

CONSOLIDATED MEDIA REPORT

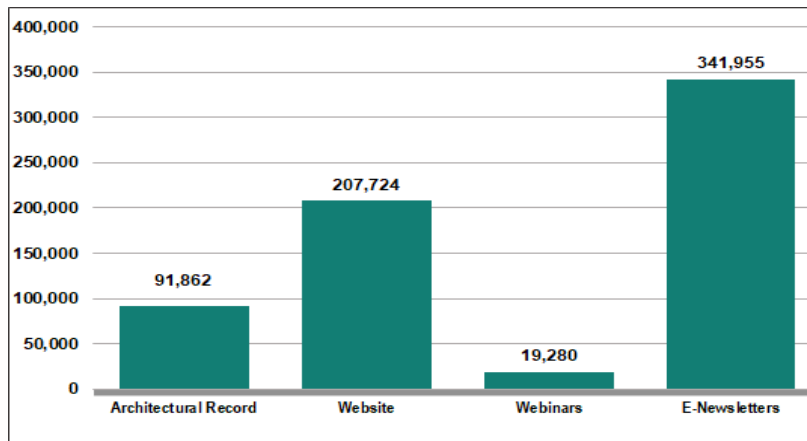
B2B Media

6 months ended June 30, 2020

ARCHITECTURAL RECORD

TOTAL GROSS CONTACTS

660,821

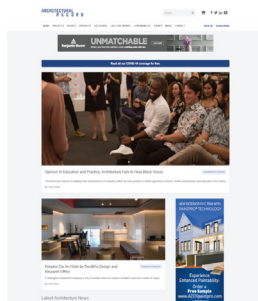


EXECUTIVE SUMMARY

Channels	Contacts	Period
Architectural Record		6 months ended June 30, 2020
Total Qualified Circulation	91,862	
Website Activity		6 months ended June 30, 2020
Page Impressions	696,456	
Visits	288,287	
Unique Browsers	207,724	
Webinars		6 months ended June 30, 2020
Webinar Registrants	38,315	
Webinar Attendees	19,280	
E-Newsletters		6 months ended June 30, 2020
Total Average Net Distribution Per Issue	341,955	
Social Media		As of June 30, 2020
Facebook Likes	616,205	
Twitter Followers	621,385	

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, 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 91,862

AVERAGE QUALIFIED PAID CIRCULATION		AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Paid Individual - Print	34,096	Qualified Nonpaid Individual - Print	25,102
Qualified Paid Individual - Digital	2,567	Qualified Nonpaid Individual - Digital	24,418
Qualified Paid Individual - Print & Digital (Unduplicated)	4,291	Total Qualified Nonpaid Individual	49,520
Total Qualified Paid Individual	40,954	Total Average Qualified Nonpaid Circulation	49,520
Qualified Paid Sponsored Individually Addressed - Print	650		
Qualified Paid Sponsored Individually Addressed - Digital	2		
Qualified Paid Sponsored Individually Addressed - Print & Digital (Unduplicated)	2		
Total Qualified Paid Sponsored Individually Addressed	654		
Qualified Paid Multicopy Same Addressee - Print	209		
Total Qualified Paid Multicopy Same Addressee	209		
Single Copy Sales - Print	525		
Total Single Copy Sales	525		
Total Average Qualified Paid Circulation	42,342		

