

# ARCHITECTURAL RECORD

## CONSOLIDATED MEDIA REPORT

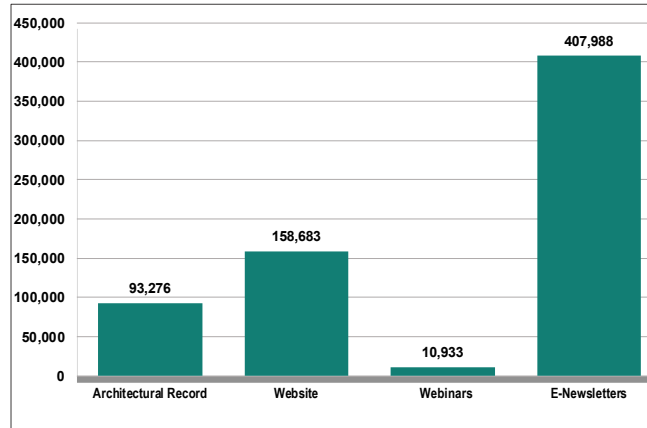
### B2B Media

6 months ended December 31, 2018

[Learn more about this media property at auditedmedia.com](http://auditedmedia.com)

**TOTAL GROSS CONTACTS**

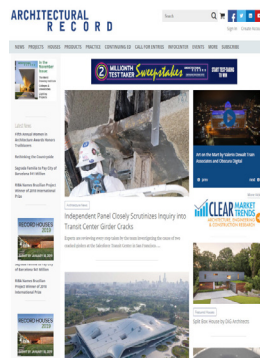
**670,880**



### EXECUTIVE SUMMARY

Channels	Contacts	Period
<b>Architectural Record</b> Total Qualified Circulation	93,276	6 months ended December 31, 2018
<b>Website Activity</b> Page Impressions Visits Unique Browsers	792,772 246,003 158,683	6 months ended December 31, 2018
<b>Webinars</b> Webinar Registrants Webinar Attendees	22,133 10,933	6 months ended December 31, 2018
<b>E-Newsletters</b> Total Average Net Distribution Per Issue	407,988	6 months ended December 31, 2018
<b>Social Media</b> Facebook Likes Twitter Followers	626,720 626,600	As of December 31, 2018
<b>Apps</b> Downloads Since Launch	9,582	As of December 31, 2018

Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.



ARCHITECTURAL  
RECORD  
eNewsletters

6 months ended December 31, 2018

Subject to Audit

**Field Served:**

ARCHITECTURAL RECORD serves the architectural and engineering markets in the building industry and other businesses and industries as reported in the Business/Occupational Analysis.



**TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION 93,276**

AVERAGE QUALIFIED PAID CIRCULATION		AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Paid Individual - Print	32,943	Qualified Nonpaid Individual - Print	50,529
Qualified Paid Individual - Digital	2,076	<b>Total Qualified Nonpaid Individual</b>	<b>50,529</b>
Qualified Paid Individual - Print & Digital (Unduplicated)	4,541	<b>Total Average Qualified Nonpaid Circulation</b>	<b>50,529</b>
<b>Total Qualified Paid Individual</b>	<b>39,560</b>		
Qualified Paid Sponsored Individually Addressed - Print	1,955		
Qualified Paid Sponsored Individually Addressed - Digital	48		
Qualified Paid Sponsored Individually Addressed - Print & Digital (Unduplicated)	1		
<b>Total Qualified Paid Sponsored Individually Addressed</b>	<b>2,004</b>		
Qualified Paid Multicopy Same Addressee - Print	259		
<b>Total Qualified Paid Multicopy Same Addressee</b>	<b>259</b>		
Single Copy Sales - Print	924		
<b>Total Single Copy Sales</b>	<b>924</b>		
<b>Total Average Qualified Paid Circulation</b>	<b>42,747</b>		

