# COLLEGE Planning & Management

# **BRAND REPORT**

FOR THE 6 MONTH PERIOD ENDED JUNE 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.

BRAND REPORT

1105 Media Inc. 9201 Oakdale Ave., Suite 101 Chatsworth, CA 91311 Tel. No.: (818) 814-5200 Fax No.: (818) 814-1522 www.webCPM.com



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**

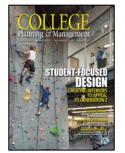
**COLLEGE PLANNING & MANAGEMENT** serves the executive, purchasing and specifying levels in two-year colleges and four-year colleges/universities nationwide.

#### **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 management, 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



6 Issues in the period 31,635 average circulation

## **EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
COLLEGE PLANNING & MANAGEMENT MAGAZINE (6 issues in the period)	31,626	9	31,635
a. Print	26,289	9	26,298
b. Digital	5,337	-	5,337
1. Requested	4,471	-	4,471
2. Non-Requested	866	-	866

AVERAGE ANNUAL AUDITED QUA	LIFIED CIRCULATION	AND CURRENT UNAU	DITED CIRCULATION ST	TATEMENTS		
	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December	January - June	July - December	January - June	July - December	January - June
6-Month Period Ended:	2013	2014	2014	2015	2015*	2016*
Total Audit Average Qualified:	31,558	31,654	32,092	31,462	31,030	31,635
Qualified Non-Paid:	31,558	31,650	32,086	31,457	31,022	31,626
Print:	31,558	29,905	27,328	26,420	26,300	26,289
Digital:	-	1,745	4,758	5,037	4,722	5,337
Qualified Paid:		4	6	5	8	9
Print:	-	4	6	5	8	9
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: July 2015 - June 2016 dat	a is unaudited. With e	ach successive period	d, new data will be add	ed until six 6-month r	periods are displayed.	

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	160	28	188		Kentucky	377	92	469	
New Hampshire	144	20	164		Tennessee	501	116	617	
Vermont	97	13	110		Alabama	424	86	510	
Massachusetts	970	187	1,157		Mississippi	269	44	313	
Rhode Island	142	24	166		EAST SO. CENTRAL	1,571	338	1,909	6.1
Connecticut	352	65	417		Arkansas	290	46	336	
NEW ENGLAND	1,865	337	2,202	7.0	Louisiana	328	68	396	
New York	1,905	403	2,308		Oklahoma	326	85	411	
New Jersey	626	128	754		Texas	1,635	363	1,998	
Pennsylvania	1,415	270	1,685		WEST SO. CENTRAL	2,579	562	3,141	10.0
MIDDLE ATLANTIC	3,946	801	4,747	15.0	Montana	112	13	125	
Ohio	1,154	233	1,387		Idaho	97	23	120	
Indiana	597	123	720		Wyoming	63	12	75	
Illinois	1,240	245	1,485		Colorado	386	70	456	
Michigan	782	141	923		New Mexico	186	49	235	
Wisconsin	581	91	672		Arizona	359	62	421	
EAST NO. CENTRAL	4,354	833	5.187	16.4	Utah	178	52	230	
Minnesota	525	86	611		Nevada	113	23	136	
lowa	396	62	458		MOUNTAIN	1,494	304	1,798	5.7
Missouri	643	115	758		Alaska	36	7	43	
North Dakota	102	21	123		Washington	410	68	478	
South Dakota	88	16	104		Oregon	295	54	349	
Nebraska	275	62	337		California	2,073	423	2,496	
Kansas	344	69	413		Hawaii	91	18	109	
WEST NO. CENTRAL	2,373	431	2,804	8.9	PACIFIC	2,905	570	3,475	11.0
Delaware	63	15	78		UNITED STATES	26,083	5,198	31,281	99.2
Maryland	566	120	686		U.S. Territories	155	76	231	
Washington, DC	167	53	220		Canada	-	5	5	
Virginia	741	163	904		Mexico	-	-	-	
West Virginia	167	40	207		Other International	5	13	18	
North Carolina	954	161	1.115		APO/FPO	1	3	4	
South Carolina	427	70	497		,				
Georgia	682	139	821		TOTAL QUALIFIED				
Florida	1.229	261	1.490		CIRCULATION	26,244	5,295	31,539	100.0

# **ADDITIONAL DATA**

SOUTH ATLANTIC

#### METHOD OF DISTRIBUTION:

\*\*NC = None Claimed.

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.

19.1

#### 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 issue, College Planning & Management changed its frequency from 12 to 11 issues per year

6.018

#### PARAGRAPH 3h

Communication from Recipient or Recipient's Company (Other Than Request) includes 2 sources of circulation for quantities of 413 copies or 1.3% to 735 copies or 2.3%.

#### PUBLISHER'S AFFIDAVIT

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

4.996

1.022

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.

