

# Architectural Record



## DIGITAL AUDIENCE PROFILE

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*Architectural Record* is the #1 source for news and information about architecture and design. Since its founding in 1891, the award-winning publication has fostered readership among architecture, engineering, and design professionals by covering noteworthy and innovative projects in the United States and across the globe.

[www.architecturalrecord.com](http://www.architecturalrecord.com)



550 W Merrill St, Suite 200, Birmingham, MI 48009

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**BNP Media Inc.**

Birmingham, MI

Alliance for Audited Media has reviewed the BNP Media audience and media management technology platform and Digital Audience Profile reporting solution for conformance to generally accepted information security management and reporting standards.

Our examination was performed in accordance with generally accepted information security management and reporting standards. Our examination included reviews of Platform Technology, Data Life Cycle Management, System Monitoring, Access Controls, Software Development Life Cycle, Media Production, Media Distribution, Audience Data, Documentation, Reporting, and Disclosures. The examination included those procedures we considered necessary in the circumstances to obtain a reasonable basis for rendering our opinion.

Based on our review, we are not aware of any material modifications that should be made to the BNP Media audience and media management platform and Digital Audience Profile reporting solution for recording, processing, and reporting audience and media data.

The accreditation of the BNP Media audience and media management technology platform and Digital Audience Profile reporting solution is as of December 31, 2023.

This report is intended solely for use by the management of BNP Media and its customers.

*Alliance for Audited Media*

Alliance for Audited Media

March 31, 2024

# Audience Profile

Total Audience

Architectural Record serves the architecture and design market, including engineers, owners and facility managers, by covering the built environment and critical issues facing the profession.

**1,555,951**

Total Audience Reach

**126,822**

Unique Active Audience

**79%**

Engaged

Core Channels

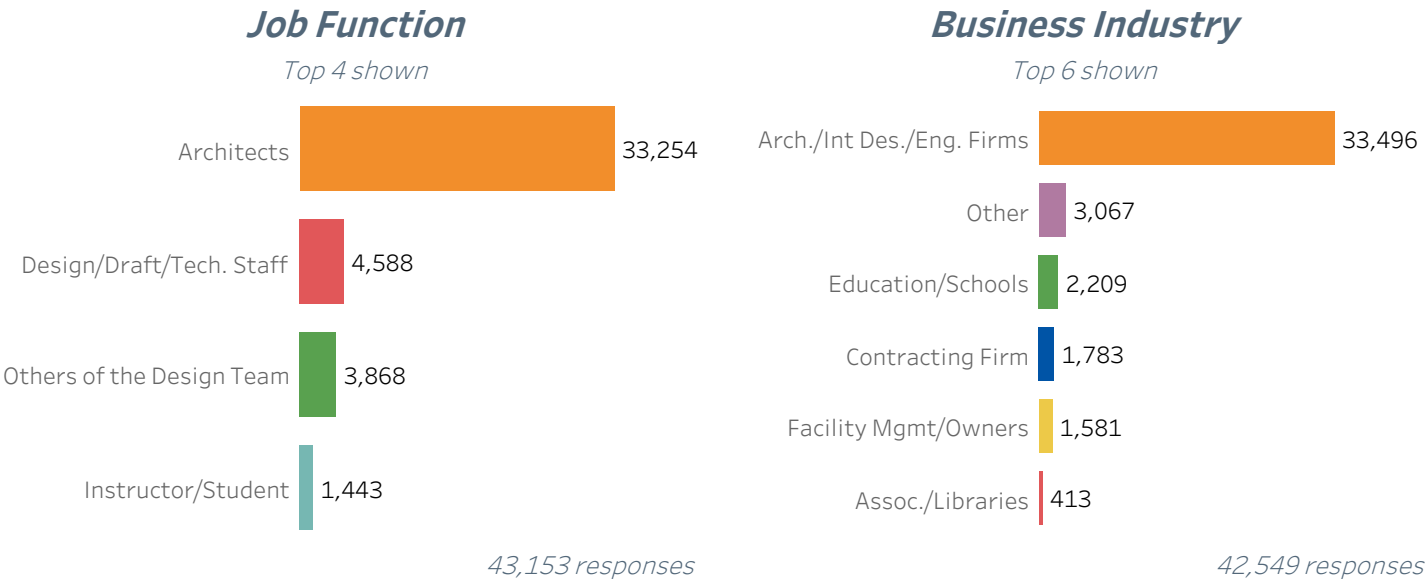
	Total Channel Audience	Unique to Channel	
Website	140,288	39,601	
Magazine	27,753	11,232	
Newsletter	36,353	12,695	

■ Unique to Channel    
 ■ Active in 2 Channels    
 ■ Active in all 3 Channels    
 ■ Website Unknown Users

Additional Channels

<b>1,068</b>	<b>730</b>	<b>29,752</b>	<b>22,890</b>	<b>1,321,805</b>
Webinar Average Registrants	Unique Event Registrants	Continuing Education Active Registered Users	Standard eBlast Delivery	Social Media Total Followers

Demographics





### Time Frame - Monthly

- Total Audience:**

**Total Audience Reach:** Reflects the combined exposure across Website, Newsletter, Social Media Followers, and eMagazine channels. Counts are cumulative and may include overlap between platforms. Only where applicable, also includes Continuing Education user counts.

**Unique Active Audience:** Number of unique active customers with known first-party data active within product specific time frames for all products.

**Engaged:** Number of engaged customers with known first-party data within product specific time frames for all products.

*\* Product-specific time frames for each Channel may be found in Table A.*

### Core Channels

The three core channels are Website, Newsletter, and eMagazine.

- Total Channel Audience:** Total number of customers for specified product.
- Unique to Channel:** Number of unique customers active only in specified channel.
- Active in 2 Channels:** Number of unique customers active in two channels. Examples: A customer is active within Website and Newsletter channels but not eMagazine. Or a customer is active within Newsletter and eMagazine channels but not the Website.
- Active in all 3 Channels:** Number of unique customers active in all three channels.
- Website Unknown Users:** Number of total users who visited the website within the specified time frame who are not accounted for in the BNP Media database. The number of Unique Website Users may be higher than shown due to the number of unknown users.

### Additional Channels

Additional channels may include Webinars, Events, Continuing Education (CE), eBlast, Social Media.

- Webinar Average Registrants (if applicable):** Average registrants per webinar.
- Unique Event Registrants (if applicable):** Average registrants per event.
- CE Active Registered Users (if applicable):** Total active registered users for the Continuing Education Center.
- Standard eBlast Delivery (sponsored only):** Delivery count of a typical eBlast within the last 3 months.
- Social Media Total Followers (if applicable):** Follower counts by channel for the most recent month.

### Demographics

- Job Function:** Top job functions of the Unique Active Audience.
- Business Industry:** Top business industries of the Unique Active Audience.

### Table A

*\* BNP Media uses a proprietary algorithm to calculate the number of active and engaged users for each channel based on the time frames listed in the table below.*

	<b>Active Criteria</b>	<b>Engaged Criteria</b>
<b>Website</b>	6 Months	6 Months
<b>Newsletter</b>	Included in most recent list	6 Months
<b>Magazine</b>	Included in most recent list	12 Months
<b>Webinar</b>	12 Months	18 Months
<b>Event</b>	18 Months	18 Months
<b>Continuing Education</b>	13 Months	13 Months
<b>eBlast</b>	Included in most recent list	6 Months



### Magazine - Summary



Total Qualified

**27,880**



Total Qualified Print

**10,749**



Total Qualified Digital

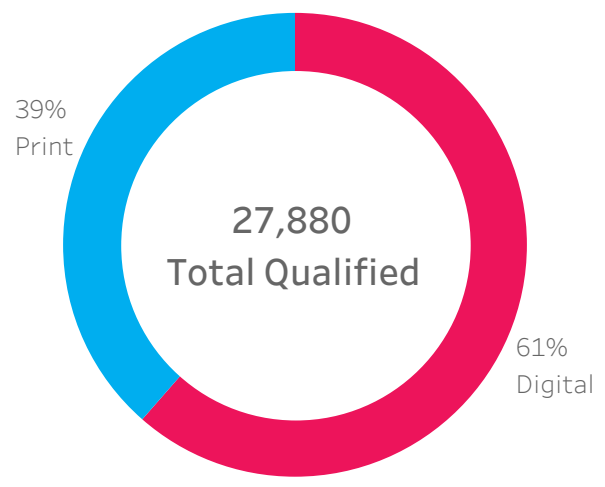
**17,133**



% Request

**100%**

### Delivery Format



### Total Qualified Paid and Non-Paid Circulation

Subscription Type	Total Qualified
Paid	14,687
Non-Paid	13,192

May include < 0.5% multi-copy sales



## Magazine - Digital Edition Summary



Total Subscribers

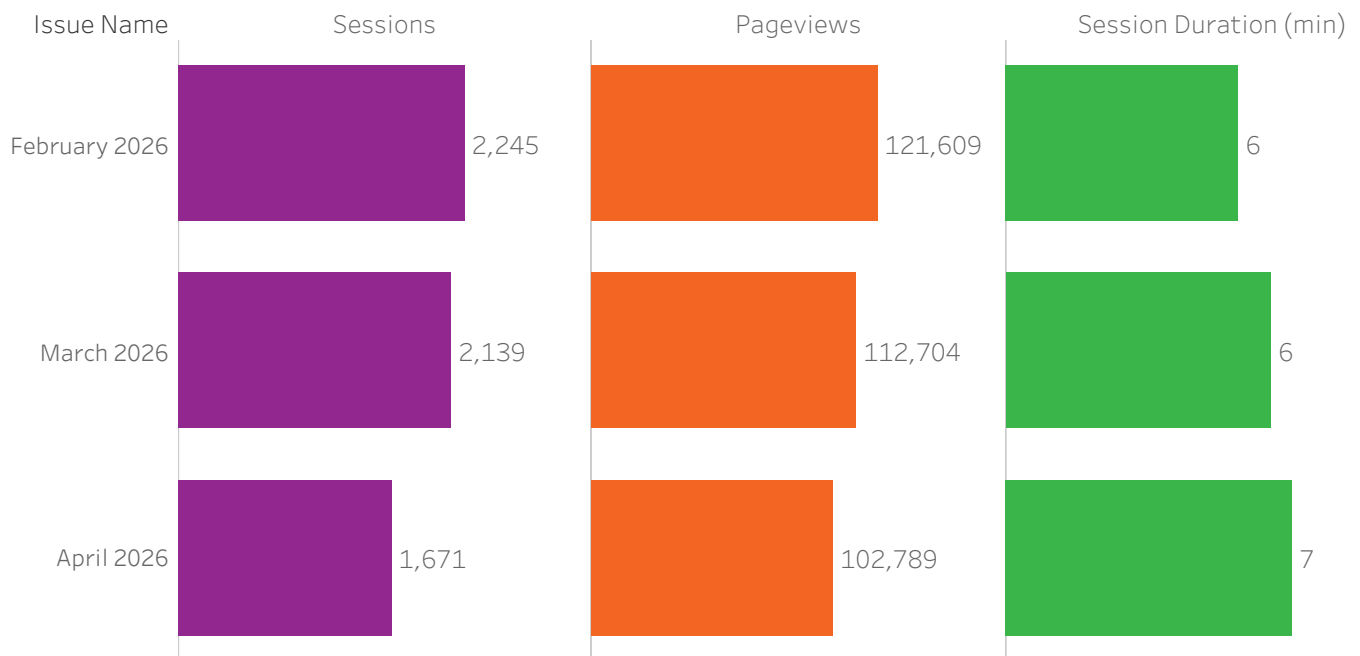
**17,145**



Average Issue Pageviews

**112,367**

### Activity by Digital Edition Issue



### Digital Edition Notification Email Metrics

Issue Name	Sends	Unique Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
February 2026	2	17,691	8,247	46.6%	1,234	7.0%
March 2026	2	17,604	8,186	46.5%	1,192	6.8%
April 2026	2	17,426	8,214	47.1%	969	5.6%

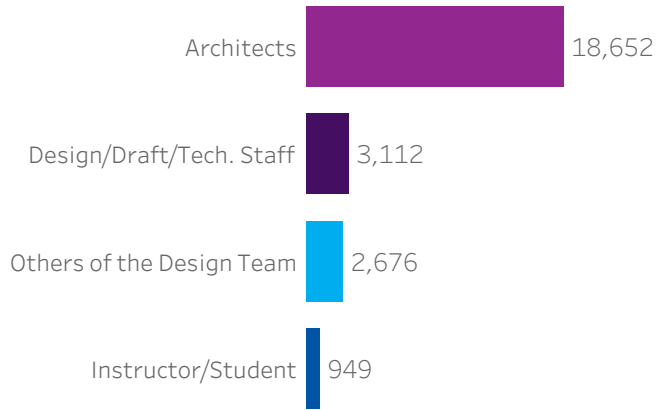
\* Due to Apple Mail Privacy enabled on user devices, open rates may be inflated as of November 2021. Clicks are not impacted.