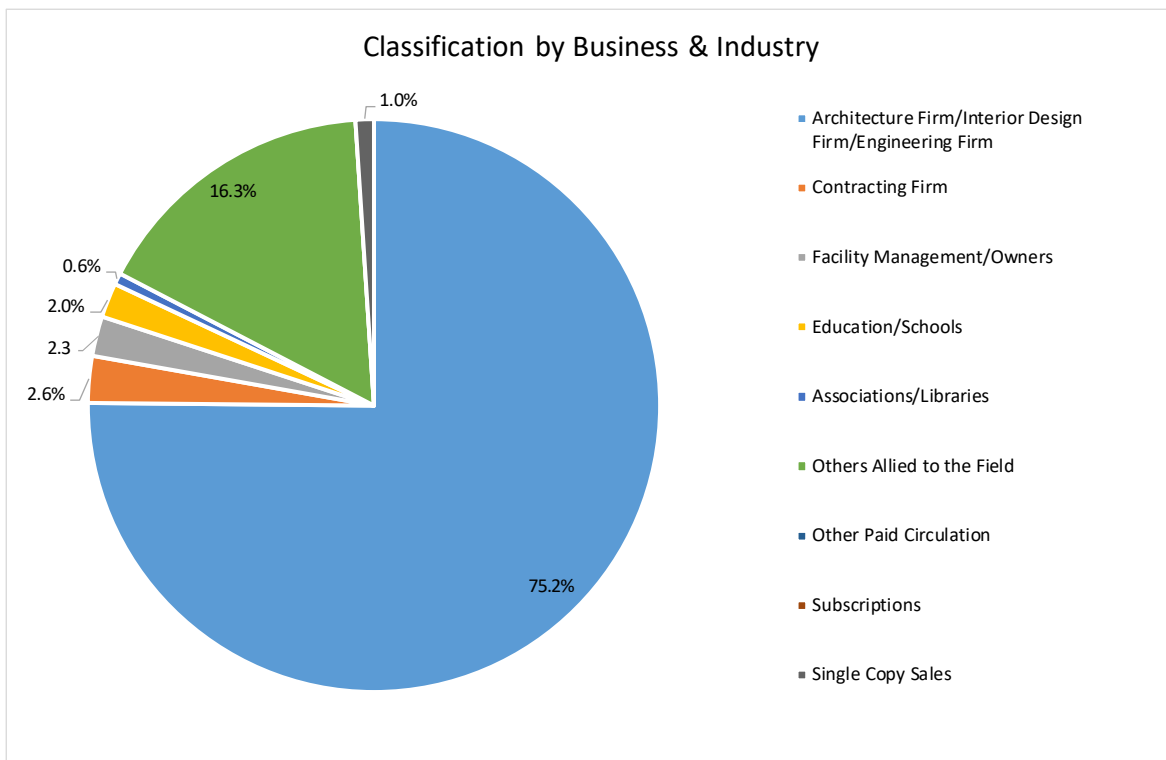
AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	721
<b>Total Nonqualified Allocated for Shows &amp; Conventions</b>	<b>721</b>
Nonqualified Miscellaneous, Including Staff Copies - Print	3,124
Nonqualified Miscellaneous, Including Staff Copies - Digital	435
Nonqualified Miscellaneous, Including Staff Copies - Print & Digital (Unduplicated)	1,663
<b>Total Nonqualified Miscellaneous, Including Staff Copies</b>	<b>5,222</b>
<b>Total Average Nonqualified Circulation</b>	<b>5,943</b>

**CIRCULATION BY ISSUES**

Issue	Qualified Paid - Print	Qualified Paid - Digital	Qualified Paid - Print & Digital (Unduplicated)	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Total
Jul	35,820	2,024	4,391	42,235	50,705		50,705	92,940	
Aug	36,270	2,082	4,516	42,868	50,146		50,146	93,014	
Sep	35,510	2,126	4,524	42,160	51,536		51,536	93,696	
Oct	35,840	2,177	4,559	42,576	50,958		50,958	93,534	
Nov	36,636	2,162	4,608	43,406	50,252		50,252	93,658	
Dec	36,405	2,174	4,653	43,232	49,577		49,577	92,809	

**BUSINESS/OCCUPATIONAL ANALYSIS**

Classification by Business & Industry	Total	%	Qualified Paid - Print	Qualified Paid - Digital	Qualified Paid - Print & Digital (Unduplicated)	Total Qualified Paid	Qualified Nonpaid - Print	Architects	Design/ Draftsper-son/ Techni-cal Staff	Instructor/ Student	Other Members of the Design Team
Architecture Firm/Interior Design Firm/Engineering Firm	70,383	75.2	17,289	1,388	2,889	21,566	48,817	63,070	4,053	231	3,029
Contracting Firm	2,469	2.6	1,069	69	226	1,364	1,105	1,854	343	16	256
Facility Management/Owners	2,103	2.3	1,452	102	320	1,874	229	1,439	178	15	471
Education/Schools	1,824	2.0	1,299	183	309	1,791	33	513	73	695	543
Associations/Libraries	605	0.6	562	15	22	599	6	212	20	13	360
Others Allied to the Field	15,304	16.3	13,995	405	842	15,242	62	3,975	405	196	10,728
Other Paid Circulation											
Subscriptions											
Single Copy Sales	970	1.0	970			970					
<b>Total Qualified Circulation</b>	<b>93,658</b>	<b>100.0</b>	<b>36,636</b>	<b>2,162</b>	<b>4,608</b>	<b>43,406</b>	<b>50,252</b>	<b>71,063</b>	<b>5,072</b>	<b>1,166</b>	<b>15,387</b>



