

CONSOLIDATED MEDIA REPORT

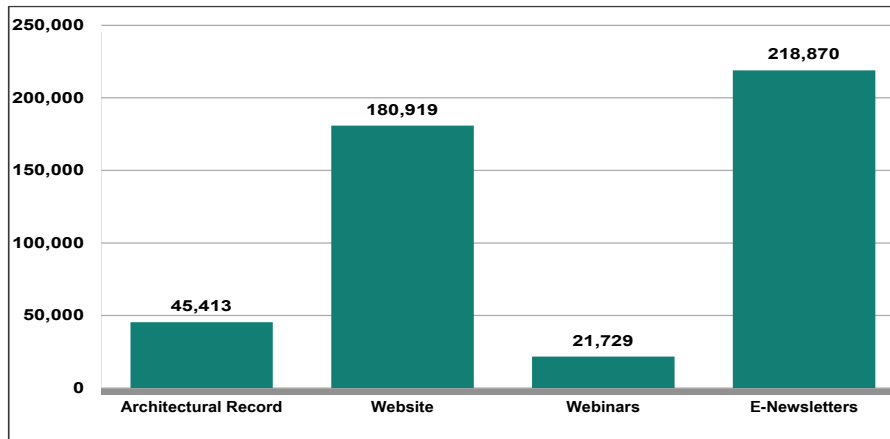
B2B Media

6 months ended June 30, 2021

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

TOTAL GROSS CONTACTS

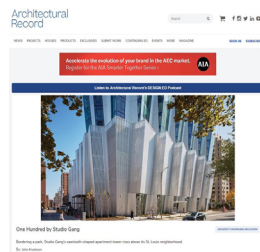
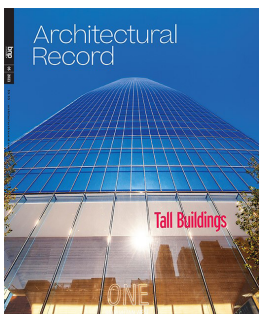
466,931

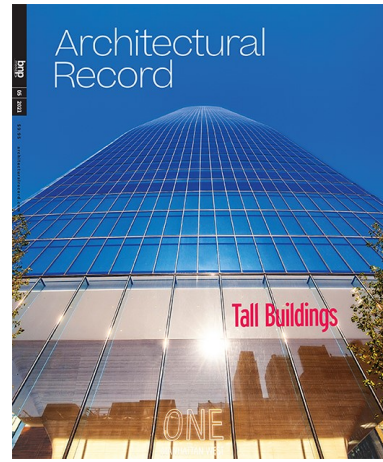


EXECUTIVE SUMMARY		
Channels	Contacts	Period
Architectural Record		6 months ended June 30, 2021
Total Qualified Circulation	45,413	
Website Activity		6 months ended June 30, 2021
Page Impressions	596,993	
Visits	250,980	
Unique Browsers	180,919	
Webinars		6 months ended June 30, 2021
Webinar Registrants	44,163	
Webinar Attendees	21,729	
E-Newsletters		6 months ended June 30, 2021
Total Average Net Distribution Per Issue	218,870	
Social Media		As of June 30, 2021
Facebook Likes	607,905	
Instagram Followers	59,292	
LinkedIn Followers	32,645	
Twitter Followers	610,389	

Website Activity = Avg Monthly

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





6 months ended June 30, 2021

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 45,413

AVERAGE QUALIFIED PAID CIRCULATION		AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Paid Individual - Print	26,015	Qualified Nonpaid Individual - Digital	13,278
Qualified Paid Individual - Digital	3,102	Total Qualified Nonpaid Individual	13,278
Qualified Paid Individual - Print & Digital (Unduplicated)	2,213	Total Average Qualified Nonpaid Circulation	13,278
Total Qualified Paid Individual	31,330		
Qualified Paid Sponsored Individually Addressed - Print	29		
Qualified Paid Sponsored Individually Addressed - Digital	4		
Qualified Paid Sponsored Individually Addressed - Print & Digital (Unduplicated)	2		
Total Qualified Paid Sponsored Individually Addressed	35		
Qualified Paid Multicopy Same Addressee - Print	52		
Total Qualified Paid Multicopy Same Addressee	52		
Single Copy Sales - Print	718		
Total Single Copy Sales	718		
Total Average Qualified Paid Circulation	32,135		

