

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 two-year colleges, four-year colleges/universities, government, private firms and other institutions.

**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.

**CHANNELS**

**COLLEGE PLANNING & MANAGEMENT MAGAZINE**



5 Issues in the period  
31,948 average circulation

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>COLLEGE PLANNING &amp; MANAGEMENT MAGAZINE</b> (5 issues in the period)	31,907	41	31,948
a. Print	26,250	41	26,291
b. Digital	5,657	-	5,657
1. Requested	4,729	-	4,729
2. Non-Requested	928	-	928

## AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	1
Advertiser and Agency	752
Allocated for Trade Shows and Conventions	270
All Other	1,237
<b>TOTAL</b>	<b>2,260</b>

## 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	31,948	100.0	31,907	99.9	41	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>31,948</b>	<b>100.0</b>	<b>31,907</b>	<b>99.9</b>	<b>41</b>	<b>0.1</b>

## 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Total Qualified
July/August	26,358	6,136	32,494
September	26,299	5,850	32,149
October	26,247	5,830	32,077
November	26,304	5,202	31,506
December	26,247	5,266	31,513

## 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017

This issue is 1.7% or 552 copies below the average of the other 4 issues reported in Paragraph 2.

CLASSIFICATION BY TITLE	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	Two-Year Colleges	Four-Year Colleges/ Universities	Government	Private Firm	Other Institutions
<b>THE EXECUTIVE LEVEL</b>									
Presidents, Deans, Chief Administrators	8,634	27.4	8,102	532	1,908	4,743	101	1,690	192
<b>THE PURCHASING LEVEL (Note 1)</b>									
Business and Purchasing	5,378	17.1	4,723	655	1,135	3,406	146	488	203
<b>THE SPECIFIER LEVEL (Note 1)</b>									
Facilities Planning, Physical Plant, Buildings and Grounds, Energy Management, Maintenance, Safety and Security	4,433	14.1	3,859	574	810	2,782	176	320	345
Housing/Residential Life, College Unions/Student Activity Centers, Food Service, Auxilliary/Campus Card Services	2,279	7.2	2,126	153	417	1,780	24	35	23
Technology/MIS	2,288	7.3	1,427	861	348	1,359	142	259	180
State Higher Education Agencies	699	2.2	378	321	131	476	62	15	15
Architects, Engineers, Construction Managers, Design- Builders, General Contractors, Interior Designers, Integrators and Consultants	3,214	10.2	2,905	309	68	485	110	2,445	106
Others allied to field	4,581	14.5	2,784	1,797	755	2,271	88	1,095	372
<b>SPECIFIER LEVEL SUBTOTAL</b>	<b>17,494</b>	<b>55.5</b>	<b>13,479</b>	<b>4,015</b>	<b>2,529</b>	<b>9,153</b>	<b>602</b>	<b>4,169</b>	<b>1,041</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>31,506</b>	<b>100.0</b>	<b>26,304</b>	<b>5,202</b>	<b>5,572</b>	<b>17,302</b>	<b>849</b>	<b>6,347</b>	<b>1,436</b>
<b>PERCENT</b>	<b>100.0</b>		<b>83.5</b>	<b>16.5</b>	<b>17.7</b>	<b>54.9</b>	<b>2.7</b>	<b>20.1</b>	<b>4.6</b>

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

### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	21,238	8,577	-	25,459	4,356	29,815	94.6
II. Request from recipient's company:	412	80	-	455	37	492	1.6
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	1,199	-	-	390	809	1,199	3.8
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:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,849</b>	<b>8,657</b>	<b>-</b>	<b>26,304</b>	<b>5,202</b>	<b>31,506</b>	<b>100.0</b>
<b>PERCENT</b>	<b>72.5</b>	<b>27.5</b>	<b>-</b>	<b>83.5</b>	<b>16.5</b>	<b>100.0</b>	

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	26,107	5,197	31,304	99.3
Individuals by name only	25	5	30	0.1
Titles or functions only	156	-	156	0.5
Company names only	16	-	16	0.1
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>26,304</b>	<b>5,202</b>	<b>31,506</b>	<b>100.0</b>

