

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

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 Public School District, Government Agency (Federal or State Office), Private Firms, and Other Institutions.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include presidents and chairmen in Boards of Education, superintendents of schools, assistant superintendents, vice presidents, directors, managers, and supervisors in business and purchasing and facilities planning, maintenance, buildings and grounds, physical plant, energy/sustainability, safety and security, technology, as well as others including executive level, purchasing level, assistant superintendents, vice presidents, directors, managers, supervisors, and IT professionals at the specifier level. Also included are titled personnel within federal and state departments of education, architects, engineers, construction managers, design builders, general contractors, interior designers, integrators and consultants, and other titles from private firms.

CHANNELS

SCHOOL PLANNING & MANAGEMENT MAGAZINE



6 issues in the period
43,488 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)	43,450	38	43,488
a. Print	37,268	37	37,305
b. Digital	6,182	1	6,183
1. Requested	4,648	1	4,649
2. Non-Requested	1,534	-	1,534

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	23
Advertiser and Agency	670
Allocated for Trade Shows and Conventions	117
All Other	187
TOTAL	997

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	43,488	100.0	43,450	99.9	38	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	43,488	100.0	43,450	99.9	38	0.1

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018	Print	Digital	Total Qualified
January	37,256	6,473	43,729
February	37,289	6,177	43,466
March	37,270	6,121	43,391
April	37,318	6,078	43,396
May	37,353	6,017	43,370
June	37,345	6,235	43,580

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018
This issue is 0.3% or 142 copies below the average of the other 5 issues reported in Paragraph 2.

Classification by Title	Total Qualified	Percent of Total	Print	Digital	Public School District	Government Agency (Federal or State Office)	Private Firm	Other Institutions
THE EXECUTIVE LEVEL								
Presidents and Chairmen – Boards of Education	6,245	14.4	5,586	659	5,160	95	947	43
Superintendents of Schools	8,577	19.8	7,997	580	8,341	86	111	39
THE PURCHASING LEVEL (Note 1)								
Business and Purchasing	9,890	22.8	9,228	662	8,973	181	557	179
THE SPECIFIER LEVEL (Note 1)								
Facilities Planning, Maintenance, Buildings and Grounds, Physical Plant, Energy Managers, Safety and Security	9,295	21.4	8,075	1,220	7,826	266	444	759
Technology/MIS	1,652	3.8	896	756	760	116	447	329
Federal and State Departments of Education titled personnel	246	0.6	159	87	164	62	13	7
Architects, Engineers, Construction Managers, Design- Builders, General Contractors, Interior Designers, Integrators and Consultants	4,037	9.3	3,414	623	458	127	3,321	131
Others allied to the field	3,428	7.9	1,998	1,430	796	47	1,971	614
SPECIFIER LEVEL SUBTOTAL	18,658	43.0	14,542	4,116	10,004	618	6,196	1,840
TOTAL QUALIFIED CIRCULATION	43,370	100.0	37,353	6,017	32,478	980	7,811	2,101
PERCENT	100.0		86.1	13.9	74.9	2.3	18.0	4.8

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	27,504	12,828	-	35,841	4,491	40,332	93.0
II. Request from recipient's company:	10	55	-	41	24	65	0.1
III. Membership Benefit:	-	-	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	1,466	1,507	-	1,471	1,502	2,973	6.9
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	28,980	14,390	-	37,353	6,017	43,370	100.0
PERCENT	66.8	33.2	-	86.1	13.9	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	37,302	6,013	43,315	99.9
Individuals by name only	26	3	29	0.1
Titles or functions only	15	1	16	-
Company names only	10	-	10	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	37,353	6,017	43,370	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July - December 2015	January - June 2016	July - December 2016	January - June 2017	July - December 2017	January - June 2018*
Total Audit Average Qualified:	44,059	44,310	44,501	44,557	43,932	43,488
Qualified Non-Paid:	44,011	44,268	44,448	44,517	43,893	43,450
Print:	37,278	37,264	37,308	37,416	37,254	37,268
Digital:	6,733	7,004	7,140	7,101	6,639	6,182
Qualified Paid:	48	42	53	40	39	38
Print:	48	42	53	40	35	37
Digital:	-	-	-	-	4	1
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: January - June 2018 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 2018

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	328	38	366		Kentucky	598	94	692	
New Hampshire	230	35	265		Tennessee	537	73	610	
Vermont	169	19	188		Alabama	431	76	507	
Massachusetts	885	137	1,022		Mississippi	468	64	532	
Rhode Island	114	24	138		EAST SO. CENTRAL	2,034	307	2,341	5.4
Connecticut	492	84	576		Arkansas	590	63	653	
NEW ENGLAND	2,218	337	2,555	5.9	Louisiana	337	44	381	
New York	2,439	391	2,830		Oklahoma	780	85	865	
New Jersey	1,527	204	1,731		Texas	2,997	462	3,459	
Pennsylvania	1,704	286	1,990		WEST SO. CENTRAL	4,704	654	5,358	12.4
MIDDLE ATLANTIC	5,670	881	6,551	15.1	Montana	306	31	337	
Ohio	2,015	302	2,317		Idaho	283	36	319	
Indiana	999	145	1,144		Wyoming	110	13	123	
Illinois	2,070	281	2,351		Colorado	518	93	611	
Michigan	1,479	200	1,679		New Mexico	251	38	289	
Wisconsin	1,001	154	1,155		Arizona	597	94	691	
EAST NO. CENTRAL	7,564	1,082	8,646	19.9	Utah	179	46	225	
Minnesota	685	110	795		Nevada	105	32	137	
Iowa	626	78	704		MOUNTAIN	2,349	383	2,732	6.3
Missouri	1,229	117	1,346		Alaska	59	12	71	
North Dakota	184	10	194		Washington	762	115	877	
South Dakota	141	16	157		Oregon	373	55	428	
Nebraska	476	53	529		California	2,761	540	3,301	
Kansas	681	82	763		Hawaii	47	20	67	
WEST NO. CENTRAL	4,022	466	4,488	10.4	PACIFIC	4,002	742	4,744	10.9
Delaware	103	21	124		UNITED STATES	37,297	5,949	43,246	99.7
Maryland	441	137	578		U.S. Territories	27	34	61	
Washington, DC	96	37	133		Canada	-	1	1	
Virginia	918	206	1,124		Mexico	-	2	2	
West Virginia	240	28	268		Other International	26	31	57	
North Carolina	813	190	1,003		APO/FPO	3	-	3	
South Carolina	393	61	454						
Georgia	808	153	961						
Florida	922	264	1,186						
SOUTH ATLANTIC	4,734	1,097	5,831	13.4					
					TOTAL QUALIFIED CIRCULATION	37,353	6,017	43,370	100.0

ADDITIONAL DATA

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.

CHANGE IN FREQUENCY:

Effective with the January 2018 issue, School Planning & Management changed its frequency from 11 to 10 issues per year.

PARAGRAPH 3b:

Communication from Recipient or Recipient's Company (Other Than Request) includes 2 sources of circulation for quantities of 151 copies or 0.3% to 2,822 copies or 6.6%.

PUBLISHER'S AFFIDAVIT

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.

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About BPA Worldwide:

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