

# Reading the BPA Worldwide Brand Report

**THE CRITERION**

Criterion Publishing Company  
100 Beard Sawmill Road, 6th Floor  
Shelton, CT 06484  
Tel. No.: (203) 447-2800  
Fax No.: (203) 447-2900  
www.criterion.com

**BRAND REPORT**



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.

**THE CRITERION** is a B2B brand intended for individuals with broad-based interests in manufacturing, engineering and agricultural industries. The brand content and editorial scope of the publication includes news and industry comment, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital version.

**BRAND REPORT PURPOSE**  
The Brand Report is designed to present analysis of all touch points with consumers. It is designed to present analysis of all users within each channel of, but not limited to, the brand. The report contains data for each separate channel. No attempt has been made to identify or

**CHANNELS**

**THE CRITERION MAGAZINE**

The Criterion Magazine  
6 Issues in the period  
48,362 average circulation



**THE CRITERION SOCIAL MEDIA**

Twitter  
Facebook  
LinkedIn

**EXECUTIVE SUMMARY**  
Below are the Average

		Average
<b>THE CRITERION MAGAZINE</b>		
a. Print		48,362
b. Digital		38,344
1. Requested		10,018
2. Non-Requested		5,018
<b>THE CRITERION E-NEWSLETTER</b>		
a. The Criterion E-Newsletter - 1 (12 issued in the period)	21,185	21,185
b. The Criterion E-Newsletter - 2 (6 issued in the period)	17,019	17,019
c. The Criterion E-Newsletter - 3 (3 issued in the period)	13,318	13,318
<b>THE CRITERION IPAD APP</b> (cumulative downloads)	*5,700	*5,700
<b>THE CRITERION EVENT TOTAL UNIQUE ATTENDEES</b>	6,500	6,500
<b>THE CRITERION WEBSITE</b> (Monthly Users with 75,519 average Page Views)	24,496	24,496
<b>THE CRITERION SOCIAL MEDIA</b>		
a. Twitter followers	*528	*528
b. Facebook likes	*1,969	*1,969
c. LinkedIn group members	*927	*927

\*App Downloads and Social Media Claims are cumulative figures, not averages.

www.bpaworldwide.com
No attempt has been made to identify or eliminate duplication that may exist across media channels.

## Preparing a More Effective Media Schedule through the Brand Report



## What is BPA Worldwide?

Throughout the world, 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. Today, in addition to auditing audience claims, through its iCompli service, BPA verifies compliance to defined government, industry, and organizational standards as well as adherence to privacy, data protection and sustainability guidelines and best practices. Performing nearly 2,600 audits in over 30 countries, BPA is a trusted resource for compliance and assurance services.

## BPA – Genesis of the Brand Report

When BPA was first established, its primary audit function was directed toward business publications. As the industry evolved, BPA also adapted and changed.

Over time, BPA began auditing other products such as consumer magazines, newspapers and marketing databases. With the advent of new media, BPA moved into auditing these new platforms as well, including websites, e-newsletters and digital magazines. We also measure live events, tradeshow, conferences, social and mobile media.

As media owners began to expand their brand's footprint, they also showed an interest in presenting all of their audience "touch points" on a single portfolio report. In response to this, BPA launched the all-inclusive BPA Brand Report.

## What is the BPA Brand Report?

The Brand Report analyzes each of a media owner's channels and provides a means to showcase all users' "touch points" that relate to their product.

The report covers the demographics for individuals receiving each channel, the "recency" of involvement for individuals within channels, the geographic breakout for each channel and the frequency of channels.

The audience data contained within may be all paid, all non-paid (controlled) or any combination of paid and non-paid.

The Brand Report may present audience data for a single channel or multiple channels from multiple databases or from a single integrated database.

A BPA Brand Report audit is conducted on an annual basis, with statements provided twice a year covering a six-month period. The media owner must prove to the auditor the claims that audience size and quality conforms to the definitions and qualifications set forth in BPA Worldwide's rules.

# THE CRITERION

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## BRAND REPORT

**THE CRITERION** is a B2B brand intended for individuals with broad-based interests in manufacturing, engineering and agricultural industries. The brand content and editorial scope of the publication includes news and industry comment, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital version.

**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**

THE CRITERION  
MAGAZINE

6 Issues in the period  
48,362 average circulation

THE CRITERION  
E-NEWSLETTERS

3 E-Newsletters in the period  
21 total issued in the period  
21,185 average per occurrence  
17,019 average per occurrence  
13,318 average per occurrence

THE CRITERION  
EVENT

6,500 total unique attendees

THE CRITERION  
WEBSITE

24,496 average users

THE CRITERION  
SOCIAL MEDIA

528 Twitter followers  
1,969 Facebook likes  
927 LinkedIn group members

**EXECUTIVE SUMMARY**

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
<b>THE CRITERION MAGAZINE</b> (6 issues in the period)	48,362	-	48,362
a. Print	38,344	-	38,344
b. Digital	10,018	-	10,018
1. Requested	5,018	-	5,018
2. Non-Requested	5,000	-	5,000
<b>THE CRITERION E-NEWSLETTER</b>			
a. The Criterion E-Newsletter - 1 (12 issued in the period)	21,185	-	21,185
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\*App Downloads and Social Media Claims are cumulative figures, not averages.

www.bpaww.com
No attempt has been made to identify or eliminate duplication that may exist across media channels.

## Communication Channels included in the Brand Report

Media owners may customize their Brand Report based on the communication channels they choose to report. These channels include, but are not limited to:

- Publication/magazine circulation
- Website traffic
- E-newsletter distribution
- Event/tradeshows/conference attendance
- Webinar attendance
- Document Downloads (whitepapers, case studies, marketing collateral etc.)
- Social media, including online networks and communities
- Mobile media/Apps
- Other digital content channels
- More...

Please note that the samples used in this document are presented only as a guide for channels that may be reported. The Brand Report may be customized to include any channels a media owner chooses to report.

Copies of Brand Reports are available for download free of charge at [www.bpaww.com](http://www.bpaww.com).