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

6-Month Period Ended:	Audited Data		Audited Data		Circulation Claim	
	January - June 2015	July - December 2015	January - June 2016	July - December 2016	January - June 2017*	July - December 2017*
Total Audit Average Qualified:	31,462	31,030	31,635	31,934	32,453	31,948
Qualified Non-Paid:	31,457	31,022	31,626	31,921	32,432	31,907
Print:	26,420	26,300	26,289	26,359	26,380	26,250
Digital:	5,037	4,722	5,337	5,562	6,052	5,657
Qualified Paid:	5	8	9	13	21	41
Print:	5	8	9	13	21	41
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 2017 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 2017**

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	140	14	154		Kentucky	389	89	478	
New Hampshire	135	17	152		Tennessee	532	115	647	
Vermont	100	9	109		Alabama	443	77	520	
Massachusetts	916	165	1,081		Mississippi	314	52	366	
Rhode Island	131	20	151		<b>EAST SO. CENTRAL</b>	<b>1,678</b>	<b>333</b>	<b>2,011</b>	<b>6.4</b>
Connecticut	362	52	414		Arkansas	305	49	354	
<b>NEW ENGLAND</b>	<b>1,784</b>	<b>277</b>	<b>2,061</b>	<b>6.5</b>	Louisiana	320	42	362	
New York	1,906	366	2,272		Oklahoma	325	68	393	
New Jersey	647	119	766		Texas	1,678	407	2,085	
Pennsylvania	1,381	243	1,624		<b>WEST SO. CENTRAL</b>	<b>2,628</b>	<b>566</b>	<b>3,194</b>	<b>10.1</b>
<b>MIDDLE ATLANTIC</b>	<b>3,934</b>	<b>728</b>	<b>4,662</b>	<b>14.8</b>	Montana	104	22	126	
Ohio	1,137	189	1,326		Idaho	113	21	134	
Indiana	656	95	751		Wyoming	68	12	80	
Illinois	1,221	205	1,426		Colorado	356	80	436	
Michigan	792	156	948		New Mexico	202	34	236	
Wisconsin	556	114	670		Arizona	346	91	437	
<b>EAST NO. CENTRAL</b>	<b>4,362</b>	<b>759</b>	<b>5,121</b>	<b>16.3</b>	Utah	195	38	233	
Minnesota	527	98	625		Nevada	117	32	149	
Iowa	396	66	462		<b>MOUNTAIN</b>	<b>1,501</b>	<b>330</b>	<b>1,831</b>	<b>5.8</b>
Missouri	680	101	781		Alaska	32	11	43	
North Dakota	103	19	122		Washington	396	76	472	
South Dakota	95	18	113		Oregon	304	59	363	
Nebraska	264	59	323		California	2,009	464	2,473	
Kansas	352	66	418		Hawaii	103	15	118	
<b>WEST NO. CENTRAL</b>	<b>2,417</b>	<b>427</b>	<b>2,844</b>	<b>9.0</b>	<b>PACIFIC</b>	<b>2,844</b>	<b>625</b>	<b>3,469</b>	<b>11.0</b>
Delaware	74	12	86		<b>UNITED STATES</b>	<b>26,126</b>	<b>5,164</b>	<b>31,290</b>	<b>99.3</b>
Maryland	542	146	688		U.S. Territories	167	19	186	
Washington, DC	164	42	206		Canada	-	4	4	
Virginia	716	179	895		Mexico	-	-	-	
West Virginia	171	34	205		Other International	10	15	25	
North Carolina	998	182	1,180		APO/FPO	1	-	1	
South Carolina	396	64	460						
Georgia	718	156	874						
Florida	1,199	304	1,503						
<b>SOUTH ATLANTIC</b>	<b>4,978</b>	<b>1,119</b>	<b>6,097</b>	<b>19.4</b>					
					<b>TOTAL QUALIFIED CIRCULATION</b>	<b>26,304</b>	<b>5,202</b>	<b>31,506</b>	<b>100.0</b>

## 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.

**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.

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