

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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COMMERCIAL ARCHITECTURE serves the entire commercial and nonresidential construction building team: architects, designers, specifiers; design/build firms, general contractors, subcontractors, and construction-management firms; and owners, developers, and property-management firms. CA magazine delivers product and product-application information edited to further the product specification and selection decision-making process. By reaching and educating the entire building team, CA's editorial helps manufacturers increase the likelihood that their products will be specified, selected, and eventually installed—and not become a casualty of the “or equal” specification qualifier.

FIELD SERVED

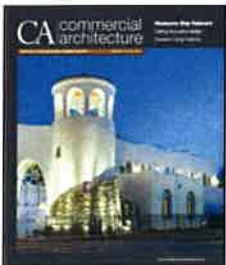
COMMERCIAL ARCHITECTURE serves the entire building team in the commercial, institutional, and governmental construction markets. This audience includes: • Architecture firms, Architectural/Engineering firms, Engineering/Consulting Engineering firms, Interior Design firms and Specifying/Design Firms • Construction/Design/Building firms including Design/Build firms, General Contracting firms, Specialty Contracting firms, and Construction-Management firms • Owning Firms including Building Developers, Building Property Management firms, Corporate/Office, Education, Healthcare, Hospitality, Retail, Government, Military, and other related industries.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include Owner, Partner, President, CEO, CFO, Vice President, Director, General Manager, Planning Director, Project/Construction Manager, Administrator, Architect/Designer, Engineer, Estimator/Purchaser and others allied to the field.

CHANNELS

**COMMERCIAL
ARCHITECTURE
MAGAZINE**



6 issues in the period
48,000 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
COMMERCIAL ARCHITECTURE MAGAZINE Unique Total* (6 issues in the period)	48,000	-	48,000
a. Print	41,518	-	41,518
b. Digital	9,298	-	9,298
1. Requested	8,878	-	8,878
2. Non-Requested	420	-	420

*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	-
Advertiser and Agency	755
Allocated for Trade Shows and Conventions	308
All Other	868
TOTAL	1,931

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	48,000	100.0	48,000	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	48,000	100.0	48,000	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Unique Total Qualified*
January	41,576	9,298	48,000
February	41,509	9,300	48,000
March	41,483	9,300	48,000
April	41,614	9,257	48,000
May	41,472	9,334	48,000
June	41,454	9,300	48,000

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

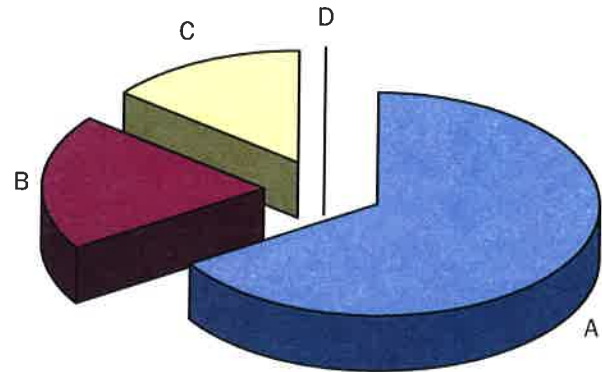
3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018
This issue is equal to the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Unique Total Qualified*	Percent of Total	Print	Digital	Partner/ Owner/ President/ CEO/CFO	VP/ Director/ GM/Planning Director	Project/ Construction Manager, Administrator, Architect/ Designer, Engineer, Estimator/ Purchaser	Others Allied to the Field
Architecture Firms, Architecture/Engineering Firms, Engineering/Architectural Firms, Engineering/Consulting Engineer Firms, Commercial Interior Design Firms, Specifying/Design Firms	31,601	65.8	27,243	5,698	8,747	1,221	21,568	65
Owning Firms - Building Developer, Building Management, Corporate/Office, Education, Healthcare, Hospitality, Retail, Government, Military	9,504	19.8	8,344	2,058	5,277	2,325	1,849	53
Construction/Design/Build Firms - Design/Build Firms, General Contractor Firms, Specialty Contracting Firms and Construction Management Firms	6,895	14.4	5,885	1,578	4,266	1,011	1,576	42
Others Allied to the Field	-	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	48,000	100.0	41,472	9,334	18,290	4,557	24,993	160
PERCENT	100.0		86.4	19.4	38.1	9.5	52.1	0.3

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

3a. Breakout of Qualified Circulation by Business and Industry

Business and Industry	Total Qualified	Percent of Total
A Architecture Firms, Architecture/Engineering Firms, Engineering/Architectural Firms, Engineering/Consulting Engineer Firms, Commercial Interior Design Firms, Specifying/Design Firms	31,601	65.8
B Owning Firms - Building Developer, Building Management, Corporate/Office, Education, Healthcare, Hospitality, Retail, Government, Military	9,504	19.8
C Construction/Design/Build Firms - Design/Build Firms, General Contractor Firms, Specialty Contracting Firms and Construction Management Firms	6,895	14.4
D Others Allied to the Field	-	-



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:	27,273	8,266	-	29,683	8,659	35,539	74.0
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):	12,461	-	-	11,789	675	12,461	26.0
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	12,461	-	-	11,789	675	12,461	26.0
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	39,734	8,266	-	41,472	9,334	48,000	100.0
PERCENT	82.8	17.2	-	86.4	19.4	100.0	

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

**See Additional Data