AGE OF SOURCE ANALYSIS								
Source	Print	Digital	Print & Digital (Unduplicated)	Qualified Within				
				1 Year	2 Years	3 Years	Total	Percent
<b>Total Direct Request From Recipient</b>	<b>20,023</b>			<b>13,122</b>	<b>6,901</b>		<b>20,023</b>	<b>39.9</b>
Written	5,276			4,733	543		5,276	10.5
Telecommunication	7,328			4,286	3,042		7,328	14.6
Internet and Email	7,419			4,103	3,316		7,419	14.8
<b>Total Direct Request From Recipient's Company</b>								
Written								
Telecommunication								
Internet and Email								
<b>Total Communication Other Than Request</b>								
Written								
Telecommunication								
Internet and Email								
Association								
Business Directories	28,403			26,787	1,616		28,403	56.5
Lists								
Acquired Circulation								
Other Sources	1,826			910	916		1,826	3.6
<b>Total Qualified Subscriptions</b>	<b>50,252</b>			<b>40,819</b>	<b>9,433</b>		<b>50,252</b>	<b>100.0</b>
<b>Percent</b>	<b>100.0</b>			<b>81.2</b>	<b>18.8</b>		<b>100.0</b>	
Paid Subscription Circulation							42,436	
Paid Acquired Circulation								
Single Copy Sales							970	
<b>Total Qualified Circulation</b>							<b>93,658</b>	

**GEOGRAPHIC ANALYSIS**

State	Qualified Paid - Print	Qualified Paid - Digital	Qualified Paid - Print & Digital (Unduplicated)	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Total
Alabama	298	7	16	321	514			514	835
Arizona	570	30	60	660	967			967	1,627
Arkansas	158	5	10	173	372			372	545
California	6,311	356	795	7,462	7,006			7,006	14,468
Colorado	866	31	99	996	1,268			1,268	2,264
Connecticut	533	17	67	617	853			853	1,470
Delaware	61	2	3	66	90			90	156
District of Columbia	315	9	73	397	503			503	900
Florida	1,853	85	198	2,136	2,976			2,976	5,112
Georgia	719	29	90	838	1,363			1,363	2,201
Idaho	156	66	67	289	230			230	519
Illinois	1,629	66	207	1,902	2,435			2,435	4,337
Indiana	388	19	36	443	632			632	1,075
Iowa	178	8	15	201	333			333	534
Kansas	226	6	21	253	422			422	675
Kentucky	210	7	18	235	374			374	609
Louisiana	297	10	25	332	549			549	881
Maine	148	6	14	168	217			217	385
Maryland	659	44	87	790	920			920	1,710
Massachusetts	1,330	62	194	1,586	1,758			1,758	3,344
Michigan	583	17	84	684	1,208			1,208	1,892
Minnesota	536	30	39	605	1,029			1,029	1,634
Mississippi	88	3	11	102	208			208	310
Missouri	483	18	53	554	941			941	1,495
Montana	120	4	9	133	207			207	340
Nebraska	140	6	18	164	315			315	479
Nevada	213	14	27	254	319			319	573
New Hampshire	129	1	7	137	188			188	325
New Jersey	1,077	43	110	1,230	1,399			1,399	2,629
New Mexico	220	12	14	246	330			330	576
New York	3,507	199	576	4,282	4,327			4,327	8,609
North Carolina	666	25	64	755	1,216			1,216	1,971
North Dakota	42	1	3	46	124			124	170
Ohio	865	50	69	984	1,703			1,703	2,687
Oklahoma	193	8	14	215	380			380	595
Oregon	627	20	74	721	953			953	1,674
Pennsylvania	1,217	47	146	1,410	1,839			1,839	3,249
Rhode Island	122	3	7	132	177			177	309
South Carolina	282	13	34	329	539			539	868
South Dakota	44		5	49	108			108	157
Tennessee	372	12	37	421	737			737	1,158
Texas	1,877	88	252	2,217	3,264			3,264	5,481
Utah	266	6	26	298	406			406	704
Vermont	127	4	11	142	175			175	317
Virginia	822	45	102	969	1,312			1,312	2,281
Washington	1,117	52	123	1,292	1,546			1,546	2,838
West Virginia	41	2	3	46	93			93	139
Wisconsin	493	14	51	558	781			781	1,339
Wyoming	39		5	44	67			67	111
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>33,213</b>	<b>1,602</b>	<b>4,069</b>	<b>38,884</b>	<b>49,673</b>			<b>49,673</b>	<b>88,557</b>
Alaska	65	6	5	76	130			130	206
Hawaii	258	15	22	295	357			357	652
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>323</b>	<b>21</b>	<b>27</b>	<b>371</b>	<b>487</b>			<b>487</b>	<b>858</b>
Single Copy Sales	970			970					970
U.S. Unclassified									
<b>TOTAL UNITED STATES</b>	<b>34,506</b>	<b>1,623</b>	<b>4,096</b>	<b>40,225</b>	<b>50,160</b>			<b>50,160</b>	<b>90,385</b>
Poss. & Other Areas	129	10	9	148	78			78	226
<b>U.S. &amp; POSS., etc.</b>	<b>34,635</b>	<b>1,633</b>	<b>4,105</b>	<b>40,373</b>	<b>50,238</b>			<b>50,238</b>	<b>90,611</b>
Canada	626	130	212	968	5			5	973
International	1,370	398	283	2,051	6			6	2,057
Military or Civilian Personnel Overseas	5	1	8	14	3			3	17
<b>Total International</b>	<b>2,001</b>	<b>529</b>	<b>503</b>	<b>3,033</b>	<b>14</b>			<b>14</b>	<b>3,047</b>
E-mail Address Only									
Other Unclassified									
<b>GRAND TOTAL</b>	<b>36,636</b>	<b>2,162</b>	<b>4,608</b>	<b>43,406</b>	<b>50,252</b>			<b>50,252</b>	<b>93,658</b>

