

# CONSOLIDATED MEDIA REPORT

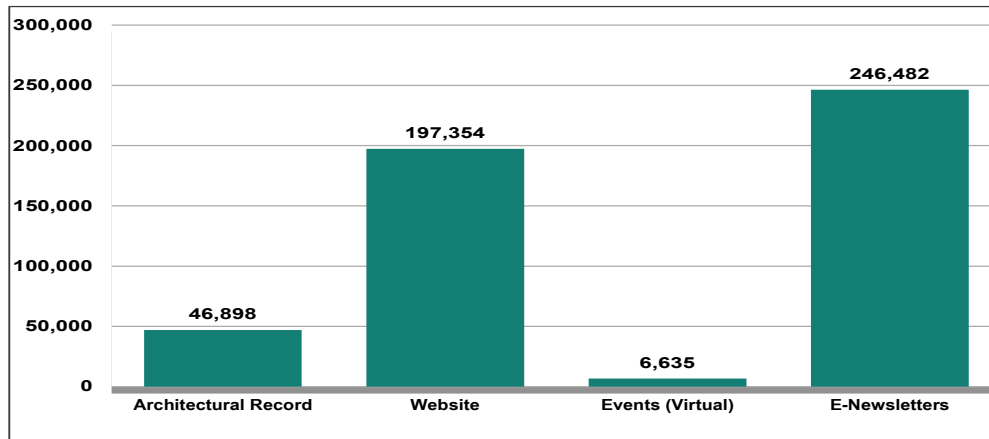
## B2B Media

6 months ended December 31, 2020

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

### TOTAL GROSS CONTACTS

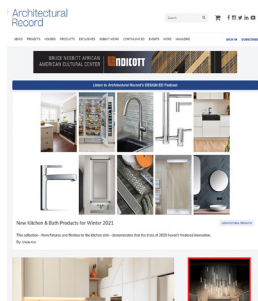
497,369



EXECUTIVE SUMMARY		
Channels	Contacts	Period
<b>Architectural Record</b>		
Total Qualified Circulation	46,898	6 months ended December 31, 2020
<b>Website Activity</b>		
Page Impressions	801,451	6 months ended December 31, 2020
Visits	279,588	
Unique Browsers	197,354	
<b>Events (Virtual)</b>		
Event Registrants	6,635	October 27 - 28, 2020
<b>E-Newsletters</b>		
Total Average Net Distribution Per Issue	246,482	6 months ended December 31, 2020
<b>Social Media</b>		
Facebook Likes	611,845	As of December 31, 2020
Instagram Followers	54,497	
Twitter Followers	620,777	

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.



Architectural Record **EVENTS**

Architectural Record **eNewsletters**



6 months ended December 31, 2020

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** **46,898**

AVERAGE QUALIFIED PAID CIRCULATION		AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Paid Individual - Print	27,993	Qualified Nonpaid Individual - Digital	12,742
Qualified Paid Individual - Digital	2,533	<b>Total Qualified Nonpaid Individual</b>	<b>12,742</b>
Qualified Paid Individual - Print & Digital (Unduplicated)	2,948	<b>Total Average Qualified Nonpaid Circulation</b>	<b>12,742</b>
<b>Total Qualified Paid Individual</b>	<b>33,474</b>		
Qualified Paid Sponsored Individually Addressed - Print	40		
Qualified Paid Sponsored Individually Addressed - Digital	3		
Qualified Paid Sponsored Individually Addressed - Print & Digital (Unduplicated)	2		
<b>Total Qualified Paid Sponsored Individually Addressed</b>	<b>45</b>		
Qualified Paid Multicopy Same Addressee - Print	127		
<b>Total Qualified Paid Multicopy Same Addressee</b>	<b>127</b>		
Single Copy Sales - Print	510		
<b>Total Single Copy Sales</b>	<b>510</b>		
<b>Total Average Qualified Paid Circulation</b>	<b>34,156</b>		