## Integrated database or not?

The Brand Report is designed specifically for media owners with multi-channel brands regardless of whether the channels share an integrated database or not. The **BRAND REPORT PURPOSE** paragraph on page 1 is the best way to determine if the Brand Report you are analyzing contains data from a single, integrated database or multiple databases. The **BRAND REPORT PURPOSE** on a Brand Report that analyzes integrated data will include the sentence: **“It is designed to present a cross-section of all communication channels, including a brand’s total recipients across multiple media platforms, unique users within each channel, and users accessing multiple channels.”** Those Brand Reports analyzing multiple-channel databases will include this phrase: **“This non-integrated report contains data for each separate media channel as indicated in the Executive Summary.”**

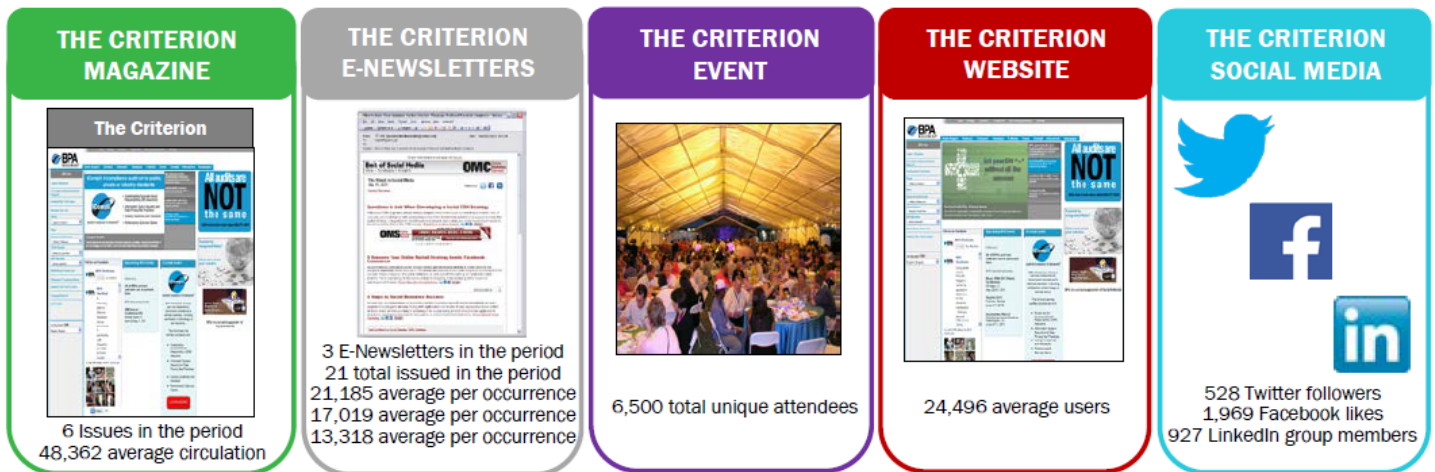
## What should be looked at first?

Start with the upper portion of the cover page and check the report’s date to ensure it is the most current by examining the report period. The media owner’s information is in the left-hand corner. Additional information about the specific brand is in the descriptive paragraph adjacent to the media owner information.

The image shows a sample cover page for a Brand Report. The page has a light green background. On the left, the logo for 'THE CRITERION' is displayed in a large, bold, serif font. To the right of the logo, the text 'BRAND REPORT' is written in a large, bold, blue sans-serif font, with 'DATE DISPLAYS HERE' underneath it in a smaller, blue sans-serif font. Further right is the BPA Worldwide logo, which consists of a blue circle with a white swoosh and the text 'BPA WORLDWIDE™' to its right. Below the logo and text, there is a horizontal line. Underneath the line, on the left, is the contact information for Criterion Publishing Company: 'Criterion Publishing Company', '100 Beard Sawmill Road, 6th Floor', 'Shelton, CT 06484', 'Tel. No.: (203) 447-2800', 'Fax No.: (203) 447-2900', and 'www.criterion.com'. To the right of this contact information is a paragraph of text: 'THE CRITERION is a B2B brand intended for individuals with broad-based interests in manufacturing, engineering and agricultural industries. The brand content and editorial scope of the publication includes news and industry comment, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital version.' Below this paragraph, the text 'BRAND REPORT PURPOSE' is written in a bold, blue sans-serif font.

## INDIVIDUAL CHANNEL VIEW

Found on page 1 of the Brand Report, the CHANNELS section uses icons to present the user with a snapshot of all the channels that are analyzed in the report. This is a great section to quickly determine the specific channels that are included.



## EXECUTIVE SUMMARY

The EXECUTIVE SUMMARY, also found on page 1 of the Brand Report, shows the number of individuals reached through each communication channel reported by the media owner. Each channel is reported as the Average for the period, as well as Non-Paid and Paid categories (if applicable). There is no “grand total” figure of all combined channels.

EXECUTIVE SUMMARY			
Below are the Average contacts per occurrence, including frequency per period reported			
	Non-Paid	Paid	Average
<b>THE CRITERION MAGAZINE</b> (6 issues in the period)	48,362	-	48,362
a. Print	38,344	-	38,344
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\*App Downloads and Social Media Claims are cumulative figures, not averages.

You may notice the Brand Report does not aggregate the audience of each channel. The sum of all media channels does not add meaningful value to the media buy. Rather, it can confuse the issue of what the aggregate actually represents. The aggregate would be a total of averages and does not represent the brand’s total reach to unique individuals.

For magazines and e-newsletters, the figures found in the EXECUTIVE SUMMARY are averages for a six-month period, similar to the magazine audit. For websites, a monthly average of Unique Browsers is displayed in the EXECUTIVE SUMMARY. The website (monthly unique browsers) traffic figure, if reported, is derived from the BPA Audited Site Traffic tool. Only audited traffic data verified through the tool may be reported in the Brand Report.

A media owner may choose to report the registered users of the website, and not website traffic. The media owner may also report both registered users/subscribers and the number of unique browsers with the disclosure that browsers are not identified to individuals.

Event and webinar data is reported as net attendees with the option of gross registrants also being reported.

Social media, including Twitter followers, Facebook “likes” and LinkedIn group members, are reported as the cumulative total.

Apps for mobile devices and smart phones in the EXECUTIVE SUMMARY are reported as the cumulative total.

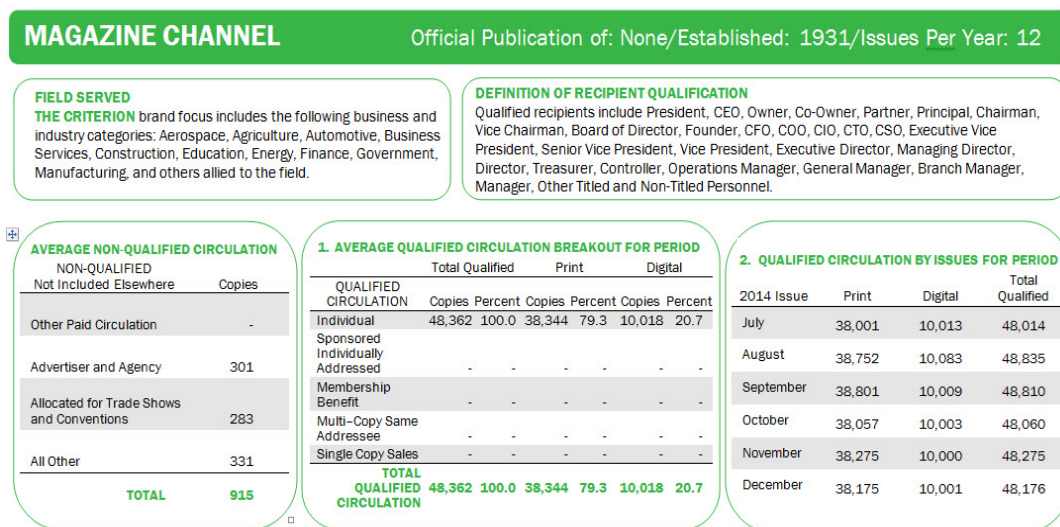
Document Download data (whitepapers, case studies, marketing collateral or promotional material, etc.) is reported as average downloads (or distribution) in the six-month period.