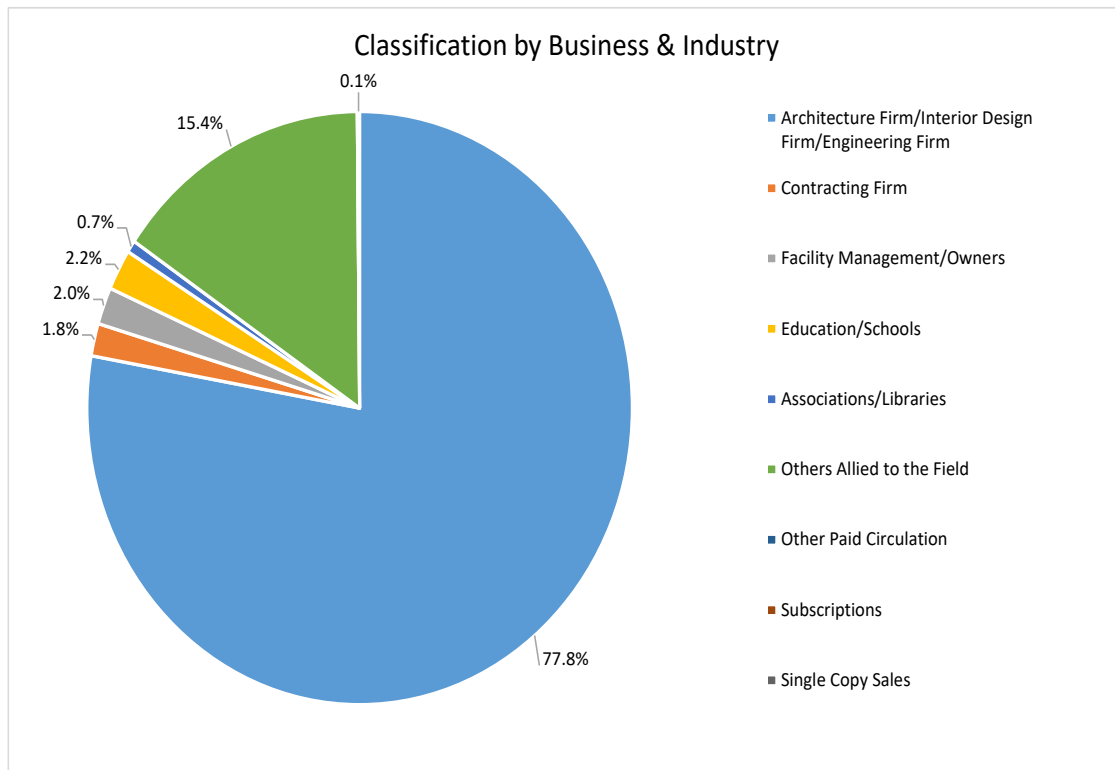
AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	167
Total Nonqualified Allocated for Shows & Conventions	167
Nonqualified Miscellaneous, Including Staff Copies - Print	3,869
Nonqualified Miscellaneous, Including Staff Copies - Digital	326
Nonqualified Miscellaneous, Including Staff Copies - Print & Digital (Unduplicated)	1,560
Total Nonqualified Miscellaneous, Including Staff Copies	5,755
Total Average Nonqualified Circulation	5,922

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	37,081	2,279	4,679	44,039	27,304	22,063		49,367	93,406
Feb	37,660	2,255	4,639	44,554	27,408	21,903		49,311	93,865
Mar	36,762	2,686	4,551	43,999	27,528	21,778		49,306	93,305
Apr	34,836	2,746	4,198	41,780	28,445	22,108		50,553	92,333
May	33,496	2,791	4,050	40,337	19,664	30,546		50,210	90,547
Jun	33,047	2,658	3,640	39,345	20,260	28,111		48,371	87,716

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	70,472	77.8	16,547	1,917	2,599	21,063	19,391	30,018		49,409	61,879	6,749	224	1,620
Contracting Firm	1,604	1.8	902	84	219	1,205	149	250		399	1,065	341	15	183
Facility Management/Owners	1,829	2.0	1,298	118	247	1,663	52	114		166	1,303	204	21	301
Education/Schools	2,016	2.2	1,533	188	247	1,968	14	34		48	625	89	699	603
Associations/Libraries	597	0.7	541	16	21	578	4	15		19	204	24	21	348
Others Allied to the Field	13,905	15.4	12,551	468	717	13,736	54	115		169	3,787	508	195	9,415
Other Paid Circulation														
Subscriptions														
Single Copy Sales	124	0.1	124			124								
Total Qualified Circulation	90,547	100.0	33,496	2,791	4,050	40,337	19,664	30,546		50,210	68,863	7,915	1,175	12,470



