

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.

Trade Press Media Group, Inc.
2100 West Florist Avenue
Milwaukee, WI 53209
Tel.: (414) 228-7701
Fax: (414) 228-1134
www.facilitiesnet.com/FMD

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



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 (4 issues in the period)	32,550	-	32,550
a. Print	29,543	-	29,543
b. Digital	3,007	-	3,007
(See Paragraph 3b for Source)			
FACILITY MAINTENANCE DECISIONS WEBSITE: facilitiesnet.com (See 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

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	2
Advertiser and Agency	871
Allocated for Trade Shows and Conventions	94
All Other	528
TOTAL	1,495

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 Issue	Print	Digital	Total Qualified
January	32,550	-	32,550
February/March	32,550	-	32,550
April	26,786	5,764	32,550
May/June	26,285	6,265	32,550

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

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	11,080	34.0	6,354	4,726
2. Medical Buildings	9,285	28.5	5,428	3,857
3. Commercial Buildings	4,673	14.4	2,361	2,312
4. Government Buildings	3,586	11.0	1,460	2,126
5. Hospitality Buildings	1,158	3.6	828	330
6. Industrial Buildings	2,021	6.2	1,093	928
7. Retail Buildings	747	2.3	333	414
TOTAL QUALIFIED CIRCULATION	32,550	100.0	17,857	14,693
PERCENT	100.0		54.9	45.1

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2022

Qualification Source	Print	Digital	Total Qualified	Percent
I. Direct Request:	17,304	503	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):	8,981	5,762	14,743	45.3
Association rosters and directories	-	-	-	-
Business directories	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-
*Other sources	8,981	5,762	14,743	45.3
VI. Single Copy Sales:	-	-	-	-
TOTAL QUALIFIED CIRCULATION	26,285	6,265	32,550	100.0
PERCENT	80.8	19.2	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		Circulation Claim	
	July - December 2019	January - June 2020	July - December 2020	January - June 2021	July - December 2021*	January - June 2022*
Total Audit Average Qualified:	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
Print:	32,550	32,550	32,550	32,550	32,550	29,543
Digital:	-	-	-	-	-	3,007
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 MAY/JUNE 2022*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	223		Kentucky	421	
New Hampshire	202		Tennessee	612	
Vermont	125		Alabama	365	
Massachusetts	813		Mississippi	247	
Rhode Island	103		EAST SO. CENTRAL	1,645	5.0
Connecticut	411		Arkansas	361	
NEW ENGLAND	1,877	5.8	Louisiana	362	
New York	1,814		Oklahoma	559	
New Jersey	870		Texas	2,323	
Pennsylvania	1,665		WEST SO. CENTRAL	3,605	11.1
MIDDLE ATLANTIC	4,349	13.4	Montana	205	
Ohio	1,500		Idaho	188	
Indiana	851		Wyoming	95	
Illinois	1,380		Colorado	508	
Michigan	847		New Mexico	186	
Wisconsin	887		Arizona	459	
EAST NO. CENTRAL	5,465	16.8	Utah	268	
Minnesota	742		Nevada	196	
Iowa	623		MOUNTAIN	2,105	6.5
Missouri	957		Alaska	57	
North Dakota	199		Washington	776	
South Dakota	209		Oregon	419	
Nebraska	490		California	2,786	
Kansas	530		Hawaii	73	
WEST NO. CENTRAL	3,750	11.5	PACIFIC	4,111	12.6
Delaware	103		UNITED STATES	32,544	100.0
Maryland	725		U.S. Territories	6	
Washington, DC	188		Canada	-	
Virginia	795		Mexico	-	
West Virginia	143		Other International	-	
North Carolina	931		APO/FPO	-	
South Carolina	382				
Georgia	875		TOTAL QUALIFIED CIRCULATION	32,550	100.0
Florida	1,495				
SOUTH ATLANTIC	5,637	17.3			

*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 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 August 19, 2022

State Wisconsin

County Milwaukee

Received by BPA Worldwide August 19, 2022

Type BJ

ID Number M194B0J2

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.