

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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**BUILDING OPERATING MANAGEMENT** is a B2B brand for building owners and facilities executives responsible for the largest commercial and institutional facilities in the United States. The publication, its online properties, and live events, provide information about trends and technology in the design, construction, and operation of facilities. Facilities executives rely on Building Operating Management for information and insight on building and operating facilities that are energy efficient and environmentally responsible.

### MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES

**BUILDING OPERATING MANAGEMENT** is produced in print and digital formats. The editorial for the print copy is the same for all recipients. The digital format is written and designed for the digital reading experience, accessed by a computer, mobile phone, or tablet. Digital formats may include features such as videos and surveys allowing for user interaction with the brand.

### 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.

No. 209/06-23  
Comparable

## CHANNELS

**BUILDING  
OPERATING  
MANAGEMENT  
PRINT AND DIGITAL  
MAGAZINE**



**BUILDING  
OPERATING  
MANAGEMENT  
WEBSITE**



## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>BUILDING OPERATING MANAGEMENT PRINT AND DIGITAL MAGAZINE</b> (4 issues in the period)	60,050	-	60,050
a. Print	40,551	-	40,551
b. Digital	19,499	-	19,499
(See Paragraph 3b for Source)			
<b>BUILDING OPERATING MANAGEMENT WEBSITE: facilitiesnet.com</b> (Note 1) (Monthly Users with 152,228 average Pageviews)	95,146	-	95,146

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

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**FIELD SERVED**

**BUILDING OPERATING MANAGEMENT** serves the field of facilities management, encompassing commercial buildings: office buildings, real estate/property management firms, developers, financial institutions, insurance companies, apartment complexes, civic/convention centers, including members of the Building Owners and Managers Association (BOMA), CoreNet Global, International Facility Management Association (IFMA) and the Association for Facilities Engineering (AFE); retail buildings: shopping centers and retail chain headquarters; medical buildings: hospitals, nursing homes, medical clinics, including members of the American Society for Hospital Engineering (ASHE); educational buildings: schools, colleges & universities, including members of the Association of Higher Education Facilities Officers (APPA); government buildings: federal, state, county, municipal, airports, military; industrial buildings: office and headquarter buildings of manufacturing firms, manufacturing plants, utilities; hospitality buildings: hotels, motels, restaurant chains; architectural/architecture and design firms, consultants, and contractors.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are individuals in executive ownership and facilities management (building owners, developers, presidents, partners, CEO's, CFO's, CIO's, COO's, executive vice presidents, and other corporate officers; VP/directors of: facilities & buildings, real estate; property managers, assistant property managers, and asset managers; building and facility managers; VP/directors of energy services, superintendents of schools/school districts); and construction/engineering management (VP/directors of facilities engineering, design & construction; physical plant directors; project managers, energy managers, construction managers; staff architects, staff engineers, space planners, interior designers, energy directors).

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	14
Advertiser and Agency	803
Allocated for Trade Shows and Conventions	44
All Other	631
<b>TOTAL</b>	<b>1,492</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	60,050	100.0	60,050	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>60,050</b>	<b>100.0</b>	<b>60,050</b>	<b>100.0</b>	-	-

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

2023 Issues	Print	Digital	Total Qualified
January/February	40,592	19,458	60,050
March/April	40,132	19,918	60,050
May	40,736	19,314	60,050
June/July	40,745	19,305	60,050

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE/JULY 2023**

This issue is equal to the average of the other 4 issues reported in Paragraph 2.

This publication conforms to the uniform business/industry/occupational breakout which was developed by the BPA Worldwide advertiser, agency and publisher committee for the Building Construction/Management Market in April 1986 and revised in February 1990 and November 1993, requiring participating publications to report their circulation on a comparable basis by June 1986. A copy of the comparability brochure can be obtained from BPA Worldwide.

Business and Industry	Total Qualified	Percent of Total	Classification by Title (See Note 1)	
			Executive Building Ownership & Facilities Management (A)	Construction/Engineering Management (B)
<b>1. COMMERCIAL BUILDINGS:</b> Office Buildings, Real Estate/Property Management Firms, Developers, Financial Institutions, Insurance Companies, Apartment Complexes, Civic/Conventions Centers, including members of AFE, BOMA, CoreNet Global (formerly NACORE) and IFMA	16,372	27.3	14,937	1,435
<b>2. EDUCATIONAL BUILDINGS:</b> Schools, Colleges & Universities including members of APPA	18,580	30.9	16,950	1,630
<b>3. MEDICAL BUILDINGS:</b> Hospitals, Nursing Homes, Medical Clinics including members of ASHE	12,222	20.4	10,968	1,254
<b>4. GOVERNMENT BUILDINGS:</b> Federal, State, County, Municipal, Airports & Military	4,077	6.8	3,323	754
<b>5. INDUSTRIAL BUILDINGS:</b> Office and Headquarter buildings of Manufacturing Firms, Manufacturing Plants, Utilities	4,442	7.4	3,944	498
<b>6. HOSPITALITY BUILDINGS:</b> Hotels, Motels, Restaurant Chains	2,115	3.5	1,880	235
<b>7. RETAIL BUILDINGS:</b> Shopping Centers and Retail Chain Headquarters	1,809	3.0	1,678	131
Sub-Total	59,617	99.3	53,680	5,937
Architectural and Design Firms, Consultants, Contractors	433	0.7		
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>60,050</b>	<b>100.0</b>		
<b>PERCENT</b>	<b>100.0</b>			

Note 1: Additional title classifications are included at the publisher's option.

