

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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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



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

	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
6-Month Period Ended:	January - June 2014	July - December 2014	January - June 2015	July - December 2015	January - June 2016	July - December 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

**NC = None Claimed.

State	Print	Digital	Total Qualified	Percent
Maine	162	30	192	
New Hampshire	144	26	170	
Vermont	98	16	114	
Massachusetts	977	211	1,188	
Rhode Island	140	26	166	
Connecticut	358	80	438	
NEW ENGLAND	1,879	389	2,268	7.0
New York	1,899	449	2,348	
New Jersey	625	159	784	
Pennsylvania	1,421	325	1,746	
MIDDLE ATLANTIC	3,945	933	4,878	15.0
Ohio	1,168	257	1,425	
Indiana	613	136	749	
Illinois	1,259	267	1,526	
Michigan	787	168	955	
Wisconsin	589	109	698	
EAST NO. CENTRAL	4,416	937	5,353	16.5
Minnesota	529	102	631	
Iowa	394	67	461	
Missouri	643	127	770	
North Dakota	101	25	126	
South Dakota	92	20	112	
Nebraska	277	69	346	
Kansas	345	76	421	
WEST NO. CENTRAL	2,381	486	2,867	8.8
Delaware	63	18	81	
Maryland	581	148	729	
Washington, DC	175	50	225	
Virginia	750	188	938	
West Virginia	174	41	215	
North Carolina	973	185	1,158	
South Carolina	429	83	512	
Georgia	691	156	847	
Florida	1,229	321	1,550	
SOUTH ATLANTIC	5,065	1,190	6,255	19.2

State	Print	Digital	Total Qualified	Percent
Kentucky	379	108	487	
Tennessee	501	129	630	
Alabama	426	98	524	
Mississippi	275	47	322	
EAST SO. CENTRAL	1,581	382	1,963	6.0
Arkansas	291	51	342	
Louisiana	332	72	404	
Oklahoma	325	96	421	
Texas	1,645	423	2,068	
WEST SO. CENTRAL	2,593	642	3,235	9.9
Montana	109	14	123	
Idaho	99	26	125	
Wyoming	63	14	77	
Colorado	396	77	473	
New Mexico	189	49	238	
Arizona	362	72	434	
Utah	185	56	241	
Nevada	115	24	139	
MOUNTAIN	1,518	332	1,850	5.7
Alaska	36	12	48	
Washington	414	78	492	
Oregon	300	57	357	
California	2,093	484	2,577	
Hawaii	93	19	112	
PACIFIC	2,936	650	3,586	11.0
UNITED STATES	26,314	5,941	32,255	99.1
U.S. Territories	160	88	248	
Canada	-	10	10	
Mexico	-	-	-	
Other International	8	16	24	
APO/FPO	-	-	-	

TOTAL QUALIFIED CIRCULATION	26,482	6,055	32,537	100.0
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COLLEGE PLANNING & MANAGEMENT / December 2016

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	27
Advertiser and Agency	726
Allocated for Trade Shows and Conventions	205
All Other	297
TOTAL	1,255

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

	Total Qualified		Qualified Non-Paid		Qualified Paid	
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent
Individual	31,934	100.0	31,921	100.0	13	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	31,934	100.0	31,921	100.0	13	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Print	Digital	Total 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.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	TWO-YEAR COLLEGES BY ENROLLMENT										FOUR-YEAR COLLEGES/UNIVERSITIES BY ENROLLMENT										Other Institutions		Percent	
					Two-Year Colleges	Percent	30,000 and over	20,000-29,999	10,000-19,999	5,000-9,999	2,500-4,999	1,000-2,499	Under 1,000	Unknown	Four-Year Colleges/ Universities	Percent	30,000 and over	20,000-29,999	10,000-19,999	5,000-9,999	2,500-4,999	1,000-2,499	Under 1,000	Unknown				
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	14.4	272	328	619	582	643	908	1,012	318	377	1.1		
THE PURCHASING LEVEL (Note 1)																												
Business and Purchasing	4,583	14.1	4,461	122	1,161	3.6	40	65	198	216	197	169	174	102	3,200	9.8	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	10.5	350	339	519	480	571	590	356	204	911	2.8		
Housing/Residential Life, College Unions/Student Activity Centers, Food Service, Auxiliary/Campus Card Services	2,655	8.1	2,504	151	505	1.5	14	21	67	103	97	88	75	40	2,109	6.5	161	188	398	353	354	373	194	88	41	0.1		
Technology	1,602	4.9	971	631	326	1.0	39	23	55	69	46	39	30	25	1,157	3.5	164	136	181	178	173	200	73	52	119	0.4		
Others including Executive level, Purchasing level, Vice-Presidents, Directors, Managers, Supervisors, IT professionals	3,054	9.5	1,239	1,815	638	2.0	25	49	117	111	79	90	85	82	2,037	6.3	196	204	340	252	264	302	240	239	379	1.2		
Sub-Total	24,435	75.1	19,839	4,596	5,792	17.8	285	331	924	1,048	934	886	908	476	16,594	51.0	1,368	1,433	2,527	2,300	2,534	2,967	2,346	1,119	2,049	6.3		
State Higher Education Agencies titled personnel	928	2.9	460	468																								
Architects, Engineers, Construction Managers, Design-Builders, General Contractors, Interior Designers, Integrators and Consultants, including all titles from private firms	7,174	22.0	6,183	991																								
TOTAL QUALIFIED CIRCULATION	32,537	100.0	26,482	6,055																								

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	22,278	8,299	-	25,212	5,365	30,577	94.0
II. Request from recipient's company:	559	216	-	610	165	775	2.4
III. Membership Benefit:	-	-	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	1,099	86	-	660	525	1,185	3.6
V. Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	-	-	-	-	-	-	-
VI. 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	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

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