

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.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

BUILDING OPERATING MANAGEMENT is produced in a print format. The editorial for the print copy is the same for all recipients.

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. 209/06-21
Comparable

CHANNELS

BUILDING OPERATING MANAGEMENT PRINT MAGAZINE



BUILDING OPERATING MANAGEMENT WEBSITE



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
BUILDING OPERATING MANAGEMENT PRINT MAGAZINE (6 issues in the period)	60,050	-	60,050
(See Paragraph 3b for Source)			
BUILDING OPERATING MANAGEMENT WEBSITE: facilitiesnet.com (Note 1) (Monthly Users with 201,681 average Pageviews)	127,543	-	127,543

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

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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	1,156
Allocated for Trade Shows and Conventions	17
All Other	709
TOTAL	1,902

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	60,050	100.0	60,050	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	60,050	100.0	60,050	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Total Qualified
January	60,052
February	60,050
March	60,050
April	60,050
May	60,050
June	60,050

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2021

This issue -% or 2 copies above 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	18,372	30.6	16,757	1,615
2. EDUCATIONAL BUILDINGS: Schools, Colleges & Universities including members of APPA	17,974	29.9	16,628	1,346
3. MEDICAL BUILDINGS: Hospitals, Nursing Homes, Medical Clinics including members of ASHE	13,774	23.0	12,284	1,490
4. GOVERNMENT BUILDINGS: Federal, State, County, Municipal, Airports & Military	4,700	7.8	3,638	1,062
5. INDUSTRIAL BUILDINGS: Office and Headquarter buildings of Manufacturing Firms, Manufacturing Plants, Utilities	2,010	3.4	1,582	428
6. HOSPITALITY BUILDINGS: Hotels, Motels, Restaurant Chains	1,392	2.3	1,178	214
7. RETAIL BUILDINGS: Shopping Centers and Retail Chain Headquarters	911	1.5	820	91
Sub-Total	59,133	98.5	52,887	6,246
Architectural and Design Firms, Consultants, Contractors	919	1.5		
TOTAL QUALIFIED CIRCULATION	60,052	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 JANUARY 2021

Qualification Source	Total Qualified	Percent
I. Direct Request:	58,360	97.2
II. Request from recipient's company:	13	-
III. Membership Benefit:	-	-
IV. Communication (other than request):	-	-
V. TOTAL – Sources other than above (listed alphabetically):	1,679	2.8
Association rosters and directories	1,679	2.8
Business directories	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-
Other sources	-	-
VI. Single Copy Sales:	-	-
TOTAL QUALIFIED CIRCULATION	60,052	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 permitting publishers to carry as "qualified" circulation sources aging beyond 36 months but not to exceed 48 months. 943 copies or 1.6% of Total Qualified circulation is 36 to 48 months.

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 2018	January – June 2019	July – December 2019	January – June 2020	July – December 2020*	January – June 2021*
Total Audit Average Qualified:	73,052	73,052	73,050	73,050	73,050	60,050
Qualified Non-Paid:	73,052	73,052	73,050	73,050	73,050	60,050
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 2020 – June 2021 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 JANUARY 2021*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	307		Kentucky	696	
New Hampshire	291		Tennessee	1,069	
Vermont	125		Alabama	657	
Massachusetts	1,706		Mississippi	519	
Rhode Island	204		EAST SO. CENTRAL	2,941	4.9
Connecticut	747		Arkansas	679	
NEW ENGLAND	3,380	5.6	Louisiana	649	
New York	4,304		Oklahoma	934	
New Jersey	1,729		Texas	5,058	
Pennsylvania	2,763		WEST SO. CENTRAL	7,320	12.2
MIDDLE ATLANTIC	8,796	14.6	Montana	294	
Ohio	2,511		Idaho	274	
Indiana	1,250		Wyoming	136	
Illinois	3,255		Colorado	985	
Michigan	1,679		New Mexico	292	
Wisconsin	1,369		Arizona	871	
EAST NO. CENTRAL	10,064	16.8	Utah	484	
Minnesota	1,299		Nevada	353	
Iowa	1,024		MOUNTAIN	3,689	6.1
Missouri	1,843		Alaska	175	
North Dakota	268		Washington	1,127	
South Dakota	296		Oregon	601	
Nebraska	652		California	5,035	
Kansas	965		Hawaii	142	
WEST NO. CENTRAL	6,347	10.6	PACIFIC	7,080	11.8
Delaware	184		UNITED STATES	60,013	99.9
Maryland	1,485		U.S. Territories	38	
Washington, DC	520		Canada	1	
Virginia	1,476		Mexico	-	
West Virginia	277		Other International	-	
North Carolina	1,498		APO/FPO	-	
South Carolina	647				
Georgia	1,645				
Florida	2,664				
SOUTH ATLANTIC	10,396	17.3			
			TOTAL QUALIFIED CIRCULATION	60,052	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.FACILITIESNET.COM*

2021	Pageviews	Sessions	Users	Average Session Duration
January	208,658	165,450	126,372	2:16
February	205,424	166,996	128,271	2:14
March	224,500	181,793	139,918	2:18
April	187,558	152,268	117,987	2:22
May	190,387	156,143	123,728	2:13
June	193,559	160,716	128,987	2:08
AVERAGE:	201,681	163,894	127,543	2:15

January - June 2021 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

July 14, 2021

State

Wisconsin

County

Milwaukee

Received by BPA Worldwide

July 14, 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.