## ANALYSIS OF MEDIA CHANNELS

The following sections in the Brand Report present detailed audience analyses for each channel reported within the EXECUTIVE SUMMARY.

### MAGAZINE CHANNEL

Reported by most media owners, the data within the MAGAZINE channel profile mirrors that of traditional data found in BPA circulation statements.



### Business Publications

For Brand Reports in which a business publication serves as the anchor channel, the section analyzes the publication’s **Average Non-Qualified Circulation, Average Total Qualified Circulation for the Period, Qualified Circulation by Issue, Business/Occupational Breakout, Source/Age and Geographic breakout.**

### What industry and which individuals does the brand serve?

The media owner defines the market the brand serves in the **FIELD SERVED**. Those individuals within the market (i.e. presidents, owners, engineers, etc.) who are qualified to receive the publication or magazine are defined within the **DEFINITION OF RECIPIENT QUALIFICATION**.

*Note: On single-channel Brand Reports, the Field Served and Definition of Recipient Qualification are found on page 1.*

**AVERAGE NON-QUALIFIED CIRCULATION** are those recipients who do not meet the brand’s definition of field served and recipient qualification. For example, advertiser and sample copies fall into this category.

The **AVERAGE CIRCULATION FOR THE PERIOD (Table 1)** provides a summary of the publication’s average circulation activity for the period covered by the report. The type of circulation analyzed in this table—Individual, Sponsored Individually Addressed, Membership Benefit, Multi-Copy Same Addressee and Single Copy Sales—are standard for all publications and can be compared from one publication to another.

**QUALIFIED CIRCULATION BY ISSUES (Table 2)** reports the circulation activity in the period. It is the media owner's option to report those subscribers who have been added (Additions) and removed (Removals) from the subscriber database during the period.

### Who receives the publication?

At this point in the magazine channel analysis, the focus of the report is narrowed to examine one issue in the audit period, which is identified along the heading of each table. This is referred to as the "analyzed" issue.

The qualified circulation must conform to both the Field Served and the Definition of Recipient Qualification as stated on the Brand Report. The media owner must present the information in accurate, auditable terms. The type of data in the BUSINESS/OCCUPATION BREAKOUT (Table 3a) varies from market to market, reflecting the unique characteristics of each primary industry. Some are simple, including only three or four classifications, while others are complex with multiple businesses and titles.

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE**  
This issue is 0.2% or 104 copies below the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	TITLE							
			President/CEO/Owner	Co-Owner, Partner, Principal, Chairman	Vice Chairman, Board of Director, Founder	CRO, COO, CIO, CTO, CSO	Executive Vice President, Senior Vice President, Vice President	Executive Director, Managing Director, Director	Treasurer, Controller, Operations Manager, General Manager, Branch Manager, Manager	Other Titled and Non-Titled Personnel
Aerospace/Defense	2,585	5.4	770	435	88	144	101	108	567	372
Agriculture/Mining/Gas/Oil	1,106	2.2	321	72	56	194	287	82	54	40
Automotive/Transportation	1,033	2.1	271	73	48	187	301	62	54	37
Business Services/Consultants	4,016	8.3	1,011	610	222	727	883	201	169	193
Construction/Architecture/Engineering	9,281	19.2	2,718	1,544	1,304	916	1,575	545	576	103
Education/Training	11,181	23.2	2,999	1,975	1,603	1,801	1,098	757	902	46
Energy/Utilities/Communications	6,210	12.9	1,248	1,301	451	498	893	794	874	151
Finance/Accounting/Banking	3,122	6.5	871	103	99	160	390	489	861	149
Government: Federal/State/Local/Military	4,912	10.2	1,222	347	138	297	296	689	1,436	487
Manufacturing	3,788	7.8	864	90	107	231	355	421	1,413	307
Other	1,041	2.2	81	147	76	212	143	82	91	209
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>48,275</b>	<b>100.0</b>	<b>12,376</b>	<b>6,697</b>	<b>4,192</b>	<b>5,367</b>	<b>6,322</b>	<b>4,230</b>	<b>6,997</b>	<b>2,094</b>

If magazine circulation is reported on the Brand Report, the media owner must explain how the subscribers were recruited. Media owners are required to break subscriber data into six source categories within the SOURCE AND AGE analysis (Table 3b): Direct Request; Request from Recipient's Company; Membership Benefit; Communication other than Request; Sources other than above, and Single Copy Sales. At their option, media owners may also subdivide request and report by type: written, telecommunication, and electronic.

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE**

QUALIFICATION SOURCE	SOURCED WITHIN					Total Qualified	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request	31,206	12,069	-	38,275	5,000	43,275	89.6
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. *Sources other than above, including : association rosters and directories, business directories, manufacturer's, distributor's and wholesaler's lists, and other sources	5,000	-	-	-	5,000	5,000	10.4
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>36,206</b>	<b>12,069</b>	<b>-</b>	<b>38,275</b>	<b>10,000</b>	<b>48,275</b>	<b>100.0</b>
<b>PERCENT</b>	<b>74.9</b>	<b>25.1</b>	<b>-</b>	<b>79.3</b>	<b>20.7</b>	<b>100.0</b>	

\*See Additional Data

The **GEOGRAPHICAL BREAKOUT** analysis reports the magazine audience by state or country. The table can also be condensed to report specific geographic regions. BPA's standard country breakouts are used for international coverage. If an individual has provided an email address, but no physical address, the individual is reported as "E-mail Address Only."

The table includes a footnote to indicate the dates and/or month of the channels that are being analyzed. A geographic analysis is not included for some channels, including websites, social media and other user platforms that do not support user-specific data.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE					
State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	100		Kentucky	1,000	
New Hampshire	-		Tennessee	200	
Vermont	500		Alabama	92	
Massachusetts	10		Mississippi	-	
Rhode Island	-		EAST SO. CENTRAL	1,292	2.7
Connecticut	1,000		Arkansas	900	
NEW ENGLAND	1,610	3.3	Louisiana	100	
New York	1,000		Oklahoma	908	
New Jersey	5,000		Texas	1,000	
Pennsylvania	61		WEST SO. CENTRAL	2,908	6.0
MIDDLE ATLANTIC	5,061	10.5	Montana	500	
Ohio	2,000		Idaho	-	
Indiana	-		Wyoming	-	
Illinois	1,000		Colorado	500	
Michigan	522		New Mexico	-	
Wisconsin	-		Arizona	500	
EAST NO. CENTRAL	6,522	13.5	Utah	-	
Minnesota	500		Nevada	3,045	
Iowa	-		MOUNTAIN	4,545	9.4
Missouri	300		Alaska	5,000	
North Dakota	200		Washington	3,000	
South Dakota	2,000		Oregon	-	
Nebraska	200		California	-	
Kansas	66		Hawaii	5,000	
WEST NO. CENTRAL	3,266	6.8	PACIFIC	13,000	26.9
Delaware	-		UNITED STATES	47,082	97.5
Maryland	4,878		U.S. Territories	435	
Washington, DC	-		Canada	-	
Virginia	-		Mexico	-	
West Virginia	2,000		Other International	758	
North Carolina	-		APO/FPO	-	
South Carolina	-				
Georgia	-				
Florida	2,000				
SOUTH ATLANTIC	8,878	18.4			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>48,275</b>	<b>100.0</b>

\*See Additional Data

## Consumer Magazines

For Brand Reports in which a consumer magazine serves as the anchor channel, the section analyzes the magazine's **Price and Frequency, Average Total Qualified, Qualified Circulation by Issue, Breakout by Market Served, Source/Age analysis, Three-Year Calendar analysis**, data for **New and Renewal Paid** subscriptions and **Geographic Breakout** for the period.