## Magazine - Subscriber Demographics & Locations

### Demographic - Job Function

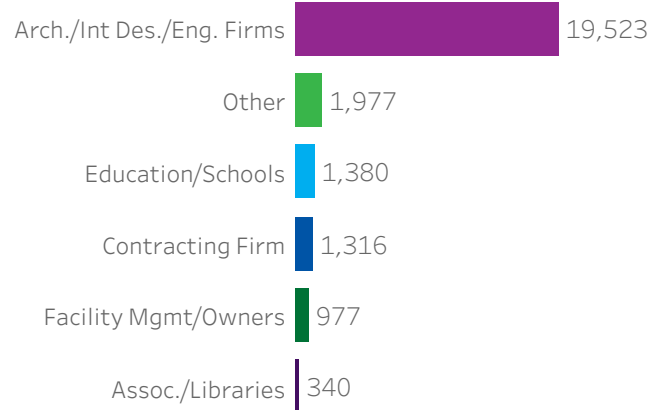
Top 4 Shown



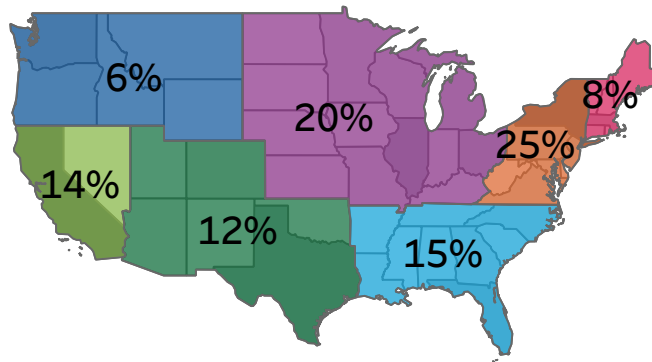
25,389 or 91% of subscribers with responses

### Demographic - Business/Industry

Top 6 Shown

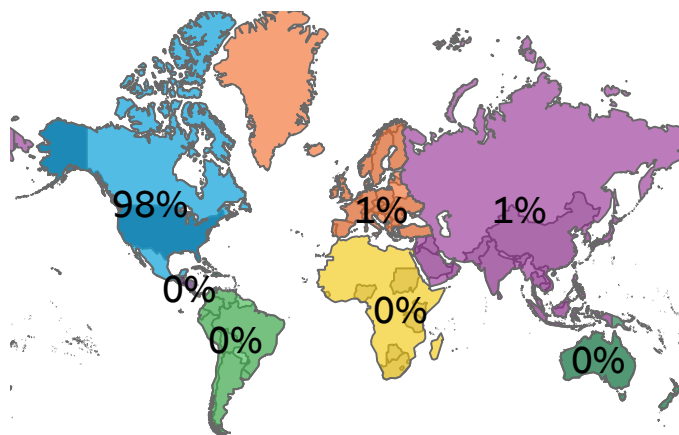
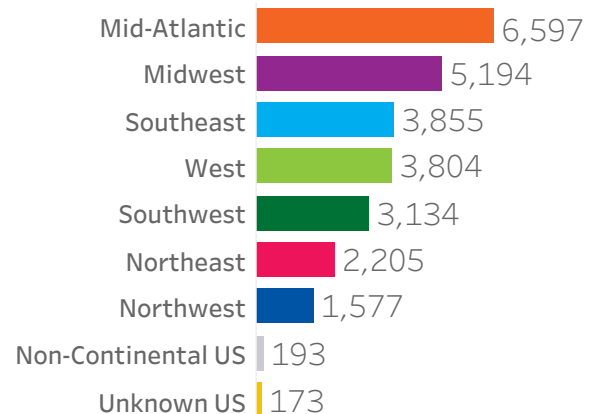


25,513 or 92% of subscribers with responses



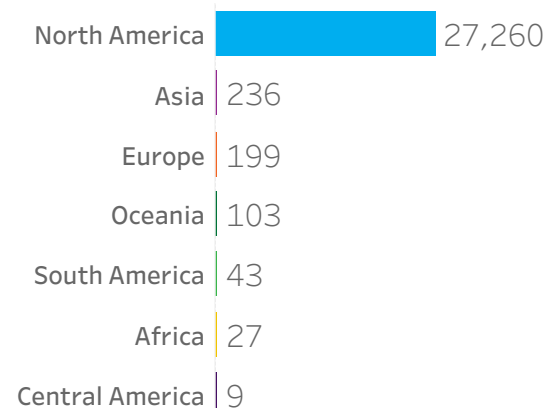
96% of subscribers are located in the US

### Unique Subscribers by Region



4% of subscribers are located internationally

### Unique Subscribers by Region



## Time Frame

*Most recent issue*

## KPIs

- **Total Qualified:** Total average number of subscribers who have met the business and/or function qualification parameters of the magazine.
- **Total Qualified Print:** The average number of qualified subscribers who have requested a print edition.
- **Total Qualified Digital:** The average number of qualified subscribers who have requested a digital edition.
- **Total Qualified Both:** The average number of qualified subscribers who have requested both a print and digital edition.
- **% Request:** Percentage of average qualified subscribers who have requested the magazine.

## Delivery Format

- **Total Qualified:** Total average number of subscribers who have met the business and/or function qualification parameters of the magazine for the time frame shown.
- **Print:** The percentage of the average total qualified subscribers, requesting a print edition.
- **Digital:** The percentage of the average total qualified subscribers, requesting a digital edition.
- **Both:** The percentage of the average total qualified subscribers, requesting both a print and digital edition.

## Total Qualified Paid and Non-Paid Circulation

- **Paid Subscriptions:** Total number of qualified subscribers who have paid for the magazine.
- **Non-Paid Subscriptions:** The number of qualified subscribers who have met the business and/or function qualification parameters of the magazine and who have not paid for the magazine.

## Time Frame

3 months

## KPIs

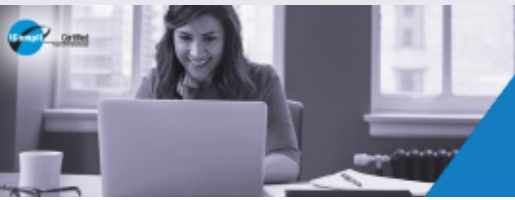
- **Total Qualified Subscribers:** Active digital subscribers as of the most recent issue.
- **Average Issue Pageviews:** The average monthly pageviews on the digital editions.

## Activity by Digital Edition Issue

- **Issue Date:** Digital edition issue date.
- **Sessions:** Number of times users interacted with the digital edition. Sessions are terminated after 30 minutes of inactivity.
- **Session Duration (min):** The average session length.
- **Pageviews:** The total number of digital edition pageviews.

## Digital Edition Notification Email Metrics

- **Monthly Sends:** Total number of notification emails deployed per issue.
- **Delivered:** Number of unique email subscriber addresses digital edition notification emails were delivered to for this issue.
- **Unique Opens:** Number of unique subscriber email addresses who opened any notification email for this issue.
- **Open Rate:** Ratio of unique Opens to Delivered.
- **Total Clicks:** Number of subscribers who clicked a link within a particular notification email.
- **CTR:** Click Through Rate is the percentage of subscribers who click on a link within the notification email.



## Newsletters - Engagement



Active Unique Recipients

**36,353**



% of Recipients Engaged

**85%**



Sends per Month

**28**

### Recipient Activity by Newsletter Over the Last 3 Months

Newsletter Name	Average Delivered	
Weekly WebInsider	26,649	<p><b>14,548</b> * Unique Opens - Single Send Avg (55%) <b>21,785</b> * Total Engaged Recipients (83%)</p>
Daily WebInsider	22,077	<p><b>11,759</b> * Unique Opens - Single Send Avg (53%) <b>20,249</b> * Total Engaged Recipients (93%)</p>
Most Active Market: Schools	14,716	<p><b>8,077</b> * Unique Opens - Single Send Avg (55%)</p>
Most Active Market: Multifamily Residential	14,470	<p><b>7,954</b> * Unique Opens - Single Send Avg (55%)</p>
Most Active Market: Healthcare	12,954	<p><b>7,117</b> * Unique Opens - Single Send Avg (55%)</p>
Sustainability in Practice	3,561	<p><b>1,908</b> * Unique Opens - Single Send Avg (54%) <b>2,523</b> * Total Engaged Recipients (69%)</p>

**Engaged Recipient:** Any recipient who opened at least one email of this type in the report time frame.



## Newsletters - Activity



Active Unique Recipients

**36,353**



% of Recipients Engaged

**85%**



Sends per Month

**28**

### Newsletter Activity Averages

Newsletter Name	Monthly Sends	Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
Weekly WebInsider	4.3	26,649	14,548	54.6%	797	3.0%
Daily WebInsider	21.3	22,077	11,759	53.3%	765	3.5%
Most Active Market: Schools	0.3	14,716	8,077	54.9%	532	3.6%
Most Active Market: Multifamily Residential	0.3	14,470	7,954	55.0%	436	3.0%
Most Active Market: Healthcare	0.3	12,954	7,117	54.9%	312	2.4%
Sustainability in Practice	1.0	3,561	1,908	53.6%	105	2.9%

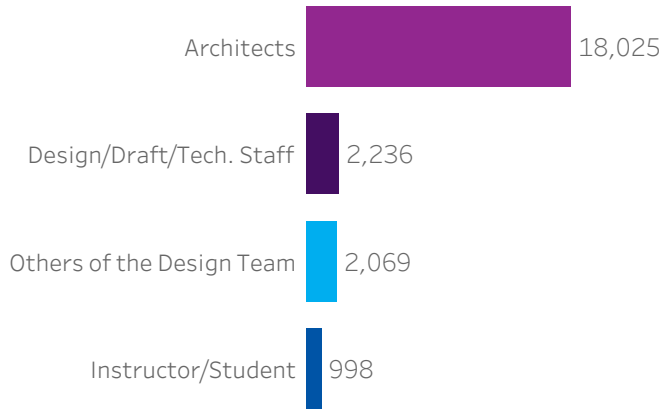
\* Due to Apple Mail Privacy enabled on user devices, open rates may be inflated as of November 2021. Clicks are not impacted.



## Newsletters - Recipient Demographics & Locations

### Demographic - Job Function

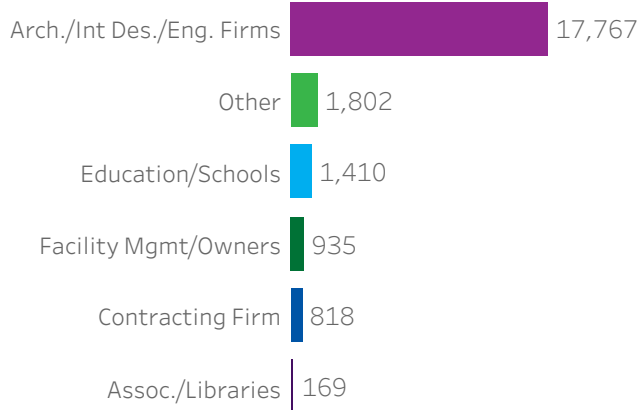
Top 4 Shown



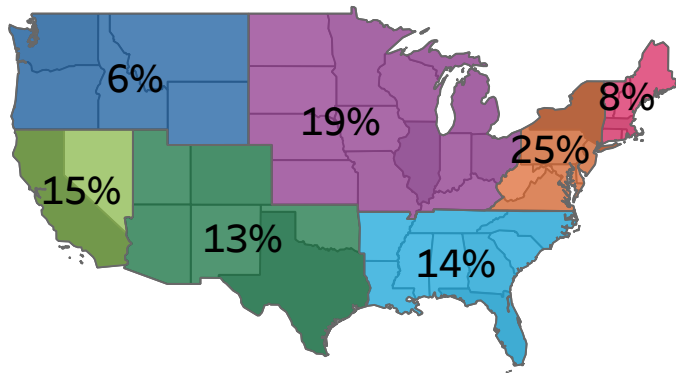
23,328 recipients with responses

### Demographic - Business/Industry

Top 6 Shown

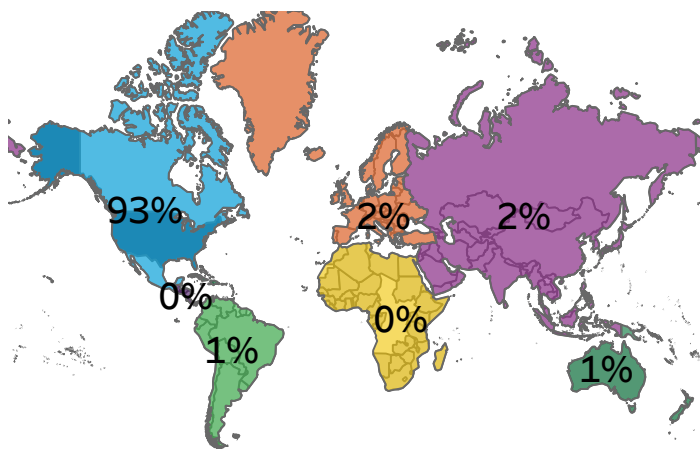
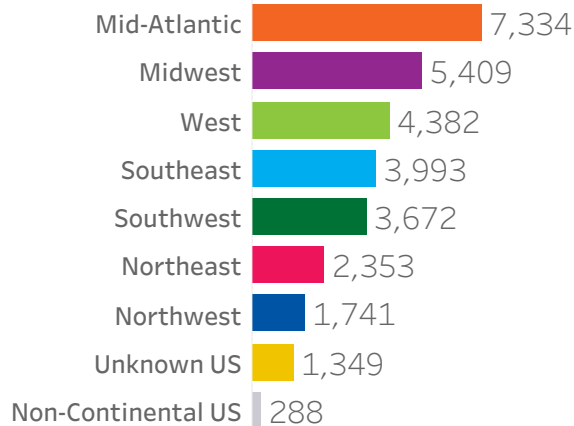


