

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

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	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 FOR 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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2018

This issue is 2.5% or 717 copies below the average of the other 3 issues reported in Paragraph 2.

Classification by Title	Total Qualified	Percent of Total	Print	Digital	Two-Year Colleges	Public and Private Four-Year Colleges/ Universities	Government	Private Firm	Others Allied to the Field
THE EXECUTIVE LEVEL									
Presidents, Deans, Chief Administrators	7,537	26.5	6,982	555	1,721	4,220	98	1,413	85
THE PURCHASING LEVEL (Note 1)									
Business and Purchasing	4,558	16.0	3,953	605	990	2,926	124	416	102
THE 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

Note 1: Includes Vice Presidents, Directors, Managers, and Supervisors.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2018

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
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's company (other than request):	789	345	-	125	1,009	1,134	4.0
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	1,876	-	-	1,556	320	1,876	6.6
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL 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 CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2018

Mailing Address	Print	Digital	Total Qualified	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

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	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

*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.