## Date signed August 18, 2016 State Texas

County Dallas
Received by BPA Worldwide August 18, 2016

Type BSJ ID Number C410B0J6

#### Ahout RPA 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.

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

# AVERAGE NON-QUALIFIED CIRCULATION NON-QUALIFIED Not Included Elsewhere Copies Other Paid Circulation 31 Advertiser and Agency 718 Allocated for Trade Shows and Conventions All Other 270 TOTAL 1,136

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD									
	Total			Qualified		lified			
	Qual	lified	Non-	-Paid	Paid				
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent			
Individual	31,635	100.0	31,626	100.0	9	-			
Sponsored Individually Addressed	-	-	-	-	-	-			
Membership Benefit	-	-	-	-	-	-			
Multi-Copy Same Addressee	-	-	-	-	-	-			
Single Copy Sales	-	-	-	-	-	-			
TOTAL QUALIFIED CIRCULATION	31,635	100.0	31,626	100.0	9	-			

2. QUALIFIED CIRCULATION BY ISSUES FO	PR PERIOD		
2016 Issue	Print	Digital	Total Qualified
January	26,294	4,986	31,280
February	26,360	5,035	31,395
March	26,288	5,318	31,606
April	26,360	6,093	32,453
May	26,244	5,295	31,539
June	26,244	5,295	31,539

This issue is 0.4% or 116 copies below the average of the other 5 issues reported in Paragraph 2. TWO-YEAR COLLEGES BY ENROLLMENT FOUR-YEAR COLLEGES/UNIVERSITIES BY ENROLLMENT Four-Year TOTAL PERCENT OUALIFIED OF TOTAL Two-Year Over 30,000 20,000-29,999 10,000-2,500-4,999 1,000-2,499 Colleges/ Over 30,000 20,000-29,999 10,000-5,000-2,500-4,999 Under 1,000 Other BUSINESS AND INDUSTRY Print 1.000 Unknown Unknown Digital Percent Percent Percent Colleges 19.999 9.999 Universities 19.999 9.999 2.499 Institutions THE EXECUTIVE LEVEL Presidents Deans Chief Administrators 7.189 22.8 5.854 1.335 2.098 6.7 101 114 292 342 323 354 450 122 4.711 149 275 333 630 584 642 920 1.035 292 380 1.2 THE PURCHASING LEVEL (Note 1) Business and Purchasing (including members of NACUBO 4,614 4,527 87 1,171 3.7 38 68 218 202 177 189 75 3,216 10.2 241 481 462 600 488 179 227 0.7 and NAEP) 14.6 204 226 539 THE SPECIFIER LEVEL (Note 1) Facilities Planning, Physical Plant, Buildings and Grounds, Energy Management, Energy/Sustainability, Maintenance, 347 522 482 5,386 17.1 4,922 202 216 204 157 122 3,398 10.8 343 571 368 168 917 2.9 Safety and Security (including members of SCUP and Housing/Residential Life, College Unions/Student Activity Centers, Food Service, Auxiliary/Campus Card Services (including members of ACUHO, ACUI, NACAS and NACCU) 2,655 8.4 2,498 110 100 76 2,108 161 189 403 353 375 75 0.1 Technology/MIS 1,596 5.1 1,006 590 325 69 19 1,154 168 136 184 175 73 117 0.4 Others including Executive level, Purchasing level, Vice-Presidents, Directors, Managers, Supervisors, IT 2,588 969 1,619 514 166 324 8.2 1.6 22 41 98 94 68 66 1,750 5.6 169 179 298 227 241 263 207 1.0

934

51.8

1,342

1,425

2,518

2,521

918

2,006

6.4

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

TOTAL QUALIFIED CIRCULATION

State Higher Education Agencies (Boards of Regents and

Architects, Engineers, Construction Managers, Design-Builders, General Contractors, Interior Designers, Integrators and Consultants (including members of

Higher Education Officers)

AIA/CAE)

Sub-Total

24,028

6.816

31,539

76.2

22

21.6

100.0

19,776

289

6.179

26,244

4,252

406

5,685

18.0

282

326

921

1,049

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

	(	Qualified Withir	1				
QUALIFICATION SOURCE	1 Year	2 Years	3 Years	Print	Digital	Total Qualified	Percent
Direct Request:	21,596	8,044	-	24,731	4,909	29,640	94.0
Request from recipient's company:	542	209	-	640	111	751	2.4
. Membership Benefit:	-	-	-	-	-	-	-
. *Communication from recipient or recipient's company (other than request):	1,065	83	_	873	275	1,148	3.6
Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	-	-	-	-	_	· ·	-
. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	23,203	8,336	-	26,244	5,295	31,539	100.0
PERCENT ee Additional Data	73.6	26.4	-	83.2	16.8	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016								
MAILING ADDRESS	Print	Digital	<b>Total Qualified</b>	Percent				
Individuals by name and title and/or function	26,150	5,225	31,375	99.5				
Individuals by name only	6	2	8	-				
Titles or functions only	4	1	5	-				
Company names only	84	67	151	0.5				
Multi-Copy Same Addressee copies	-	-	-	-				
Single Copy Sales	-	-	-	-				
TOTAL QUALIFIED CIRCULATION	26,244	5,295	31,539	100.0				

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