22,901 recipients with responses



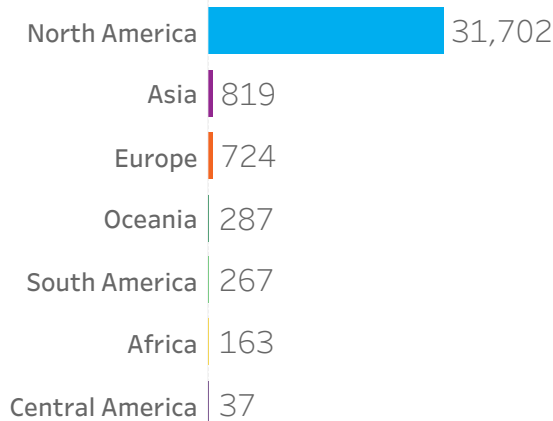
90% of recipients are located in the US

### Unique Recipients by Region



10% of recipients are located internationally

### Unique Recipients by Region





## Time Frame

3 Months

## KPIs

- **Active Unique Recipients:** Number of unique email addresses that received any brand Newsletter in the 3-month period.
- **% of Recipients Engaged:** Percent of recipients who opened\* any Newsletter.
- **Sends / Month:** Total Newsletters sent per month.

## Recipient Activity by Newsletter

- **Average Delivered:** The average number of emails delivered per Newsletter.
- **Unique Opens, Single Send Avg:** Average unique opens\* (uniqueness calculated for each email sent) for all emails sent.
- **Total Engaged Recipients:** Number of unique Recipients who have opened\* one or more of the delivered emails.

## Newsletter Activity Averages

- **Monthly Sends:** Total number of Newsletters deployed per month.
- **Delivered:** Average number of eMails, per Newsletter, deployed per month.
- **Unique Opens:** Average number of unique Recipients (delivered) who opened\* a particular Newsletter.
- **Open Rate:** The ratio of Unique Opens\* to Delivered.
- **Total Clicks:** Average number of recipients who clicked a link within a particular Newsletter.
- **CTR:** Click Through Rate is the percentage of recipients who click on a link within the Newsletter.

*\*Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.*



Website - [www.architecturalrecord.com](http://www.architecturalrecord.com)



