# COLLEGE Planning & Management

# **BRAND REPORT**

#### FOR THE 6 MONTH PERIOD ENDED DECEMBER 2016



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 the executive, purchasing and specifying levels in two-year colleges and four-year colleges/universities nationwide.

#### **DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include presidents, deans, chief administrators; State Higher Education agencies; and vice presidents, directors, managers and supervisors of: business, purchasing, facilities planning, physical plant, buildings and grounds, energy/sustainability, maintenance, safety and security, housing/residential life, college unions/student activity centers, food service, auxiliary/campus card services, and technology. Also qualified are architects, engineers, construction managers, design-builders, general contractors, interior designers, integrators and consultants serving the industry.

## **CHANNELS**

# COLLEGE PLANNING & MANAGEMENT MAGAZINE COLLEGE PLANNING WARRENGE WARRENGE



5 Issues in the period 31,934 average circulation

### **EXECUTIVE SUMMARY**

Below are the Average contacts per occurrence, including frequency per period reported

|   | Non-Paid | Paid | Average |
|---|----------|------|---------|
| COLLEGE PLANNING & MANAGEMENT MAGAZINE (5 issues in the period) | 31,921   | 13   | 31,934  |
| a. Print  | 26,359   | 13   | 26,372  |
| b. Digital  | 5,562    | -    | 5,562   |
| 1. Requested  | 5,187    | -    | 5,187   |
| 2. Non-Requested  | 375      | -    | 375     |

#### AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

|                                | Audited Data   | Audited Data   | Audited Data   | Audited Data    | Audited Data                 | Circulation Claim |
|--------------------------------|----------------|--|----------------|-----------------|------------------------------|-------------------|
| C Month David Findad           | January - June | July - December  | January - June | July - December | January - June               | July - December   |
| 6-Month Period Ended:          | 2014           | 2014   | 2015           | 2015            | 2016                         | 2016*             |
| Total Audit Average Qualified: | 31,654         | 32,092   | 31,462         | 31,030          | 31,635                       | 31,934            |
| Qualified Non-Paid:            | 31,650         | 32,086   | 31,457         | 31,022          | 31,626                       | 31,921            |
| Print:                         | 29,905         | 27,328   | 26,420         | 26,300          | 26,289                       | 26,359            |
| Digital:                       | 1,745          | 4,758  | 5,037          | 4,722           | 5,337                        | 5,562             |
| Qualified Paid:                | 4              | 6  | 5              | 8               | 9                            | 13                |
| Print:                         | 4              | 6  | 5              | 8               | 9                            | 13                |
| 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              |
|                                |                | and the second s |                |                 | and the second of the second |                   |

\*NOTE: July – December 2016 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 2016**

