

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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BUILDINGS

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ABOUT BUILDINGS

BUILDINGS database contains a net, unduplicated count consisting of individuals who have registered to receive content from BUILDINGS in one or more of twelve communication channels including magazine, e-newsletters, webinars, shows, white paper registrants, and website. Individuals can request to receive more than one channel.

FIELD SERVED

Buildings serves Commercial Buildings including Building Development Firms, Building Management Firms, Computer, High-Tech, Financial, Insurance, Communication, Transportation, Utility, Business and Professional Services; Education Buildings including Universities, Colleges, Schools K-12; Healthcare and Medical Buildings including Hospitals, Nursing Homes, Medical Clinics; Government buildings including Federal, State, Local Military, Airport, Correctional; Manufacturing buildings including Firms and Plants; Hospitality buildings including hotels, motels, resorts; Retail and Chain buildings and members of Building Owners and Managers Association (BOMA), Association of Higher Education Facilities Officers (APPA), Institute of Real Estate Management (IREM), CoreNet Global (formerly NACORE), International Facility Management Association (IFMA), Association for Facilities Engineering (AFE), and the American Society for Healthcare Engineering (ASHE) and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

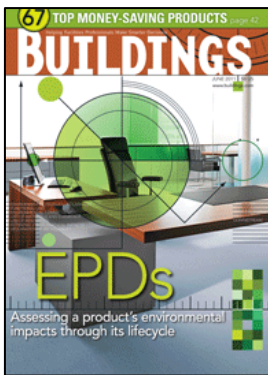
Qualified recipients are Owner, CEO, President, Partner; Vice President of Facilities, Vice President of Buildings; Vice President of Real Estate, Vice President of Construction, Vice President of Design, Vice President of Energy, Vice President of Engineering, Director of Facilities, Director of Buildings, Director of Real Estate, Director of Construction, Director of Design, Director of Engineering; Director of Physical Plant; CFO, CIO, COO; Executive Vice President; Superintendent of Schools; Facility Manager, Building Manager; Property Manager, Asset Manager; Construction Manager, Project Manager; Facility Operations Manager; Energy Manager, Environmental Manager; Staff Architect; Staff Space Planner, Staff Interior Designer; Staff Engineer; Staff Security, Staff Safety; and others allied to the field.

PURPOSE

Included herein is an aggregate analysis of the number of buildings managed or owned by recipients' companies. The aggregate building data reported herein is for BUILDINGS MAGAZINE subscribers only.

DEFINITION OF A UNIT

A unit is an establishment primarily engaged in one type of economic activity at a single physical location. The unit data reported herein is for BUILDINGS MAGAZINE subscribers only.



1. EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Average
1. BUILDINGS MAGAZINE (6 issues in period) _____	73,503
A. PRINT VERSION ONLY _____	59,880
B. DIGITAL VERSION ONLY _____	8,569
C. BOTH (PRINT AND DIGITAL UNDUPLICATED) _____	5,054
2. BUILDINGS E-NEWSLETTERS	
A. @ THE MOMENT E-NEWSLETTER (25 deployments in period) _____	55,359
B. GREENER FACILITIES E-NEWSLETTER (6 deployments in period) _____	58,461
C. SECURITY NEWS E-NEWSLETTER (6 deployments in period) _____	57,614
D. ENERGY NEWS E-NEWSLETTER (6 deployments in period) _____	61,274
E. ROOFING NEWS E-NEWSLETTER (6 deployments in period) _____	57,093
3. BUILDINGS WEBINARS	
A. BUILDINGS WEBINAR REGISTRANTS (data for 2 months reported) _____	13
B. BUILDINGS WEBINAR ATTENDEES (Note 1) _____	13
C. BUILDINGSVIP REGISTRANTS (data for 4 months reported) _____	384
D. BUILDINGSVIP WEBINAR ATTENDEES (Note 1) _____	459
4. BUILDINGSXCHANGE ATTENDEES _____	40
5. THE EVERY BUILDING SHOW ATTENDEES _____	3,516
6. BUILDINGS PAY FOR PERFORMANCE WHITE PAPER REGISTRANTS _____	1,487
7. BUILDINGS WEB SITE (Note 2) _____	50,233
TOTAL	419,052

Note 1: Attendees, not registrants, are included in "Total."
Note 2: Unique Browsers. See Website Glossary in Table 7.