### What market category or special interest does the brand serve?

The media owner defines the market the consumer brand serves in the **MARKET SERVED** paragraph, which found at the top of the Magazine Channel analysis. Note: On single-channel Brand Reports, the Market Served is found on page 1.

**AVERAGE TOTAL QUALIFIED** identifies the magazine's average total qualified circulation, and separately breaks out the paid and non-paid portion of the average circulation for the period. Also in this table is the average rate base if claimed by the media owner and the amount that the average circulation varies above or below the average rate base.

#### PRICE AND FREQUENCY

\$19.12	Average Annual Subscription Order Price for the Period Reported(Excluding Sponsored Subscriptions)*
\$1.00	Average Annual Sponsored Order Price
8	Issues Per Year
\$5.95, \$7.95	All Single-Copy Sales Prices for the Period

\*See Additional Data

#### AVERAGE TOTAL QUALIFIED BASED ON 3 ISSUES IN THE PERIOD

<b>Total Qualified</b>	<b>37,189</b>
Average Rate Base	**NC
Variance +/-	**NC
Percent +/-	**NC
Qualified Paid	33,390
Subscriptions	16,967
Sponsored	15,283
Single-Copy Sales	1,140
Qualified Non-Paid	3,799

The **AVERAGE CIRCULATION FOR THE PERIOD** (Table 1) provides a summary of the magazine's average circulation activity for the period covered by the report. The type of circulation analyzed in this table—Individual, Sponsored Individually Addressed, Membership Benefit, Multi-Copy Same Addressee and Single Copy Sales—are standard for all magazines and can be compared from one publication to another.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD							
	Qualified Paid		Qualified Non-Paid		Total Qualified		
	Copies	Percent	Copies	Percent	Copies	Percent	
Individual	16,967	45.6	1,799	4.8	18,766	50.4	
Membership Benefit	-	-	-	-	-	-	
Multi-Copy Same Addressee	-	-	2,000	5.4	2,000	5.4	
*Sponsored Individually Addressed	15,283	41.1	-	-	15,283	41.1	
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-	
<b>Sub-Total Subscriptions:</b>	<b>32,250</b>	<b>86.7</b>	<b>3,799</b>	<b>10.2</b>	<b>36,049</b>	<b>96.9</b>	
Single-Copy Sales	1,140	3.1	-	-	1,140	3.1	
Sponsored Single-Copy Sales	-	-	-	-	-	-	
<b>TOTAL</b>	<b>33,390</b>	<b>89.8</b>	<b>3,799</b>	<b>10.2</b>	<b>37,189</b>	<b>100.0</b>	

\*See Additional Data

**QUALIFIED CIRCULATION BY ISSUES** (Table 2) reports the circulation activity in the period. With this table, the extent to which a magazine's circulation has increased or decreased throughout the period covered can be examined. This section also separates paid and non-paid; printed and digital copies; and single-copy sales.

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD							
Issue	Print	Digital	Qualified Paid			Qualified Non-Paid	Total Qualified
			Single-Copy Sales	Subscriptions	Total		
January/February	21,663	15,269	1,170	32,963	34,133	2,799	36,932
March/April	24,631	15,273	1,120	31,985	33,105	6,799	39,904
May/June	19,461	15,267	1,130	31,799	32,929	1,799	34,728

**Who received the magazine?** The focus of the magazine channel analysis is narrowed to examine one issue in the audit period, which is identified along the heading of each table.

The type of circulation the **BREAKOUT OF CIRCULATION TO THE MARKET** (Table 3) reports varies from market to market, reflecting the unique characteristics of each primary market. Typical categories include individual paid subscribers, single-copy sales and individual non-paid. The paid and non-paid circulation is reported separately and done so at the media owner's option.

The type of business or market category of the circulation and the nature of the magazine's recipients are also detailed in this table.

3. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE							
This issue is 9.6% or 3,690 copies below the average of the other 2 issues reported in Paragraph 2.							
MARKET SERVED	Total	Percent of Total	Print	Digital	Qualified Non-Paid	Qualified Paid	
Individuals, members of government, advocacy groups, philanthropies, think tanks, lobbyists, trade unionists, media and others interested in politics and public policy	18,350	52.8	18,316	34	1,799	16,551	
*Sponsored Individually Addressed: A provider of environmentally sensitive travel related products and services	15,248	43.9	15	15,233	-	15,248	
Single Copy Sales	1,130	3.3	1,130	-	-	1,130	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>34,728</b>	<b>100.0</b>	<b>19,461</b>	<b>15,267</b>	<b>1,799</b>	<b>32,929</b>	

\*See Additional Data



The **SOURCE AND AGE** analysis (Table 4) details where the media owner obtained the qualified circulation (source) and the period in which these recipients were last qualified (age).

Age and source analysis are required for non-paid circulation; these are not mandatory for paid circulation, but may be reported at the media owner's option. The qualification sources in this section are standard for all magazines. Each of the groupings of qualification sources are clearly defined and broken out by the nature of the documentation that supports them.

**4. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE**

QUALIFICATION SOURCE	Qualified Within				Print	Digital	Qualified Non-Paid	*Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years							
I. Direct Request:	-	-	-	-	-	-	-	-	-	-
II. Request from recipient's company:	-	-	-	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>1,799</b>	-	-	<b>1,799</b>	-	<b>1,799</b>	-	<b>1,799</b>	<b>100.0</b>	
Rosters and Directories	-	-	-	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-	-	-	-
*Other sources	1,799	-	-	1,799	-	1,799	-	1,799	100.0	
VI. Single Copy Sales:	-	-	-	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>1,799</b>	-	-	<b>1,799</b>	-	<b>1,799</b>	-	<b>1,799</b>	<b>100.0</b>	
<b>PERCENT</b>	<b>100.0</b>	-	-	<b>100.0</b>	-	<b>100.0</b>	-	<b>100.0</b>		

\*See Additional Data

The **AVERAGE ANNUAL AUDITED CIRCULATION**, or Three-Year Calendar Analysis, shows a trend of average qualified paid and non-paid circulation over a three-year period (six reporting cycles). This analysis also lists the average annual order price. Included in this table are the average copies in arrears for the calendar year.

