

# **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 REP** 

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Scan for publisher's contact information

SCHOOL PLANNING & MANAGEMENT is a solution-oriented magazine for professionals serving the K-12 education market. Our subscribers include members of the architectural community and the school district team 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 Learning Environment.

#### **FIELD SERVED**

SCHOOL PLANNING & MANAGEMENT serves the administrative, business, purchasing, facilities, construction, and technology planning levels in public school districts nationwide.

#### **DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are administrative and management personnel including school board presidents, superintendents, chief administrators, assistant superintendents, vice presidents, directors, managers, and supervisors for: administration, business, purchasing, facilities planning, maintenance, buildings and grounds, energy management, energy/sustainability, safety and security, and technology. Also qualified are architects, engineers, construction managers, design-builders, general contractors, interior designers, integrators and consultants serving the industry, as well as Departments of Education.

## **CHANNELS**

### SCHOOL PLANNING & MANAGEMENT **MAGAZINE**



6 Issues in the period 44,310 average circulation

# **EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
SCHOOL PLANNING & MANAGEMENT MAGAZINE (6 issues in the period)	44,268	42	44,310
a. Print	37,264	42	37,306
b. Digital	7,004	-	7,004
1. Requested	5,662	-	5,662
2. Non-Requested	1,342	-	1,342

# MAGAZINE CHANNEL Official Publication of: None/Established: 1962/Issues Per Year: 11 (See Additional Data)

<b>AVERAGE NON-QUALIFIED CI</b>	RCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies	
Other Paid Circulation	17	
Advertiser and Agency Allocated for Trade Shows	651	
and Conventions	96	
All Other	285	
TOTAL	1,049	

	Total Q	ualified	Qualified	Non-Paid	Qualified Paid		
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent	
Individual	44,310	100.0	44,268	99.9	42	0.1	
Sponsored Individually Addressed	-	-	-	-	-	-	
Membership Benefit	-	-	-	-	-	-	
Multi-Copy Same Addressee	-	-	-	-	-	-	
Single Copy Sales	-	-	-	-	-	-	
TOTAL QUALIFIED CIRCULATION	44,310	100.0	44,268	99.9	42	0.1	

2. QUALIFIED CIRCULATION BY ISSUI	ES FOR PERIOD		
2016	Print	Digital	Total Qualified
January	37,267	6,622	43,889
February	37,329	6,661	43,990
March	37,262	7,053	44,315
April	37,390	7,644	45,034
May	37,292	7,031	44,323
June	37,295	7,014	44,309

his issue is -% or 16 copies above the average of the other					PUBLIC SCHOOL DISTRICT BY ENROLLMENT							
CLASSIFICATION BY TITLE	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	Over 25,000 (A)	10,000- 24,999 (B)	5,000- 9,999 (C)	2,500- 4,999 (D)	1,000- 2,499 (E)	Under 1,000 (F)	Unknown	Other Institution
THE EXECUTIVE LEVEL												
residents and Chairmen – Boards of Education ncluding members of NSBA)	2,914	6.6	2,253	661	107	171	230	360	855	1,034	105	5
uperintendents of Schools (including members of AASA)	8,506	19.2	7,132	1,374	410	642	996	1,471	2,013	2,462	438	7
THE PURCHASING LEVEL (Note 1)												
usiness and Purchasing (including members of ASBO)	10,063	22.7	8,993	1,070	545	874	1,119	1,721	2,329	2,782	517	17
THE SPECIFIER LEVEL (Note 1)												
acilities Planning, Maintenance, Buildings and Grounds, hysical Plant, Energy Managers, Safety and Security acluding members of APPA, NSPMA, and CEFPI)	10,491	23.7	9,403	1,088	765	911	1,146	1,610	2,206	2,252	536	1,06
chnology/MIS (including members of NSBA TLN)	1,279	2.9	737	542	83	88	102	133	134	168	49	55
chers including Executive level, Purchasing level, esistant Superintendents, Vice-Presidents, Directors, anagers, Supervisors, IT professionals	1,171	2.6	378	793	107	119	126	159	150	165	47	29
Sub-Total	34,424	77.7	28,896	5,528	2,017	2,805	3,719	5,454	7,687	8,863	1,692	2,21
ederal and State Departments of Education dministrative, Business, Facilities, and Technology, cluding members of SETDA)	1,129	2.5	851	278								
chitects, Engineers, Construction Managers, Design- uilders, General Contractors, Interior Designers, tegrators and Consultants (including members of												
IA/CAE)	8,770	19.8	7,545	1,225								
TOTAL QUALIFIED CIRCULATION	44,323	100.0	37,292	7,031								
PERCENT	100.0		84.1	15.9								