1a. INTEGRATED DATABASE ANALYSIS	
NET UNIQUE INDIVIDUALS	98,028
INDIVIDUALS RECEIVING ONLY ONE CHANNEL	26,110
AVERAGE CHANNELS RECEIVED PER INDIVIDUAL*	3.7

*See Table 7

1b. COMMUNICATION CHANNELS OF THE BUILDINGS BRAND															
Each column/row reports the gross number of individuals receiving that channel, and the additional channels those recipients receive.															
Since any one individual may receive more than one channel, the totals should not be added together as they exceed the total of unique individuals.															
CHANNEL	INTEGRATED CHANNELS														NON-INTEGRATED CHANNELS
	BUILDINGS MAGAZINE	BUILDINGS @THE MOMENT E-NEWSLETTER	BUILDINGS GREENER FACILITIES E-NEWSLETTER	BUILDINGS SECURITY NEWS E-NEWSLETTER	BUILDINGS ENERGY NEWS E-NEWSLETTER	BUILDINGS ROOFING NEWS E-NEWSLETTER	BUILDINGS WEBINAR REGISTRANTS	BUILDINGS WEBINAR ATTENDEES	BUILDINGS-XCHANGE	THE EVERY BUILDING SHOW	BUILDINGS PAY FOR PERFORMANCE REGISTRANTS	BUILDINGSVIP REGISTRANTS	BUILDINGSVIP ATTENDEES	BUILDINGS WEBSITE	
BUILDINGS MAGAZINE	74,010	46,870	46,950	42,104	49,669	40,958	2,934	1,640	17	813	1,012	1,800	1,064	-	
BUILDINGS @THE MOMENT E-NEWSLETTER	46,870	61,156	57,108	51,884	59,585	51,386	2,339	1,285	16	611	882	1,556	908	-	
BUILDINGS GREENER FACILITIES E-NEWSLETTER	46,950	57,108	62,430	54,875	60,750	54,223	2,555	1,417	16	633	910	1,609	938	-	
BUILDINGS SECURITY NEWS E-NEWSLETTER	42,104	51,884	54,875	58,001	55,991	54,651	2,315	1,281	14	609	915	1,539	886	-	
BUILDINGS ENERGY NEWS E-NEWSLETTER	49,669	59,585	60,750	55,991	65,618	54,699	2,635	1,458	17	666	948	1,711	1,001	-	
BUILDINGS ROOFING NEWS E-NEWSLETTER	40,958	51,386	54,223	54,651	54,699	56,368	2,262	1,243	12	567	880	1,502	881	-	
BUILDINGS WEBINAR REGISTRANTS	2,934	2,339	2,555	2,315	2,635	2,262	5,828	3,097	3	117	367	975	615	-	
BUILDINGS WEBINAR ATTENDEES	1,640	1,285	1,417	1,281	1,458	1,243	3,097	3,097	3	77	231	642	426	-	
BUILDINGSXCHANGE	17	16	16	14	17	12	3	3	40	2	-	4	2	-	
THE EVERY BUILDING SHOW	813	611	633	609	666	567	117	77	2	3,516	43	55	26	-	
BUILDINGS PAY FOR PERFORMANCE REGISTRANTS	1,012	882	910	915	948	880	367	231	-	43	1,487	286	180	-	
BUILDINGSVIP REGISTRANTS	1,800	1,556	1,609	1,539	1,711	1,502	975	642	4	55	286	3,522	2,136	-	
BUILDINGSVIP WEBINAR ATTENDEES	1,064	908	938	886	1,001	881	615	426	2	26	180	2,136	2,136	-	
BUILDINGS WEBSITE	-	-	-	-	-	-	-	-	-	-	-	-	-	50,233	

* Unique Browsers. See Website Glossary in Table 7.