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data		Audited Data		Audited Data		Audited Data		Circulation Claim	Circulation Claim
	July - December		January - June		July - December		January - June		July - December	January - June
	Year A	Year B	Year C	Year D	Year E*	Year F**				
Total Audit Average Qualified:	31,566	27,686	24,670	37,398	37,189	37,189				
Rate Base (if any):	**NC	**NC	**NC	**NC	**NC	**NC				
Rate Base +/-:	**NC	**NC	**NC	**NC	**NC	**NC				
Percent +/-:	**NC	**NC	**NC	**NC	**NC	**NC				
Qualified Paid :	29,784	25,904	22,473	35,600	33,390	33,390				
Subscriptions	28,784	24,754	21,378	19,467	16,967	16,967				
Sponsored	-	257	373	15,407	15,283	15,283				
Single-Copy Sales	1,000	893	722	726	1,140	1,140				
Qualified Non-Paid:	1,782	1,782	2,197	1,798	3,799	3,799				
Post Expire Copies included in Total Qualified Circulation:	8.3 %	17.4 %	7.2 %	5.2 %	3.0 %	3.0 %				
Average Annual Order Price:	\$20.05	\$18.20	\$19.60	\$19.48	\$19.12	\$19.12				

\*NOTE: Year E - Year F are unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

Qualified Paid Subscriptions may be paid for at any price, and must not be free of charge. The information in the **TOTAL NEW AND RENEWED PAID** table takes a closer look at the details of a magazine's paid information.

This table examines all paid subscriptions that were ordered and sold for the period covered. The first table shows what subscribers paid for the magazine. The section includes all prices representing 5% or more of the total orders (with the number of subscriptions sold at each price) for the period of the statement. Sponsored subscriptions are reported by quantity, not by price.

The table also shows whether the magazine used a promotional incentive to obtain a subscription. If a promotional incentive was used, details of the offer appear in ADDITIONAL DATA section found on the last page of the Brand Report.

**TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD**  
Includes gross subscription sales/orders with unpaid invoices pending.

Average Annual Order Price: 8 issues for \$19.12

PRICES	Total	Percent	USE OF FREE PROMOTIONAL INCENTIVES	Total	Percent
<b>Offers (≥ 5.0% of Total Orders)</b>			Ordered without promotional incentive	5,119	100.0
10 Issues for \$19.95	1,065	20.8	Ordered with editorial promotional incentive including reprints	-	-
6 Issues for \$14.98	577	11.3	Ordered with other promotional incentive	-	-
6 Issues for \$29.95	531	10.4			
6 Issues for \$14.97	439	8.6			
20 Issues for \$34.95	427	8.3			
6 Issues for \$19.95	410	8.0			
6 Issues for \$24.95	281	5.5			
All Others	1,325	25.9			
*Sponsored - Excluded from Average Annual Order Price	64	1.2			
<b>TOTAL</b>	<b>5,119</b>	<b>100.0</b>		<b>5,119</b>	<b>100.0</b>

\*See Additional Data

## Where is the Audience Located?

The **GEOGRAPHICAL BREAKOUT** analysis reports the audience state or country, or the table can also be condensed to report specific geographic regions. BPA's standard country breakouts are used for international coverage. If an individual has provided an email address, but no physical address, the individual is reported as "E-mail Address Only."

The table includes a footnote to indicate the dates and/or month of the channels that are being analyzed. A geographic analysis is not included for some channels, including websites, social media and other user platforms that do not support user-specific data.

### GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE

State	Paid								State	Paid							
	Print	Digital	Single-Copy Sales	Subscriptions	Total Paid	Total Non-Paid	Total Qualified	Percent		Print	Digital	Single-Copy Sales	Subscriptions	Total Paid	Total Non-Paid	State	Print
Maine	145	208	4	349	353	-	353	Kentucky	142	85	13	214	227	-	227		
New Hampshire	125	125	3	247	250	-	250	Tennessee	226	124	25	325	350	-	350		
Vermont	87	167	-	254	254	-	254	Alabama	116	25	25	116	141	-	141		
Massachusetts	989	1,413	26	2,376	2,402	-	2,402	Mississippi	48	8	4	52	56	-	56		
Rhode Island	94	65	4	155	159	-	159	EAST SO. CENTRAL	532	242	67	707	774	-	774	2.2	
Connecticut	293	233	16	510	526	-	526	Arkansas	91	20	8	103	111	-	111		
NEW ENGLAND	1,733	2,211	53	3,891	3,944	-	3,944	Louisiana	79	46	11	114	125	-	125		
New York	1,432	935	83	2,284	2,367	-	2,367	Oklahoma	120	33	8	145	153	-	153		
New Jersey	448	371	43	776	819	-	819	Texas	685	349	39	995	1,034	-	1,034		
Pennsylvania	718	627	28	1,317	1,345	-	1,345	VEST SO. CENTRAL	975	448	66	1,357	1,423	-	1,423	4.1	
MIDDLE ATLANTIC	2,598	1,933	154	4,377	4,531	-	4,531	Montana	83	53	1	135	136	-	136		
Ohio	574	346	18	902	920	-	920	Idaho	73	38	1	110	111	-	111		
Indiana	240	159	12	387	399	-	399	Wyoming	43	21	1	63	64	-	64		
Illinois	723	426	36	1,113	1,149	-	1,149	Colorado	356	416	16	756	772	-	772		
Michigan	546	184	35	695	730	-	730	New Mexico	190	159	-	349	349	-	349		
Wisconsin	425	267	30	662	692	-	692	Arizona	262	222	8	476	484	-	484		
EAST NO. CENTRAL	2,508	1,382	131	3,759	3,890	-	3,890	Utah	78	74	4	148	152	-	152		
Minnesota	419	323	14	728	742	-	742	Nevada	98	79	2	175	177	-	177		
Iowa	196	80	8	268	276	-	276	MOUNTAIN	1,183	1,062	33	2,212	2,245	-	2,245	6.5	
Missouri	261	142	29	374	403	-	403	Alaska	50	13	1	62	63	-	63		
North Dakota	39	4	3	40	43	-	43	Washington	626	870	21	1,475	1,496	-	1,496		
South Dakota	41	9	1	49	50	-	50	Oregon	419	1,223	8	1,634	1,642	-	1,642		
Nebraska	87	28	3	112	115	-	115	California	2,493	2,868	127	5,234	5,361	-	5,361		
Kansas	148	66	9	205	214	-	214	Hawaii	70	29	-	99	99	-	99		
VEST NO. CENTRAL	1,191	652	67	1,776	1,843	-	1,843	PACIFIC	3,658	5,003	157	8,504	8,661	-	8,661	24.9	
Delaware	44	31	2	73	75	-	75	UNITED STATES	19,121	15,259	950	31,631	32,581	1,799	34,380	99.0	
Maryland	537	552	19	1,070	1,089	-	1,089	U.S. Territories	7	1	-	8	8	-	8		
Washington, DC	2,174	190	43	522	565	1,799	2,364	Canada	243	1	176	68	244	-	244		
Virginia	543	443	37	949	986	-	986	Mexico	-	-	-	-	-	-	-		
West Virginia	87	23	8	102	110	-	110	Other International	68	5	4	69	73	-	73		
North Carolina	344	457	21	780	801	-	801	APO/FPO	22	1	-	23	23	-	23		
South Carolina	121	67	18	170	188	-	188										
Georgia	246	185	21	410	431	-	431										
Florida	647	378	53	972	1,025	-	1,025										
SOUTH ATLANTIC	4,743	2,326	222	5,048	5,270	1,799	7,069										
								<b>TOTAL QUALIFIED CIRCULATION</b>	<b>19,461</b>	<b>15,267</b>	<b>1,130</b>	<b>31,799</b>	<b>32,929</b>	<b>1,799</b>	<b>34,728</b>	<b>100.0</b>	

\*See Additional Data

## E-NEWSLETTER CHANNEL

The Brand Report provides details of the outbound e-mail distribution of a media owner’s daily, weekly and/or monthly e-newsletters. Daily e-newsletters are reported in a weekly average within the table. The media owner may also provide a general summary of each newsletter by date (excluding daily e-newsletters).