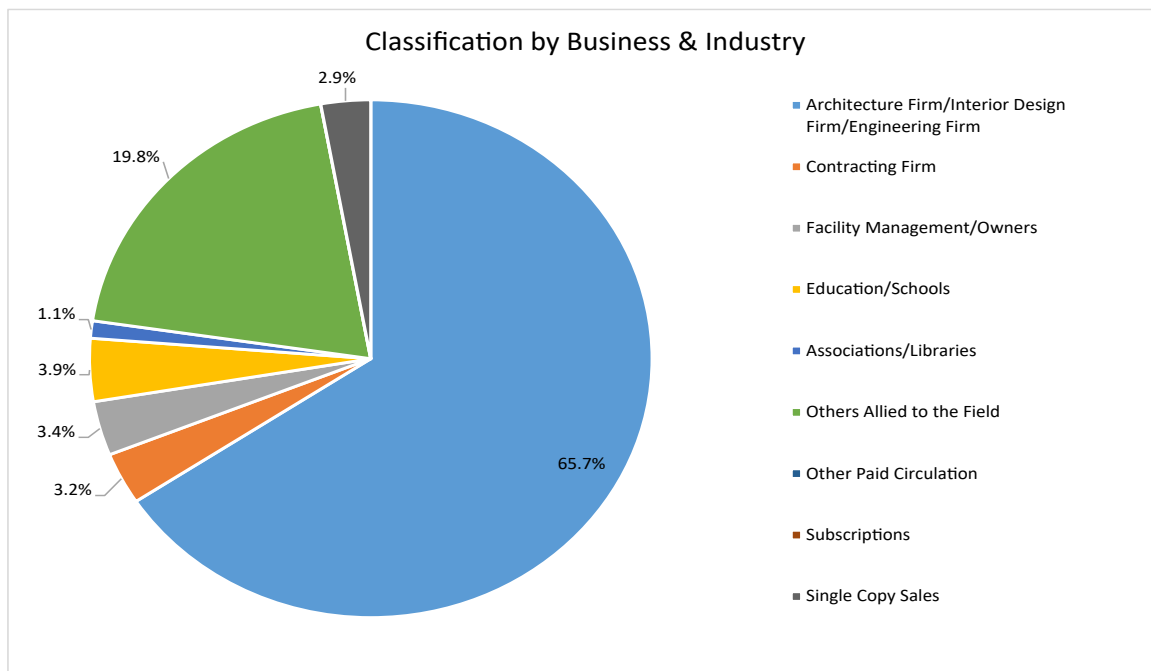
AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Miscellaneous, Including Staff Copies - Print	3,966
Nonqualified Miscellaneous, Including Staff Copies - Digital	368
Nonqualified Miscellaneous, Including Staff Copies - Print & Digital (Unduplicated)	1,325
Total Nonqualified Miscellaneous, Including Staff Copies	5,659
Total Average Nonqualified Circulation	5,659

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
Jan	27,980	2,779	2,518	33,277		12,818		12,818	46,095
Feb	27,569	2,838	2,360	32,767		12,856		12,856	45,623
Mar	27,578	2,923	2,242	32,743		12,856		12,856	45,599
Apr	26,473	3,184	2,149	31,806		13,486		13,486	45,292
May	26,285	3,392	2,065	31,742		13,704		13,704	45,446
Jun	24,995	3,519	1,957	30,471		13,948		13,948	44,419

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	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Architects	Design/Drafts-person/Technical Staff	Instructor/Student	Other Members of the Design Team
Architecture Firm/Interior Design Firm/Engineering Firm	29,863	65.7	13,583	2,341	1,341	17,265		12,598		12,598	25,289	3,323	236	1,015
Contracting Firm	1,474	3.2	814	108	119	1,041		433		433	933	375	16	150
Facility Management/Owners	1,539	3.4	1,075	137	122	1,334		205		205	1,104	197	14	224
Education/Schools	1,784	3.9	1,311	219	115	1,645		139		139	506	89	703	486
Associations/Libraries	492	1.1	451	13	10	474		18		18	168	19	19	286
Others Allied to the Field	8,998	19.8	7,755	574	358	8,687		311		311	2,839	488	228	5,443
Other Paid Circulation														
Subscriptions														
Single Copy Sales	1,296	2.9	1,296			1,296								
Total Qualified Circulation	45,446	100.0	26,285	3,392	2,065	31,742		13,704		13,704	30,839	4,491	1,216	7,604



AGE OF SOURCE ANALYSIS								
Source	Print	Digital	Print & Digital (Unduplicated)	Qualified Within				
				1 Year	2 Years	3 Years	Total	Percent
Total Direct Request From Recipient		13,704		8,318	4,052	1,334	13,704	100.0
Written		1,621		1,048	466	107	1,621	11.8
Telecommunication		6,405		3,375	2,004	1,026	6,405	46.8
Internet and Email		5,678		3,895	1,582	201	5,678	41.4
Total Direct Request From Recipient's Company								
Written								
Telecommunication								
Internet and Email								
Total Communication Other Than Request								
Written								
Telecommunication								
Internet and Email								
Association								
Business Directories								
Lists								
Acquired Circulation								
Other Sources								
Total Qualified Subscriptions		13,704		8,318	4,052	1,334	13,704	100.0
Percent		100.0		60.7	29.6	9.7	100.0	
Paid Subscription Circulation							30,446	
Paid Acquired Circulation								
Single Copy Sales							1,296	
Total Qualified Circulation							45,446	

