageviews)	127,543	-	127,543

Note 1: Shared media channel FacilitiesNet.com - serving both Building Operating Management and Facility Maintenance Decisions.

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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	1,070
Allocated for Trade Shows and Conventions	-
All Other	532
TOTAL	1,608

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

2021 Issue	Total Qualified
January	32,550
February/March	32,550
April	32,550
May	32,550
June	32,550

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2021

This issue is equal to the average of the other 4 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	10,551	32.4	8,724	1,827
2. Medical Buildings	10,111	31.1	8,028	2,083
3. Commercial Buildings	4,590	14.1	3,169	1,421
4. Government Buildings	3,402	10.5	2,054	1,348
5. Hospitality Buildings	1,086	3.3	857	229
6. Industrial Buildings	2,163	6.6	1,379	784
7. Retail Buildings	647	2.0	501	146
TOTAL QUALIFIED CIRCULATION	32,550	100.0	24,712	7,838
PERCENT	100.0		75.9	24.1

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2021

Qualification Source	Total Qualified	Percent
I. Direct Request:	28,108	86.4
II. Request from recipient's company:	3	-
III. Membership Benefit:	-	-
IV. Communication (other than request):	-	-
V. TOTAL - Sources other than above (listed alphabetically):	4,439	13.6
Association rosters and directories	-	-
*Business directories	4,439	13.6
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: In these unprecedented times caused by the coronavirus (COVID-19) pandemic, resulting in workplace closures, sporadic workplace visits and work-from-home solutions, consent and renewal campaigns are impacted. Therefore, BPA Worldwide has granted an exception permitting publishers to carry as "qualified" circulation sources aging beyond 36 months but not to exceed 48 months.
1,993 copies or 6.1% of Total Qualified circulation is 36 to 48 months.

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2018	January - June 2019	July - December 2019	January - June 2020	July - December 2020*	January - June 2021*
Total Audit Average Qualified:	32,550	32,550	32,550	32,550	32,550	32,550
Qualified Non-Paid:	32,550	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 2020 - June 2021 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 JANUARY 2021*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	229		Kentucky	502	
New Hampshire	196		Tennessee	714	
Vermont	109		Alabama	392	
Massachusetts	752		Mississippi	304	
Rhode Island	101		EAST SO. CENTRAL	1,912	5.9
Connecticut	404		Arkansas	401	
NEW ENGLAND	1,791	5.5	Louisiana	373	
New York	1,790		Oklahoma	555	
New Jersey	837		Texas	2,084	
Pennsylvania	1,585		WEST SO. CENTRAL	3,413	10.5
MIDDLE ATLANTIC	4,212	12.9	Montana	226	
Ohio	1,639		Idaho	191	
Indiana	905		Wyoming	102	
Illinois	1,553		Colorado	478	
Michigan	978		New Mexico	197	
Wisconsin	988		Arizona	422	
EAST NO. CENTRAL	6,063	18.6	Utah	235	
Minnesota	802		Nevada	157	
Iowa	788		MOUNTAIN	2,008	6.2
Missouri	1,082		Alaska	53	
North Dakota	204		Washington	615	
South Dakota	243		Oregon	346	
Nebraska	495		California	2,361	
Kansas	605		Hawaii	42	
WEST NO. CENTRAL	4,219	13.0	PACIFIC	3,417	10.5
Delaware	100		UNITED STATES	32,534	100.0
Maryland	764		U.S. Territories	16	
Washington, DC	272		Canada	-	
Virginia	835		Mexico	-	
West Virginia	195		Other International	-	
North Carolina	944		APO/FPO	-	
South Carolina	377				
Georgia	810				
Florida	1,202				
SOUTH ATLANTIC	5,499	16.9			
			TOTAL QUALIFIED CIRCULATION	32,550	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.FACILITIESNET.COM*

2021	Pageviews	Sessions	Users	Average Session Duration
January	208,658	165,450	126,372	2:16
February	205,424	166,996	128,271	2:14
March	224,500	181,793	139,918	2:18
April	187,558	152,268	117,987	2:22
May	190,387	156,143	123,728	2:13
June	193,559	160,716	128,987	2:08
AVERAGE:	201,681	163,894	127,543	2:15

January – June 2021 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 4,439 copies or 13.6%, 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 July 15, 2021

State Wisconsin

County Milwaukee

Received by BPA Worldwide July 15, 2021

Type BJ

ID Number M194B011

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.