

# **BRAND REPORT**

### FOR THE 6 MONTH PERIOD ENDED DECEMBER 2018



No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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Scan for publisher's contact information

**COLLEGE PLANNING & MANAGEMENT** is a solution-oriented magazine for professionals serving the two-year and four-year college/university market. Our subscribers include members of the architectural community and those at colleges and universities who are charged with planning, designing, constructing, equipping, operating and maintaining the physical learning environment. Our circulation strategy includes various members of the 'buying team' who make purchasing decisions, from creating the budgets to specifying products and services, and identifying vendors. Our editorial features practitioner-based articles, topical supplements and special reports that focus on Facilities, Safety & Security, Technology, Business and Finance, and the Campus Scene.

### **FIELD SERVED**

**COLLEGE PLANNING & MANAGEMENT** serves public and private four-year colleges/universities, two-year colleges, government, private firms and others allied to the field.

### **DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include Presidents, Deans, Chief Administrators; Business and Purchasing; Facilities Planning, Physical Plant, Buildings and Grounds, Energy Management, Maintenance, Safety and Security; Housing/Residential Life, College Unions/Student Activity Centers, Food Service, Auxiliary/Campus Card Services; Technology/MIS; Others including Executive, Financial, IT, VP, Directors, Managers; State Higher Education Agencies and Architects, Engineers, Construction Managers, Design-Builders, General Contractors, Interior Designers, Integrators and Consultants, and Other Titled and Non-titled Personnel.

## **CHANNELS**

### COLLEGE PLANNING & MANAGEMENT MAGAZINE



4 issues in the period 28,952 average circulation

# **EXECUTIVE SUMMARY**

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
COLLEGE PLANNING & MANAGEMENT MAGAZINE (4 issues in the period)	28,905	47	28,952
a. Print	23,900	47	23,947
b. Digital	5,005	-	5,005
1. Requested	4,177	-	4,177
2. Non-Requested	828	-	828

AVERAGE NON-QUALIFIED CIRCULATION								
Non-Qualified Not Included Elsewhere	Copies							
Other Paid Circulation	-							
Advertiser and Agency	800							
Allocated for Trade Shows and Conventions	156							
All Other	182							
TOTAL	1,138							

	Total Qualified			lified -Paid	Qualified Paid		
Qualified Circulation	Copies	Percent	Copies	Percent	Copies	Percent	
Individual	28,952	100.0	28,905	99.8	47	0.2	
Sponsored Individually Addressed	-	-	-	-	-	-	
Membership Benefit	-	-	-	-	-	-	
Multi-Copy Same Addressee	-	-	-	-	-	-	
Single Copy Sales	-	-	-	-	-	-	
TOTAL QUALIFIED CIRCULATION	28,952	100.0	28,905	99.8	47	0.2	

2. QUALIFIED CIRCULATION BY ISSUES FO	PR PERIOD		
2018 Issue	Print	Digital	Total Qualified
July/August	26,240	5,037	31,277
September	23,050	5,020	28,070
October	23,039	5,007	28,046
November/December	23,458	4,956	28,414

Classification by Title	Total Qualified	Percent of Total	Print	Digital	Two-Year Colleges	Public and Private Four-Year Colleges/ Universities	Government	Private Firm	Others Allie
HE EXECUTIVE LEVEL									
Presidents, Deans, Chief Administrators	7,537	26.5	6,982	555	1,721	4,220	98	1,413	85
HE PURCHASING LEVEL (Note 1)									
Business and Purchasing	4,558	16.0	3,953	605	990	2,926	124	416	102
HE SPECIFIER LEVEL (Note 1)									
Facilities Planning, Physical Plant, Buildings and Grounds, Energy Management, Maintenance, Safety and Security	3,976	14.0	3,306	670	711	2,429	178	323	335
Housing/Residential Life, College Unions/Student Activity Centers, Food Service, Auxiliary/Campus Card Services	1,976	7.0	1,829	147	359	1,549	28	24	16
Technology/MIS	2,348	8.3	1,501	847	373	1,344	126	350	155
State Higher Education Agencies	634	2.2	390	244	131	427	51	11	14
Architects, Engineers, Construction Managers, Design- Builders, General Contractors, Interior Designers, Integrators and Consultants	4,394	15.5	3,729	665	58	390	78	3,778	90
Other Titled and Non-titled Personnel	2,991	10.5	1,768	1,223	373	1,375	55	809	379
SPECIFIER LEVEL SUBTOTAL	16,319	57.5	12,523	3,796	2,005	7,514	516	5,295	989
TOTAL QUALIFIED CIRCULATION	28,414	100.0	23,458	4,956	4,716	14,660	738	7,124	1,176
PERCENT	100.0		82.6	17.4	16.6	51.6	2.6	25.1	4.1

