

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.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

FACILITY MAINTENANCE DECISIONS 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.

CHANNELS

FACILITY MAINTENANCE DECISIONS PRINT MAGAZINE



FACILITY MAINTENANCE DECISIONS WEBSITE



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
FACILITY MAINTENANCE DECISIONS PRINT MAGAZINE (4 issues in the period)	32,550	-	32,550

(See Paragraph 3b for Source)

FACILITY MAINTENANCE DECISIONS WEBSITE: facilitiesnet.com (See Note 1) (Monthly Users with 184,934 average Pageviews)	121,998	-	121,998
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Note 1: Shared media channel FacilitiesNet.com - serving both Building Operating Management and Facility Maintenance Decisions.

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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	4
Advertiser and Agency	925
Allocated for Trade Shows and Conventions	13
All Other	515
TOTAL	1,457

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	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	32,550	100.0	32,550	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Total Qualified
July/August	32,550
September	32,550
October	32,550
November/December	32,550

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

This issue is equal to the average of the other 3 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	11,141	34.2	9,256	1,885
2. Medical Buildings	9,284	28.5	7,509	1,775
3. Commercial Buildings	4,586	14.1	3,164	1,422
4. Government Buildings	3,406	10.5	2,057	1,349
5. Hospitality Buildings	1,050	3.2	832	218
6. Industrial Buildings	2,435	7.5	1,522	913
7. Retail Buildings	648	2.0	495	153
TOTAL QUALIFIED CIRCULATION	32,550	100.0	24,835	7,715
PERCENT	100.0		76.3	23.7

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2021

Qualification Source	Total Qualified	Percent
I. Direct Request:	27,853	85.6
II. Request from recipient's company:	3	-
III. Membership Benefit:	-	-
IV. Communication (other than request):	-	-
V. TOTAL - Sources other than above (listed alphabetically):	4,694	14.4
Association rosters and directories	-	-
*Business directories	4,694	14.4
Manufacturer's, distributor's, and wholesaler's lists	-	-
Other sources	-	-
VI. Single Copy Sales:	-	-
TOTAL QUALIFIED CIRCULATION	32,550	100.0
PERCENT	100.0	

*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 permitting publishers to carry as "qualified" circulation sources aging beyond 36 months but not to exceed 48 months. 6,080 copies or 18.7% of Total Qualified circulation is 36 to 48 months.

AVERAGE ANNUAL AUDITED CIRCULATION AND CURRENT UNAUDITED CIRCULATION

6-Month Period Ended:	Audited Data		Audited Data		Audited Data		Circulation Claim
	January - June 2019	July - December 2019	January - June 2020	July - December 2020	January - June 2021	July - December 2021*	
Total Audit Average Qualified:	32,550	32,550	32,550	32,550	32,550	32,550	32,550
Qualified Non-Paid:	32,550	32,550	32,550	32,550	32,550	32,550	32,550
Qualified Paid:	-	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July - December 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 JULY/AUGUST 2021*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	231		Kentucky	489	
New Hampshire	193		Tennessee	694	
Vermont	112		Alabama	386	
Massachusetts	727		Mississippi	305	
Rhode Island	103		EAST SO. CENTRAL	1,874	5.8
Connecticut	404		Arkansas	459	
NEW ENGLAND	1,770	5.4	Louisiana	364	
New York	1,794		Oklahoma	572	
New Jersey	872		Texas	2,143	
Pennsylvania	1,571		WEST SO. CENTRAL	3,538	10.9
MIDDLE ATLANTIC	4,237	13.0	Montana	223	
Ohio	1,667		Idaho	187	
Indiana	905		Wyoming	101	
Illinois	1,581		Colorado	463	
Michigan	1,004		New Mexico	189	
Wisconsin	989		Arizona	412	
EAST NO. CENTRAL	6,146	18.9	Utah	228	
Minnesota	807		Nevada	161	
Iowa	781		MOUNTAIN	1,964	6.0
Missouri	1,091		Alaska	56	
North Dakota	210		Washington	593	
South Dakota	240		Oregon	361	
Nebraska	483		California	2,356	
Kansas	597		Hawaii	37	
WEST NO. CENTRAL	4,209	12.9	PACIFIC	3,403	10.5
Delaware	96		UNITED STATES	32,534	100.0
Maryland	738		U.S. Territories	15	
Washington, DC	274		Canada	-	
Virginia	809		Mexico	-	
West Virginia	198		Other International	-	
North Carolina	903		APO/FPO	1	
South Carolina	359				
Georgia	814				
Florida	1,202				
SOUTH ATLANTIC	5,393	16.6			
			TOTAL QUALIFIED CIRCULATION	32,550	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.FACILITIESNET.COM*

2021	Pageviews	Sessions	Users	Average Session Duration
July	179,549	146,837	116,713	2:01
August	187,936	154,598	125,669	1:52
September	204,222	170,008	139,541	1:56
October	196,050	160,292	129,888	2:11
November	178,731	144,557	113,316	2:21
December	163,116	134,026	106,861	2:00
AVERAGE:	184,934	151,719	121,998	2:03

July –December 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

MAGAZINE:

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 4,694 copies or 14.4%, 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 January 14, 2022

State Wisconsin

County Milwaukee

Received by BPA Worldwide January 14, 2022

Type BJ

ID Number M194B0D1

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.