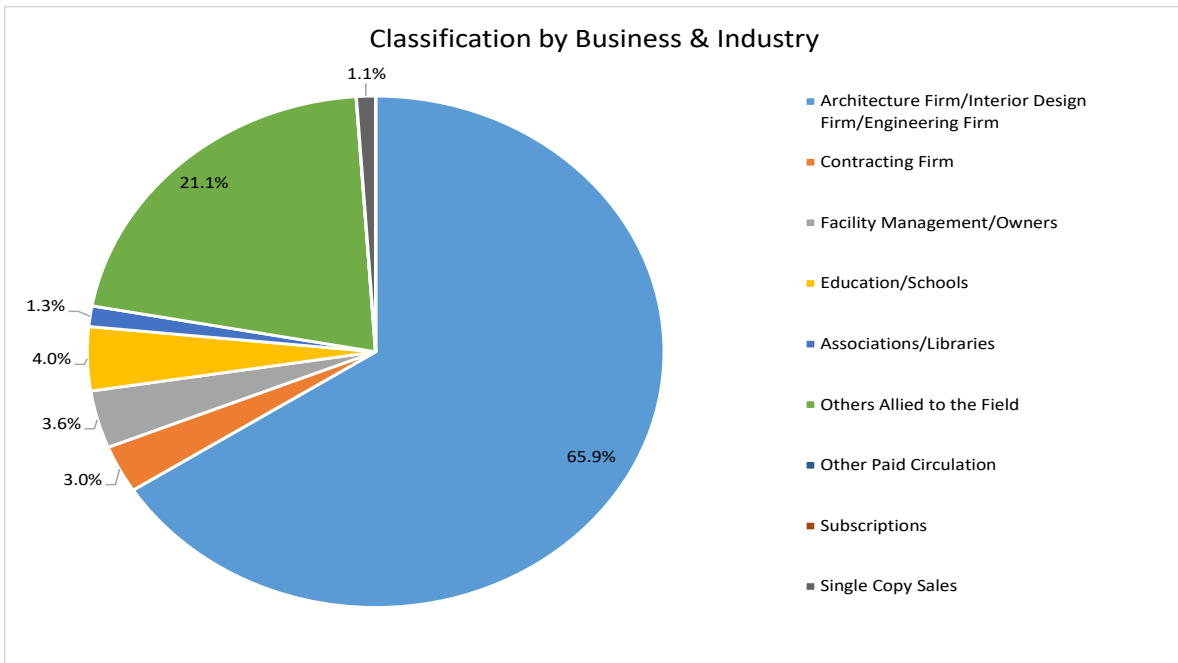
AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Miscellaneous, Including Staff Copies - Print	3,644
Nonqualified Miscellaneous, Including Staff Copies - Digital	666
Nonqualified Miscellaneous, Including Staff Copies - Print & Digital (Unduplicated)	1,228
<b>Total Nonqualified Miscellaneous, Including Staff Copies</b>	<b>5,538</b>
<b>Total Average Nonqualified Circulation</b>	<b>5,538</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	29,549	2,490	3,299	35,338		12,950		12,950	48,288
Aug	29,163	2,484	3,117	34,764		13,121		13,121	47,885
Sep	28,484	2,515	3,037	34,036		12,584		12,584	46,620
Oct	28,465	2,549	2,890	33,904		12,595		12,595	46,499
Nov	27,917	2,570	2,745	33,232		12,581		12,581	45,813
Dec	28,436	2,609	2,610	33,655		12,621		12,621	46,276

