

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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ARCHITECTURAL PRODUCTS is a publication solely focused on providing product and product application information to architects, designers and product specifiers involved in commercial and institutional building design.

FIELD SERVED
ARCHITECTURAL PRODUCTS magazine serves Architectural or A/E Firms, Design Firms, Interior Design Firms, Owner/Developer Firms, Lighting Design Firms and Others Allied to the Field.

DEFINITION OF RECIPIENT QUALIFICATION
Qualified recipients are individuals that work or are involved in the job functions reported in paragraph 3a, including: Architecture, Design/Engineering, Specification Writing, Interior Design, Lighting Design, Contracting, Corporate Management and other functions allied to the field.

CHANNELS

ARCHITECTURAL PRODUCTS MAGAZINE



4 issues in the period
42,000 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
ARCHITECTURAL PRODUCTS MAGAZINE (4 issues in the period)	42,000	-	42,000

(See Paragraph 3b for Format Type and Source)

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	3
Advertiser and Agency	1,492
Allocated for Trade Shows and Conventions	-
All Other	963
TOTAL	2,458

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	42,000	100.0	42,000	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	42,000	100.0	42,000	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Print	Digital	Unique Total Qualified*
January/February	33,985	10,172	42,000
March	34,000	10,480	42,000
April	34,000	10,614	42,000
May/June	34,000	10,566	42,000

*Unique Total represents unique recipients, not the sum of Print and Digital.

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2020

This issue is equal to the average of the other 3 issues reported in Paragraph 2.

Business and Industry	Unique Total Qualified*	Percent of Total	Print		Designing/ Engineering		Specification Writing		Interior Design		Lighting Design		Contracting		Corporate Management (President/Owner/VP/Manager/Associate)		Other Functions Allied to the Field	
			Print	Digital	Architecture	Engineering	Writing	Design	Design	Contracting	Management	Other						
Architectural or A/E Firm	30,159	71.8	23,998	8,000	18,996	2,675	174	535	19	111	7,607	42						
Design Firm	1,129	2.7	965	272	242	406	22	116	2	51	286	4						
Interior Design Firm	458	1.1	390	116	35	29	9	269	-	19	94	3						
Owner/Developer Firm	9,268	22.0	7,802	1,911	217	214	33	36	7	292	8,457	12						
Lighting Design Firm	240	0.6	196	71	2	42	9	-	98	9	80	-						
Others Allied to the Field	746	1.8	649	196	77	75	31	16	5	213	244	85						
UNIQUE TOTAL QUALIFIED CIRCULATION*	42,000	100.0	34,000	10,566	19,569	3,441	278	972	131	695	16,768	146						
PERCENT	100.0		81.0	25.2	46.6	8.2	0.7	2.3	0.3	1.7	39.9	0.3						

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2020

Qualification Source	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	23,369	8,733	-	26,730	7,938	32,102	76.4
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	9,898	-	-	7,270	2,628	9,898	23.6
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	9,898	-	-	7,270	2,628	9,898	23.6
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	33,267	8,733	-	34,000	10,566	42,000	100.0
PERCENT	79.2	20.8	-	80.9	25.1	100.0	

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**See Additional Data

ADDITIONAL DATA

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 May/June 2020 issue, Architectural Products changed its frequency from 9 to 8 issues per year.

PARAGRAPH 3b:

Other sources include 3 sources of circulation for quantities of 187 copies or 0.4% to 6,265 copies or 14.9%, including The Information Refinery.

PUBLISHER'S AFFIDAVIT

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

Gary Redmond, Managing Partner

Jeff Heine, Circulation & Audience Development Manager

(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

June 25, 2020

State

Illinois

County

Cook

Received by BPA Worldwide

June 25, 2020

Type

BJ

ID Number

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About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.