

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 AND DIGITAL ISSUES

BUILDING OPERATING MANAGEMENT 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.

No. 209/12-22
Comparable

CHANNELS



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
BUILDING OPERATING MANAGEMENT PRINT AND DIGITAL MAGAZINE (5 issues in the period)	60,050	-	60,050
a. Print	44,299	-	44,299
b. Digital	15,751	-	15,751
(See Paragraph 3b for Source)			
BUILDING OPERATING MANAGEMENT WEBSITE: facilitiesnet.com (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

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	16
Advertiser and Agency	820
Allocated for Trade Shows and Conventions	20
All Other	877
TOTAL	1,733

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

	2022 Issues	Print	Digital	Total Qualified
August		45,371	14,679	60,050
September		45,326	14,724	60,050
October		45,284	14,766	60,050
November		45,028	15,022	60,050
December		40,486	19,564	60,050

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

This issue is equal to the average of the other 4 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.

Business and Industry	Total Qualified	Percent of Total	Classification by Title (See Note 1)	
			Executive Building Ownership & Facilities Management (Note 1) (A)	Construction/Engineering Management (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	17,739	29.5	16,164	1,575
2. EDUCATIONAL BUILDINGS: Schools, Colleges & Universities including members of APPA	18,975	31.6	17,301	1,674
3. MEDICAL BUILDINGS: Hospitals, Nursing Homes, Medical Clinics including members of ASHE	12,962	21.6	11,619	1,343
4. GOVERNMENT BUILDINGS: Federal, State, County, Municipal, Airports & Military	4,383	7.3	3,569	814
5. INDUSTRIAL BUILDINGS: Office and Headquarter buildings of Manufacturing Firms, Manufacturing Plants, Utilities	2,323	3.9	1,986	337
6. HOSPITALITY BUILDINGS: Hotels, Motels, Restaurant Chains	1,743	2.9	1,530	213
7. RETAIL BUILDINGS: Shopping Centers and Retail Chain Headquarters	1,461	2.4	1,358	103
Sub-Total	59,586	99.2	53,527	6,059
Architectural and Design Firms, Consultants, Contractors	464	0.8		
TOTAL QUALIFIED CIRCULATION	60,050	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 OCTOBER 2022

Qualification Source	Print	Digital	Total Qualified	Percent
I. Direct Request:	31,457	8,735	40,192	66.9
II. Request from recipient's company:	-	-	-	-
III. Membership Benefit:	-	-	-	-
IV. Communication (other than request):	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	13,827	6,031	19,858	33.1
*Association rosters and directories	798	873	1,671	2.8
Business directories	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-
*Other sources	13,029	5,158	18,187	30.3
VI. Single Copy Sales:	-	-	-	-
TOTAL QUALIFIED CIRCULATION	45,284	14,766	60,050	100.0
PERCENT	75.4	24.6	100.0	

*See Additional Data

Note: 6,382 copies or 10.6% 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	Audited Data	Circulation Claim
	January – June 2020	July – December 2020	January – June 2021	July – December 2021	January – June 2022	July – December 2022*
Total Audit Average Qualified:	73,050	73,050	60,050	60,050	60,050	60,050
Qualified Non-Paid:	73,050	73,050	60,050	60,050	60,050	60,050
Print:	73,050	73,050	60,050	60,050	52,105	44,299
Digital:	-	-	-	-	7,945	15,751
Qualified Paid:	-	-	-	-	-	-
Print:	-	-	-	-	-	-
Digital:	-	-	-	-	-	-
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 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 OCTOBER 2022*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	309		Kentucky	645	
New Hampshire	335		Tennessee	1,032	
Vermont	147		Alabama	601	
Massachusetts	1,992		Mississippi	501	
Rhode Island	226		EAST SO. CENTRAL	2,779	4.6
Connecticut	815		Arkansas	598	
NEW ENGLAND	3,824	6.4	Louisiana	654	
New York	4,313		Oklahoma	876	
New Jersey	1,595		Texas	4,988	
Pennsylvania	2,783		WEST SO. CENTRAL	7,116	11.9
MIDDLE ATLANTIC	8,691	14.5	Montana	295	
Ohio	2,396		Idaho	281	
Indiana	1,214		Wyoming	123	
Illinois	3,169		Colorado	1,101	
Michigan	1,681		New Mexico	279	
Wisconsin	1,244		Arizona	906	
EAST NO. CENTRAL	9,704	16.1	Utah	511	
Minnesota	1,284		Nevada	357	
Iowa	875		MOUNTAIN	3,853	6.4
Missouri	1,676		Alaska	156	
North Dakota	262		Washington	1,280	
South Dakota	266		Oregon	660	
Nebraska	620		California	5,432	
Kansas	905		Hawaii	146	
WEST NO. CENTRAL	5,888	9.8	PACIFIC	7,674	12.8
Delaware	195		UNITED STATES	60,027	100.0
Maryland	1,471		U.S. Territories	23	
Washington, DC	557		Canada	-	
Virginia	1,424		Mexico	-	
West Virginia	217		Other International	-	
North Carolina	1,532		APO/FPO	-	
South Carolina	646				
Georgia	1,634				
Florida	2,822				
SOUTH ATLANTIC	10,498	17.5			
			TOTAL QUALIFIED CIRCULATION	60,050	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 Cookied 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.

CHANGE IN FREQUENCY:

Effective with the January/February 2022 issue, BUILDING OPERATING MANAGEMENT changed its frequency from 12 to 9 issues per year.

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 1,671 copies or 2.8%. Other sources include 2 sources of circulation for quantities of 2,290 copies or 3.8% to 15,897 copies or 26.5%, including MCH Data and Zoominfo.

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 16, 2023

State

Wisconsin

County

Milwaukee

Received by BPA Worldwide

January 16, 2023

Type

BJ

ID Number

B043BRD22

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.

MAGAZINE CHANNEL FORMAT: This magazine is produced in print and digital formats.

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