

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.

MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES

ARCHITECTURAL PRODUCTS 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.

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
PRINT AND DIGITAL**



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
ARCHITECTURAL PRODUCTS PRINT AND DIGITAL MAGAZINE Unique Total* (3 issues in the period)	46,667	-	46,667
a. Print	32,667	-	32,667
b. Digital	16,105	-	16,105

(See Paragraph 3b for Source)

*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	2
Advertiser and Agency	1,459
Allocated for Trade Shows and Conventions	-
All Other	777
TOTAL	2,238

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	46,667	100.0	46,667	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	46,667	100.0	46,667	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Print	Digital	Unique Total Qualified*
**January/February	30,000	16,226	44,000
March/ April	34,000	16,064	48,000
May/June	34,000	16,026	48,000

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

**See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2021

This issue is 4.3% or 2,000 copies above the average of the other 2 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			
Architectural or A/E Firm	35,351	73.6	26,520	10,262	22,894	3,458	177	539	20	153	8,058	52
Design Firm	1,166	2.4	888	366	250	423	19	116	4	52	294	8
Interior Design Firm	462	1.0	349	140	36	31	8	276	-	16	93	2
Owner/Developer Firm	9,875	20.6	5,449	4,795	231	217	36	38	6	305	8,995	47
Lighting Design Firm	255	0.5	189	86	2	45	12	-	104	10	81	1
Others Allied to the Field	891	1.9	605	377	85	103	35	22	6	293	282	65
UNIQUE TOTAL QUALIFIED CIRCULATION*	48,000	100.0	34,000	16,026	23,498	4,277	287	991	140	829	17,803	175
PERCENT	100.0		70.8	33.4	48.9	8.9	0.6	2.1	0.3	1.7	37.1	0.4

*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 2021

Qualification Source	Print	Digital	Unique Total Qualified*	Percent
I. Direct Request:	23,881	10,387	32,245	67.2
II. Request from recipient's company:	88	-	88	0.2
III. Membership Benefit:	-	-	-	-
IV. Communication (other than request):	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	10,031	5,639	15,667	32.6
Association rosters and directories	-	-	-	-
**Business directories	3,471	425	3,896	8.1
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-
**Other sources	6,560	5,214	11,771	24.5
VI. Single Copy Sales:	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	34,000	16,026	48,000	100.0
PERCENT	70.8	33.4	100.0	

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

**See Additional Data

Note: Although age is not reported, all qualified circulation must be sourced within 36 months of the analyzed issue.

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 July/August 2020 issue, Architectural Products changed its frequency from 8 to 6 issues per year.

PARAGRAPH 2 - LATE MAILING:

16,219 copies or 36.9% of the total copies distributed for the January/February issue were distributed on March 14 and March 18 (8,110 sent on March 14 and 8,109 sent on March 18).

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 3,896 copies or 8.1%, including Pinpoint Technologies. Other sources include 3 sources of circulation for quantities of 1,948 copies or 4.1% to 6,198 copies or 12.9%, including 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

Dave Pape, VP/Director Art & Production

(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

July 15, 2021

State

Illinois

County

Cook

Received by BPA Worldwide

July 15, 2021

Type

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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.