| State            | Print | Digital | Total<br>Qualified | Percent | State               | Print  | Digital | Total<br>Qualified | Percent |
|------------------|-------|---------|--------------------|---------|---------------------|--------|---------|--------------------|---------|
| Maine            | 162   | 30      | 192                |         | Kentucky            | 379    | 108     | 487                |         |
| New Hampshire    | 144   | 26      | 170                |         | Tennessee           | 501    | 129     | 630                |         |
| Vermont          | 98    | 16      | 114                |         | Alabama             | 426    | 98      | 524                |         |
| Massachusetts    | 977   | 211     | 1,188              |         | Mississippi         | 275    | 47      | 322                |         |
| Rhode Island     | 140   | 26      | 166                |         | EAST SO. CENTRAL    | 1,581  | 382     | 1,963              | 6.0     |
| Connecticut      | 358   | 80      | 438                |         | Arkansas            | 291    | 51      | 342                |         |
| NEW ENGLAND      | 1,879 | 389     | 2,268              | 7.0     | Louisiana           | 332    | 72      | 404                |         |
| New York         | 1,899 | 449     | 2,348              |         | Oklahoma            | 325    | 96      | 421                |         |
| New Jersey       | 625   | 159     | 784                |         | Texas               | 1,645  | 423     | 2,068              |         |
| Pennsylvania     | 1,421 | 325     | 1,746              |         | WEST SO. CENTRAL    | 2,593  | 642     | 3,235              | 9.9     |
| MIDDLE ATLANTIC  | 3,945 | 933     | 4,878              | 15.0    | Montana             | 109    | 14      | 123                |         |
| Ohio             | 1,168 | 257     | 1,425              |         | Idaho               | 99     | 26      | 125                |         |
| Indiana          | 613   | 136     | 749                |         | Wyoming             | 63     | 14      | 77                 |         |
| Illinois         | 1,259 | 267     | 1,526              |         | Colorado            | 396    | 77      | 473                |         |
| Michigan         | 787   | 168     | 955                |         | New Mexico          | 189    | 49      | 238                |         |
| Wisconsin        | 589   | 109     | 698                |         | Arizona             | 362    | 72      | 434                |         |
| EAST NO. CENTRAL | 4,416 | 937     | 5,353              | 16.5    | Utah                | 185    | 56      | 241                |         |
| Minnesota        | 529   | 102     | 631                |         | Nevada              | 115    | 24      | 139                |         |
| Iowa             | 394   | 67      | 461                |         | MOUNTAIN            | 1,518  | 332     | 1,850              | 5.7     |
| Missouri         | 643   | 127     | 770                |         | Alaska              | 36     | 12      | 48                 |         |
| North Dakota     | 101   | 25      | 126                |         | Washington          | 414    | 78      | 492                |         |
| South Dakota     | 92    | 20      | 112                |         | Oregon              | 300    | 57      | 357                |         |
| Nebraska         | 277   | 69      | 346                |         | California          | 2,093  | 484     | 2,577              |         |
| Kansas           | 345   | 76      | 421                |         | Hawaii              | 93     | 19      | 112                |         |
| WEST NO. CENTRAL | 2,381 | 486     | 2,867              | 8.8     | PACIFIC             | 2,936  | 650     | 3,586              | 11.0    |
| Delaware         | 63    | 18      | 81                 |         | UNITED STATES       | 26,314 | 5,941   | 32,255             | 99.1    |
| Maryland         | 581   | 148     | 729                |         | U.S. Territories    | 160    | 88      | 248                |         |
| Washington, DC   | 175   | 50      | 225                |         | Canada              | -      | 10      | 10                 |         |
| Virginia         | 750   | 188     | 938                |         | Mexico              | -      | -       | -                  |         |
| West Virginia    | 174   | 41      | 215                |         | Other International | 8      | 16      | 24                 |         |
| North Carolina   | 973   | 185     | 1,158              |         | APO/FPO             | -      | -       | -                  |         |
| South Carolina   | 429   | 83      | 512                |         |                     |        |         |                    |         |
| Georgia          | 691   | 156     | 847                |         | TOTAL QUALIFIED     |        |         |                    | 400.0   |
| Florida          | 1,229 | 321     | 1,550              |         | CIRCULATION         | 26,482 | 6,055   | 32,537             | 100.0   |
| SOUTH ATLANTIC   | 5,065 | 1,190   | 6,255              | 19.2    |                     |        |         |                    |         |

# **ADDITIONAL DATA**

#### **METHOD OF DISTRIBUTION:**

All qualified circulation conforms to the field served and definition of recipient's 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.

#### **CHANGE IN FREQUENCY:**

Effective with the January, 2016 issue, College Planning & Management changed its frequency from 12 to 11 issues per year

#### PARAGRAPH 3b:

Communication from Recipient or Recipient's Company (Other Than Request) includes 2 sources of circulation for quantities of 413 copies or 1.3% to 772 copies or 2.4%.

Date signed

Received by BPA Worldwide

State

Type ID Number

County

#### PUBLISHER'S AFFIDAVIT

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

Deborah P. Moore, Publisher/Executive Editor

Margaret Perry, 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.

#### 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.

February 17, 2017

February 17, 2017

Texas

Dallas

BSJ

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## MAGAZINE CHANNEL Official Publication of: None/Established: 1998/Issues Per Year: 11 (See Additional Data)

#### **AVERAGE NON-QUALIFIED CIRCULATION** NON-OUALIFIED Not Included Elsewhere Copies Other Paid Circulation 27 Advertiser and Agency 726 Allocated for Trade Shows 205

TOTAL

297

1,255

and Conventions

All Other

| 1. AVERAGE QUALIFIED O              |        |               |        |                |        |               |
|-------------------------------------|--------|---------------|--------|----------------|--------|---------------|
|                                     |        | tal<br>lified |        | lified<br>Paid |        | lified<br>aid |
|                                     | •      |               | INOH-  |                |        |               |
| QUALIFIED CIRCULATION               | Copies | Percent       | Copies | Percent        | Copies | Percent       |
| Individual                          | 31,934 | 100.0         | 31,921 | 100.0          | 13     | -             |
| Sponsored Individually<br>Addressed | -      | -             | -      | -              | -      | -             |
| Membership Benefit                  | -      | -             | -      | -              | -      | -             |
| Multi-Copy Same<br>Addressee        | -      | -             | -      | -              | -      | -             |
| Single Copy Sales                   | -      | -             | -      | -              | -      | -             |
| TOTAL QUALIFIED                     | 31,934 | 100.0         | 31,921 | 100.0          | 13     | -             |

| 2. QUALIFIED CIRCULATION BY ISSUES FO | PR PERIOD |         |                    |
|---------------------------------------|-----------|---------|--------------------|
| 2016 Issue                            | Print     | Digital | Total<br>Qualified |
| July/August                           | 26,366    | 5,053   | 31,419             |
| September                             | 26,322    | 5,219   | 31,541             |
| October                               | 26,363    | 5,292   | 31,655             |
| November                              | 26,482    | 6,055   | 32,537             |
| December                              | 26,327    | 6,193   | 32,520             |

