

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**



5 issues in the period
41,600 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
ARCHITECTURAL PRODUCTS MAGAZINE Unique Total* (5 issues in the period)	41,600	-	41,600
a. Print	31,992	-	31,992
b. Digital	12,468	-	12,468
1. Requested	9,032	-	9,032
2. Non-Requested	3,436	-	3,436

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

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	4
Advertiser and Agency	2,116
Allocated for Trade Shows and Conventions	620
All Other	429
TOTAL	3,169

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	41,600	100.0	41,600	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	41,600	100.0	41,600	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Unique Total Qualified*
January/February	33,089	9,652	40,000
March	31,722	13,205	42,000
April	31,613	13,324	42,000
May	31,768	13,085	42,000
June	31,769	13,071	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 2018
 This issue is 1.2% or 500 copies above the average of the other 4 issues reported in Paragraph 2.

Business and Industry	Unique Total Qualified*	Percent of Total	Print		Architecture	Designing/Engineering	Specifica-tion Writing	Interior Design	Lighting Design	Contracting	Corporate Management (President/Owner/VP/Manager/Associate)	Other Functions Allied to the Field
			Print	Digital								
Architectural or A/E Firm	37,682	89.6	28,156	11,733	27,363	3,438	205	537	21	90	5,361	667
Design Firm	1,173	2.8	953	381	254	436	18	119	6	55	278	7
Interior Design Firm	449	1.1	383	124	45	30	7	261	1	15	84	6
Owner/Developer Firm	2,040	4.9	1,715	603	222	208	37	42	4	235	1,278	14
Lighting Design Firm	249	0.6	202	97	4	45	15	-	96	4	83	2
Others Allied to the Field	407	1.0	359	147	41	34	17	7	4	44	87	173
UNIQUE TOTAL QUALIFIED CIRCULATION*	42,000	100.0	31,768	13,085	27,929	4,191	299	966	132	443	7,171	869
PERCENT	100.0		75.6	31.2	66.4	10.0	0.7	2.3	0.3	1.1	17.1	2.1

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

Qualification Source	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	26,884	7,548	-	28,174	9,061	34,432	82.0
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	7,568	-	-	3,594	4,024	7,568	18.0
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	7,568	-	-	3,594	4,024	7,568	18.0
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	34,452	7,548	-	31,768	13,085	42,000	100.0
PERCENT	82.0	18.0	-	75.6	31.2	100.0	

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

**See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data		Audited Data		Circulation Claim	
	July – December 2015	January – June 2016	July – December 2016	January – June 2017	July – December 2017*	January – June 2018*
Unique Total Audit Average Qualified***:	38,000	38,000	38,000	38,000	39,600	41,600
Unique Qualified Non-Paid Total***:	38,000	38,000	38,000	38,000	39,600	41,600
Print:	37,787	37,690	37,067	33,543	33,652	31,992
Digital:	394	581	1,648	6,469	8,271	12,468
Unique Qualified Paid Total***:	-	-	-	-	-	-
Print:	-	-	-	-	-	-
Digital:	-	-	-	-	-	-
Post Expire Copies in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July 2017 – June 2018 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

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

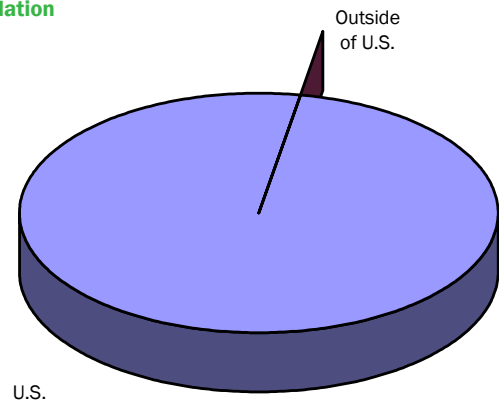
GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	153	69	211		Kentucky	284	101	364	
New Hampshire	129	39	164		Tennessee	561	199	716	
Vermont	130	57	175		Alabama	410	176	547	
Massachusetts	1,155	511	1,557		Mississippi	126	56	169	
Rhode Island	127	40	154		EAST SO. CENTRAL	1,381	532	1,796	4.3
Connecticut	523	187	668		Arkansas	264	113	358	
NEW ENGLAND	2,217	903	2,929	7.0	Louisiana	493	182	625	
New York	2,778	1,265	3,748		Oklahoma	295	110	392	
New Jersey	870	307	1,093		Texas	2,198	894	2,899	
Pennsylvania	1,334	480	1,714		WEST SO. CENTRAL	3,250	1,299	4,274	10.2
MIDDLE ATLANTIC	4,982	2,052	6,555	15.6	Montana	143	56	194	
Ohio	1,197	441	1,540		Idaho	180	59	233	
Indiana	441	216	618		Wyoming	55	23	76	
Illinois	1,724	689	2,255		Colorado	816	336	1,082	
Michigan	785	276	989		New Mexico	175	80	241	
Wisconsin	514	194	668		Arizona	480	197	638	
EAST NO. CENTRAL	4,661	1,816	6,070	14.4	Utah	274	133	381	
Minnesota	599	260	810		Nevada	149	70	205	
Iowa	272	135	385		MOUNTAIN	2,272	954	3,050	7.3
Missouri	764	286	1,000		Alaska	47	34	75	
North Dakota	72	25	89		Washington	837	391	1,173	
South Dakota	70	14	81		Oregon	412	251	635	
Nebraska	254	99	327		California	3,643	1,653	4,902	
Kansas	339	145	464		Hawaii	65	31	90	
WEST NO. CENTRAL	2,370	964	3,156	7.5	PACIFIC	5,004	2,360	6,875	16.3
Delaware	48	14	59		UNITED STATES	31,756	13,058	41,965	99.9
Maryland	644	255	840		U.S. Territories	11	5	13	
Washington, DC	326	128	424		Canada	-	10	10	
Virginia	798	307	1,039		Mexico	-	1	1	
West Virginia	59	27	82		Other International	-	10	10	
North Carolina	794	328	1,050		APO/FPO	1	1	1	
South Carolina	375	143	494						
Georgia	759	316	996						
Florida	1,816	660	2,276						
SOUTH ATLANTIC	5,619	2,178	7,260	17.3					
					UNIQUE TOTAL QUALIFIED CIRCULATION*	31,768	13,085	42,000	100.0

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

Geographical Breakout of Qualified Circulation

Region	Total Qualified	Percent of Total
New England	2,929	7.0
Middle Atlantic	6,555	15.6
East No. Central	6,070	14.4
West No. Central	3,156	7.5
South Atlantic	7,260	17.3
East So. Central	1,796	4.3
West So. Central	4,274	10.2
Mountain	3,050	7.3
Pacific	6,875	16.3
Total United States	41,965	99.9
Outside of U.S.	35	0.1
TOTAL QUALIFIED CIRCULATION	42,000	100.0



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.

PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 7,568 copies or 18.0%, including Pinpoint Technologies.

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.

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County	Cook
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