**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	30,207	65.9	14,566	1,804	1,788	18,158		12,049		12,049	25,680	3,184	210	1,133
Contracting Firm	1,380	3.0	889	80	161	1,130		250		250	904	329	16	131
Facility Management/Owners	1,668	3.6	1,252	111	161	1,524		144		144	1,192	196	17	263
Education/Schools	1,847	4.0	1,438	177	159	1,774		73		73	524	82	678	563
Associations/Libraries	570	1.3	526	15	13	554		16		16	195	21	18	336
Others Allied to the Field	9,649	21.1	8,754	383	463	9,600		49		49	2,827	421	206	6,195
Other Paid Circulation														
Subscriptions														
Single Copy Sales	492	1.1	492			492								
<b>Total Qualified Circulation</b>	<b>45,813</b>	<b>100.0</b>	<b>27,917</b>	<b>2,570</b>	<b>2,745</b>	<b>33,232</b>		<b>12,581</b>		<b>12,581</b>	<b>31,322</b>	<b>4,233</b>	<b>1,145</b>	<b>8,621</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>12,581</b>		<b>7,636</b>	<b>3,720</b>	<b>1,225</b>	<b>12,581</b>	<b>100.0</b>
Written		1,488		962	428	98	1,488	11.8
Telecommunication		5,880		3,098	1,840	942	5,880	46.8
Internet and Email		5,213		3,576	1,452	185	5,213	41.4
<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								
Lists								
Acquired Circulation								
Other Sources								
<b>Total Qualified Subscriptions</b>		<b>12,581</b>		<b>7,636</b>	<b>3,720</b>	<b>1,225</b>	<b>12,581</b>	<b>100.0</b>
<b>Percent</b>		<b>100.0</b>		<b>60.7</b>	<b>29.6</b>	<b>9.7</b>	<b>100.0</b>	
Paid Subscription Circulation							32,740	
Paid Acquired Circulation								
Single Copy Sales							492	
<b>Total Qualified Circulation</b>							<b>45,813</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	225	7	13	245		123		123	368
Arizona	451	31	47	529		253		253	782
Arkansas	103	4	7	114		78		78	192
California	4,752	351	476	5,579		1,680		1,680	7,259
Colorado	664	43	65	772		291		291	1,063
Connecticut	441	32	39	512		225		225	737
Delaware	228	25	43	296		155		155	451
District of Columbia	45	3	2	50		22		22	72
Florida	1,291	100	117	1,508		628		628	2,136
Georgia	580	31	55	666		341		341	1,007
Idaho	168	25	24	217		55		55	272
Illinois	1,280	85	139	1,504		623		623	2,127
Indiana	287	19	31	337		170		170	507
Iowa	116	7	10	133		89		89	222
Kansas	181	11	14	206		140		140	346
Kentucky	164	5	15	184		116		116	300
Louisiana	176	18	18	212		137		137	349
Maine	126	7	5	138		40		40	178
Maryland	529	54	59	642		232		232	874
Massachusetts	1,107	71	121	1,299		396		396	1,695
Michigan	490	37	47	574		324		324	898
Minnesota	393	30	24	447		270		270	717
Mississippi	50	4	4	58		43		43	101
Missouri	372	26	39	437		243		243	680
Montana	83	9	8	100		58		58	158
Nebraska	90	7	18	115		104		104	219
Nevada	163	11	15	189		77		77	266
New Hampshire	108	6	5	119		41		41	160
New Jersey	841	59	70	970		401		401	1,371
New Mexico	198	14	11	223		81		81	304
New York	2,712	257	303	3,272		1,132		1,132	4,404
North Carolina	533	28	40	601		316		316	917
North Dakota	25		3	28		33		33	61
Ohio	719	53	38	810		489		489	1,299
Oklahoma	141	10	11	162		83		83	245
Oregon	473	26	45	544		170		170	714
Pennsylvania	938	49	89	1,076		455		455	1,531
Rhode Island	91	2	2	95		44		44	139
South Carolina	201	16	19	236		143		143	379
South Dakota	29	1	2	32		21		21	53
Tennessee	289	22	21	332		179		179	511
Texas	1,435	92	150	1,677		744		744	2,421
Utah	191	6	19	216		130		130	346
Vermont	109	7	7	123		51		51	174
Virginia	632	60	78	770		339		339	1,109
Washington	825	71	98	994		382		382	1,376
West Virginia	23	1	3	27		33		33	60
Wisconsin	391	18	38	447		231		231	678
Wyoming	29	3	3	35		23		23	58
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>25,488</b>	<b>1,854</b>	<b>2,510</b>	<b>29,852</b>		<b>12,434</b>		<b>12,434</b>	<b>42,286</b>
Alaska	58	6	4	68		22		22	90
Hawaii	199	18	14	231		90		90	321
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>257</b>	<b>24</b>	<b>18</b>	<b>299</b>		<b>112</b>		<b>112</b>	<b>411</b>
Single Copy Sales	492			492					492
U.S. Unclassified									
<b>TOTAL UNITED STATES</b>	<b>26,237</b>	<b>1,878</b>	<b>2,528</b>	<b>30,643</b>		<b>12,546</b>		<b>12,546</b>	<b>43,189</b>
Poss. & Other Areas	111	8	7	126		23		23	149
<b>U.S. &amp; POSS., etc.</b>	<b>26,348</b>	<b>1,886</b>	<b>2,535</b>	<b>30,769</b>		<b>12,569</b>		<b>12,569</b>	<b>43,338</b>
Canada	560	154	97	811		2		2	813
International	999	529	110	1,638		9		9	1,647
Military or Civilian Personnel Overseas	10	1	3	14					14
<b>Total International</b>	<b>1,569</b>	<b>684</b>	<b>210</b>	<b>2,463</b>		<b>11</b>		<b>11</b>	<b>2,474</b>
E-mail Address Only						1		1	1
Other Unclassified									
<b>GRAND TOTAL</b>	<b>27,917</b>	<b>2,570</b>	<b>2,745</b>	<b>33,232</b>		<b>12,581</b>		<b>12,581</b>	<b>45,813</b>