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	7,557	11,499		13,102	5,954		19,056	38.0
Written	1,973	1,065		2,459	579		3,038	6.1
Telecommunication	5,110	4,467		5,365	4,212		9,577	19.1
Internet and Email	474	5,967		5,278	1,163		6,441	12.8
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	11,972	18,749		27,282	3,439		30,721	61.2
Lists								
Acquired Circulation								
Other Sources	135	298		81	352		433	0.8
Total Qualified Subscriptions	19,664	30,546		40,465	9,745		50,210	100.0
Percent	39.2	60.8		80.6	19.4		100.0	
Paid Subscription Circulation							40,213	
Paid Acquired Circulation								
Single Copy Sales							124	
Total Qualified Circulation							90,547	

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	273	9	17	299	175	257		432	731
Arizona	554	40	71	665	468	638		1,106	1,771
Arkansas	142	6	9	157	115	163		278	435
California	5,863	413	697	6,973	3,201	4,477		7,678	14,651
Colorado	805	44	94	943	472	715		1,187	2,130
Connecticut	497	38	62	597	351	577		928	1,525
Delaware	64	3	1	68	50	42		92	160
District of Columbia	271	27	60	358	218	473		691	1,049
Florida	1,703	119	172	1,994	1,289	1,429		2,718	4,712
Georgia	691	29	81	801	456	813		1,269	2,070
Idaho	179	35	30	244	100	115		215	459
Illinois	1,489	101	207	1,797	887	1,460		2,347	4,144
Indiana	381	20	38	439	234	381		615	1,054
Iowa	170	8	13	191	112	168		280	471
Kansas	218	15	20	253	160	258		418	671
Kentucky	199	7	23	229	113	198		311	540
Louisiana	248	18	23	289	174	295		469	758
Maine	153	6	7	166	88	122		210	376
Maryland	615	55	80	750	384	596		980	1,730
Massachusetts	1,252	81	178	1,511	665	1,112		1,777	3,288
Michigan	570	38	70	678	458	671		1,129	1,807
Minnesota	518	31	35	584	386	688		1,074	1,658
Mississippi	66	5	6	77	59	76		135	212
Missouri	448	29	51	528	292	644		936	1,464
Montana	103	6	10	119	85	97		182	301
Nebraska	110	9	20	139	79	237		316	455
Nevada	202	18	24	244	114	157		271	515
New Hampshire	127	7	8	142	79	91		170	312
New Jersey	1,046	64	97	1,207	534	719		1,253	2,460
New Mexico	230	16	14	260	108	146		254	514
New York	3,346	288	483	4,117	1,815	3,217		5,032	9,149
North Carolina	647	35	50	732	442	692		1,134	1,866
North Dakota	31	1	5	37	32	79		111	148
Ohio	873	56	58	987	628	1,218		1,846	2,833
Oklahoma	177	11	17	205	140	218		358	563
Oregon	577	32	70	679	277	472		749	1,428
Pennsylvania	1,196	59	123	1,378	641	1,041		1,682	3,060
Rhode Island	125	3	5	133	76	66		142	275
South Carolina	257	20	29	306	215	283		498	804
South Dakota	39	1	3	43	35	35		70	113
Tennessee	372	26	26	424	246	458		704	1,128
Texas	1,763	117	232	2,112	1,353	2,063		3,416	5,528
Utah	242	7	31	280	137	216		353	633
Vermont	130	7	7	144	72	81		153	297
Virginia	754	62	111	927	500	821		1,321	2,248
Washington	1,022	84	125	1,231	619	946		1,565	2,796
West Virginia	30	2	3	35	24	51		75	110
Wisconsin	488	21	49	558	286	456		742	1,300
Wyoming	36	3	4	43	28	48		76	119
TOTAL 48 CONTERMINOUS STATES	31,292	2,132	3,649	37,073	19,472	30,276		49,748	86,821
Alaska	61	5	5	71	53	78		131	202
Hawaii	241	20	28	289	113	167		280	569
TOTAL ALASKA & HAWAII	302	25	33	360	166	245		411	771
Single Copy Sales	124			124					124
U.S. Unclassified									
TOTAL UNITED STATES	31,718	2,157	3,682	37,557	19,638	30,521		50,159	87,716
Poss. & Other Areas	125	11	11	147	19	20		39	186
U.S. & POSS., etc.	31,843	2,168	3,693	37,704	19,657	30,541		50,198	87,902
Canada	496	142	143	781	6	1		7	788
International	1,149	480	211	1,840		4		4	1,844
Military or Civilian Personnel Overseas	8	1	3	12	1			1	13
Total International	1,653	623	357	2,633	7	5		12	2,645
E-mail Address Only									
Other Unclassified									
GRAND TOTAL	33,496	2,791	4,050	40,337	19,664	30,546		50,210	90,547