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	209	11	14	234		124		124	358
Arizona	434	42	41	517		282		282	799
Arkansas	99	7	7	113		88		88	201
California	4,180	455	361	4,996		1,821		1,821	6,817
Colorado	647	65	52	764		338		338	1,102
Connecticut	397	47	31	475		262		262	737
Delaware	46	3	1	50		27		27	77
District of Columbia	217	42	33	292		160		160	452
Florida	1,186	127	88	1,401		695		695	2,096
Georgia	504	51	40	595		369		369	964
Idaho	146	29	12	187		62		62	249
Illinois	1,170	144	105	1,419		692		692	2,111
Indiana	255	27	22	304		188		188	492
Iowa	109	11	7	127		97		97	224
Kansas	164	17	12	193		150		150	343
Kentucky	155	11	10	176		124		124	300
Louisiana	161	25	13	199		144		144	343
Maine	107	8	5	120		48		48	168
Maryland	501	60	46	607		251		251	858
Massachusetts	1,040	110	100	1,250		437		437	1,687
Michigan	477	54	36	567		351		351	918
Minnesota	358	40	19	417		277		277	694
Mississippi	47	5	4	56		46		46	102
Missouri	328	35	26	389		255		255	644
Montana	75	16	8	99		63		63	162
Nebraska	84	8	12	104		110		110	214
Nevada	144	18	11	173		80		80	253
New Hampshire	98	8	4	110		42		42	152
New Jersey	775	76	59	910		447		447	1,357
New Mexico	183	16	7	206		83		83	289
New York	2,541	364	216	3,121		1,242		1,242	4,363
North Carolina	514	50	25	589		346		346	935
North Dakota	23	3	3	29		32		32	61
Ohio	664	69	30	763		515		515	1,278
Oklahoma	127	13	8	148		94		94	242
Oregon	435	44	29	508		185		185	693
Pennsylvania	812	73	62	947		494		494	1,441
Rhode Island	86	4	2	92		46		46	138
South Carolina	192	23	9	224		147		147	371
South Dakota	25	1	2	28		21		21	49
Tennessee	252	33	18	303		188		188	491
Texas	1,250	132	114	1,496		806		806	2,302
Utah	173	9	18	200		142		142	342
Vermont	93	14	5	112		52		52	164
Virginia	565	84	64	713		369		369	1,082
Washington	750	93	70	913		420		420	1,333
West Virginia	19	3	1	23		34		34	57
Wisconsin	349	27	29	405		261		261	666
Wyoming	30	2	2	34		26		26	60
TOTAL 48 CONTERMINOUS STATES	23,196	2,609	1,893	27,698		13,533		13,533	41,231
Alaska	55	8	3	66		24		24	90
Hawaii	182	20	11	213		88		88	301
TOTAL ALASKA & HAWAII	237	28	14	279		112		112	391
Single Copy Sales	1,296			1,296					1,296
U.S. Unclassified									
TOTAL UNITED STATES	24,729	2,637	1,907	29,273		13,645		13,645	42,918
Poss. & Other Areas	110	11	6	127		27		27	154
U.S. & POSS., etc.	24,839	2,648	1,913	29,400		13,672		13,672	43,072
Canada	534	186	61	781		6		6	787
International	905	557	89	1,551		23		23	1,574
Military or Civilian Personnel Overseas	7	1	2	10					10
Total International	1,446	744	152	2,342		29		29	2,371
E-mail Address Only						3		3	3
Other Unclassified									
GRAND TOTAL	26,285	3,392	2,065	31,742		13,704		13,704	45,446

CHANNEL PROFILES

WEBSITE ACTIVITY - www.architecturalrecord.com; continuingeducation.bnppmedia.com

Month	Page Impressions	Visits	Unique Browsers
January	594,529	244,723	180,987
February	559,459	233,584	170,098
March	585,360	249,880	179,604
April	580,189	254,411	182,037
May	601,024	259,503	186,567
June	661,397	263,776	186,220