## CHANNEL PROFILES

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

Month	Page Impressions	Visits	Unique Browsers
July	550,320	226,653	160,960
August	580,064	238,007	170,710
September	709,791	298,233	217,972
October	841,561	325,787	228,784
November	784,898	268,462	187,113
December	1,342,069	320,387	218,585

### EVENTS (VIRTUAL)

Events	Total Registrants	Description
The Innovation Conference The New Future: Architecture-Urbanism-Communities October 27-28, 2020 Virtual Event	6,635	The Innovation Conference brought together key figures who generated a range of creative solutions for the built environment today and into the future.

### E-NEWSLETTERS

Newsletter	Reporting Period	# of Issues	Average Net Distribution Per Issue
Architectural Record Weekly Webinsider	6 months end December 31, 2020	27	49,910
Architectural Record Daily Webinsider	6 months end December 31, 2020	130	41,980
Continuing Education Center Update	6 months end December 31, 2020	26	29,548
Most Active Market: Healthcare	6 months end December 31, 2020	2	28,790
Most Active Market: Hospitality	6 months end December 31, 2020	1	21,924
Most Active Market: Multifamily Residential	6 months end December 31, 2020	2	27,002
Most Active Market: Schools	6 months end December 31, 2020	2	30,592
Architectural Record Material World	6 months end December 31, 2020	6	16,736

### Social Media

Channel	Total as of December 31, 2020
Facebook Likes	611,845
Instagram Followers	54,497
Twitter Followers	620,777

## 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. \$19.00 to \$36.00; 2 yr. \$20.00 to \$25.00; 3 yr. \$35.00 to \$38.00
Sponsored Individually Addressed - Digital	1 yr. \$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 \$159.00. 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 November 2020 issue.

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

**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.

**Event Registrants:** Due to the impact of the Covid 19 pandemic, in-person events that were normally held during this six month period were done in a virtual setting. Total registrants are included in Gross Contacts. No attempt was made to verify attendance.

**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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**Format:** Standard

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