E-newsletter recipients may be subscribers who made a direct request or “opt in” or who receive them without having specifically requested the newsletter. Any demographics reported must fall within 36 months.

A media owner may choose to report demographic data by business/industry and/or job title or job function. An advertiser or media buyer can use this data to better pinpoint the audience to whom they wish to specifically target.

## APPS CHANNEL

If download data from a media owner’s mobile app is included on the Brand Report, a brief description of the app is included and should be the first item to look at when analyzing this information. There are three different types of apps that can be reported:

1. Apps that serve the magazine/newspaper on a mobile device (iPad, tablet, smartphone, e-reader)
2. Apps that serve the magazine/newspaper and additional functions (news feeds)
3. Apps that are related to the brand, but serve a function other than delivering editorial content (data/games/etc.)

It is important to recognize what kind of app the media owner is reporting. App types 1 and 2 (above) are considered platforms that deliver a digital version of the magazine. Apps that fall into the Type 3 category do not deliver the traditional “digital edition” of the magazine, but instead deliver other content related to the brand such as games, contests, etc. If comparing app data between multiple brands, it is important to be sure the app types are the same in order to make true “apples-to-apples” analyses.

App download data is reported by month for the six-month period covered by the Brand Report. The data in this table appears as the monthly and aggregate total. The totals reported represent the aggregate number of downloads since information regarding app deletion/removal cannot be provided by third-party vendors and so cannot be used to calculate net downloads.

### E-NEWSLETTER CHANNEL

Media owner can use this area to editorialize the focus of the newsletters.

2017	The Criterion E-Newsletter	The Criterion E-Newsletter - 2	The Criterion E-Newsletter - 3
<b>JANUARY</b>			
January 6	23,163	-	-
January 13	-	19,472	-
January 20	21,138	-	-
<b>FEBRUARY</b>			
February 3	22,796	-	-
February 10	22,709	-	-
February 17	-	18,944	-
<b>MARCH</b>			
March 3	22,516	-	-
March 10	-	-	16,120
March 17	22,451	-	-
March 24	-	18,589	-
<b>APRIL</b>			
April 7	22,139	-	-
April 14	-	-	15,777
April 21	22,047	-	-
April 28	-	15,600	-
<b>MAY</b>			
May 5	-	-	8,057
May 12	20,307	-	-
May 19	20,261	-	-
May 26	-	14,529	-
<b>JUNE</b>			
June 2	17,584	-	-
June 9	17,109	-	-
June 16	-	14,980	-
<b>AVERAGE:</b>	<b>21,185</b>	<b>17,019</b>	<b>13,318</b>

The Criterion E-Newsletter (12 issued in the period)  
 The Criterion - 2 E-Newsletter (6 issued in the period)  
 The Criterion - 3 E-Newsletter (3 issued in the period)

### APP CHANNEL

The Criterion App provides users with access to the Criterion Digital Magazine and additional functions including news feeds. The App can be downloaded for use on tablets, smart phones and other mobile devices.

2017	Monthly Downloads	Cumulative Downloads
Beginning Balance		1,000
January	345	1,345
February	465	1,810
March	789	2,599
April	968	3,567
May	1,254	4,821
June	879	5,700

Cumulative downloads represents the aggregate number of downloads of the Criterion App, not copies. Information regarding App deletion/removal is not available from third party vendors and have not been removed from these figures.

## EVENT CHANNEL

The Brand Report provides the name and date of the event/tradeshow/exhibition. It details the verified attendance figures of unique visitors, and, if requested, daily visits and other demographic data. Be sure it is the event that has occurred during the reporting period.

The Statement of Verification Methodology for the event explains the specific registration and attendance verification processes. Verification methods may differ with each show/event.

When reporting event attendance data on the Brand Report, the media owner/event organizer has the option of reporting registration information as well. The media owner/event organizer may also opt to report various demographic profile data. This may include business/industry and title/ function information for attendees. Attendance categories may also be reported, including event attendees, exhibitors, speakers, event employees and media. If analyzing attendance data, it is important to focus on the actual event attendees and not those ancillary groups (exhibitors, speakers, event employees, media) that might not fit with your target audience.

### EVENT CHANNEL

#### AUDITED UNIQUE ATTENDEE ANALYSIS

Name of Event & Dates Held	Event Location	Paid Visitors (Adults, Children, Seniors)	Non-Paid Visitors (Children Under 12)	VIP Ticket Visitors	Subtotal: Paid, Non-Paid & VIP Visitors	Exhibitors, Non-Exhibiting Sponsors & their Support Staff	Total Unique Attendees
The Boating and Watersports Show April 10-13, 2017	Newport, RI	10,210	2,025	3,020	15,255	1,078	16,333

#### STATEMENT OF VERIFICATION METHODOLOGY:

The attendees in this report were verified as having attended the event. The event was by invitation and registration process. A valid registration was required and verified by the organizer's staff or electronic system upon entry. The entire database was checked and tested by a BPA worldwide auditor.

## WEBSITE CHANNEL

Website activity by month is drawn directly from the BPA Audited Site Traffic tool. If the media owner is participating in BPA's web audit program, or the B2B Media Exchange, these figures are automatically included on the Brand Report.

There are four standard reporting metrics, including page views, sessions, users, and user session duration. The Website Glossary, which appears whenever web traffic data is reported, further defines these metrics.

If a website requires registration, address and demographic data may be included in the database and fully analyzed as a separate channel. In such cases, the registered website users may be cross tabulated with the other channels to analyze multiple channels received.

### WEBSITE CHANNEL

	PAGE VIEWS	SESSIONS	USERS	USER SESSION DURATION
January	75,330	39,333	24,006	04:16
February	75,135	39,477	24,012	04:20
March	75,300	39,870	24,273	04:16
April	75,732	40,176	24,882	04:18
May	75,720	40,035	24,870	04:12
June	75,897	40,170	24,930	04:16
<b>AVERAGE:</b>	<b>75,519</b>	<b>39,844</b>	<b>24,496</b>	<b>04:16</b>

\* data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

#### WEBSITE GLOSSARY

**Page Views:** A Page View 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.

**Users:** An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

**User Session Duration:** The average time visitors remain on a site per session.

## SOCIAL MEDIA CHANNELS

Gaining popularity as a method of showcasing new audience channels, media owners may also include Social Media data on the BPA Brand Report. Until better audience “engagement” metrics are made available, current data reported remains at a basic level.

