

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.

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. 209/06-20
Comparable

CHANNELS

BUILDING OPERATING MANAGEMENT MAGAZINE



6 issues in the period
73,050 average circulation

BUILDING OPERATING MANAGEMENT WEBSITE



162,658 average users
Shared media channel,
See Note 1

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
BUILDING OPERATING MANAGEMENT MAGAZINE (6 issues in the period)	73,050	-	73,050
BUILDING OPERATING MANAGEMENT WEBSITE: facilitiesnet.com (Monthly Users with 264,096 average Pageviews)	162,658	-	162,658

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

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	21
Advertiser and Agency	1,206
Allocated for Trade Shows and Conventions	158
All Other	796
TOTAL	2,181

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	73,050	100.0	73,050	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	73,050	100.0	73,050	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Total Qualified
January	73,050
February	73,050
March	73,050
April	73,050
May	73,050
June	73,050

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2020

This issue is equal to the average of the other 5 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)
1. COMMERCIAL BUILDINGS: 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	23,990	32.9	21,545	2,445
2. EDUCATIONAL BUILDINGS: Schools, Colleges & Universities including members of APPA	24,017	32.9	22,268	1,749
3. MEDICAL BUILDINGS: Hospitals, Nursing Homes, Medical Clinics including members of ASHE	14,152	19.4	12,616	1,536
4. GOVERNMENT BUILDINGS: Federal, State, County, Municipal, Airports & Military	4,987	6.8	3,880	1,107
5. INDUSTRIAL BUILDINGS: Office and Headquarter buildings of Manufacturing Firms, Manufacturing Plants, Utilities	2,144	2.9	1,684	460
6. HOSPITALITY BUILDINGS: Hotels, Motels, Restaurant Chains	1,561	2.1	1,315	246
7. RETAIL BUILDINGS: Shopping Centers and Retail Chain Headquarters	1,026	1.4	924	102
Sub-Total	71,877	98.4	64,232	7,645
Architectural and Design Firms, Consultants, Contractors	1,173	1.6		
TOTAL QUALIFIED CIRCULATION	73,050	100.0		
PERCENT		100.0		

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2020

Qualification Source	Total Qualified	Percent
I. Direct Request:	69,517	95.2
II. Request from recipient's company:	25	-
III. Membership Benefit:	-	-
IV. Communication (other than request):	-	-
V. TOTAL - Sources other than above (listed alphabetically):	3,508	4.8
Association rosters and directories	3,119	4.3
Business directories	322	0.4
Manufacturer's, distributor's, and wholesaler's lists	-	-
Other sources	67	0.1
VI. Single Copy Sales:	-	-
TOTAL QUALIFIED CIRCULATION	73,050	100.0
PERCENT	100.0	

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 to reporting Age of Source for all 2020 reports. Although age is not reported, all qualified circulation must be sourced within 36 months of the analyzed issue.

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 2017	January - June 2018	July - December 2018	January - June 2019	July - December 2019*	January - June 2020*
Total Audit Average Qualified:	73,052	73,052	73,052	73,052	73,050	73,050
Qualified Non-Paid:	73,052	73,052	73,052	73,052	73,050	73,050
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 2019 - June 2020 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 2020*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	363		Kentucky	813	
New Hampshire	351		Tennessee	1,239	
Vermont	155		Alabama	781	
Massachusetts	2,122		Mississippi	604	
Rhode Island	231		EAST SO. CENTRAL	3,437	4.7
Connecticut	901		Arkansas	803	
NEW ENGLAND	4,123	5.7	Louisiana	745	
New York	5,155		Oklahoma	1,128	
New Jersey	2,089		Texas	6,185	
Pennsylvania	3,243		WEST SO. CENTRAL	8,861	12.1
MIDDLE ATLANTIC	10,487	14.4	Montana	375	
Ohio	2,937		Idaho	333	
Indiana	1,457		Wyoming	170	
Illinois	3,952		Colorado	1,201	
Michigan	2,064		New Mexico	350	
Wisconsin	1,621		Arizona	1,073	
EAST NO. CENTRAL	12,031	16.5	Utah	598	
Minnesota	1,556		Nevada	428	
Iowa	1,174		MOUNTAIN	4,528	6.2
Missouri	2,135		Alaska	230	
North Dakota	328		Washington	1,452	
South Dakota	351		Oregon	753	
Nebraska	753		California	6,475	
Kansas	1,146		Hawaii	176	
WEST NO. CENTRAL	7,443	10.2	PACIFIC	9,086	12.4
Delaware	225		UNITED STATES	72,156	98.8
Maryland	1,751		U.S. Territories	42	
Washington, DC	628		Canada	852	
Virginia	1,729		Mexico	-	
West Virginia	310		Other International	-	
North Carolina	1,727		APO/FPO	-	
South Carolina	744				
Georgia	1,945				
Florida	3,101				
SOUTH ATLANTIC	12,160	16.6			
			TOTAL QUALIFIED CIRCULATION	73,050	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.FACILITIESNET.COM*

2020	Pageviews	Sessions	Users	Average Session Duration
January	283,313	233,419	198,297	1:20
February	229,571	182,254	144,206	1:47
March	273,003	214,405	163,640	1:51
April	284,123	223,215	175,056	1:56
May	281,217	218,057	161,115	1:54
June	233,353	183,001	133,639	2:03
AVERAGE:	264,096	209,058	162,658	1:48

January – June 2020 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:

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 14, 2020

State Wisconsin

County Milwaukee

Received by BPA Worldwide July 14, 2020

Type BJ

ID Number B043B0J0

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.