

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 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 ORDERED QUANTITIES BY CIRCULATION AND QUALIFICATION BY ORDER TYPE						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2013	January - June 2014	July - December 2014	January - June 2015	July - December 2015*	January - June 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

**NC = None Claimed.

State	Print	Digital	Total Qualified	Percent
Maine	160	28	188	
New Hampshire	144	20	164	
Vermont	97	13	110	
Massachusetts	970	187	1,157	
Rhode Island	142	24	166	
Connecticut	352	65	417	
NEW ENGLAND	1,865	337	2,202	7.0
New York	1,905	403	2,308	
New Jersey	626	128	754	
Pennsylvania	1,415	270	1,685	
MIDDLE ATLANTIC	3,946	801	4,747	15.0
Ohio	1,154	233	1,387	
Indiana	597	123	720	
Illinois	1,240	245	1,485	
Michigan	782	141	923	
Wisconsin	581	91	672	
EAST NO. CENTRAL	4,354	833	5,187	16.4
Minnesota	525	86	611	
Iowa	396	62	458	
Missouri	643	115	758	
North Dakota	102	21	123	
South Dakota	88	16	104	
Nebraska	275	62	337	
Kansas	344	69	413	
WEST NO. CENTRAL	2,373	431	2,804	8.9
Delaware	63	15	78	
Maryland	566	120	686	
Washington, DC	167	53	220	
Virginia	741	163	904	
West Virginia	167	40	207	
North Carolina	954	161	1,115	
South Carolina	427	70	497	
Georgia	682	139	821	
Florida	1,229	261	1,490	
SOUTH ATLANTIC	4,996	1,022	6,018	19.1

State	Print	Digital	Total Qualified	Percent
Kentucky	377	92	469	
Tennessee	501	116	617	
Alabama	424	86	510	
Mississippi	269	44	313	
EAST SO. CENTRAL	1,571	338	1,909	6.1
Arkansas	290	46	336	
Louisiana	328	68	396	
Oklahoma	326	85	411	
Texas	1,635	363	1,998	
WEST SO. CENTRAL	2,579	562	3,141	10.0
Montana	112	13	125	
Idaho	97	23	120	
Wyoming	63	12	75	
Colorado	386	70	456	
New Mexico	186	49	235	
Arizona	359	62	421	
Utah	178	52	230	
Nevada	113	23	136	
MOUNTAIN	1,494	304	1,798	5.7
Alaska	36	7	43	
Washington	410	68	478	
Oregon	295	54	349	
California	2,073	423	2,496	
Hawaii	91	18	109	
PACIFIC	2,905	570	3,475	11.0
UNITED STATES	26,083	5,198	31,281	99.2
U.S. Territories	155	76	231	
Canada	-	5	5	
Mexico	-	-	-	
Other International	5	13	18	
AP0/FPO	1	3	4	

TOTAL QUALIFIED CIRCULATION	26,244	5,295	31,539	100.0
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COLLEGE PLANNING & MANAGEMENT / June 2016

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	31
Advertiser and Agency	718
Allocated for Trade Shows and Conventions	117
All Other	270
TOTAL	1,136

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

	Total Qualified		Qualified Non-Paid		Qualified 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 FOR 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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016
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												
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	Two-Year Colleges	Percent	Over 30,000	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	Over 30,000	20,000-29,999	10,000-19,999	5,000-9,999	2,500-4,999	1,000-2,499	Under 1,000	Unknown	Other Institutions	Percent	
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	14.9	275	333	630	584	642	920	1,035	292	380	1.2	
THE PURCHASING LEVEL (Note 1)																											
Business and Purchasing (including members of NACUBO and NAEP)	4,614	14.6	4,527	87	1,171	3.7	38	68	204	218	202	177	189	75	3,216	10.2	226	241	481	462	539	600	488	179	227	0.7	
THE SPECIFIER LEVEL (Note 1)																											
Facilities Planning, Physical Plant, Buildings and Grounds, Energy Management, Energy/Sustainability, Maintenance, Safety and Security (including members of SCUP and APPA)	5,386	17.1	4,922	464	1,071	3.4	67	59	202	216	204	157	122	44	3,398	10.8	343	347	522	482	571	597	368	168	917	2.9	
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	157	506	1.6	15	21	68	110	100	88	76	28	2,108	6.7	161	189	403	355	353	375	197	75	41	0.1	
Technology/MIS	1,596	5.1	1,006	590	325	1.0	39	23	57	69	48	39	31	19	1,154	3.7	168	136	184	176	175	204	73	38	117	0.4	
Others including Executive level, Purchasing level, Vice-Presidents, Directors, Managers, Supervisors, IT professionals	2,588	8.2	969	1,619	514	1.6	22	41	98	94	68	77	66	48	1,750	5.6	169	179	298	227	241	263	207	166	324	1.0	
Sub-Total	24,028	76.2	19,776	4,252	5,685	18.0	282	326	921	1,049	945	892	934	336	16,337	51.8	1,342	1,425	2,518	2,286	2,521	2,959	2,368	918	2,006	6.4	
State Higher Education Agencies (Boards of Regents and Higher Education Officers)	695	2.2	289	406																							
Architects, Engineers, Construction Managers, Design-Builders, General Contractors, Interior Designers, Integrators and Consultants (including members of AIA/CAE)	6,816	21.6	6,179	637																							
TOTAL QUALIFIED CIRCULATION	31,539	100.0	26,244	5,295																							

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

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

		Qualified Within						
QUALIFICATION SOURCE		1 Year	2 Years	3 Years	Print	Digital	Total Qualified	Percent
I. Direct Request:		21,596	8,044	-	24,731	4,909	29,640	94.0
II. Request from recipient's company:		542	209	-	640	111	751	2.4
III. Membership Benefit:		-	-	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):		1,065	83	-	873	275	1,148	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		23,203	8,336	-	26,244	5,295	31,539	100.0
PERCENT		73.6	26.4	-	83.2	16.8	100.0	

*See Additional Data

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

MAILING ADDRESS	Print	Digital	Total Qualified	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