### ${\bf 3b.\ QUALIFICATION\ SOURCE\ BREAKOUT\ OF\ QUALIFIED\ CIRCULATION\ FOR\ ISSUE\ OF\ NOVEMBER/DECEMBER\ 2018}$

		Qualified Within						
Qualification Sou	rce	1 Year	2 Years	3 Years	Print	Digital	Total Qualified	Percent
I. Direct Request:		11,812	13,079	-	21,270	3,621	24,891	87.6
II. Request from recipient's company:		107	406	-	507	6	513	1.8
III. Membership Benefit:		-	-	-	-	-	-	-
IV. Communication from recipient or recipient (other than request):	pient's company	789	345	-	125	1,009	1,134	4.0
<li>V. *Sources other than above, including: directories; Business directories; Manu and wholesaler's lists; and Other source</li>	ufacturer's, distributor's	1,876	-	-	1,556	320	1,876	6.6
VI. Single Copy Sales:		-	-	-	-	-	-	-
TOTA	L QUALIFIED CIRCULATION	14,584	13,830	-	23,458	4,956	28,414	100.0
	PERCENT	51.3	48.7	-	82.6	17.4	100.0	
*See Additional Data								

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCUL	ATION FOR ISSUE OF N	OVEMBER/DECEMBER 201	8	
Mailing Address	Print Digital		<b>Total Qualified</b>	Percent
Individuals by name and title and/or function	22,960	4,955	27,915	98.2
Individuals by name only	39	1	40	0.1
Titles or functions only	443	-	443	1.6
Company names only	16	-	16	0.1
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	23,458	4,956	28,414	100.0

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	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
6-Month Period Ended:	January - June 2016	July – December 2016	January - June 2017	July – December 2017	January - June 2018*	July – December 2018*
Total Audit Average Qualified:	31,635	31,934	32,453	31,948	31,457	28,952
Qualified Non-Paid:	31,626	31,921	32,432	31,907	31,410	28,905
Print:	26,289	26,359	26,380	26,250	26,210	23,900
Digital:	5,337	5,562	6,052	5,657	5,200	5,005
Qualified Paid:	9	13	21	41	47	47
Print:	9	13	21	41	47	47
Digital:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

<sup>\*</sup>NOTE: January – December 2018 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

### GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2018

			Total					Total	
State	Print	Digital	Qualified	Percent	State	Print	Digital	Qualified	Percent
Maine	115	17	132		Kentucky	299	83	382	
New Hampshire	114	19	133		Tennessee	456	118	574	
Vermont	89	13	102		Alabama	410	78	488	
Massachusetts	794	166	960		Mississippi	288	52	340	
Rhode Island	103	20	123		EAST SO. CENTRAL	1,453	331	1,784	6.3
Connecticut	326	53	379		Arkansas	280	42	322	
NEW ENGLAND	1,541	288	1,829	6.4	Louisiana	205	46	251	
New York	1,645	361	2,006		Oklahoma	304	64	368	
New Jersey	583	123	706		Texas	1,590	372	1,962	
Pennsylvania	1,275	234	1,509		WEST SO. CENTRAL	2,379	524	2,903	10.2
MIDDLE ATLANTIC	3,503	718	4,221	14.9	Montana	89	21	110	
Ohio	964	176	1,140		Idaho	100	20	120	
Indiana	501	90	591		Wyoming	51	10	61	
Illinois	1,110	196	1,306		Colorado	333	68	401	
Michigan	692	140	832		New Mexico	174	35	209	
Wisconsin	476	88	564		Arizona	338	85	423	
EAST NO. CENTRAL	3,743	690	4,433	15.6	Utah	174	32	206	
Minnesota	483	98	581		Nevada	112	37	149	
Iowa	369	59	428		MOUNTAIN	1,371	308	1,679	5.9
Missouri	610	105	715		Alaska	30	12	42	
North Dakota	96	22	118		Washington	299	68	367	
South Dakota	76	17	93		Oregon	268	55	323	
Nebraska	233	54	287		California	2,054	453	2,507	
Kansas	305	58	363		Hawaii	109	16	125	
WEST NO. CENTRAL	2,172	413	2,585	9.1	PACIFIC	2,760	604	3,364	11.8
Delaware	62	16	78		UNITED STATES	23,338	4,913	28,251	99.4
Maryland	469	119	588		U.S. Territories	103	19	122	
Washington, DC	135	37	172		Canada	-	1	1	
Virginia	624	185	809		Mexico	-	-	-	
West Virginia	162	37	199		Other International	14	22	36	
North Carolina	871	165	1,036		APO/FPO	3	1	4	
South Carolina	366	60	426						
Georgia	639	145	784		TOTAL QUALIFIED	02.450	4.056	00 44 4	100.0
Florida	1,088	273	1,361		CIRCULATION	23,458	4,956	28,414	100.0
SOUTH ATLANTIC	4,416	1,037	5,453	19.2					

# ADDITIONAL DATA

### **METHOD OF DISTRIBUTION:**

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

### STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

#### **ISSUES PER YEAR:**

Effective with the January 2018 issue, the publication changed its frequency from 11 to 10 issues per year.

#### PARAGRAPH 3b

Other sources include 1 source of circulation for a quantity of 1,876 copies or 6.6%, including Info USA Architects and Building/Construction Consultants.

### PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Karen Cavallo, Group Publisher

Irene Fincher, Director, Audience Development

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

### **IMPORTANT NOTE:**

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed February 12, 2019
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County Dallas
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#### About BPA Worldwide

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

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