

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. 209/06-22
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 (4 issues in the period)	60,050	-	60,050
a. Print	52,105	-	52,105
b. Digital	7,945	-	7,945
(See Paragraph 3b for Source)			
BUILDING OPERATING MANAGEMENT WEBSITE: facilitiesnet.com (Note 1) (Monthly Users with 176,255 average Pageviews)	109,718	-	109,718

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	851
Allocated for Trade Shows and Conventions	75
All Other	668
TOTAL	1,610

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 Issue	Print	Digital	Total Qualified
January/February	60,050	-	60,050
March/April	49,816	10,234	60,050
May	49,496	10,554	60,050
June/July	49,060	10,990	60,050

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

This issue equal to the average of the other 3 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)	(Note 1) (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	18,189	30.3	16,590	1,599
2. EDUCATIONAL BUILDINGS: Schools, Colleges & Universities including members of APPA	18,509	30.8	16,973	1,536
3. MEDICAL BUILDINGS: Hospitals, Nursing Homes, Medical Clinics including members of ASHE	13,219	22.0	11,894	1,325
4. GOVERNMENT BUILDINGS: Federal, State, County, Municipal, Airports & Military	4,524	7.5	3,696	828
5. INDUSTRIAL BUILDINGS: Office and Headquarter buildings of Manufacturing Firms, Manufacturing Plants, Utilities	2,295	3.8	1,961	334
6. HOSPITALITY BUILDINGS: Hotels, Motels, Restaurant Chains	1,612	2.7	1,418	194
7. RETAIL BUILDINGS: Shopping Centers and Retail Chain Headquarters	1,226	2.1	1,131	95
Sub-Total	59,574	99.2	53,663	5,911
Architectural and Design Firms, Consultants, Contractors	476	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 JUNE/JULY 2022

Qualification Source	Print	Digital	Total Qualified	Percent
I. Direct Request:	35,881	6,454	42,335	70.5
II. Request from recipient's company:	-	-	-	-
III. Membership Benefit:	-	-	-	-
IV. Communication (other than request):	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	13,179	4,536	17,715	29.5
*Association rosters and directories	1,078	1,027	2,105	3.5
Business directories	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-
*Other sources	12,101	3,509	15,610	26.0
VI. Single Copy Sales:	-	-	-	-
TOTAL QUALIFIED CIRCULATION	49,060	10,990	60,050	100.0
PERCENT	81.7	18.3	100.0	

*See Additional Data

Note: 9,816 copies or 16.3% 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	Circulation Claim
	July – December 2019	January – June 2020	July – December 2020	January – June 2021	July – December 2021*	January – June 2022*
Total Audit Average Qualified:	73,050	73,050	73,050	60,050	60,050	60,050
Qualified Non-Paid:	73,050	73,050	73,050	60,050	60,050	60,050
Print:	73,050	73,050	73,050	60,050	60,050	52,105
Digital:	-	-	-	-	-	7,945
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 2021 – June 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 JUNE/JULY 2022*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	313		Kentucky	655	
New Hampshire	323		Tennessee	1,054	
Vermont	142		Alabama	595	
Massachusetts	1,985		Mississippi	507	
Rhode Island	223		EAST SO. CENTRAL	2,811	4.7
Connecticut	811		Arkansas	603	
NEW ENGLAND	3,797	6.3	Louisiana	656	
New York	4,269		Oklahoma	881	
New Jersey	1,561		Texas	5,100	
Pennsylvania	2,781		WEST SO. CENTRAL	7,240	12.1
MIDDLE ATLANTIC	8,611	14.3	Montana	298	
Ohio	2,421		Idaho	286	
Indiana	1,233		Wyoming	123	
Illinois	3,155		Colorado	1,091	
Michigan	1,648		New Mexico	279	
Wisconsin	1,267		Arizona	896	
EAST NO. CENTRAL	9,724	16.2	Utah	513	
Minnesota	1,268		Nevada	343	
Iowa	896		MOUNTAIN	3,829	6.4
Missouri	1,718		Alaska	159	
North Dakota	268		Washington	1,215	
South Dakota	270		Oregon	644	
Nebraska	630		California	5,319	
Kansas	920		Hawaii	136	
WEST NO. CENTRAL	5,970	10.0	PACIFIC	7,473	12.4
Delaware	195		UNITED STATES	60,024	100.0
Maryland	1,488		U.S. Territories	24	
Washington, DC	538		Canada	2	
Virginia	1,453		Mexico	-	
West Virginia	223		Other International	-	
North Carolina	1,553		APO/FPO	-	
South Carolina	640				
Georgia	1,632				
Florida	2,847				
SOUTH ATLANTIC	10,569	17.6	TOTAL QUALIFIED CIRCULATION	60,050	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.FACILITIESNET.COM*

2022	Pageviews	Sessions	Users	Average Session Duration
January	188,429	150,233	116,571	2:08
February	177,375	140,124	112,037	2:10
March	182,710	145,998	116,380	2:16
April	179,015	142,173	111,428	2:07
May	167,589	132,472	103,227	2:10
June	162,415	127,124	98,665	2:07
AVERAGE:	176,255	139,687	109,718	2:09

January – June 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 2,105 copies or 3.5%.

Other sources include 2 sources of circulation for quantities of 2,289 copies or 3.8% to 13,321 copies or 22.2%, 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

August 22, 2022

State

Wisconsin

County

Milwaukee

Received by BPA Worldwide

August 22, 2022

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BJ

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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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