CHANNEL PROFILES

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

Month	Page Impressions	Visits	Unique Browsers
January	682,481	260,102	179,264
February	671,812	314,771	240,121
March	705,229	314,190	230,208
April	810,080	326,770	229,886
May	643,537	265,364	193,178
June	665,599	248,522	173,685

Webinars

Webinar Name	Date	Total Registrants	Total Attendees
Contemporary and Comfortable Designs Using Natural Stone	1/15/2020	1,180	526
Giving Elevators a Lift	1/23/2020	1,133	590
Acoustics in Office Interiors	1/29/2020	1,580	673
Designing for Behavioral Health	2/27/2020	1,474	727
Space Planning for a New Generation	3/11/2020	1,521	727
Expansion Joint Basics	3/26/2020	1,644	824
Unique and Affordable Multifamily Concepts	4/15/2020	1,975	959
420 Reasons Your Grow House Needs Better Security	4/20/2020	1,224	699
Durability by Design	4/29/2020	1,916	990
The Evolution of Water-Resistive and Air Barriers in Commercial Building Envelope Construction	4/29/2020	277	193
Ceiling Systems for High Performing Schools	5/6/2020	1,803	1,041
Changing the Way We Think About Prefabrication: New Solutions for Your Building Envelope	5/6/2020	162	113
Why Use Cover Boards in North America?	5/13/2020	303	210
Annual Advertising Excellence Awards	5/14/2020	289	205
Fire-Rated Glass & Framing Solutions for Healthcare Facilities	5/19/2020	1,651	910
Introduction to ADA Signage	5/21/2020	2,254	1,320
Design Solutions for Restroom Privacy	6/10/2020	1,949	890
Great Design Begins with Color	6/10/2020	2,649	1,172
Flexible Interiors and Office Floorplan Design	6/11/2020	1,737	733
The New Normal and the Fight Against Surface Contaminants	6/11/2020	1,883	817
Larger than Life - Endless Possibilities and Latest Innovations of Large Format Porcelain Panels	6/11/2020	1,548	551
Managing Your Firm Through a Crisis and Into the Future	6/23/2020	699	377
The Benefits of Mineral Wool as a Continuous Insulation Solution	6/23/2020	945	534
A More Transparent Shade of Green	6/23/2020	752	402
Acoustical Design for Today's Buildings	6/24/2020	1,257	756
Designing With Your Ears	6/10/2020 and 6/24/2020	2,443	1,278
Glass Entrance System Specification: What You Need to Know	6/24/2020	1,128	670
Embodied Carbon - Take Action to Reduce the Carbon Emissions in the Built Environment	6/30/2020	939	393
Total		38,315	19,280

E-NEWSLETTERS			
Newsletter	Reporting Period	# of Issues	Average Net Distribution Per Issue
Architectural Record Weekly Webinsider	6 months end June 30, 2020	26	57,038
Architectural Record Daily Webinsider	6 months end June 30, 2020	128	49,224
Continuing Education Center Update	6 months end June 30, 2020	26	37,575
Most Active Market: Healthcare	6 months end June 30, 2020	1	52,609
Most Active Market: Hospitality	6 months end June 30, 2020	2	31,382
Most Active Market: Multifamily Residential	6 months end June 30, 2020	1	45,769
Most Active Market: Schools	6 months end June 30, 2020	2	47,709
Architectural Record Material World	6 months end June 30, 2020	5	20,649

Social Media	
Channel	Total as of June 30, 2020
Facebook Likes	616,205
Twitter Followers	621,385

NOTES

Price Data	Basic Prices
Basic Price Subscriptions	U.S., 1 yr. \$48.00. 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.

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 May 2020 issue.

Miscellaneous: Late Mailing: 21,557 copies or 21.99% of the total copies distributed for the May 2020 issue were distributed on June 6, 2020.

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. Architectural Record hosted webinars on the topics listed in this report. The webinars were presented live and then made available on-demand.

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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