

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.

**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 MAGAZINE**



5 issues in the period  
32,550 average circulation

**FACILITY MAINTENANCE DECISIONS 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
<b>FACILITY MAINTENANCE DECISIONS MAGAZINE</b> (5 issues in the period)	32,550	-	32,550
<b>FACILITY MAINTENANCE DECISIONS WEBSITE: facilitiesnet.com</b> (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**

**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	7
Advertiser and Agency	1,117
Allocated for Trade Shows and Conventions	145
All Other	679
<b>TOTAL</b>	<b>1,948</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**

2020 Issue	Total Qualified
January	32,550
February/March	32,550
April	32,550
May	32,550
June	32,550

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

This issue is equal to the average of the other 4 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	10,596	32.6	8,763	1,833
2. Medical Buildings	10,130	31.1	8,028	2,102
3. Commercial Buildings	4,560	14.0	3,142	1,418
4. Government Buildings	3,420	10.5	2,066	1,354
5. Hospitality Buildings	1,086	3.3	856	230
6. Industrial Buildings	2,106	6.5	1,346	760
7. Retail Buildings	652	2.0	503	149
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>32,550</b>	<b>100.0</b>	<b>24,704</b>	<b>7,846</b>
<b>PERCENT</b>	<b>100.0</b>		<b>75.9</b>	<b>24.1</b>

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

Qualification Source	Total Qualified	Percent
I. Direct Request:	<b>28,038</b>	<b>86.1</b>
II. Request from recipient's company:	3	-
III. Membership Benefit:	-	-
IV. Communication (other than request):	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>4,509</b>	<b>13.9</b>
Association rosters and directories	-	-
*Business directories	4,509	13.9
Manufacturer's, distributor's, and wholesaler's lists	-	-
Other sources	-	-
VI. Single Copy Sales:	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>32,550</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	

\*See Additional Data

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

### AVERAGE ANNUAL AUDITED 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:	32,554	32,551	32,550	32,550	32,550	32,550
Qualified Non-Paid:	32,554	32,551	32,550	32,550	32,550	32,550
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	229		Kentucky	502	
New Hampshire	196		Tennessee	709	
Vermont	111		Alabama	387	
Massachusetts	746		Mississippi	299	
Rhode Island	100		<b>EAST SO. CENTRAL</b>	<b>1,897</b>	<b>5.8</b>
Connecticut	399		Arkansas	406	
<b>NEW ENGLAND</b>	<b>1,781</b>	<b>5.5</b>	Louisiana	370	
New York	1,803		Oklahoma	552	
New Jersey	834		Texas	2,083	
Pennsylvania	1,594		<b>WEST SO. CENTRAL</b>	<b>3,411</b>	<b>10.5</b>
<b>MIDDLE ATLANTIC</b>	<b>4,231</b>	<b>13.0</b>	Montana	228	
Ohio	1,648		Idaho	194	
Indiana	903		Wyoming	103	
Illinois	1,545		Colorado	476	
Michigan	984		New Mexico	197	
Wisconsin	1,000		Arizona	420	
<b>EAST NO. CENTRAL</b>	<b>6,080</b>	<b>18.7</b>	Utah	233	
Minnesota	803		Nevada	161	
Iowa	790		<b>MOUNTAIN</b>	<b>2,012</b>	<b>6.2</b>
Missouri	1,071		Alaska	52	
North Dakota	205		Washington	615	
South Dakota	248		Oregon	346	
Nebraska	504		California	2,359	
Kansas	608		Hawaii	42	
<b>WEST NO. CENTRAL</b>	<b>4,229</b>	<b>13.0</b>	<b>PACIFIC</b>	<b>3,414</b>	<b>10.5</b>
Delaware	100		<b>UNITED STATES</b>	<b>32,535</b>	<b>100.0</b>
Maryland	757		U.S. Territories	15	
Washington, DC	266		Canada	-	
Virginia	839		Mexico	-	
West Virginia	198		Other International	-	
North Carolina	938		APO/FPO	-	
South Carolina	375				
Georgia	801				
Florida	1,206				
<b>SOUTH ATLANTIC</b>	<b>5,480</b>	<b>16.8</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>32,550</b>	<b>100.0</b>

\*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
<b>AVERAGE:</b>	<b>264,096</b>	<b>209,058</b>	<b>162,658</b>	<b>1:48</b>

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:

#### PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 4,509 copies or 13.9%, including Hoovers.

### 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 M194B0JO

#### 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.