

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. 209/12-20
Comparable

CHANNELS

BUILDING OPERATING MANAGEMENT MAGAZINE



6 issues in the period
73,050 average circulation

BUILDING OPERATING MANAGEMENT WEBSITE



125,318 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 209,720 average Pageviews)	125,318	-	125,318

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	20
Advertiser and Agency	1,193
Allocated for Trade Shows and Conventions	-
All Other	927
TOTAL	2,140

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
July	73,050
August	73,050
September	73,050
October	73,050
November	73,050
December	73,050

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

Classification by Title (See Note 1)	
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 (Note 1) (A)	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 (B)

Business and Industry	Total Qualified	Percent of Total	(Note 1) (A)	(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	23,941	32.8	21,519	2,422
2. EDUCATIONAL BUILDINGS: Schools, Colleges & Universities including members of APPA	23,970	32.8	22,219	1,751
3. MEDICAL BUILDINGS: Hospitals, Nursing Homes, Medical Clinics including members of ASHE	14,174	19.4	12,642	1,532
4. GOVERNMENT BUILDINGS: Federal, State, County, Municipal, Airports & Military	4,993	6.8	3,884	1,109
5. INDUSTRIAL BUILDINGS: Office and Headquarter buildings of Manufacturing Firms, Manufacturing Plants, Utilities	2,164	3.0	1,701	463
6. HOSPITALITY BUILDINGS: Hotels, Motels, Restaurant Chains	1,566	2.2	1,313	253
7. RETAIL BUILDINGS: Shopping Centers and Retail Chain Headquarters	1,037	1.4	933	104
Sub-Total	71,845	98.4	64,211	7,634
Architectural and Design Firms, Consultants, Contractors	1,205	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 NOVEMBER 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: 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	Audited Data	Circulation Claim
	January – June 2018	July – December 2018	January – June 2019	July – December 2019	January – June 2020	July – December 2020*
Total Audit Average Qualified:	73,052	73,052	73,052	73,050	73,050	73,050
Qualified Non-Paid:	73,052	73,052	73,052	73,050	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 – December 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 NOVEMBER 2020*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	366		Kentucky	810	
New Hampshire	346		Tennessee	1,244	
Vermont	155		Alabama	781	
Massachusetts	2,115		Mississippi	606	
Rhode Island	232		EAST SO. CENTRAL	3,441	4.7
Connecticut	902		Arkansas	799	
NEW ENGLAND	4,116	5.6	Louisiana	740	
New York	5,153		Oklahoma	1,122	
New Jersey	2,077		Texas	6,151	
Pennsylvania	3,242		WEST SO. CENTRAL	8,812	12.1
MIDDLE ATLANTIC	10,472	14.3	Montana	373	
Ohio	2,948		Idaho	333	
Indiana	1,468		Wyoming	170	
Illinois	3,943		Colorado	1,196	
Michigan	2,062		New Mexico	349	
Wisconsin	1,614		Arizona	1,071	
EAST NO. CENTRAL	12,035	16.5	Utah	592	
Minnesota	1,550		Nevada	422	
Iowa	1,177		MOUNTAIN	4,506	6.2
Missouri	2,137		Alaska	230	
North Dakota	330		Washington	1,445	
South Dakota	349		Oregon	749	
Nebraska	753		California	6,437	
Kansas	1,136		Hawaii	173	
WEST NO. CENTRAL	7,432	10.2	PACIFIC	9,034	12.3
Delaware	223		UNITED STATES	72,100	98.7
Maryland	1,752		U.S. Territories	42	
Washington, DC	618		Canada	908	
Virginia	1,739		Mexico	-	
West Virginia	312		Other International	-	
North Carolina	1,738		APO/FPO	-	
South Carolina	750				
Georgia	1,942				
Florida	3,178				
SOUTH ATLANTIC	12,252	16.8			
			TOTAL QUALIFIED CIRCULATION	73,050	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.FACILITIESNET.COM*

2020	Pageviews	Sessions	Users	Average Session Duration
July	213,403	168,050	122,284	2:01
August	229,477	182,571	135,603	1:56
September	214,937	169,882	129,833	2:06
October	220,041	173,830	133,818	2:09
November	187,956	150,813	116,205	2:22
December	192,508	151,495	114,167	2:08
AVERAGE:	209,720	166,106	125,318	2:07

July – December 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

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

January 25, 2021

State

Wisconsin

County

Milwaukee

Received by BPA Worldwide

January 25, 2021

Type

BJ

ID Number

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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.