Average Monthly Users

**152,972**



Average Monthly Sessions

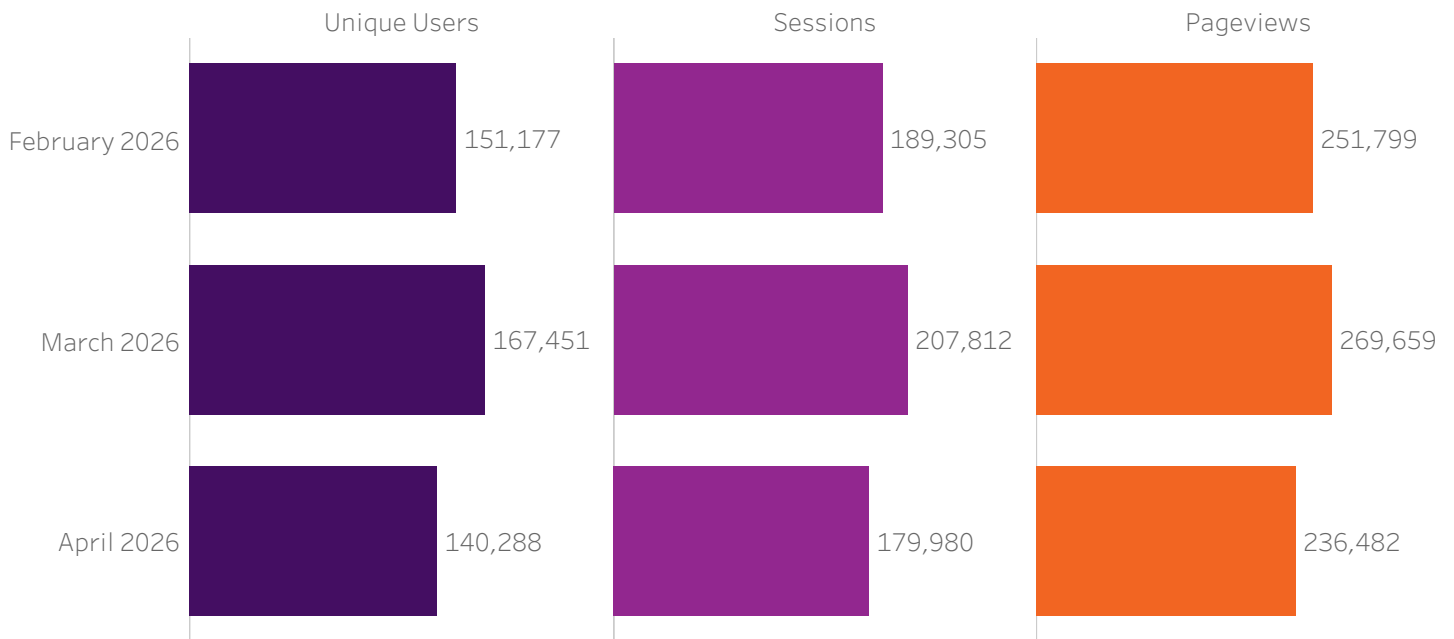
**192,366**



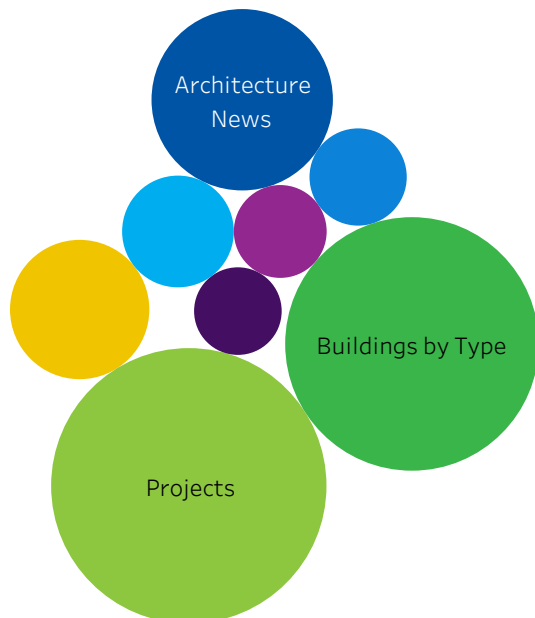
Average Monthly Pageviews

**252,647**

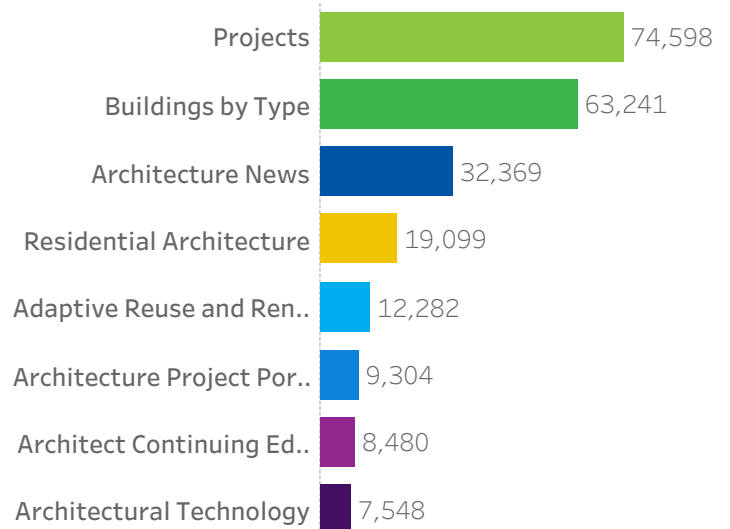
### Monthly Website Statistics



### Top 8 Content Topics Viewed



### Average Monthly Pageviews





## Website - Known User Activity



Active Registered Users

**7,685**



Active Known Users

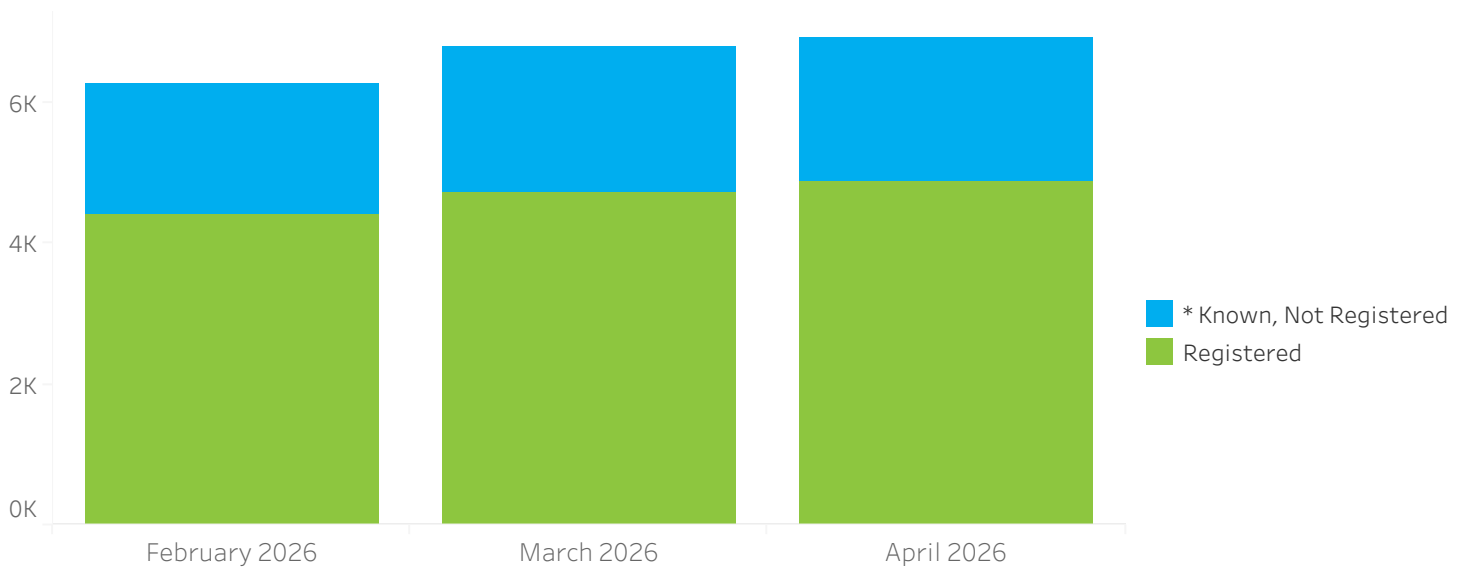
**11,207**



Average Visits per User

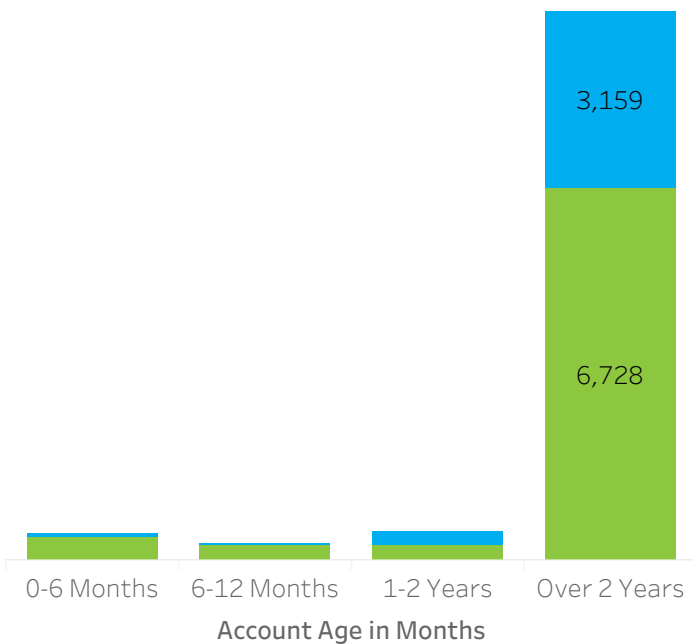
**22.5**

### Website Users

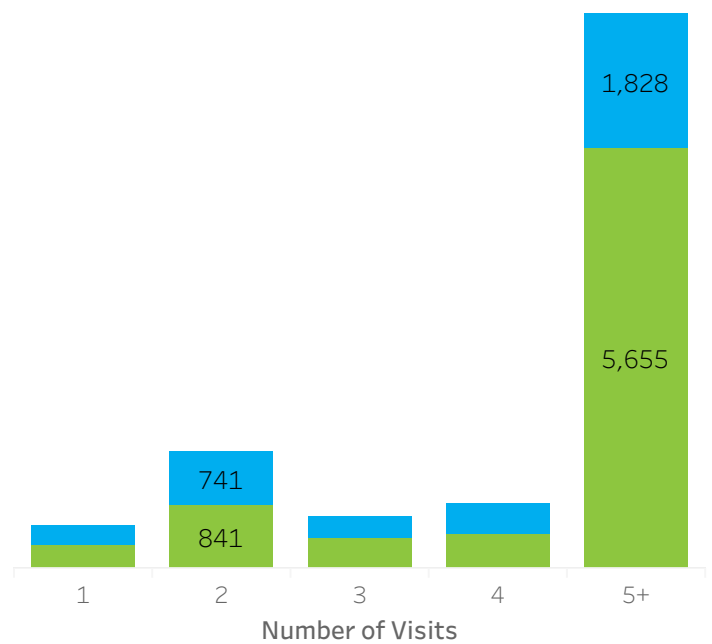


\* Users that are identified in the BNP Media database but are not registered with this website

### Known Users by Account Age



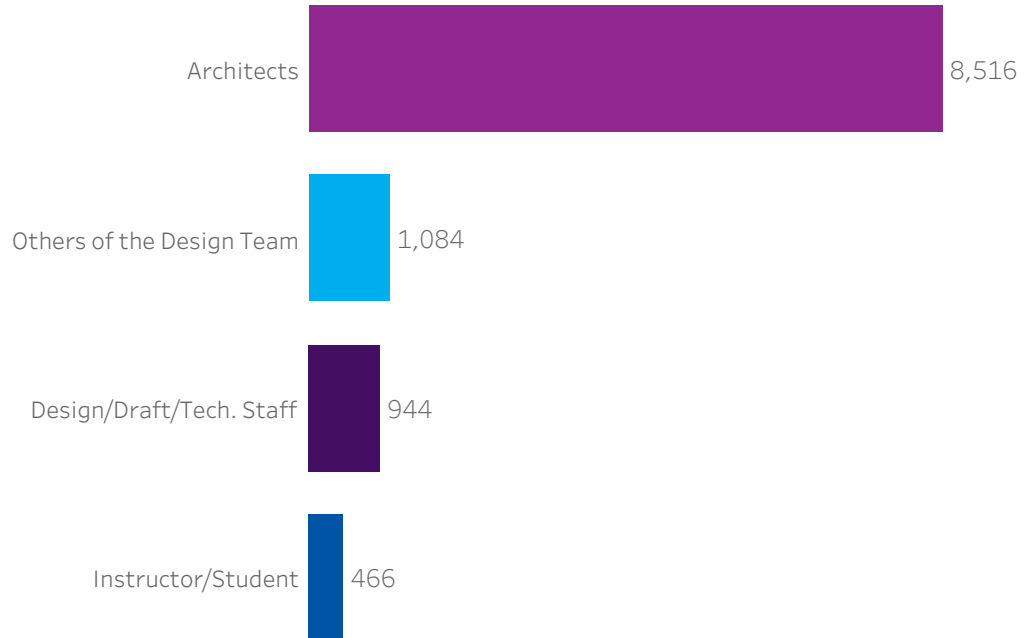
### Known Users by Visit Frequency





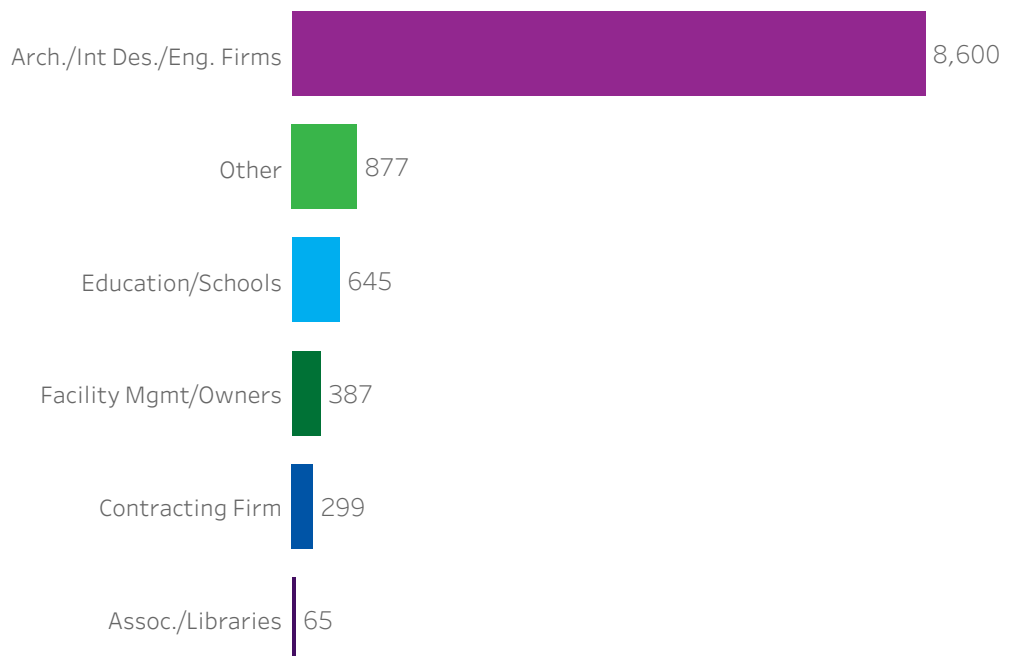
## Website - User Demographics

### Demographic - Job Function *Top 4 Shown*



11,010 or 98% of users with responses

### Demographic - Business/Industry *Top 6 Shown*



10,873 or 97% of users with responses



## Website - User Locations



% of Users Based in US

**60%**

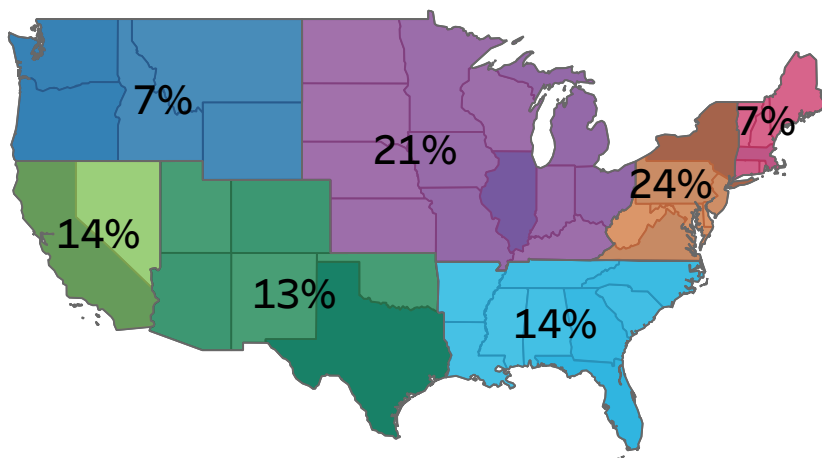


Average Monthly Users Based in US

**98,566**

### Geographic - US Regions

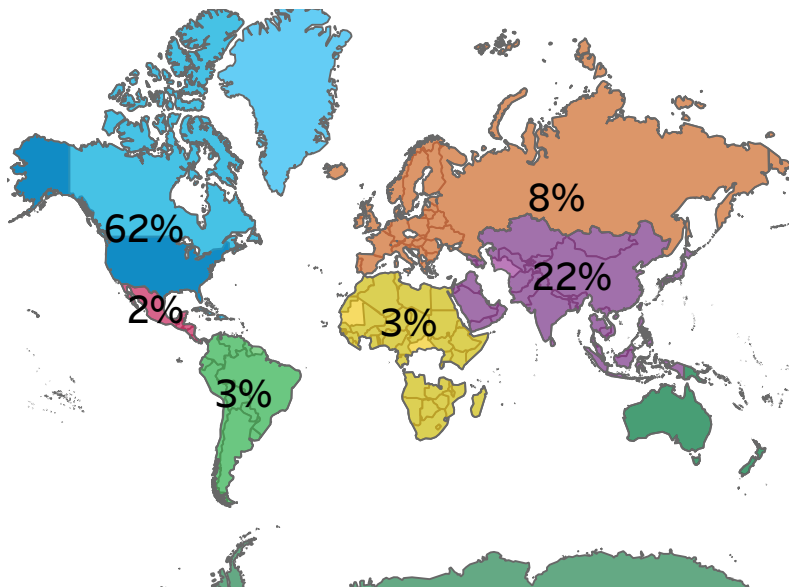
#### Unique Users by Region



Mid-Atlantic	20,903
Midwest	18,305
West	12,520
Southeast	12,196
Southwest	11,317
Unknown US	10,309
Northwest	6,438
Northeast	6,135
Non-Continental US	443

### Geographic - World Regions

#### Unique Users by Region



North America	102,025
Asia	35,948
Europe	13,070
South America	4,647
Africa	4,441
Central America	2,674
Oceania	1,777

## Time Frame

3-months

## User Classifications

- **Registered:** Users that have completed the registration form for this website.
- **Known, Not Registered:** Users that are identified in the BNP Media database but are not registered with this website.

## KPIs

- **Active Registered Users:** Number of unique users who registered on the website, at any time, and visited the website within the 3-month time frame.
- **Active Known Users:** Number of unique users with known first-party data, regardless of website registration status, who visited the website within the 3-month time frame.
- **Average Visits per User:** The ratio of visits, by known users, to the number of known users.

## Web Users

- Number of users who were active on the website each month, colored by user classification.

## Known Users by Account Age

- Number of users who visited the website within the 3-month time frame and have been in the BNP Media database for the account age listed, colored by user classification.

## Known Users by Visit Frequency

- Number of times users visited the website within the 3-month time frame, colored by user classification.

### Time Frame

*3-months*

### KPIs

- **Average Monthly Users:** Average number of monthly users who have had at least one session on the website.
- **Average Monthly Sessions:** Average number of monthly sessions on the website. A session is anytime a user has interacted with the website.
- **Average Monthly Pageviews:** Average number of total monthly pageviews on the website.

### Web Visitors

- **Users:** Number of Users per month.
- **Sessions:** Number of times users interacted with the digital edition. Sessions are terminated after 30 minutes of inactivity.
- **Pageviews:** Number of Pageviews per month.

### Top 8 Content Topics

- Average monthly pageviews for the top 8 content topics on the website.