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016 This issue is 2.4% or 753 copies above the average of the other 4 issues reported in Paragraph 2. TWO-YEAR COLLEGES BY ENROLLMENT FOUR-YEAR COLLEGES/UNIVERSITIES BY ENROLLMENT Four-Year TOTAL PERCENT QUALIFIED OF TOTAL Two-Year 30,000 20,000-10.000-5.000-2,500-4,999 1,000-2,499 Colleges/ 30,000 20,000-10,000-5.000-2,500-1,000-2,499 Under 1,000 BUSINESS AND INDUSTRY Print Percent 1,000 Unknown 4,999 Unknown Digital Percent Percent Colleges and over 29,999 19,999 9.999 Universities and over 29,999 19.999 9.999 nstitutions THE EXECUTIVE LEVEL Presidents Deans Chief Administrators 7.144 21.9 5.754 1.390 2.085 6.4 99 113 287 336 315 348 435 152 4 682 144 272 328 619 582 643 908 1.012 318 377 1.1 THE PURCHASING LEVEL (Note 1) Business and Purchasing 14.1 4,461 122 1,161 3.6 40 65 198 216 197 169 174 102 3,200 225 238 470 455 529 594 471 218 222 0.7 THE SPECIFIER LEVEL (Note 1) Facilities Planning, Physical Plant, Buildings and Grounds, Energy/Sustainability, Maintenance, Safety and Security 5,397 16.6 4,910 487 1,077 3.3 68 60 200 213 200 152 109 75 3,409 350 339 519 480 571 590 356 204 2.8 10.5 911 Housing/Residential Life, College Unions/Student Activity Centers, Food Service, Auxiliary/Campus Card Services 2,655 2.504 505 103 40 2,109 188 398 353 373 194 88 0.1 1,602 23 25 181 173 73 52 Technology 4.9 971 631 326 1.0 39 55 69 39 30 1,157 3.5 164 136 178 200 119 0.4 Others including Executive level, Purchasing level, Vice-Presidents, Directors, Managers, Supervisors, IT 1,815 4.596 638 117 3.054 9.5 1.239 111 82 2.037 6.3 196 340 252 239 379 1.2 professionals 25 204 302 240

934

1.048

TOTAL QUALIFIED CIRCULATION 32,537 100.0 26,482 Note 1: Includes Vice Presidents, Directors, Managers, and Supervisors.

State Higher Education Agencies titled personnel

Architects, Engineers, Construction Managers, Design-Builders, General Contractors, Interior Designers,

Integrators and Consultants, including all titles from

24.435

928

Sub-Total

|   | Qualified Within |         |         | <u>-</u> . |         |                    |         |
|---|------------------|---------|---------|------------|---------|--------------------|---------|
| QUALIFICATION SOURCE  | 1 Year           | 2 Years | 3 Years | Print      | Digital | Total<br>Qualified | Percent |
| . Direct Request:   | 22,278           | 8,299   | -       | 25,212     | 5,365   | 30,577             | 94.0    |
| I. Request from recipient's company:  | 559              | 216     | -       | 610        | 165     | 775                | 2.4     |
| II. Membership Benefit:   | -                | -       | -       | -          | -       | -                  | -       |
| <ul> <li>*Communication from recipient or recipient's company<br/>(other than request):</li> </ul>  | 1,099            | 86      | -       | 660        | 525     | 1,185              | 3.6     |
| /. Sources other than above, including: Association rosters and<br>directories; Business directories; Manufacturer's, distributor's<br>and wholesaler's lists; and Other sources: | -                | -       | -       | _          | _       | -                  | -       |
| /I. Single Copy Sales:  | -                | -       | -       | -          | -       | -                  | -       |
| TOTAL QUALIFIED CIRCULATION   | 23,936           | 8,601   | -       | 26,482     | 6,055   | 32,537             | 100.0   |
| PERCENT   | 73.6             | 26.4    | -       | 81.4       | 18.6    | 100.0              |         |

19.839

460

6,183

5.792

468

991

6,055

17.8

75.1

2.9

22.0

| MAILING ADDRESS                               | Print  | Digital | Total Qualified | Percent |
|---|--------|---------|-----------------|---------|
| Individuals by name and title and/or function | 26,469 | 6,052   | 32,521          | 100.0   |
| Individuals by name only                      | 10     | 3       | 13              | -       |
| Titles or functions only                      | 2      | -       | 2               | -       |
| Company names only                            | 1      | -       | 1               | -       |
| Multi-Copy Same Addressee copies              | -      | -       | -               | -       |
| Single Copy Sales                             | -      | -       | -               | -       |
| TOTAL QUALIFIED CIRCULATION                   | 26,482 | 6,055   | 32,537          | 100.0   |

1.368

1,433

2.527

2.300

2.534

2.346

1.119

6.3

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