

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



6 Issues in the period  
32,453 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> (6 issues in the period)	32,432	21	32,453
a. Print	26,380	21	26,401
b. Digital	6,052	-	6,052
1. Requested	5,312	-	5,312
2. Non-Requested	740	-	740

	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
6-Month Period Ended:	July - December 2014	January - June 2015	July - December 2015	January - June 2016	July - December 2016	January - June 2017*
Total Audit Average Qualified:	32,092	31,462	31,030	31,635	31,934	32,453
Qualified Non-Paid:	32,086	31,457	31,022	31,626	31,921	32,432
Print:	27,328	26,420	26,300	26,289	26,359	26,380
Digital:	4,758	5,037	4,722	5,337	5,562	6,052
Qualified Paid:	6	5	8	9	13	21
Print:	6	5	8	9	13	21
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	148	17	165	
New Hampshire	137	18	155	
Vermont	100	8	108	
Massachusetts	918	188	1,106	
Rhode Island	131	28	159	
Connecticut	356	70	426	
NEW ENGLAND	1,790	329	2,119	6.5
New York	1,931	416	2,347	
New Jersey	633	155	788	
Pennsylvania	1,412	288	1,700	
MIDDLE ATLANTIC	3,976	859	4,835	14.9
Ohio	1,165	221	1,386	
Indiana	646	117	763	
Illinois	1,220	245	1,465	
Michigan	802	171	973	
Wisconsin	556	135	691	
EAST NO. CENTRAL	4,389	889	5,278	16.3
Minnesota	523	111	634	
Iowa	397	77	474	
Missouri	684	120	804	
North Dakota	107	22	129	
South Dakota	100	22	122	
Nebraska	272	62	334	
Kansas	345	80	425	
WEST NO. CENTRAL	2,428	494	2,922	9.0
Delaware	69	12	81	
Maryland	548	165	713	
Washington, DC	162	51	213	
Virginia	727	218	945	
West Virginia	168	42	210	
North Carolina	982	216	1,198	
South Carolina	404	65	469	
Georgia	700	197	897	
Florida	1,211	342	1,553	
SOUTH ATLANTIC	4,971	1,308	6,279	19.3

State	Print	Digital	Total Qualified	Percent
Kentucky	384	100	484	
Tennessee	537	122	659	
Alabama	451	90	541	
Mississippi	306	63	369	
EAST SO. CENTRAL	1,678	375	2,053	6.3
Arkansas	305	55	360	
Louisiana	330	47	377	
Oklahoma	311	83	394	
Texas	1,620	472	2,092	
WEST SO. CENTRAL	2,566	657	3,223	9.9
Montana	102	26	128	
Idaho	115	24	139	
Wyoming	67	15	82	
Colorado	361	100	461	
New Mexico	199	46	245	
Arizona	341	109	450	
Utah	186	53	239	
Nevada	117	38	155	
MOUNTAIN	1,488	411	1,899	5.9
Alaska	32	9	41	
Washington	395	81	476	
Oregon	302	70	372	
California	2,059	543	2,602	
Hawaii	109	23	132	
PACIFIC	2,897	726	3,623	11.2
UNITED STATES	26,183	6,048	32,231	99.3
U.S. Territories	180	19	199	
Canada	-	2	2	
Mexico	-	1	1	
Other International	23	13	36	
APO/FPO	3	-	3	
TOTAL QUALIFIED CIRCULATION	26,389	6,083	32,472	100.0

**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.

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.

Date signed

October 27, 2017

State

Texas

County

Dallas

Received by BPA Worldwide

October 27, 2017

Type

BSD

ID Number

C410B0J7

### 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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	18
Advertiser and Agency	733
Allocated for Trade Shows and Conventions	217
All Other	384
TOTAL	1,352

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

	Total Qualified		Qualified Non-Paid		Qualified Paid	
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent
Individual	32,453	100.0	32,432	99.9	21	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	32,453	100.0	32,432	99.9	21	0.1

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Total Qualified
January	26,349	6,087	32,436
February	26,360	6,087	32,447
March	26,324	6,163	32,487
April	26,364	6,054	32,418
May	26,389	6,083	32,472
June	26,616	5,844	32,460

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

This issue is 0.1% or 22 copies above the average of the other 5 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
THE EXECUTIVE LEVEL									
Presidents, Deans, Chief Administrators	8,483	26.1	8,231	252	1,910	4,474	89	1,746	264
THE PURCHASING LEVEL (Note 1)									
Business and Purchasing	4,627	14.3	4,066	561	957	2,863	118	410	279
THE SPECIFIER LEVEL (Note 1)									
Facilities Planning, Physical Plant, Buildings and Grounds, Energy Management, Maintenance, Safety and Security	4,911	15.1	4,240	671	883	3,115	172	325	416
Housing/ Residential Life, College Unions/Student Activity Centers, Food Service, Auxilliary/Campus Card Services	2,435	7.5	2,273	162	433	1,915	16	38	33
Technology/MIS	2,239	6.9	1,291	948	264	1,326	100	209	340
State Higher Education Agencies	617	1.9	249	368	96	409	42	12	58
Architects, Engineers, Construction Managers, Design- Builders, General Contractors, Interior Designers, Integrators and Consultants	3,387	10.4	3,051	336	73	524	105	2,543	142
Others including Executive, Financial, IT, VP, Directors, Managers	5,773	17.8	2,988	2,785	858	2,893	109	1,210	703
SPECIFIER LEVEL SUBTOTAL	19,362	59.6	14,092	5,270	2,607	10,182	544	4,337	1,692
TOTAL QUALIFIED CIRCULATION	32,472	100.0	26,389	6,083	5,474	17,519	751	6,493	2,235
PERCENT	100.0		81.3	18.7	16.8	54.0	2.3	20.0	6.9

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

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

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	18,922	11,402	-	25,545	4,779	30,324	93.4
II. Request from recipient's company:	480	239	-	691	28	719	2.2
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	1,413	2	-	139	1,276	1,415	4.4
V. Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	14	-	-	14	-	14	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,829	11,643	-	26,389	6,083	32,472	100.0
PERCENT	64.1	35.9	-	81.3	18.7	100.0	

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

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	26,199	6,075	32,274	99.4
Individuals by name only	23	8	31	0.1
Titles or functions only	155	-	155	0.5
Company names only	12	-	12	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	26,389	6,083	32,472	100.0