## Sponsored eBlasts



Total Average Delivered

**22,686**



% of Recipients Engaged

**65%**



Sends per Month

**7**

## Activity by eBlast

Sponsorship Type      Avg Delivered

Exclusive                      22,686



**10,253** \* Unique Opens - Single Send Avg (45%)  
**22,017** \* Total Engaged Subscribers (65%)

**Engaged Subscriber:** Any subscriber who opened at least one email of this type in the report time frame.

Unique Recipients     
  Unique Opens - Single Send Avg     
  Unique Opens - All Sends

## eBlast Activity Averages

eBlast Name	Sponsorship Type	Monthly Sends	Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
Architectural Record	Exclusive	7.3	22,686	10,253	45.2%	160	0.7%

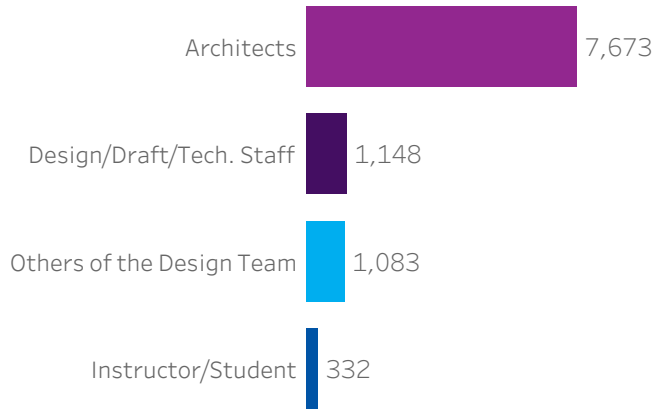
\* Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.



## Sponsored eBlasts - Recipient Demographics & Locations

### Demographic - Job Function

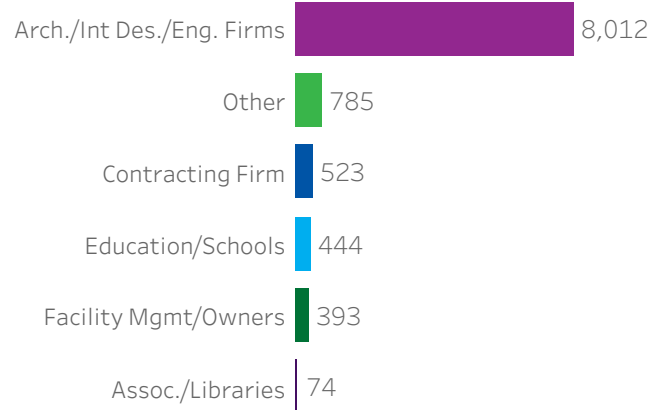
Top 4 Shown



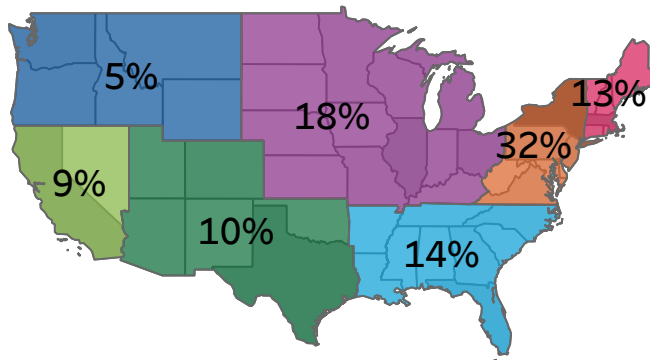
10,236 or 30% of recipients with responses

### Demographic - Business/Industry

Top 6 Shown

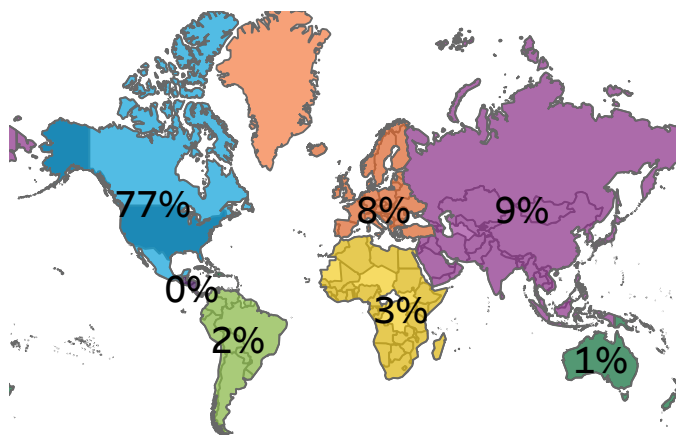
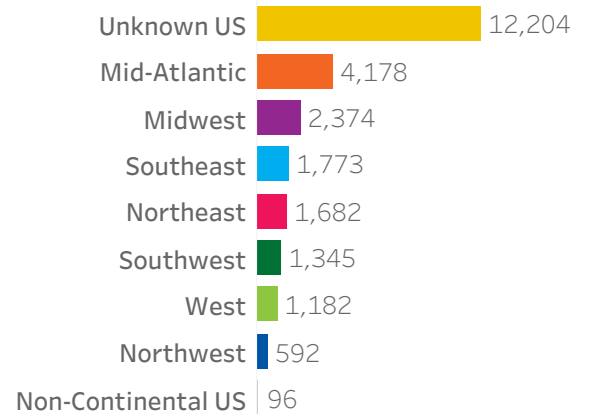


10,231 or 30% of recipients with responses



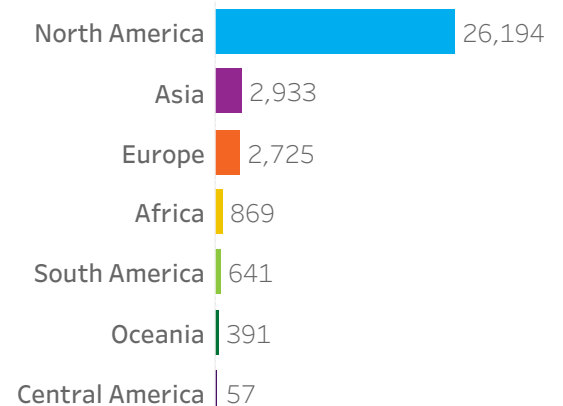
75% of recipients are located in the US

### Unique Recipients by Region



25% of recipients are located internationally

### Unique Recipients by Region



## Time Frame

3 Months

## KPIs

- **Total Average Delivered:** The number of eBlasts (Advertising emails) delivered, excluding bounces.
- **% of Recipients Engaged:** The percentage of recipients who have opened\* an eBlast.
- **Sends per Month:** The average number of delivered Advertising eBlasts per month.

## Activity by eBlast

- **Exclusive Sponsorship Type:** Single advertiser.
- **Multi-Sponsored Sponsorship Type:** Multiple advertisers.
- **Average Delivered:** The average number of emails delivered per eBlast.
- **Unique Opens, Single Send Avg:** The average unique opens\* (uniqueness calculated for each email sent) for all emails sent.
- **Total Engaged Subscribers:** The number of unique recipients who have opened\* one or more of the delivered emails.

## eBlast Activity Averages

- **Monthly Sends:** Total number of eBlasts deployed per month.
- **Delivered:** Average number of eMails, per eBlast, deployed per month.
- **Unique Opens:** The average number of unique recipients (delivered) who opened\* a particular eBlast.
- **Open Rate:** The ratio of Unique Opens\* to Delivered.
- **Total Clicks:** Average number of recipients who clicked a link within a particular eBlast.
- **CTR:** Click Through Rate is the percentage of recipients who click on a link within the eBlast.

*\*Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.*



## Social Media



Total Social Media Followers

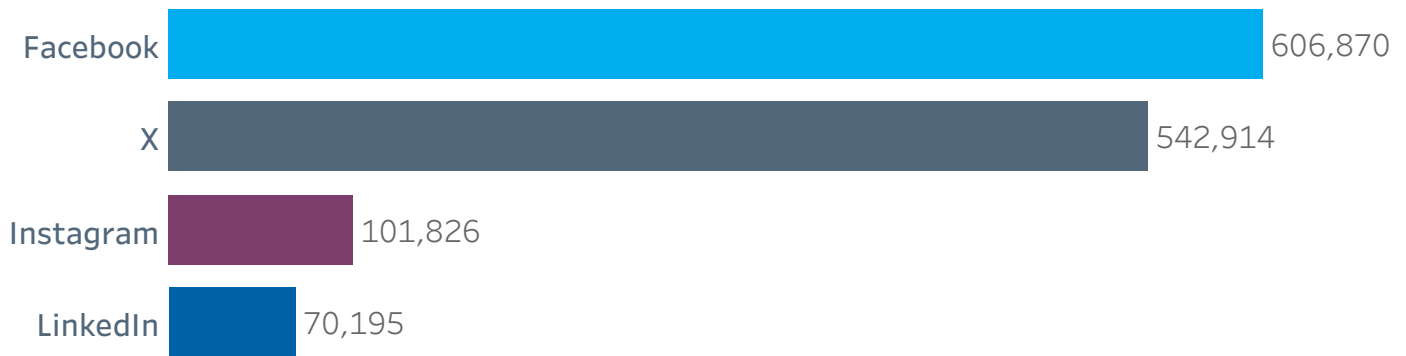
**1,321,805**



Engagements

**104,912**

### Followers by Channel



### Total Engagements



40,712



1,239

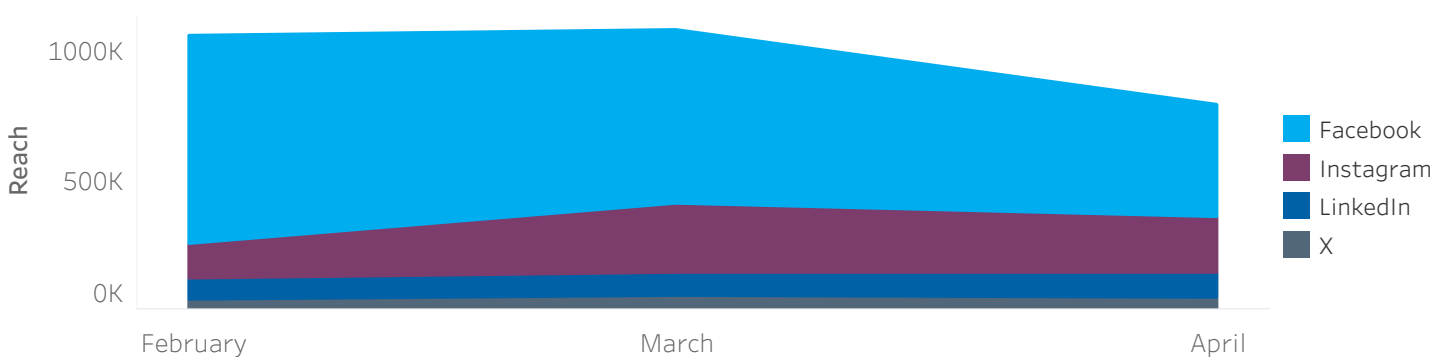


15,600



47,361

### Reach by Month





### Time Frame

*3 Months*

### KPIs

- **Total Social Media Followers:** The total number of social media followers per brand, as of the report date (not unique across all channels).
- **Engagements:** The reactions, comments, and shares on a post. Clicks are not included.

### Followers by Channel

- Breakdown of followers by the specific social network.
- Followers is the total number who have followed the brand.

### Total Engagements

- Total engagements by social network.

### Reach by Month

- Breakdown by social network of the total reach by month.
- Reach is the number of individual users a post reached.