Reportable Twitter Metrics:

- Tweets
- Followers
- Re-tweets
- @Mentions

Reportable Facebook Metrics:




- Active Users (Daily, Weekly or Monthly)
- Daily Likes, Comments, Discussion Posts and Wall Posts
- Daily Video, Photo and Video Views
- Weekly/Monthly Impressions for Page Posts

Measurable LinkedIn Demographics:

- Group Members
- Discussions

The total “connections” at the end of the reporting period will be reported. Total participants at the start of the period, monthly totals and period-ending totals for each type/platform will be included.

### SOCIAL MEDIA CHANNEL

The Criterion Social Media			
	 Twitter followers <a href="http://twitter.com/the_criterion">http://twitter.com/the_criterion</a>	 Facebook likes <a href="http://www.facebook.com/the_criterion">http://www.facebook.com/the_criterion</a>	 LinkedIn group members <a href="http://www.linkedin.com/the_criterion">http://www.linkedin.com/the_criterion</a>
Beginning Balance	-	-	-
January	371	1,877	876
February	399	1,891	882
March	422	1,924	898
April	469	1,931	908
May	499	1,940	921
June	528	1,969	927

## ADDITIONAL DATA

The **ADDITIONAL DATA** section found at the end of the Brand Report provides further definitions of terms found elsewhere in the statement, including a Website Glossary (when web traffic is reported); and Average Circulation for the publication/magazine for the period. It also provides further information to supplement data found elsewhere in the report.

### ADDITIONAL DATA

#### METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served of a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital versions are notified via email when the version is available. Apps are downloaded to view enhanced versions of the print edition and are available as a single download or by subscription use on tablets, smartphones or other mobile devices.

#### 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.

#### MAGAZINE:

##### PARAGRAPH 3b:

Other sources include 4 sources of circulation for quantities of 1,000 copies or 2.1% to 1,500 copies or 3.1%.

#### GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters, Event, Website, App, Event and Social Media are not reported at the media owner's option.

#### EVENT:

##### STATEMENT OF VERIFICATION METHODOLOGY:

The attendees in this report were verified as having attended the event. The event was by invitation and registration process. A valid registration was required and verified by the organizer's staff or electronic system upon entry. The entire database was checked and tested by a BPA worldwide auditor.

#### PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

John Smith, Publisher

Jane Doe, Circulation Representative

(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

State

County

Received by BPA Worldwide

Type

ID Number

Connecticut

Fairfield

BD

xxxxBOD4

#### About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.

## ANALYSIS OF THE INTEGRATED DATABASE

For those brands choosing to report data from an integrated database, Paragraphs **1a**, **1b**, **1c** and **1d** (optional) provide deeper analysis of the cross-channel audience data.

The **INTEGRATED DATABASE ANALYSIS** (Paragraph 1a) reports **Net Unique Individuals**, **Individuals Receiving Only One Channel** and the **Average Channels Received Per Individual**. A gross total of channel impressions is not reported since such a figure does not provide much insight to the user.

The **Net Unique Individuals** represent the number of unique records on the database file. In the example shown, there are a total of 65,613 unduplicated individuals within the database. One individual may receive multiple communication channels. The individual is counted in each of the individual channels reported, but only once in the Net Unique Individuals figure. The individual must have engaged with the channel within the last six months to be included in this table, and throughout the report.

#### 1a. INTEGRATED DATABASE ANALYSIS

	<b>NET UNIQUE INDIVIDUALS</b>	<b>65,613</b>
	<b>INDIVIDUALS RECEIVING ONLY ONE CHANNEL</b>	<b>22,826</b>
	<b>AVERAGE CHANNELS RECEIVED PER INDIVIDUAL*</b>	<b>2.3</b>

\*See Additional Data

Paragraphs 1b, 1c and 1d provide additional information on how individuals interact with various channels of the brand, including a cross-hatch table reporting the net individuals by channel and the additional channels they receive.

**1b. COMMUNICATION CHANNELS OF BUILDINGS BRAND**  
 Each column/row reports the gross number of individuals receiving that channel, and the additional channels those recipients receive.  
 Since any one individual may receive more than one channel, the totals should not be added together as they exceed the total of unique individuals.

CHANNEL	Integrated Channels**								Non-Integrated Channels				
	BUILDINGS E-NEWSLETTERS							BUILDINGSVIP WEBINARS		BUILDINGS WEBSITE USERS	BUILDINGS TWITTER	BUILDINGS FACEBOOK	BUILDINGS LINKEDIN
	BUILDINGS MAGAZINE	FACILITY SYSTEM SOLUTIONS	ENERGY MANAGER	ROOFING RESULTS	LIGHTING RETROFITS	INTERNET OF THINGS	DATA CENTERS FM	BUILDINGS REGISTRANTS	BUILDINGS ATTENDEES				
BUILDINGS MAGAZINE	74,100	37,603	40,589	39,670	38,566	34,445	42,853	480	323	-	-	-	-
FACILITY SYSTEM SOLUTIONS	37,603	43,325	42,435	41,311	37,549	33,954	41,794	450	299	-	-	-	-
ENERGY MANAGER	40,589	42,435	47,006	43,634	40,598	36,243	45,052	467	311	-	-	-	-
ROOFING RESULTS	39,670	41,311	43,634	45,354	39,365	35,262	43,587	457	307	-	-	-	-
LIGHTING RETROFITS	38,566	37,549	40,598	39,365	44,626	35,424	43,712	420	283	-	-	-	-
INTERNET OF THINGS	34,445	33,954	36,243	35,262	35,424	39,111	38,682	361	238	-	-	-	-
DATA CENTERS FM	42,853	41,794	45,052	43,587	43,712	38,682	49,060	474	323	-	-	-	-
BUILDINGS WEBINAR REGISTRANTS	480	450	467	457	420	361	474	1,783	1,184	-	-	-	-
BUILDINGS WEBINAR ATTENDEES	323	299	311	307	283	238	323	1,184	1,184	-	-	-	-
BUILDINGS WEBSITE	-	-	-	-	-	-	-	-	-	92,353	-	-	-
BUILDINGS TWITTER	-	-	-	-	-	-	-	-	-	-	6,561	-	-
BUILDINGS FACEBOOK	-	-	-	-	-	-	-	-	-	-	-	4,206	-
BUILDINGS LINKEDIN	-	-	-	-	-	-	-	-	-	-	-	-	1,865

