

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 AND DIGITAL ISSUES

FACILITY MAINTENANCE DECISIONS is produced in print and digital formats. The editorial for the print copy is the same for all recipients. The digital format is written and designed for the digital reading experience, accessed by a computer, mobile phone, or tablet. Digital formats may include features such as videos and surveys allowing for user interaction with the brand.

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 AND DIGITAL 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 AND DIGITAL MAGAZINE (5 issues in the period)	32,550	-	32,550
a. Print	24,811	-	24,811
b. Digital	7,739	-	7,739
(See Paragraph 3b for Source)			
FACILITY MAINTENANCE DECISIONS WEBSITE: facilitiesnet.com (See Note 1) (Monthly Users with 155,365 average Pageviews)	98,113	-	98,113

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	5
Advertiser and Agency	819
Allocated for Trade Shows and Conventions	20
All Other	502
TOTAL	1,346

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

2022 Issues	Print	Digital	Total Qualified
July	25,998	6,552	32,550
August	24,465	8,085	32,550
September	24,655	7,895	32,550
October	24,425	8,125	32,550
November/December	24,512	8,038	32,550

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2022

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	11,040	33.9	8,852	2,188
2. Medical Buildings	8,886	27.3	5,952	2,934
3. Commercial Buildings	4,655	14.3	2,646	2,009
4. Government Buildings	3,990	12.3	1,737	2,253
5. Hospitality Buildings	1,237	3.8	913	324
6. Industrial Buildings	1,989	6.1	1,186	803
7. Retail Buildings	753	2.3	563	190
TOTAL QUALIFIED CIRCULATION	32,550	100.0	21,849	10,701
PERCENT	100.0		67.1	32.9

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2022

Qualification Source	Print	Digital	Total Qualified	Percent
I. Direct Request:	15,893	1,914	17,807	54.7
II. Request from recipient's company:	-	-	-	-
III. Membership Benefit:	-	-	-	-
IV. Communication (other than request):	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	10,105	4,638	14,743	45.3
Association rosters and directories	-	-	-	-
Business directories	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-
*Other sources	10,105	4,638	14,743	45.3
VI. Single Copy Sales:	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,998	6,552	32,550	100.0
PERCENT	79.9	20.1	100.0	

*See Additional Data

Note: 3,103 copies or 9.5% of Total Qualified circulation is > 24 months.

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION

6-Month Period Ended:	Audited Data		Audited Data		Audited Data		Audited Data		Circulation Claim	
	January - June 2020	July - December 2020	January - June 2021	July - December 2021	January - June 2022	July - December 2022*	January - June 2022	July - December 2022*	January - June 2022	July - December 2022*
Total Audit Average Qualified:	32,550	32,550	32,550	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	32,550	32,550	32,550
Print:	32,550	32,550	32,550	32,550	32,550	32,550	29,543	29,543	24,811	24,811
Digital:	-	-	-	-	-	-	3,007	3,007	7,739	7,739
Qualified Paid:	-	-	-	-	-	-	-	-	-	-
Print:	-	-	-	-	-	-	-	-	-	-
Digital:	-	-	-	-	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July - December 2022 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 2022*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	222		Kentucky	410	
New Hampshire	202		Tennessee	599	
Vermont	121		Alabama	356	
Massachusetts	832		Mississippi	238	
Rhode Island	102		EAST SO. CENTRAL	1,603	4.9
Connecticut	405		Arkansas	352	
NEW ENGLAND	1,884	5.8	Louisiana	359	
New York	1,843		Oklahoma	553	
New Jersey	870		Texas	2,306	
Pennsylvania	1,640		WEST SO. CENTRAL	3,570	11.0
MIDDLE ATLANTIC	4,353	13.4	Montana	202	
Ohio	1,502		Idaho	183	
Indiana	840		Wyoming	91	
Illinois	1,373		Colorado	504	
Michigan	846		New Mexico	180	
Wisconsin	872		Arizona	471	
EAST NO. CENTRAL	5,433	16.7	Utah	270	
Minnesota	748		Nevada	197	
Iowa	603		MOUNTAIN	2,098	6.4
Missouri	943		Alaska	58	
North Dakota	195		Washington	784	
South Dakota	204		Oregon	439	
Nebraska	482		California	2,869	
Kansas	510		Hawaii	76	
WEST NO. CENTRAL	3,685	11.3	PACIFIC	4,226	13.0
Delaware	97		UNITED STATES	32,544	100.0
Maryland	736		U.S. Territories	6	
Washington, DC	221		Canada	-	
Virginia	779		Mexico	-	
West Virginia	137		Other International	-	
North Carolina	934		APO/FPO	-	
South Carolina	378				
Georgia	866				
Florida	1,544				
SOUTH ATLANTIC	5,692	17.5			
			TOTAL QUALIFIED CIRCULATION	32,550	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.FACILITIESNET.COM*

2022	Pageviews	Sessions	Users	Average Session Duration
July	141,701	111,905	86,447	2:04
August	164,475	130,662	101,333	1:59
September	162,429	131,771	105,044	2:03
October	172,566	139,647	109,010	2:09
November	161,076	129,760	101,922	2:09
December	129,947	104,991	84,925	2:03
AVERAGE:	155,365	124,789	98,113	2:04

July –December 2022 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:

METHOD OF DISTRIBUTION

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

PARAGRAPH 3b:

Other sources include 2 sources of circulation for quantities of 3,966 copies or 12.2% to 10,777 copies or 33.1%, including ZoomInfo and MCH 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 17, 2023

State

Wisconsin

County

Milwaukee

Received by BPA Worldwide

January 17, 2023

Type

BJ

ID Number

M194BRD22

About BPA Worldwide.

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.