## Continuing Education - Websites & Newsletter



Active Registered Users

**29,752**



Average Newsletters Delivered

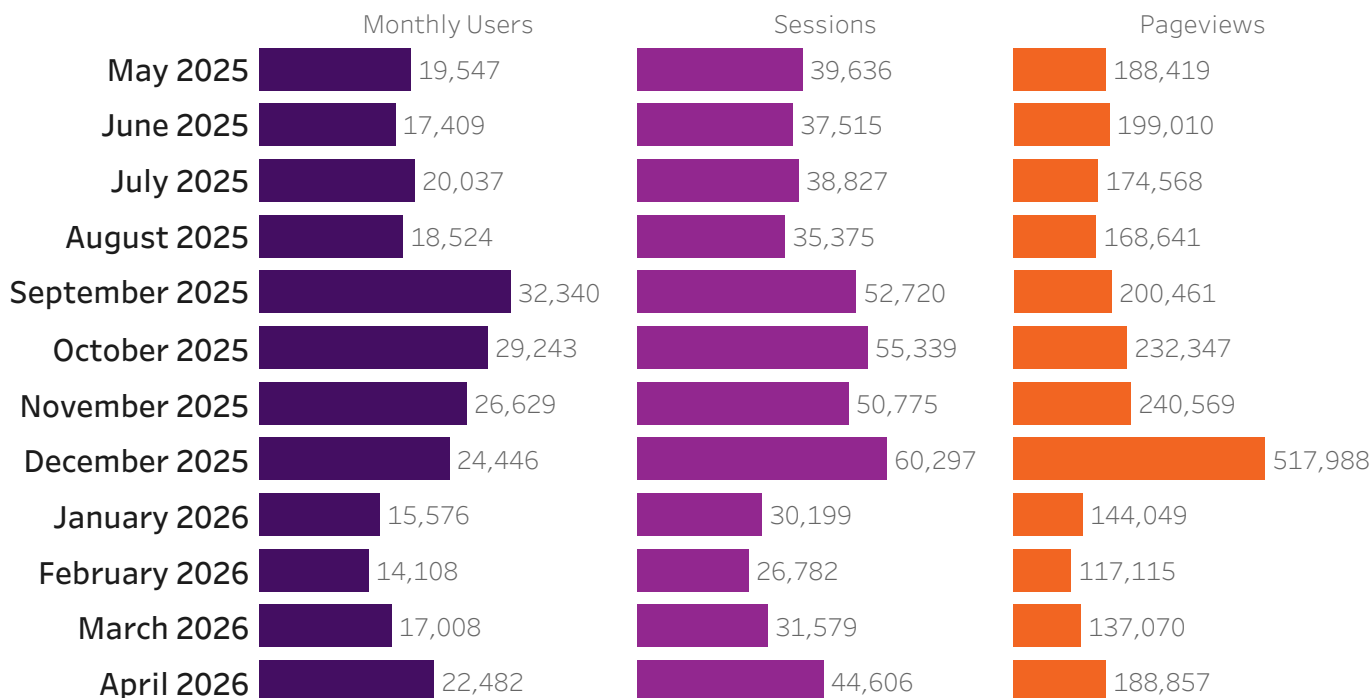
**9,495**



Monthly Website Pageviews

**209,091**

### Website Visitors



### Activity by Newsletter

Newsletter Name      Delivered

Architectural Record CE Center Update

9,495



4,851 \* Unique Opens - Single Send Avg (51%)  
12,133 \* Total Engaged Subscribers (81%)

**Engaged Subscriber:** Any subscriber who opened at least one email of this type in the report time frame.

\* Due to Apple Mail Privacy enabled on user devices, open rates may be inflated as of November 2021. Clicks are not impacted.



## Continuing Education - Courses & Tests



Total Tests Taken

**137,508**



Total Certificates Issued

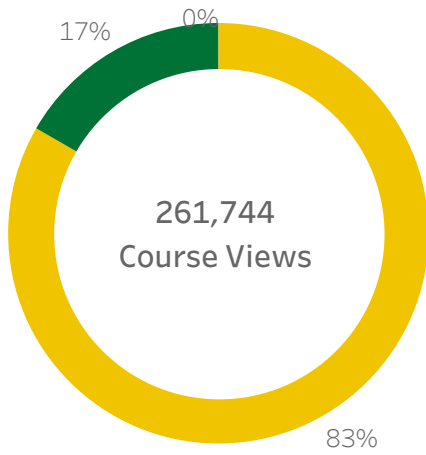
**131,483**



Number of Active Courses

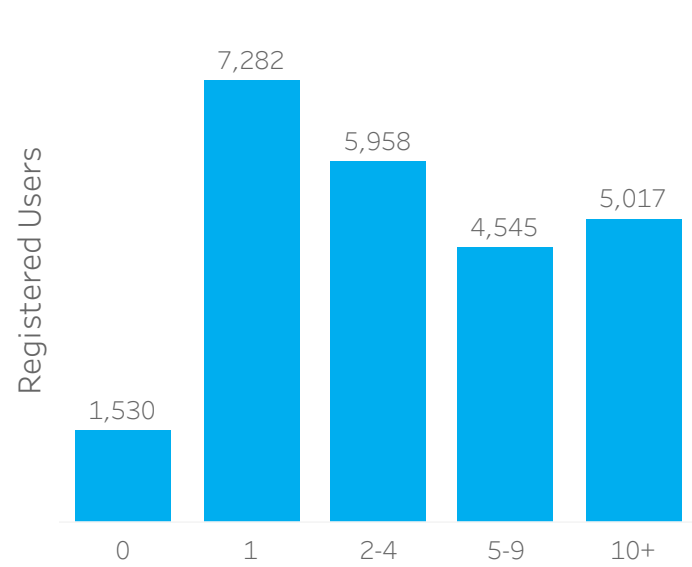
**822**

### Registered User Course Interactions



■ Certificate Issued     ■ Incomplete Test  
■ Failed Test

### Certificates Issued by Registered Users



### Top 5 Courses

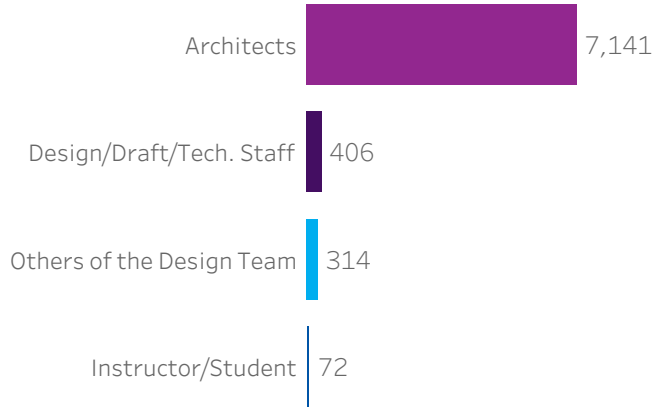
Course Title	Registered Users	Total Certificates Issued
Metal Composite Material	2,352	2,105
Regenerative Landscapes	3,019	2,074
Living Building Challenge	2,260	1,946
Timber Triumph	2,571	1,754
Sustainable, Strong, and Stunning	1,897	1,438



## Continuing Education - User Demographics & Locations

### Demographic - Job Function

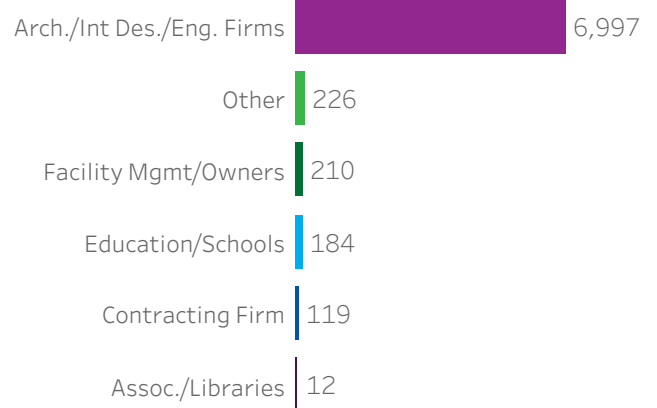
Top 4 Shown



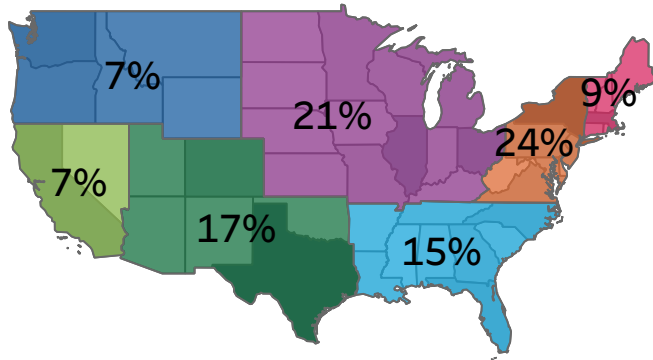
7,933 users with responses

### Demographic - Business/Industry

Top 6 Shown

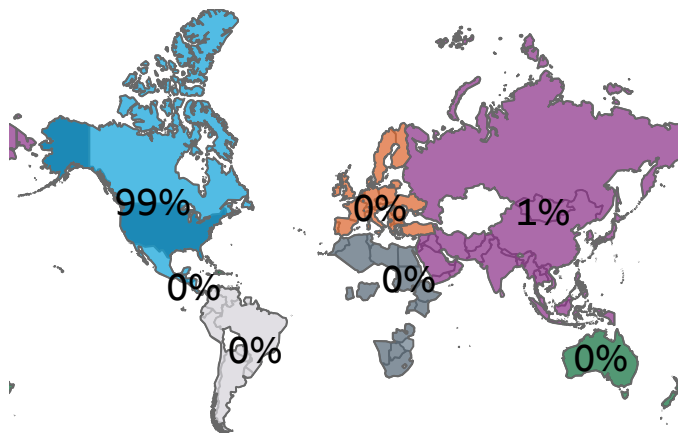
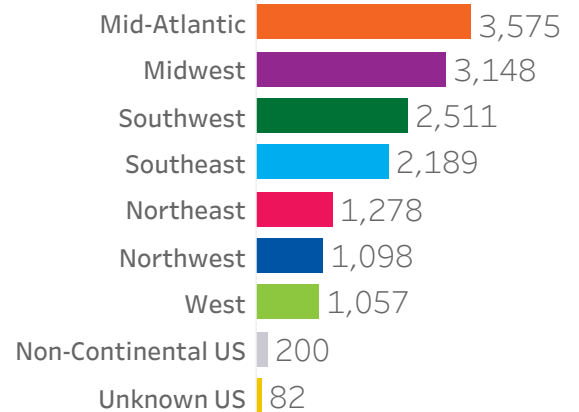


7,748 users with responses



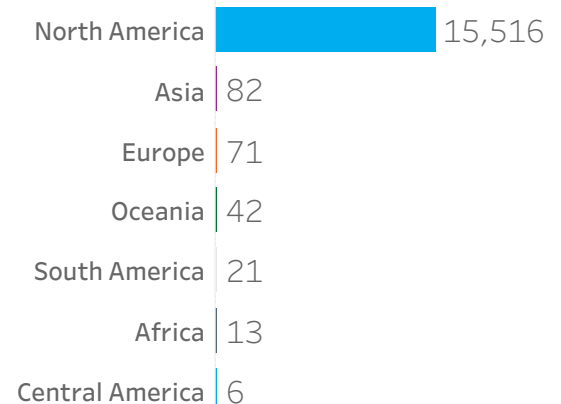
96% of users are located in the US

### Unique Users by Region



4% of users are located internationally

### Unique Users by Region





## Continuing Education (CE) Center Audience Glossary

UNDERSTANDING CE CENTER AUDIENCE DASHBOARD

### Time Frame

12 Months

### KPIs

- **Average Registered Users:** The number of registered users to the CE Center.
- **Average Newsletters Delivered:** The number of emails sent, excluding bounces.
- **Monthly Website Pageviews:** The average numbers of total monthly pageviews on the website.

### Web Visitors

- **Monthly Users:** Total number of users per month who have had at least one session on the website.
- **Sessions:** Total number of sessions per month: A session is anytime a user has interacted with the website.
- **Pageviews:** Total number of pageviews per month.

### Activity by Newsletter

- **Delivered:** The average number of emails delivered.
- **Unique Opens, Single Send Avg:** The average number of unique opens\* per Newsletter sent.
- **Total Engaged Subscribers:** The number of unique subscribers who have opened\* one or more of the delivered emails.

### Continuing Education by Industry (Brands sharing data)

- **CE Center: Architectural Record and Building Enclosure**  
*Includes limited courses from: CSTD, FCI, Floor Trends, Restoration & Remediation, Stone World, Tile and Walls & Ceilings*
- **Engineering Center: Engineered Systems and Mission Critical**  
*Includes limited courses from: ACHR News, ENR, pm Engineer and The Driller*
- **Safety Center: ISHN**
- **Thermal Center: Forge, Industrial Heating, Process Cooling and Process Heating**

\*Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.



## Time Frame

12 Months

## KPIs

- **Total Tests Taken:** The number of tests taken.
- **Total Certificates Issued:** Total certificates issued through all course formats to users.
- **Number of Active Courses:** Total number of available courses active.

## Registered User Course Interactions

- **Course Views:** Total number of courses viewed online.
- **Certificate Issued:** Total number of certificated issued.
- **Viewed Courses Only:** Total number of courses viewed with no follow-up.
- **Incomplete Tests:** Total number of tests started, but not completed.
- **Failed Tests:** Total number of tests not passed.

## Certificates by Registered Users

- **Breakdown:** Total number of certificates issued to registered users from 1 to 10+.

## Top 5 Courses

- **Course Titles:** Top 5 courses by number of certificates issued.
- **Registered Users:** Number of unique registered users who viewed the course and/or received a certificate.
- **Total Certificates Issued:** Total number of certificates issued to registered users for this course.



