

**B2B Media**

**Publisher's Statement**

6 months ended June 30, 2024

Subject to Audit

**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.



<b>TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION</b>		<b>60,050</b>
<b>AVERAGE QUALIFIED NONPAID CIRCULATION</b>		
Qualified Nonpaid Individual - Print		28,093
Qualified Nonpaid Individual - Digital		31,957
<b>Total Qualified Nonpaid Individual</b>		<b>60,050</b>
<b>Total Average Qualified Nonpaid Circulation</b>		<b>60,050</b>

<b>AVERAGE NONQUALIFIED CIRCULATION</b>	
Nonqualified Miscellaneous, Including Staff Copies - Print	1,166
<b>Total Nonqualified Miscellaneous, Including Staff Copies</b>	<b>1,166</b>
<b>Total Average Nonqualified Circulation</b>	<b>1,166</b>

<b>CIRCULATION BY ISSUES</b>			
Issue	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Jan/Feb	28,041	32,009	60,050
Mar/Apr	28,330	31,720	60,050
May	28,000	32,050	60,050
Jun/Jul	28,000	32,050	60,050

**BUSINESS ANALYSIS**

Classification by Title						
Classification by Business & Industry	Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Executive Building Ownership & Facilities Management	Construction/ Engineering Management
					Building Owners, Developers, Presidents, Partners, CEO's, CFO's, CIO's, COO's, Exec. Vice Presidents and other Corporate Officers; VP/Directors of: Facilities & Buildings, Real Estate; Property Managers, Assistant Property Managers, and Asset Managers; Building and Facilities Managers; VP/ Directors of Energy Services; Superintendents of Schools/ School Districts	VPs/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
1. <b>COMMERCIAL BUILDINGS:</b> Office Buildings, Real Estate/Property Management Firms, Developers, Financial Institutions, Insurance Companies Apartment Complexes, Civic/Convention Centers, including members of AFE, BOMA, CoreNet Global (formerly NACORE) and IFMA	20,975	34.9	7,805	13,170	19,775	1,200
2. <b>EDUCATIONAL BUILDINGS:</b> Schools, Colleges & Universities including members of APPA	17,541	29.2	9,445	8,096	16,252	1,289
3. <b>MEDICAL BUILDINGS:</b> Hospitals, Nursing Homes, Medical Clinics including members of ASHE	11,426	19.0	6,325	5,101	9,152	2,274
4. <b>GOVERNMENT BUILDINGS:</b> Federal, State, County, Municipal, Airports & Military	3,342	5.6	1,950	1,392	2,714	628
5. <b>INDUSTRIAL BUILDINGS:</b> Office and Headquarter buildings of Manufacturing Firms, Manufacturing Plants, Utilities	3,449	5.7	977	2,472	3,068	381
6. <b>HOSPITALITY BUILDINGS:</b> Hotels, Motels, Restaurant Chains	1,447	2.4	777	670	1,305	142
7. <b>RETAIL BUILDINGS:</b> Shopping Centers and Retail Chain Headquarters	1,478	2.5	455	1,023	1,368	110
<b>Sub-Total</b>	<b>59,658</b>	<b>99.3</b>	<b>27,734</b>	<b>31,924</b>	<b>53,634</b>	<b>6,024</b>
8. Architectural and Design Firms, Consultants, and Contractors	392	0.7	266	126		
<b>Total Qualified Circulation</b>	<b>60,050</b>	<b>100.0</b>	<b>28,000</b>	<b>32,050</b>		
<b>Percent</b>	<b>100.0</b>		<b>46.6</b>	<b>53.4</b>		

<b>SOURCE ANALYSIS</b>				
<b>Source</b>	<b>Print</b>	<b>Digital</b>	<b>Total</b>	<b>Percent</b>
<b>Total Direct Request From Recipient</b>	<b>26,727</b>	<b>9,779</b>	<b>36,506</b>	<b>60.8</b>
<b>Total Direct Request From Recipient's Company</b>				
<b>Total Communication Other Than Request</b>				
Membership Benefit				
Business Directories				
Lists	1,273	22,271	23,544	39.2
Acquired Circulation				
Other Sources				
<b>Total Qualified Subscriptions</b>	<b>28,000</b>	<b>32,050</b>	<b>60,050</b>	<b>100.0</b>
<b>Percent</b>	<b>46.6</b>	<b>53.4</b>	<b>100.0</b>	
Single Copy Sales				
<b>Total Qualified Circulation</b>			<b>60,050</b>	

5,448 copies or 9.1% of Total Qualified Circulation is >24 months.

**GEOGRAPHIC ANALYSIS**

State	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Alabama	323	299	622
Arizona	363	566	929
Arkansas	352	218	570
California	2,253	3,490	5,743
Colorado	443	748	1,191
Connecticut	398	466	864
Delaware	215	347	562
District of Columbia	99	91	190
Florida	1,239	1,912	3,151
Georgia	718	843	1,561
Idaho	141	132	273
Illinois	1,440	1,736	3,176
Indiana	583	658	1,241
Iowa	476	327	803
Kansas	480	358	838
Kentucky	345	287	632
Louisiana	334	354	688
Maine	158	135	293
Maryland	732	728	1,460
Massachusetts	780	1,114	1,894
Michigan	726	837	1,563
Minnesota	587	638	1,225
Mississippi	281	164	445
Missouri	893	630	1,523
Montana	162	99	261
Nebraska	308	259	567
Nevada	163	223	386
New Hampshire	142	161	303
New Jersey	773	888	1,661
New Mexico	143	98	241
New York	1,998	2,401	4,399
North Carolina	758	787	1,545
North Dakota	157	83	240
Ohio	1,216	1,048	2,264
Oklahoma	450	360	810
Oregon	276	387	663
Pennsylvania	1,320	1,348	2,668
Rhode Island	105	104	209
South Carolina	326	361	687
South Dakota	153	90	243
Tennessee	505	736	1,241
Texas	2,294	2,948	5,242
Utah	217	240	457
Vermont	65	71	136
Virginia	680	745	1,425
Washington	514	673	1,187
West Virginia	111	84	195
Wisconsin	619	563	1,182
Wyoming	71	38	109
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>27,885</b>	<b>31,873</b>	<b>59,758</b>
Alaska	62	70	132
Hawaii	49	95	144
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>111</b>	<b>165</b>	<b>276</b>
Single Copy Sales			
U.S. Unclassified			
<b>TOTAL UNITED STATES</b>	<b>27,996</b>	<b>32,038</b>	<b>60,034</b>
Poss. & Other Areas	4	12	16
<b>U.S. &amp; POSS., etc.</b>	<b>28,000</b>	<b>32,050</b>	<b>60,050</b>
Canada			
International			
Military or Civilian Personnel Overseas			
<b>Total International</b>			
E-mail Address Only			
Other Unclassified			
<b>GRAND TOTAL</b>	<b>28,000</b>	<b>32,050</b>	<b>60,050</b>

## NOTES

### 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).

**Rounding %:** Due to rounding, percentages may not always add up to 100%.

**Analyzed Issue:** The information in Business Analysis; Source Analysis; and Geographic Analysis is from an analysis of the June/July issue.

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We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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