

## B2B Media

### Publisher's Statement

6 months ended June 30, 2025

Subject to Audit

### 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.

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TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		32,550
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		22,134
Qualified Nonpaid Individual - Digital		10,416
<b>Total Qualified Nonpaid Individual</b>		<b>32,550</b>
<b>Total Average Qualified Nonpaid Circulation</b>		<b>32,550</b>

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	25
<b>Total Nonqualified Allocated for Shows &amp; Conventions</b>	<b>25</b>
Nonqualified Miscellaneous, Including Staff Copies - Print	839
Nonqualified Miscellaneous, Including Staff Copies - Digital	4
<b>Total Nonqualified Miscellaneous, Including Staff Copies</b>	<b>843</b>
<b>Total Average Nonqualified Circulation</b>	<b>868</b>

CIRCULATION BY ISSUES			
Issue	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Jan	22,134	10,416	32,550
Feb/Mar	22,134	10,416	32,550
Apr/May	22,134	10,416	32,550
Jun	22,134	10,416	32,550

BUSINESS ANALYSIS							
Type of Organization		Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	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	13,947	42.8	8,712	5,235	12,013	1,934
2.	Medical Buildings	4,825	14.8	4,121	704	3,028	1,797
3.	Commercial Buildings	4,147	12.7	2,991	1,156	2,245	1,902
4.	Government Buildings	4,939	15.2	4,121	818	1,750	3,189
5.	Hospitality Buildings	1,494	4.6	1,380	114	821	673
6.	Industrial Buildings	592	1.8	468	124	397	195
7.	Retail Buildings	2,606	8.0	341	2,265	1,816	790
8.	Others Allied to the Field						
Total Qualified Circulation		32,550	100.0	22,134	10,416	22,070	10,480
Percent		100.0		68.0	32.0	67.8	32.2

SOURCE ANALYSIS				
Source	Print	Digital	Total	Percent
Total Direct Request From Recipient	14,061	2,957	17,018	52.3
Total Direct Request From Recipient's Company		1	1	0.0
Total Communication Other Than Request				
Membership Benefit				
Business Directories				
Lists	8,073	7,458	15,531	47.7
Acquired Circulation				
Other Sources				
Total Qualified Subscriptions	22,134	10,416	32,550	100.0
Percent	68.0	32.0	100.0	
Single Copy Sales				
Total Qualified Circulation			32,550	

GEOGRAPHIC ANALYSIS			
State	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Alabama	235	105	340
Arizona	343	197	540
Arkansas	297	170	467
California	1,781	939	2,720
Colorado	332	194	526
Connecticut	263	116	379
Delaware	357	37	394
District of Columbia	57	30	87
Florida	993	476	1,469
Georgia	567	278	845
Idaho	143	74	217
Illinois	961	536	1,497
Indiana	525	279	804
Iowa	427	206	633
Kansas	384	139	523
Kentucky	271	144	415
Louisiana	207	109	316
Maine	151	76	227
Maryland	466	157	623
Massachusetts	512	294	806
Michigan	627	328	955
Minnesota	516	241	757
Mississippi	169	78	247
Missouri	717	256	973
Montana	153	46	199
Nebraska	331	113	444
Nevada	145	60	205
New Hampshire	123	64	187
New Jersey	608	276	884
New Mexico	167	42	209
New York	1,232	447	1,679
North Carolina	589	227	816
North Dakota	162	64	226
Ohio	990	518	1,508
Oklahoma	417	194	611
Oregon	289	157	446
Pennsylvania	896	444	1,340
Rhode Island	62	42	104
South Carolina	291	100	391
South Dakota	191	43	234
Tennessee	396	171	567
Texas	1,694	807	2,501
Utah	177	94	271
Vermont	79	53	132
Virginia	524	257	781
Washington	554	331	885
West Virginia	98	37	135
Wisconsin	500	297	797
Wyoming	58	30	88
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>22,027</b>	<b>10,373</b>	<b>32,400</b>
Alaska	55	19	74
Hawaii	45	19	64
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>100</b>	<b>38</b>	<b>138</b>
Single Copy Sales			
U.S. Unclassified			
<b>TOTAL UNITED STATES</b>	<b>22,127</b>	<b>10,411</b>	<b>32,538</b>
Poss. & Other Areas	6	4	10
<b>U.S. &amp; POSS., etc.</b>	<b>22,133</b>	<b>10,415</b>	<b>32,548</b>
Canada			
International			
Military or Civilian Personnel Overseas	1	1	2
<b>Total International</b>	<b>1</b>	<b>1</b>	<b>2</b>
E-mail Address Only			
Other Unclassified			
<b>GRAND TOTAL</b>	<b>22,134</b>	<b>10,416</b>	<b>32,550</b>

## NOTES

**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.

**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 issue.

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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