

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.

**MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES**

**FACILITY MAINTENANCE DECISIONS** 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.

**CHANNELS**

**FACILITY MAINTENANCE DECISIONS PRINT AND DIGITAL MAGAZINE**



**FACILITY MAINTENANCE DECISIONS WEBSITE**



**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>FACILITY MAINTENANCE DECISIONS PRINT AND DIGITAL MAGAZINE</b> (4 issues in the period)	32,550	-	32,550
a. Print	21,927	-	21,927
b. Digital	10,623	-	10,623
(See Paragraph 3b for Source)			
<b>FACILITY MAINTENANCE DECISIONS WEBSITE: facilitiesnet.com</b> (See 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**

**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	5
Advertiser and Agency	803
Allocated for Trade Shows and Conventions	25
All Other	1,713
<b>TOTAL</b>	<b>2,546</b>

**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	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>32,550</b>	<b>100.0</b>	<b>32,550</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

2023 Issues	Print	Digital	Total Qualified
January	21,850	10,700	32,550
February/March	21,846	10,704	32,550
April/May	21,880	10,670	32,550
June	22,134	10,416	32,550

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

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	12,199	37.5	9,951	2,248
2. Medical Buildings	7,855	24.1	5,236	2,619
3. Commercial Buildings	3,980	12.2	2,299	1,681
4. Government Buildings	3,917	12.0	1,694	2,223
5. Hospitality Buildings	1,315	4.1	996	319
6. Industrial Buildings	1,702	5.2	1,005	697
7. Retail Buildings	1,582	4.9	1,407	175
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>32,550</b>	<b>100.0</b>	<b>22,588</b>	<b>9,962</b>
<b>PERCENT</b>	<b>100.0</b>		<b>69.4</b>	<b>30.6</b>

### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2023

Qualification Source	Print	Digital	Total Qualified	Percent
I. Direct Request:	14,095	2,242	16,337	50.2
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>8,039</b>	<b>8,174</b>	<b>16,213</b>	<b>49.8</b>
Association rosters and directories	-	-	-	-
Business directories	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-
*Other sources	8,039	8,174	16,213	49.8
VI. Single Copy Sales:	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,134</b>	<b>10,416</b>	<b>32,550</b>	<b>100.0</b>
<b>PERCENT</b>	<b>68.0</b>	<b>32.0</b>	<b>100.0</b>	

\*See Additional Data

Note: 2,574 copies or 7.9% of Total Qualified circulation is > 24 months.

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

6-Month Period Ended:	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:	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
Print:	32,550	32,550	32,550	29,543	24,811	21,927
Digital:	-	-	-	3,007	7,739	10,623
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: July 2022 – 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 2023\*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	239		Kentucky	428	
New Hampshire	193		Tennessee	618	
Vermont	119		Alabama	375	
Massachusetts	857		Mississippi	233	
Rhode Island	105		EAST SO. CENTRAL	1,654	5.1
Connecticut	417		Arkansas	392	
NEW ENGLAND	1,930	5.9	Louisiana	340	
New York	1,818		Oklahoma	591	
New Jersey	908		Texas	2,392	
Pennsylvania	1,680		WEST SO. CENTRAL	3,715	11.4
MIDDLE ATLANTIC	4,406	13.5	Montana	182	
Ohio	1,497		Idaho	177	
Indiana	856		Wyoming	79	
Illinois	1,380		Colorado	475	
Michigan	877		New Mexico	177	
Wisconsin	842		Arizona	483	
EAST NO. CENTRAL	5,452	16.8	Utah	246	
Minnesota	729		Nevada	192	
Iowa	576		MOUNTAIN	2,011	6.2
Missouri	911		Alaska	71	
North Dakota	204		Washington	748	
South Dakota	205		Oregon	429	
Nebraska	444		California	2,945	
Kansas	482		Hawaii	65	
WEST NO. CENTRAL	3,551	10.9	PACIFIC	4,258	13.1
Delaware	95		UNITED STATES	32,542	100.0
Maryland	702		U.S. Territories	8	
Washington, DC	206		Canada	-	
Virginia	762		Mexico	-	
West Virginia	124		Other International	-	
North Carolina	937		APO/FPO	-	
South Carolina	391				
Georgia	842				
Florida	1,506				
SOUTH ATLANTIC	5,565	17.1			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>32,550</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:

Other sources include 2 sources of circulation for quantities of 4,861 copies or 14.9% to 11,352 copies or 34.9%, including ZoomInfo and MCH Data.

#### 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 17, 2023

State Wisconsin

County Milwaukee

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Type BJ

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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.

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