

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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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

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	17
Advertiser and Agency Allocated for Trade Shows and Conventions	651
All Other	285
TOTAL	1,049

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

	Total Qualified		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 ISSUES 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

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

This issue is -% or 16 copies above the average of the other 5 issues reported in Paragraph 2.

CLASSIFICATION BY TITLE	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	PUBLIC SCHOOL DISTRICT BY ENROLLMENT								Other Unknown Institutions
					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)			
THE EXECUTIVE LEVEL													
Presidents and Chairmen – Boards of Education (including members of NSBA)	2,914	6.6	2,253	661	107	171	230	360	855	1,034	105	52	
Superintendents of Schools (including members of AASA)	8,506	19.2	7,132	1,374	410	642	996	1,471	2,013	2,462	438	74	
THE PURCHASING LEVEL (Note 1)													
Business 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	176	
THE SPECIFIER LEVEL (Note 1)													
Facilities Planning, Maintenance, Buildings and Grounds, Physical Plant, Energy Managers, Safety and Security (including 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	1,065	
Technology/MIS (including members of NSBA TLN)	1,279	2.9	737	542	83	88	102	133	134	168	49	552	
Others including Executive level, Purchasing level, Assistant Superintendents, Vice-Presidents, Directors, Managers, Supervisors, IT professionals	1,171	2.6	378	793	107	119	126	159	150	165	47	298	
Sub-Total	34,424	77.7	28,896	5,528	2,017	2,805	3,719	5,454	7,687	8,863	1,692	2,217	
Federal and State Departments of Education (Administrative, Business, Facilities, and Technology, including members of SETDA)	1,129	2.5	851	278									
Architects, Engineers, Construction Managers, Design- Builders, General Contractors, Interior Designers, Integrators and Consultants (including members of AIA/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									

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

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

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
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:	-	-	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	3,356	70	-	3,094	332	3,426	7.7
V. TOTAL – 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

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	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

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

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:	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

*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.

State	Print	Digital	Total Qualified	Percent
Maine	292	48	340	
New Hampshire	227	46	273	
Vermont	148	25	173	
Massachusetts	936	158	1,094	
Rhode Island	122	16	138	
Connecticut	563	77	640	
NEW ENGLAND	2,288	370	2,658	6.0
New York	2,409	469	2,878	
New Jersey	1,541	274	1,815	
Pennsylvania	1,689	337	2,026	
MIDDLE ATLANTIC	5,639	1,080	6,719	15.2
Ohio	1,906	392	2,298	
Indiana	960	214	1,174	
Illinois	2,128	404	2,532	
Michigan	1,403	268	1,671	
Wisconsin	901	195	1,096	
EAST NO. CENTRAL	7,298	1,473	8,771	19.8
Minnesota	693	128	821	
Iowa	596	97	693	
Missouri	1,096	159	1,255	
North Dakota	131	13	144	
South Dakota	116	22	138	
Nebraska	408	63	471	
Kansas	636	103	739	
WEST NO. CENTRAL	3,676	585	4,261	9.6
Delaware	115	23	138	
Maryland	555	93	648	
Washington, DC	136	32	168	
Virginia	995	197	1,192	
West Virginia	235	34	269	
North Carolina	861	212	1,073	
South Carolina	406	80	486	
Georgia	869	165	1,034	
Florida	1,067	242	1,309	
SOUTH ATLANTIC	5,239	1,078	6,317	14.2

State	Print	Digital	Total Qualified	Percent
Kentucky	604	139	743	
Tennessee	513	86	599	
Alabama	465	82	547	
Mississippi	463	81	544	
EAST SO. CENTRAL	2,045	388	2,433	5.5
Arkansas	564	95	659	
Louisiana	343	65	408	
Oklahoma	678	118	796	
Texas	2,933	559	3,492	
WEST SO. CENTRAL	4,518	837	5,355	12.1
Montana	262	34	296	
Idaho	272	52	324	
Wyoming	102	21	123	
Colorado	570	89	659	
New Mexico	240	42	282	
Arizona	680	111	791	
Utah	177	37	214	
Nevada	111	25	136	
MOUNTAIN	2,414	411	2,825	6.4
Alaska	67	12	79	
Washington	725	132	857	
Oregon	360	74	434	
California	2,891	548	3,439	
Hawaii	57	13	70	
PACIFIC	4,100	779	4,879	11.0
UNITED STATES	37,217	7,001	44,218	99.8
U.S. Territories	52	21	73	
Canada	2	4	6	
Mexico	-	-	-	
Other International	17	5	22	
APO/FPO	4	-	4	
TOTAL QUALIFIED CIRCULATION	37,292	7,031	44,323	100.0