1c. CHANNELS RECEIVED															
Since any one individual may receive more than one channel, the totals should not be added together as they exceed the total of unique individuals.															
CHANNEL	INTEGRATED CHANNELS														NON-INTEGRATED CHANNELS
	BUILDINGS MAGAZINE	BUILDINGS @THE MOMENT E-NEWSLETTER	BUILDINGS GREENER FACILITIES E-NEWSLETTER	BUILDINGS SECURITY NEWS E-NEWSLETTER	BUILDINGS ENERGY NEWS E-NEWSLETTER	BUILDINGS ROOFING NEWS E-NEWSLETTER	BUILDINGS WEBINAR REGISTRANTS	BUILDINGS WEBINAR ATTENDEES	BUILDINGS-XCHANGE	BUILDINGSVIP REGISTRANTS	BUILDINGS PAY FOR PERFORMANCE REGISTRANTS	THE EVERY BUILDING SHOW	BUILDINGSVIP WEBINAR ATTENDEES	UNIQUE INDIVIDUALS	BUILDINGS WEB SITE*
MULTIPLE CHANNEL RECIPIENTS	53,036	61,141	62,322	57,846	65,510	56,285	4,594	3,097	19	3,041	1,126	945	2,136	71,918	
SINGLE CHANNEL RECIPIENTS	20,974	15	108	155	108	83	1,234	-	21	480	361	2,571	-	26,110	
TOTAL	74,010	61,156	62,430	58,001	65,618	56,368	5,828	3,097	40	3,521	1,487	3,516	2,136	98,028	

* Unique Browsers. See Website Glossary in Table 7.

2. CHANNEL FREQUENCY FOR PERIOD

2011	Buildings Magazine				BUILDINGS E-NEWSLETTERS					BUILDINGS WEBINARS				BUILDINGS WEB SITE (Note 1)
	PRINT	DIGITAL	BOTH	TOTAL	BUILDINGS @THE MOMENT E-NEWSLETTER	BUILDINGS GREENER FACILITIES E-NEWSLETTER	BUILDINGS SECURITY NEWS E-NEWSLETTER	BUILDINGS ENERGY NEWS E-NEWSLETTER	BUILDINGS ROOFING NEWS E-NEWSLETTER	BUILDINGS WEBINAR REGISTRANTS	BUILDINGS WEBINAR ATTENDEES	*BUILDINGSVIP REGISTRANTS	*BUILDINGSVIP WEBINAR ATTENDEES	
JANUARY	63,310	6,392	3,548	73,250	-	-	-	-	-	-	-	163	90	48,221
January 4, 2011	-	-	-	-	50,925	-	-	-	-	-	-	-	-	-
January 5, 2011	-	-	-	-	-	-	55,450	-	-	-	-	-	-	-
January 10, 2011	-	-	-	-	50,857	-	-	-	-	-	-	-	-	-
January 12, 2011	-	-	-	-	-	-	-	-	53,856	-	-	-	-	-
January 17, 2011	-	-	-	-	50,765	-	-	-	-	-	-	-	-	-
January 19, 2011	-	-	-	-	-	-	-	55,596	-	-	-	-	-	-
January 24, 2011	-	-	-	-	51,270	-	-	-	-	-	-	-	-	-
January 26, 2011	-	-	-	-	-	55,286	-	-	-	-	-	-	-	-
January 31, 2011	-	-	-	-	51,126	-	-	-	-	-	-	-	-	-
FEBRUARY	62,883	6,551	3,816	73,250	-	-	-	-	-	-	-	821	745	47,512
February 2, 2011	-	-	-	-	-	-	55,675	-	-	-	-	-	-	-
February 7, 2011	-	-	-	-	51,055	-	-	-	-	-	-	-	-	-
February 9, 2011	-	-	-	-	-	-	-	-	53,489	-	-	-	-	-
February 14, 2011	-	-	-	-	50,967	-	-	-	-	-	-	-	-	-
February 16, 2011	-	-	-	-	-	-	-	55,898	-	-	-	-	-	-
February 21, 2011	-	-	-	-	50,886	-	-	-	-	-	-	-	-	-
February 23, 2011	-	-	-	-	-	54,975	-	-	-	-	-	-	-	-
February 28, 2011	-	-	-	-	50,813	-	-	-	-	-	-	-	-	-
MARCH	60,689	7,812	4,749	73,250	-	-	-	-	-	-	-	425	873	54,739
March 2, 2011	-	-	-	-	-	-	55,369	-	-	-	-	-	-	-
March 7, 2011	-	-	-	-	61,685	-	-	-	-	-	-	-	-	-
March 8, 2011	-	-	-	-	-	-	-	-	-	25	25	-	-	-
March 9, 2011	-	-	-	-	-	-	-	-	60,945	-	-	-	-	-
March 14, 2011	-	-	-	-	54,048	-	-	-	-	-	-	-	-	-
March 16, 2011	-	-	-	-	-	-	-	64,756	-	1	1	-	-	-
March 21, 2011	-	-	-	-	56,205	-	-	-	-	-	-	-	-	-
March 23, 2011	-	-	-	-	-	58,150	-	-	-	-	-	-	-	-
March 28, 2011	-	-	-	-	55,885	-	-	-	-	-	-	-	-	-
APRIL	58,596	9,113	5,541	73,250	-	-	-	-	-	-	-	125	129	52,947
April 4, 2011	-	-	-	-	55,796	-	-	-	-	-	-	-	-	-
April 6, 2011	-	-	-	-	-	-	58,293	-	-	-	-	-	-	-
April 11, 2011	-	-	-	-	55,619	-	-	-	-	-	-	-	-	-
April 13, 2011	-	-	-	-	-	-	-	-	56,654	-	-	-	-	-
April 18, 2011	-	-	-	-	55,524	-	-	-	-	-	-	-	-	-
April 20, 2011	-	-	-	-	-	-	-	60,570	-	-	-	-	-	-
April 25, 2011	-	-	-	-	55,449	-	-	-	-	-	-	-	-	-
April 27, 2011	-	-	-	-	-	57,612	-	-	-	-	-	-	-	-
MAY	56,897	10,780	6,333	74,010	-	-	-	-	-	-	-	-	-	52,912
May 2, 2011	-	-	-	-	55,358	-	-	-	-	-	-	-	-	-
May 4, 2011	-	-	-	-	-	-	58,001	-	-	-	-	-	-	-
May 9, 2011	-	-	-	-	55,259	-	-	-	-	-	-	-	-	-
May 11, 2011	-	-	-	-	-	-	-	-	56,368	-	-	-	-	-
May 16, 2011	-	-	-	-	61,156	-	-	-	-	-	-	-	-	-
May 18, 2011	-	-	-	-	-	-	-	65,618	-	-	-	-	-	-
May 23, 2011	-	-	-	-	60,900	-	-	-	-	-	-	-	-	-
May 25, 2011	-	-	-	-	-	62,430	-	-	-	-	-	-	-	-
May 31, 2011	-	-	-	-	60,745	-	-	-	-	-	-	-	-	-
JUNE	56,910	10,766	6,334	74,010	-	-	-	-	-	-	-	-	-	45,068
June 1, 2011	-	-	-	-	-	-	62,896	-	-	-	-	-	-	-
June 6, 2011	-	-	-	-	60,678	-	-	-	-	-	-	-	-	-
June 8, 2011	-	-	-	-	-	-	-	-	61,241	-	-	-	-	-
June 13, 2011	-	-	-	-	60,576	-	-	-	-	-	-	-	-	-
June 15, 2011	-	-	-	-	-	-	-	65,203	-	-	-	-	-	-
June 20, 2011	-	-	-	-	60,436	-	-	-	-	-	-	-	-	-
June 21, 2011	-	-	-	-	-	-	-	-	-	-	-	-	-	-
June 22, 2011	-	-	-	-	-	62,310	-	-	-	-	-	-	-	-
AVERAGE	59,881	8,569	5,054	73,503	55,359	58,461	57,614	61,274	57,092	13	13	384	459	50,233