## CHANNEL PROFILES

### WEBSITE ACTIVITY - [www.architecturalrecord.com](http://www.architecturalrecord.com); [continuingeducation.bnppmedia.com](http://continuingeducation.bnppmedia.com)

Month	Page Impressions	Visits	Unique Browsers
July 2018	629,091	220,901	138,116
August 2018	695,853	241,333	152,721
September 2018	695,395	267,166	179,244
October 2018	753,514	256,245	169,628
November 2018	780,820	239,406	154,975
December 2018	1,201,956	250,968	157,416

### Webinars

Webinar Name	Date	Total Registrants	Total Attendees
Daylighting and Comfort with Dynamic Glazing	7/11/2018	1,327	598
Design Strategies for Healthy, Sustainable Buildings	7/17/2018	1,278	580
Innovative Architectural Design Strategies Using Wood	7/26/2018	1,227	534
Designing with Concrete in the 21st Century	8/7/2018	1,371	677
Masonry Meets Modern Design	8/14/2018	1,441	700
Housing Our Cities' Growing Populations	8/21/2018	1,383	690
Expansion Joint Fundamentals and Field Practice	8/28/2018	2,008	986
Innovative Design Strategies Written in Stone	9/6/2018	805	415
Innovative Approaches to Designing with Steel	9/13/2018	915	351
Channel Glass & Steel Curtain Wall Glazing Systems	9/19/2018	1,389	683
Taming Tornado Alley	9/26/2018	866	430
PMMA/PUMA – Rapid Cure Systems for Waterproofing	10/4/2018	1,076	624
Key Approaches to Commercial Bathroom and Shower Design	10/9/2018	1,242	612
Optimized Ventilation for High-Performance Buildings	10/16/2018	1,427	741
Privacy Is Not Dead: How Specialty Doors Help Create Private Conversation Spaces	10/25/2018	994	522
Project-Specific Solutions for Glare Control and Solar Heat Gain Reduction	10/31/2018	1,216	583
Restoring Glazing System Performance Without Sacrificing Aesthetics	12/6/2018	758	307
Detailing Continuity in Building Enclosure Systems	12/13/2018	750	624
Trending: Standout Designs with Oversized, Bent, and Wavy Glass	12/18/2018	660	276
<b>Total</b>		<b>22,133</b>	<b>10,933</b>