Webinars

Webinar Name	Date	Total Registrants	Total Attendees
Fire-Rated Expansion Joints: Employing Best Practices + Avoiding Field Problems	1/27/2021	1,853	885
Acoustic Design for Commercial Applications	2/10/2021	1,840	915
Imaging the Possibilities	2/17/2021	2,051	1,018
Using BIM Technology to Improve Design Safety and Performance	2/24/2021	1,871	918
Stone Wool Acoustic Ceilings for Health and Well-Being	2/25/2021	1,710	821
The Future of Wood Design Innovation in the US	3/4/2021	2,226	1,077
Patient Spaces and Privacy	3/24/2021	1,251	690
Vitruvian Principles Applied to Firm Management: Commodity Firmness and Delight of Project Accounting	4/7/2021	1,068	557
Proactively Address Moisture in Roof Assemblies	4/8/2021	1,901	911
Record Houses Live	4/15/2021	2,246	1,290
Increase Quality and Reduce Liability in Your Projects by Specifying Qualified Labor	4/21/2021	673	320
ADA Signage: Mastering the Compliance Basics	4/27/2021	1,886	1,087
Prioritizing Well-Being for a Healthier Built Environment	4/28/2021	1,669	905
Sustainable Design Through Daylighting	5/6/2021	1,766	942
Built to Last: Composite and PVC Deck Boards as Wood-Alternative Cladding for Rainscreen Applications	5/18/2021	1,261	606
Fire-Rated Glass Doors 101	5/19/2021	2,047	1,015
Learning with Light	5/25/2021	589	318
Post-Pandemic Sustainable Design	5/25/2021	796	409
Back to School: Demystifying the Use of Fire-Retardant-Treated Wood in Educational Facilities	5/25/2021	459	219
Acoustic Ceilings for High Performing Schools	5/26/2021	463	225
Innovations for Education Design Using Opening Glass Walls	5/26/2021	523	236
Glazing for Schools	5/26/2021	493	200
Managing a Successful Architectural Firm in the Cloud	6/1/2021	853	361
Acoustic Performance in Buildings: Meeting the Standards	6/2/2021	1,345	654
Integrated Multifamily Design Concepts	6/9/2021	1,705	808
Key Approaches to Commercial Bathroom and Shower Design	6/10/2021	1,131	539
Specification Strategies to Eliminate Concrete Moisture	6/15/2021	1,190	464
Ceilings and Wall Partitions for Healthy Sustainable Spaces	6/16/2021	998	468
Three Lenses of Health & Materials	6/16/2021	843	392
Your Walls are Your Canvas	6/17/2021	729	296
The State of Wellness in Restroom Design	6/17/2021	934	426
The Human Color Experience and Color Trends 2021	6/17/2021	943	403
Single Skin Metal Siding	6/22/2021	1,345	676
Concrete Innovations: Sustainability and the Role of Concrete in Net Zero Design	6/30/2021	1,505	678
Total		44,163	21,729

E-NEWSLETTERS			
Newsletter	Reporting Period	# of Issues	Average Net Distribution Per Issue
Architectural Record Weekly Webinsider	6 months end June 30, 2021	26	44,973
Architectural Record Daily Webinsider	6 months end June 30, 2021	127	37,989
Continuing Education Center Update	6 months end June 30, 2021	26	25,838
Most Active Market: Healthcare	6 months end June 30, 2021	1	24,706
Most Active Market: Hospitality	6 months end June 30, 2021	2	19,677
Most Active Market: Multifamily Residential	6 months end June 30, 2021	1	22,303
Most Active Market: Schools	6 months end June 30, 2021	2	26,247
Architectural Record Material World	6 months end June 30, 2021	6	17,137

Social Media	
Channel	Total as of June 30, 2021
Facebook Likes	607,905
Instagram Followers	59,292
LinkedIn Followers	32,645
Twitter Followers	610,389

NOTES

Price Data	Basic Prices
Basic Price Subscriptions	U.S., 1 yr. \$36.00. Canada, 1 yr. \$72.00. International, 1 yr. \$132.00
Single Copy	\$10.00
Sponsored Individually Addressed - Print	1 yr. \$18.00 to \$36.00; 2 yr. \$20.00; 3 yr. \$35.00 to \$38.00
Sponsored Individually Addressed - Digital	1 yr. \$18.00 to \$48.00; 3 yr. \$20.00
Sponsored Individually Addressed - Print & Digital (Unduplicated)	3 yr. \$44.00

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. \$19.00 to \$132.00. Copies were mailed in bulk to the purchaser for redistribution.

Analyzed Issue: The information in Business/Occupational Analysis, Age of Source Analysis and Geographic Analysis is from an analysis of the May 2021 issue.

Age of Source Projection: The figures used are based on percentages established for the November 2020 issue and projected against the totals for the May 2021 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: AAM 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.

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.

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