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE/JULY 2023**

Qualification Source	Print	Digital	Total Qualified	Percent
I. Direct Request:	<b>31,457</b>	<b>8,735</b>	<b>40,192</b>	<b>66.9</b>
II. Request from recipient's company:	-	-	-	-
III. Membership Benefit:	-	-	-	-
IV. Communication (other than request):	-	-	-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	<b>9,288</b>	<b>10,570</b>	<b>19,858</b>	<b>33.1</b>
*Association rosters and directories	798	873	1,671	2.8
Business directories	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-
*Other sources	8,490	9,697	18,187	30.3
VI. Single Copy Sales:	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,745</b>	<b>19,305</b>	<b>60,050</b>	<b>100.0</b>
<b>PERCENT</b>	<b>67.9</b>	<b>32.1</b>	<b>100.0</b>	

\*See Additional Data

Note: 6,382 copies or 10.6% of Total Qualified circulation is > 24 months.

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July – December 2020	January – June 2021	July – December 2021	January – June 2022	July – December 2022	January – June 2023*
Total Audit Average Qualified:	73,050	60,050	60,050	60,050	60,050	60,050
Qualified Non-Paid:	73,050	60,050	60,050	60,050	60,050	60,050
Print:	73,050	60,050	60,050	52,105	44,299	40,551
Digital:	-	-	-	7,945	15,751	19,499
Qualified Paid:	-	-	-	-	-	-
Print:	-	-	-	-	-	-
Digital:	-	-	-	-	-	-
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: January – June 2023 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/JULY 2023\***

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	318		Kentucky	648	
New Hampshire	348		Tennessee	1,034	
Vermont	153		Alabama	585	
Massachusetts	2,064		Mississippi	501	
Rhode Island	234		EAST SO. CENTRAL	2,768	4.6
Connecticut	868		Arkansas	606	
NEW ENGLAND	3,985	6.7	Louisiana	647	
New York	4,311		Oklahoma	849	
New Jersey	1,668		Texas	4,875	
Pennsylvania	2,866		WEST SO. CENTRAL	6,977	11.6
MIDDLE ATLANTIC	8,845	14.7	Montana	279	
Ohio	2,504		Idaho	278	
Indiana	1,215		Wyoming	113	
Illinois	3,106		Colorado	1,103	
Michigan	1,711		New Mexico	275	
Wisconsin	1,268		Arizona	914	
EAST NO. CENTRAL	9,804	16.3	Utah	494	
Minnesota	1,284		Nevada	387	
Iowa	843		MOUNTAIN	3,843	6.4
Missouri	1,621		Alaska	155	
North Dakota	262		Washington	1,292	
South Dakota	262		Oregon	684	
Nebraska	594		California	5,509	
Kansas	870		Hawaii	151	
WEST NO. CENTRAL	5,736	9.6	PACIFIC	7,791	13.0
Delaware	199		UNITED STATES	60,029	100.0
Maryland	1,466		U.S. Territories	21	
Washington, DC	496		Canada	-	
Virginia	1,439		Mexico	-	
West Virginia	207		Other International	-	
North Carolina	1,509		APO/FPO	-	
South Carolina	638				
Georgia	1,590				
Florida	2,736				
SOUTH ATLANTIC	10,280	17.1			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>60,050</b>	<b>100.0</b>

\*See Additional Data

# WEBSITE CHANNEL

WWW.FACILITIESNET.COM\*

2023	Pageviews	Sessions	Users	Average Session Duration
January	166,710	136,101	109,935	1:57
February	164,680	131,253	104,062	2:02
March	170,976	136,521	103,744	2:02
April	135,579	107,699	83,992	1:54
May	143,375	110,233	85,558	2:05
June	132,048	105,295	83,589	1:49
<b>AVERAGE:</b>	<b>152,228</b>	<b>121,183</b>	<b>95,146</b>	<b>1:58</b>

January – June 2023 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:

#### METHOD OF DISTRIBUTION

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

#### STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

#### PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 1,671 copies or 2.8%. Other sources include 2 sources of circulation for quantities of 2,290 copies or 3.8% to 15,897 copies or 26.5%, including MCH Data and Zoominfo.

#### 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.

Donna Heuberger, Director of Audience Strategy and Intelligence

Brian Terry, Publisher

(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 14, 2023

State Wisconsin

County Milwaukee

Received by BPA Worldwide July 14, 2023

Type BD

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#### About BPA Worldwide

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.

MAGAZINE CHANNEL FORMAT: This magazine is produced in print and digital formats.

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