**1c. TOTAL UNIQUE INDIVIDUALS**

CHANNEL	Integrated Channels								Non-Integrated Channels					UNIQUE INDIVIDUALS
	BUILDINGS E-NEWSLETTERS							BUILDINGS WEBINARS		BUILDINGS WEBSITE (USERS)	BUILDINGS TWITTER	BUILDINGS FACEBOOK	BUILDINGS LINKEDIN	
	BUILDINGS MAGAZINE	FACILITY SYSTEM SOLUTIONS	ENERGY MANAGER	ROOFING RESULTS	LIGHTING RETROFITS	INTERNET OF THINGS	DATA CENTERS FM	REGISTRANTS	ATTENDEES					
Multiple Channel Recipients	44,621	43,251	46,839	45,251	44,523	39,018	49,014	1,357	1,184	92,353	6,561	4,206	1,865	52,466
Single Channel Recipients	29,479	74	167	103	103	93	46	426	-	-	-	-	-	30,454
<b>TOTAL</b>	<b>74,100</b>	<b>43,325</b>	<b>47,006</b>	<b>45,354</b>	<b>44,626</b>	<b>39,111</b>	<b>49,060</b>	<b>1,783</b>	<b>1,184</b>	<b>92,353</b>	<b>6,561</b>	<b>4,206</b>	<b>1,865</b>	<b>82,920</b>

**1d. BUSINESS/OCCUPATIONAL BREAKOUT**

BUSINESS AND INDUSTRY	CLASSIFICATION BY TITLE														
	TOTAL UNIQUE INDIVIDUALS	PERCENT OF TOTAL	Owner/CEO/President/Partner	VP/Director of Real Estate	VP/Director of Physical Plant/VP/Director of Energy	VP/Director of Construction/Design/Engineering	CFO/COO/VP/Exec Mgt	Superintendent of Schools	Facility/Building Manager/Asset Manager	Construction/Project Manager	Facility/Operations Manager	Energy/Environmental Manager	Staff Architect; Staff Space Planner/Interior Designer; Staff Engineer; Security/Safety; Others Allied to the field	No Answer/Unknown	
			VP/Director of Facilities/Buildings	VP/Director of Design/Engineering	Director of Physical Plant/VP/Director of Energy	VP/Director of Construction/Design/Engineering	CFO/COO/VP/Exec Mgt	Superintendent of Schools	Facility/Building Manager/Asset Manager	Construction/Project Manager	Facility/Operations Manager	Energy/Environmental Manager	Staff Architect; Staff Space Planner/Interior Designer; Staff Engineer; Security/Safety; Others Allied to the field	No Answer/Unknown	
<b>COMMERCIAL BUILDINGS</b>															
Building Development Firm	10,838	13.1	5,357	944	485	529	-	1,023	981	144	38	1,337	-		
Building Management Firm	10,284	12.4	3,524	1,339	237	596	-	3,157	319	340	48	724	-		
Computer/High Tech	757	0.9	254	85	25	53	-	122	42	43	11	122	-		
Financial/Insurance	1,712	2.1	332	376	45	203	-	405	62	73	10	206	-		
Communication/Transportation/Utility	2,263	2.7	322	177	120	125	-	455	209	288	101	466	-		
Business/Professional	7,161	8.6	2,888	552	220	409	-	937	545	246	88	1,276	-		
<b>COMMERCIAL Sub Total</b>	<b>33,015</b>	<b>39.8</b>	<b>12,677</b>	<b>3,473</b>	<b>1,132</b>	<b>1,915</b>	<b>-</b>	<b>6,099</b>	<b>2,158</b>	<b>1,134</b>	<b>296</b>	<b>4,131</b>	<b>-</b>		
Colleges & Universities	7,029	8.5	632	1,828	417	582	252	1,346	376	464	108	1,024	-		
K-12 Schools	15,231	18.4	246	3,314	263	621	5,258	3,267	272	1,129	93	768	-		
<b>EDUCATION Sub Total</b>	<b>22,260</b>	<b>26.9</b>	<b>878</b>	<b>5,142</b>	<b>680</b>	<b>1,203</b>	<b>5,510</b>	<b>4,613</b>	<b>648</b>	<b>1,593</b>	<b>201</b>	<b>1,792</b>	<b>-</b>		
Federal	1,732	2.1	64	163	68	81	-	446	221	153	55	481	-		
State	1,357	1.6	65	169	96	128	-	340	124	109	40	286	-		
Municipal	4,911	5.9	182	645	413	357	-	1,180	638	481	118	897	-		
<b>GOVERNMENT Sub Total</b>	<b>8,000</b>	<b>9.6</b>	<b>311</b>	<b>977</b>	<b>577</b>	<b>566</b>	<b>-</b>	<b>1,966</b>	<b>983</b>	<b>743</b>	<b>213</b>	<b>1,664</b>	<b>-</b>		
Healthcare/Medical Buildings	4,793	5.8	642	984	356	317	-	932	256	366	114	826	-		
Manufacturing Buildings	7,133	8.6	1,356	473	428	299	-	1,474	489	990	169	1,455	-		
Hospitality Buildings (includes Hotels, Motels, Resorts)	3,157	3.8	746	424	149	195	-	949	69	244	9	372	-		
Retail/Chain Buildings	2,722	3.3	876	311	84	140	-	619	110	239	8	335	-		
No Answer/Unknown/Other	1,840	2.2	45	6	7	3	-	-	18	4	4	176	1,577		
<b>TOTAL RECORDS</b>	<b>82,920</b>	<b>100.0</b>	<b>17,531</b>	<b>11,790</b>	<b>3,413</b>	<b>4,638</b>	<b>5,510</b>	<b>16,652</b>	<b>4,731</b>	<b>5,313</b>	<b>1,014</b>	<b>10,751</b>	<b>1,577</b>		

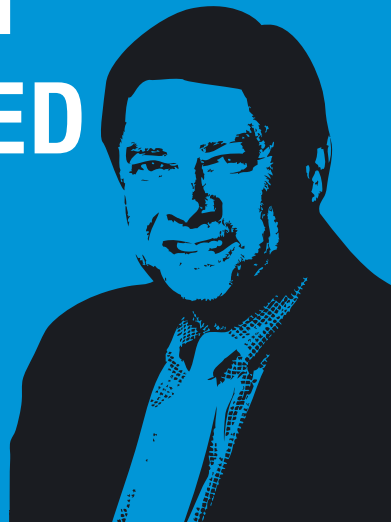
## CONCLUSION

BPA Worldwide's Brand Report is an excellent tool that allows marketers to explore the full scope of a media brand. Using the media owner's integrated database or multiple databases, BPA delivers the Brand Report in a product that allows advertisers and media buyers to fully appreciate the reach of the brand.

Reach out to BPA Worldwide at [BPAWW.COM](http://BPAWW.COM) to learn more or to schedule a free face-to-face training.

“IT’S THE  
FOUNDATION  
OF A TRUSTED  
BRAND.”

JIM VICK  
IEEE SPECTRUM



Media owners have always made a mission out of building brand trust with readers. And for their advertising customers, the trust factor has always been backed by third-party audience verification.

But now there are many more channels—websites, emails, webinars, newsletters, social media—and they’re all harder to measure and harder to verify.

IEEE Spectrum knows the importance of reaching its audience through multiple media channels. So that advertisers can continue to trust his claims, Jim Vick relies on the BPA Brand Report to verify scope and reach through all his media channels.

Because independent third-party verification is the foundation of a trusted brand.

**For more information**

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