### 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:	27,202	13,033	-	33,667	6,568	40,235	90.8
II. Request from recipient's company:	474	188	-	531	131	662	1.5
III. Membership Benefit:	-	-	-	-	-	-	-
<ul><li>IV. *Communication from recipient or recipient's company (other than request):</li></ul>	3,356	70	-	3,094	332	3,426	7.7
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	-	-	-	-	-	-	-
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	31,032	13,291	-	37,292	7,031	44,323	100.0
PERCENT	70.0	30.0	-	84.1	15.9	100.0	
See Additional Data							

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	37,231	7,009	44,240	99.8
Individuals by name only	20	7	27	0.1
Titles or functions only	4	1	5	-
Company names only	37	14	51	0.1
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	37,292	7,031	44,323	100.0

	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
6-Month Period Ended:	July – December 2013	January – June 2014	July – December 2014	January – June 2015	July – December 2015*	January – June 2016*
Total Audit Average Qualified:	48,020	48,243	48,457	44,153	44,059	44,310
Qualified Non-Paid:	48,020	48,192	48,396	44,094	44,011	44,268
Print:	48,020	45,994	41,477	37,294	37,278	37,264
Digital:	-	2,198	6,919	6,800	6,733	7,004
Qualified Paid:	-	51	61	59	48	42
Print:	-	51	61	59	48	42
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

<sup>\*</sup>NOTE: July 2015 – June 2016 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 MAY 2016**

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	292	48	340	1 CIOCIIC	Kentucky	604	139	743	1 CICCIIC
New Hampshire	227	46	273		Tennessee	513	86	599	
Vermont	148	25	173		Alabama	465	82	547	
Massachusetts	936	158	1,094			463	81	544	
	122	16	1,094		Mississippi EAST SO. CENTRAL				
Rhode Island Connecticut	563	77	640			2,045	388	2,433	5.5
				0.0	Arkansas	564	95	659	
NEW ENGLAND	2,288	370	2,658	6.0	Louisiana	343	65	408	
New York	2,409	469	2,878		Oklahoma	678	118	796	
New Jersey	1,541	274	1,815		Texas	2,933	559	3,492	
Pennsylvania	1,689	337	2,026		WEST SO. CENTRAL	4,518	837	5,355	12.1
MIDDLE ATLANTIC	5,639	1,080	6,719	15.2	Montana	262	34	296	
Ohio	1,906	392	2,298		Idaho	272	52	324	
Indiana	960	214	1,174		Wyoming	102	21	123	
Illinois	2,128	404	2,532		Colorado	570	89	659	
Michigan	1,403	268	1,671		New Mexico	240	42	282	
Wisconsin	901	195	1,096		Arizona	680	111	791	
EAST NO. CENTRAL	7,298	1,473	8,771	19.8	Utah	177	37	214	
Minnesota	693	128	821		Nevada	111	25	136	
Iowa	596	97	693		MOUNTAIN	2,414	411	2,825	6.4
Missouri	1,096	159	1,255		Alaska	67	12	79	
North Dakota	131	13	144		Washington	725	132	857	
South Dakota	116	22	138		Oregon	360	74	434	
Nebraska	408	63	471		California	2,891	548	3,439	
Kansas	636	103	739		Hawaii	57	13	70	
WEST NO. CENTRAL	3,676	585	4,261	9.6	PACIFIC	4,100	779	4,879	11.0
Delaware	115	23	138		UNITED STATES	37,217	7.001	44,218	99.8
Maryland	555	93	648		U.S. Territories	52	21	73	
Washington, DC	136	32	168		Canada	2	4	6	
Virginia	995	197	1,192		Mexico	-	-	-	
West Virginia	235	34	269		Other International	17	5	22	
North Carolina	861	212	1.073		APO/FPO	4	-	4	
South Carolina	406	80	486		-, -				
Georgia	869	165	1.034		TOTAL QUALIFIED				
Florida	1.067	242	1,309		CIRCULATION	37,292	7,031	44,323	100.0
SOUTH ATLANTIC	5,239	1,078	6,317	14.2					

### ADDITIONAL DATA

#### METHOD OF DISTRIBUTION:

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.

#### 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 July/August 2016 issue, School Planning & Management changed its frequency from 12 to 11 issues per year.

#### PARAGRAPH 3h:

Communication from Recipient or Recipient's Company (Other Than Request) includes 2 sources of circulation for quantities of 404 copies or 0.9% to 3,022 copies or 6.8%.

#### **PUBLISHER'S AFFIDAVIT**

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

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

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 State County

August 18, 2016 Texas Dallas

August 18, 2016

Total

Received by BPA Worldwide Туре

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