## Events



Total Registrants

**1,001**



Total Events Annually

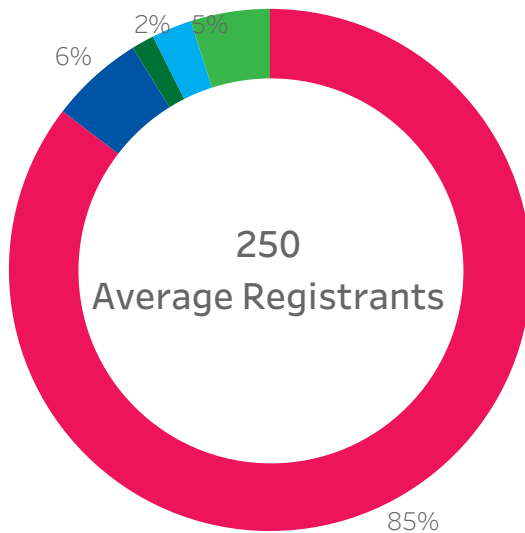
**4**



Average Registrants per Event

**250**

## Registrant Types







- Attendee
- Exhibitor/Sponsor

- Speaker
- Staff

- Student

## Event Registration

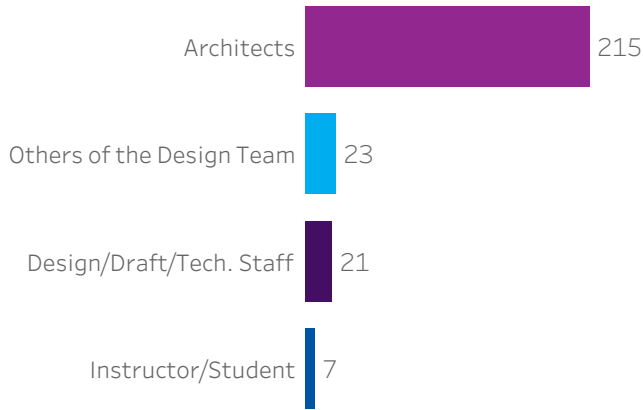
Record on the Road	June 27, 2025		393 Registrants
Women in Architecture	September 9, 2025		129 Registrants
AR: Innovation Conference	October 30, 2025		237 Registrants
Sustainability in Practice	February 25, 2026		242 Registrants



## Events - Registrant Demographics & Locations

### Demographic - Job Function

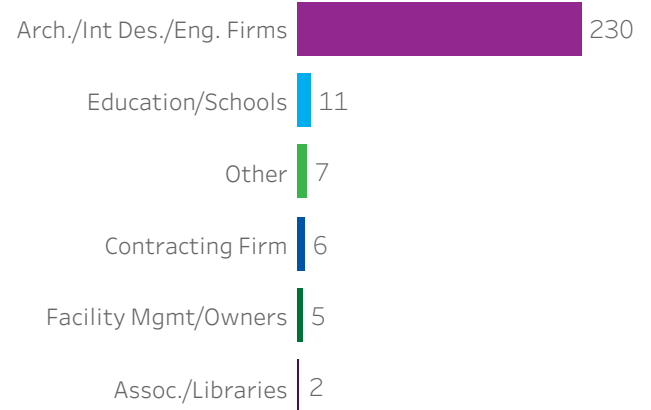
Top 4 Shown



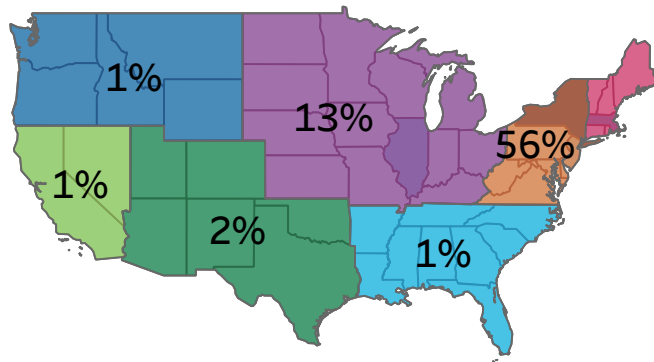
266 or 27% of registrants with responses

### Demographic - Business/Industry

Top 6 Shown

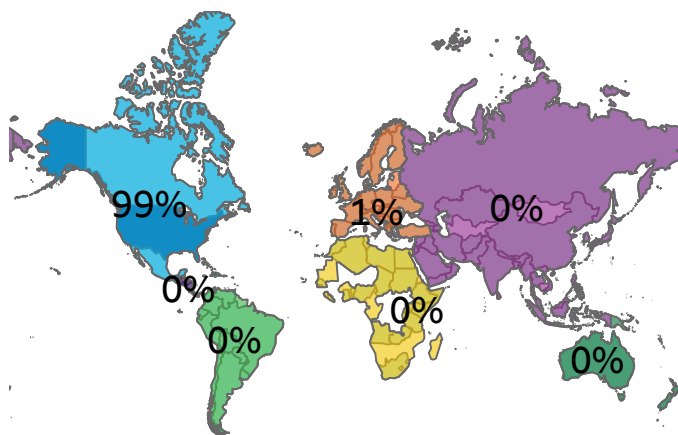
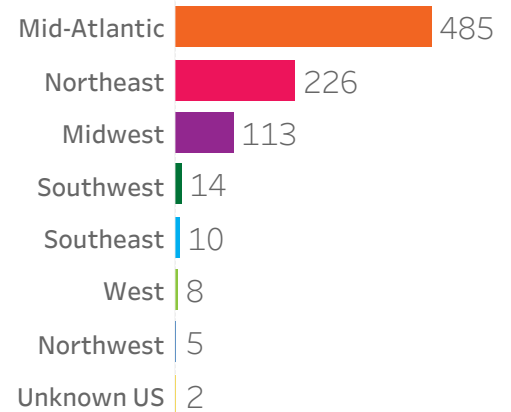


261 or 26% of registrants with responses



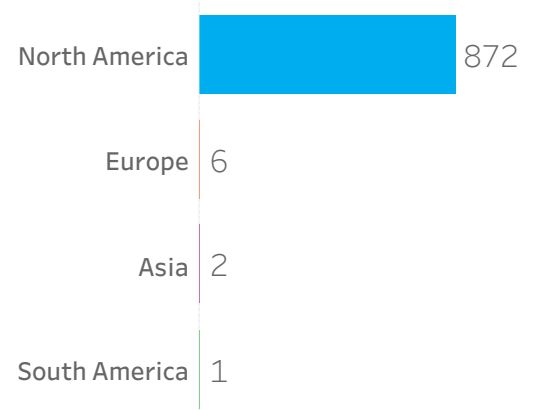
98% of registrants are located in the US

### Unique Registrants by Region



2% of registrants are located internationally

### Unique Registrants by Region



### Time Frame

*Annual*

### KPIs

- **Unique Registrant:** The number of unique registrants across all events.
- **Total Events Annually:** The number of events held annually per brand.
- **Average Registrants per Event:** The average number of registrants per event.

### Registrant Types

- **Average Registrants:** Average number of registrants per event.
- **Attendee:** Average percentage of registrants who registered as an attendee only.
- **Speaker:** Average percentage of registrants who registered as a speaker.
- **Exhibitor/Sponsor:** Average percentage of registrants who registered as an exhibitor/sponsor.

### Event Registration

- **Events:** Annual Events listed by date.
- **Registrants:** Total Registrants listed per Event.



## Webinars



Unique Registrants

**4,689**



Unique Attendees

**2,942**



Registrant Attendance Rate

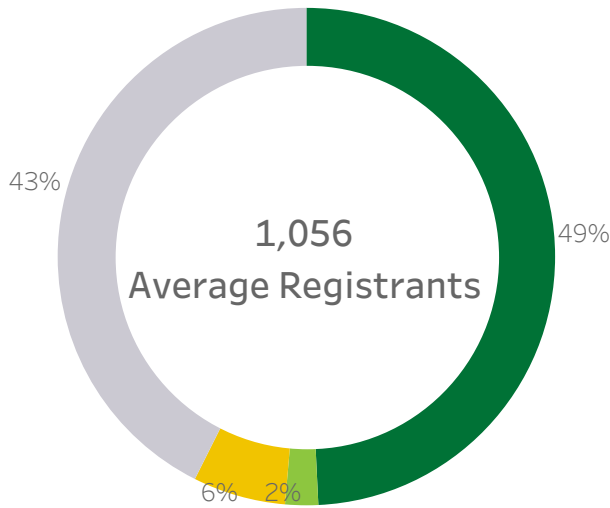
**63%**



Average Attendees per Webinar

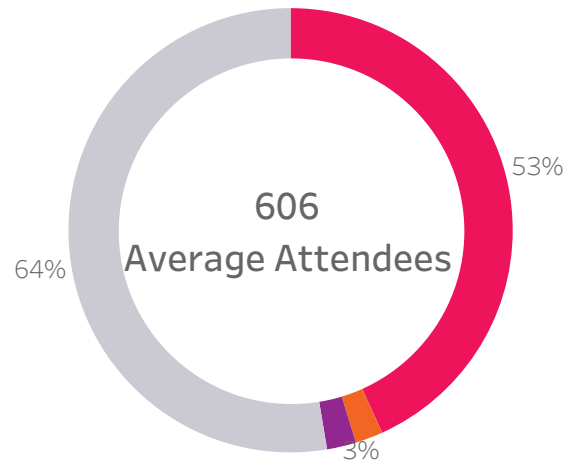
**606**

### Registrant Breakdown



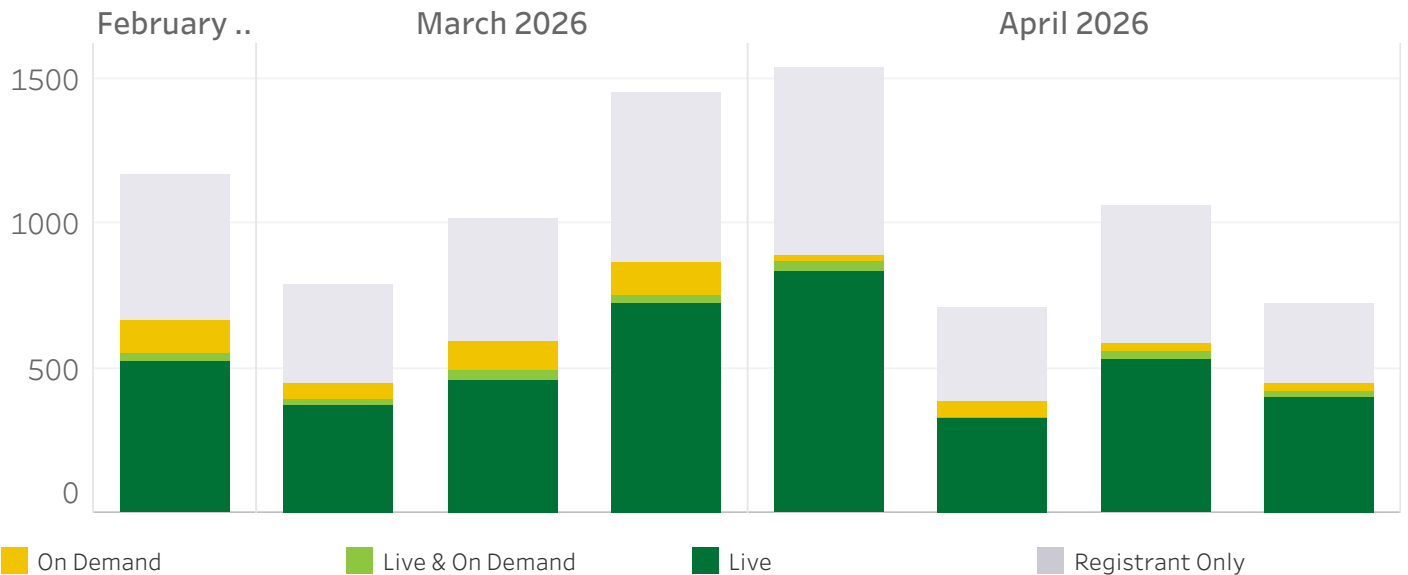
- Live
- On Demand
- Live & On Demand
- Registrant Only