<b>E-NEWSLETTERS</b>			
<b>Newsletter</b>	<b>Reporting Period</b>	<b># of Issues</b>	<b>Average Net Distribution Per Issue</b>
Architectural Record: Weekly Webinsider	6 months end December 31, 2018	26	72,216
Architectural Record: Daily Webinsider	6 months end December 31, 2018	126	63,230
Continuing Education Center Update	6 months end December 31, 2018	25	62,366
Most Active Market: Healthcare	6 months end December 31, 2018	2	54,881
Most Active Market: Hospitality	6 months end December 31, 2018	1	41,291
Most Active Market: Multifamily Residential	6 months end December 31, 2018	2	47,428
Most Active Market: Schools	6 months end December 31, 2018	2	66,576

<b>Social Media</b>	
<b>Channel</b>	<b>Total as of December 31, 2018</b>
Facebook Likes	626,720
Twitter Followers	626,600

<b>APPS</b>	
<b>App</b>	<b>Downloads Since Launch</b>
Architectural Record Apple App	6,026
Architectural Record CE Campus Apple App	3,556

## NOTES

Price Data	Basic Prices
Basic Price Subscriptions	U.S., 1 yr. \$72.00. Canada, 1 yr. \$129.00. International, 1 yr. \$199.00
Single Copy	\$10.00
Sponsored Individually Addressed - Print	1 yr. \$25.00 to \$35.00

**Definition of Recipient Qualification:**

Qualified recipients include architects, design/draftsperson/technical staff, instructor/student and other members of the design team as reported in the Business/Occupational Analysis.

**Rounding %:** Due to rounding, percentages may not always add up to 100%.

**Paid Multicopy Same Addressee - Print:** Represent copies sold in quantities of 2 or more to business concerns receiving the print version of this publication at 1 yr. \$24.00 to \$149.00. Copies were mailed in bulk to the purchaser for redistribution.

**Business Directories:** Represent copies served to subscribers obtained from InfoGroup and Dun & Bradstreet.

**Other Sources:** Represent copies served to subscribers obtained from the BNP Media Database.

**Analyzed Issue:** The information in Business/Occupational Analysis, Age of Source Analysis and Geographic Analysis is from an analysis of the November 2018 issue.

**Total Gross Contacts Include :** Qualified Paid and Nonpaid Circulation, Unique Browsers, E-newsletter Average Net Distribution Per Issue and Webinar Attendees.

**Website Data Source:** Site Certifier

**Website Domains:** Domains included in website traffic: www.architecturalrecord.com, continuingeducation.bnpmmedia.com

**Unique Browsers:** This site uses the cookie-based measurement method to count unique browsers. If cookies are not accepted, then the IP address & user-agent in combination method is used to measure unique browsers.

**Page Impressions:** The combination of one or more files presented to a browser as a single document as a result of a single request received by the server, recorded as late as possible in the process of delivery of the content to the user's browser. One request by a browser should result in one page impression reported.

**Visits:** A series of interactions with a site by a unique browser or user (if registration-based or a panel participant) without 30 minutes of inactivity.

**E-Newsletters Data Source:** AAM Digital Audit

**E-Newsletters Net Distribution:** The newsletters from a given mailing that reached the subscriber's email delivery server with a positive status code, net of any internal or test addresses. Calculated by subtracting undelivered messages from sent messages.

**Social Media:** Social media is comprised of likes, followers, subscribers and members who may not be actively engaged with the brand. These metrics do not equal an individual person.

**Webinar:** Total webinar attendees represents individuals that attended the live webinar. AAM used vendor reports to validate attendance for each webinar. Webinar attendees were counted as one individual although there may have been multiple individuals viewing the webinar under one sign in. Attendees are included in the registrant totals. Architectural Record hosted webinars on the topics listed in this report. The webinars were presented live and then made available on-demand.

**App Downloads:** Represents a successful download and installation of the application software as recorded by the app store.

**Cross Media Miscellaneous:** E-Newsletter Total Average Net Distribution Per Issue calculation: Total Average Net Distribution Per Issue shown in the Executive Summary represents the sum of all e-newsletters reported during this period.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

**Frequency:** Monthly

**Format:** Standard

**Established:** 1891

**AAM Member Since:** 1993

**Member #:** 06-0136-0

**SRDS:** 4

Parent Company: BNP Media

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