### Attendee Engagement Breakdown



- Answered Surveys
- Repeat Viewer
- Multiple Engagements
- Viewed Only

### Registration & Attendance Analysis



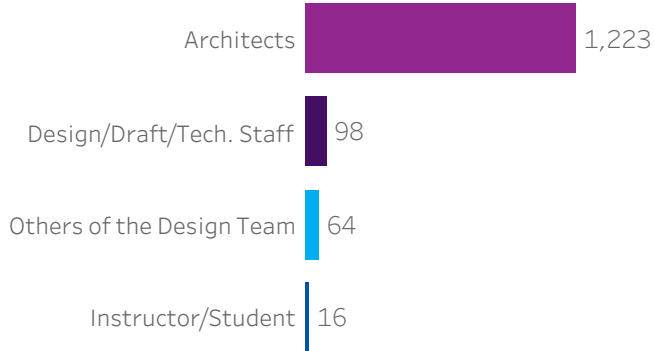
- On Demand
- Live & On Demand
- Live
- Registrant Only



## Webinars - Registrant Demographics & Locations

### Demographic - Job Function

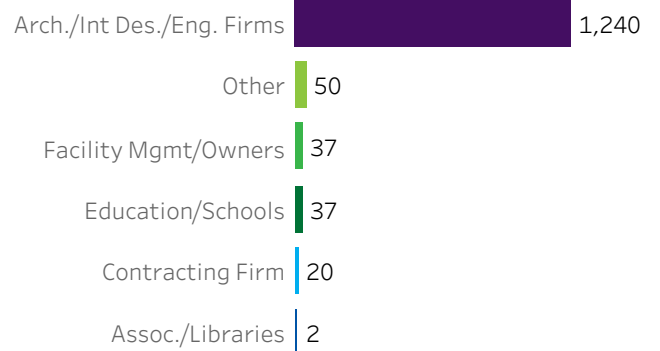
Top 4 Shown



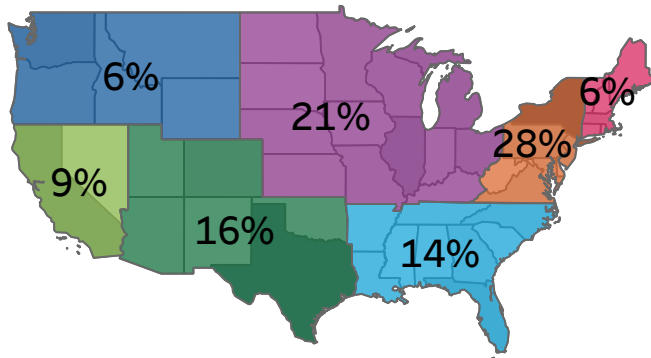
1,401 or 30% of registrants with responses

### Demographic - Business/Industry

Top 6 Shown

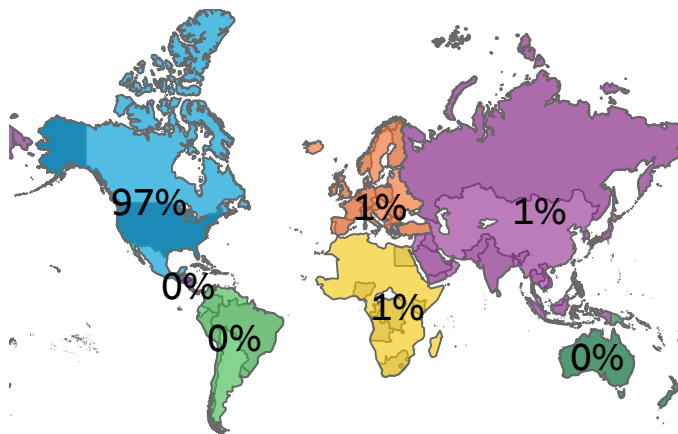
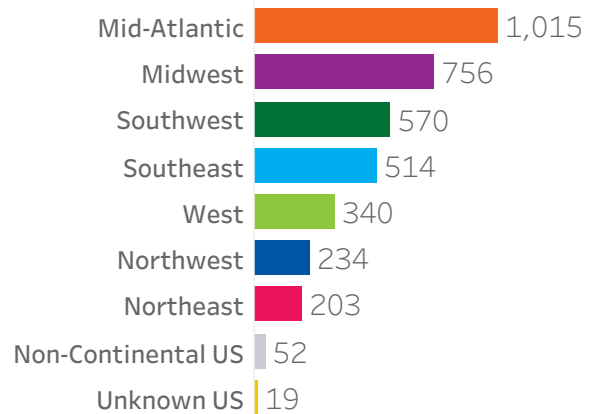


1,386 or 30% of registrants with responses



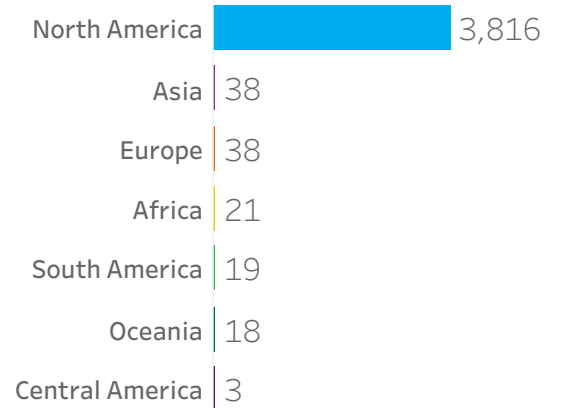
94% of registrants are located in the US

### Unique Registrants by Region



6% of registrants are located internationally

### Unique Registrants by Region



## Time Frame

3 months. If there were less than 5 webinars in the most recent 3 months, the time frame is extended (up to 1 year) to include the 5 most recent webinars.

## KPIs

- **Unique Registrants:** The number of unique registrants across all webinars.
- **Unique Attendees:** The number of unique attendees across all webinars.
- **Registrant Attendance Rate:** The ratio of average attendance to average registration.
- **Average Attendees per Webinar:** The average number of attendees per webinar.

## Registrant Breakdown

- **Average Registrants:** The average number of registrants per webinar.
- **Registrant Only:** Percentage of average registrants who did not attend webinar.
- **Live:** Percentage of average registrants who attended the live webinar.
- **On Demand:** Percentage of average registrants who viewed the webinar at a later date than the live webinar.
- **Live & On Demand:** Percentage of average registrants who attended the webinar live and viewed the webinar at a later date.

## Attendee Engagement Breakdown

- **Attendees:** Average number of attendees per webinar.
- **Answered a Survey:** Percent of average attendees who responded to a survey question within a webinar.
- **Downloaded Documents:** Percent of average attendees who downloaded a document within a webinar.
- **Multiple Engagements:** Percent of average attendees who responded more than once and/or in more than one way, within a webinar.
- **Repeat Viewer:** Percent of average attendees who viewed a webinar several times.
- **Answered Polls:** Percent of average attendees who responded to a poll question within a webinar.
- **Viewed Only:** Percent of average attendees who only viewed a webinar.

## Registration & Attendance Analysis

- Number of unique registrants and attendees per webinar, colored by the type of viewing engagement.



#### Time Frame

See product specific glossary page

#### Demographic - Job Function

- Number of customers identified by Job Functions reported.

#### Demographic - Business/Industry

- Number of customers identified by Business & Industry reported.

#### Geographic - US Regions

- **Mid-Atlantic:** Delaware, Maryland, New Jersey, New York, Pennsylvania, Virginia, Washington D.C. and West Virginia
- **Midwest:** Indiana, Illinois, Wisconsin, Minnesota, Iowa, Kansas, Kentucky, Michigan, Missouri, Nebraska, North Dakota, Ohio and South Dakota
- **West:** California and Nevada
- **Southeast:** Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee
- **Southwest:** Arizona, Colorado, New Mexico, Oklahoma, Texas and Utah
- **Northeast:** Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont
- **Northwest:** Idaho, Montana, Oregon, Washington and Wyoming
- **Non-Continental US:** Alaska, American Samoa, APO/FPO, Guam, Hawaii, Northern Mariana Island, Puerto Rico and U.S. Virgin Islands

#### Geographic - World Regional

- **North America:** Canada, Mexico and U.S.A.
- **Asia:** Continent of Asia, including Asia minor and Middle East
- **Europe:** Continental European nations (including United Kingdom and Ireland)
- **Oceania:** Australia, New Zealand and surrounding Pacific Island nations
- **South America:** Continental South American nations
- **Africa:** Continental African nations
- **Central America:** Costa Rica, Guatemala, Honduras, Panama and Nicaragua

# Audience Profile Glossary

DEMOGRAPHICS APPENDIX (JOB FUNCTION)

## Display Name

## Included Demographics

Architects

Architect

Corporate/Executive Management

General Management

Design/Draft/Tech. Staff

Designer

Draftsperson/Technical Staff

Instructor/Student

Instructor

Student

Others of the Design Team

Engineering

Other

# Audience Profile Glossary

## DEMOGRAPHICS APPENDIX (BUSINESS INDUSTRY)

### Display Name

### Included Demographics

Arch./Int Des./Eng. Firms

Architecture

Consulting Engineering

Engineering Design

Interior Design

OLD - Architect/Design

OLD - Architect/Engineering Firm

Assoc./Libraries

Associations/Libraries

Contracting Firm

Contracting

Education/Schools

Education/University

Facility Mgmt/Owners

Facility Management/Owner

Other

Government

Other

**BNP Customer Database - omeda.com**

Primary source of record for all first party customer data and activities including: Subscriber Registrations, Demographics, Physical Addresses, Business & Job Function Demographic responses, Product Subscriptions, Email Deployments, Website Visits, eMagazine Visits, Digital Edition Visits.

### Usage by Report Section

#### Audience Profile

- **Unique Active Customers**
- **Print Magazine, Digital Edition, eMagazine:** Subscriber Counts
- **Newsletter:** Recipients, Engagement, Sends
- **eBlasts:** Delivered, Engagement, Sends
- **Website:** Active Registrants
- **Demographics:** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- **Locations:** Locations of known customers with first party address data

#### Magazine/eMagazine

- **Magazine Summary:** All data
- **eMagazine/Digital Edition Summary:** Total Qualified Subscribers, Notification eMail Metrics
- **Demographics:** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- **Locations:** Locations of known customers with first party address data

#### Newsletters

- **All Pages:** All data

#### Website

- **Known User Activity:** All data
- **User Demographics:** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*

#### eBlasts

- **All Pages:** All data

#### Continuing Education

- **Websites & Newsletter:** Newsletter Delivery, Activity by Newsletter
- **Demographics:** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- **Locations:** Locations of known customers with first party address data

### Events

- **Demographics:** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- **Locations:** Locations of known customers with first party address data

### Webinars

- **Demographics:** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- **Locations:** Locations of known customers with first party address data

#### Google Analytics - [google.com/analytics](https://google.com/analytics)

Web Analytics service offered by Google that tracks and reports website traffic. Used to track all usage (known & anonymous) across websites, eMagazines, Digital Editions, Continuing Education.

#### Usage by Report Section

#### Audience Profile

- **Website:** Average Monthly Users, Average Monthly Pageviews
- **Continuing Education:** Monthly Website Pageviews

#### eMagazine/Magazine

- **eMagazine/Digital Edition Summary:** Issue Pageviews, Sessions, Session Duration

#### Website

- **Website Overview:** Website Users, Sessions, Pageviews, Top Content Topics
- **User Locations:** Website User Locations

#### Continuing Education

- **Websites & Newsletter:** Monthly Website Pageviews, All Website Visitors data

#### Falcon Social Media Platform - [falcon.io](https://falcon.io)

Single platform management and analytics for Facebook, Twitter, Instagram, LinkedIn accounts. [falcon.io](https://falcon.io)

#### Usage by Report Section

#### Audience Profile

- **Social Media:** Follower Count by Channel

## Social Media

- **All Pages:** All data

### **Building Media Inc.** - *buildingmedia.com*

*Developer of innovative online learning management programs and e-Learning courseware built exclusively for the construction community. Hosts and manages Continuing Education Centers.*

### *Usage by Report Section*

#### **Audience Profile**

- **Continuing Education:** Active Registered Users

#### **Continuing Education**

- **Websites & Newsletter:** Active Registered Users
- **CE Courses & Tests:** All data

### **Aventri** - *aventri.com*

*Event Management Platform used to process registration and administration of in person, virtual and hybrid events.*

### *Usage by Report Section*

#### **Audience Profile**

- **Events:** Average Attendees per Event

#### **Events**

- **Event Overview:** All data

### **Intrado** - *intrado.com*

*Webinar and interactive media platform. Technology and administration of Webinars.*

### *Usage by Report Section*

#### **Audience Profile**

- **Webinars:** Average Registrants, Average Attendees

#### **Webinars**

- **Webinars Overview:** All data