Note 1: Unique Browsers. See Website Glossary in Table 7.

*Figures for registrants and attendees for BUILDINGSVIP include the sum of the individual days in each month for January, February, March and April 2011

4. SOURCE AND AGE

MAGAZINE (FOR MAY 2011 ISSUE)							
	SOURCED WITHIN			PRINT VERSION	DIGITAL VERSION	PRINT & DIGITAL BOTH (UNDUPLICATED)	TOTAL
	1 YEAR	2 YEARS	3 YEARS				
BUILDINGS MAGAZINE TOTAL	59,278	14,732	-	56,897	10,780	6,333	74,010
Request	59,278	14,732	-	56,897	10,780	6,333	74,010
Other than request	-	-	-	-	-	-	-
BUILDINGS @THE MOMENT E-NEWSLETTER	61,156	-	-	-	-	-	61,156
BUILDINGS GREENER FACILITIES E-NEWSLETTER	62,430	-	-	-	-	-	62,430
BUILDINGS SECURITY NEWS E-NEWSLETTER	58,001	-	-	-	-	-	58,001
BUILDINGS ENERGY NEWS E-NEWSLETTER	65,618	-	-	-	-	-	65,618
BUILDINGS ROOFING NEWS E-NEWSLETTER	56,368	-	-	-	-	-	56,368
WEBINAR REGISTRANTS	1,356	4,472	-	-	-	-	5,828
WEBINAR ATTENDEES	776	2,321	-	-	-	-	3,097
BUILDINGSXCHANGE	25	15	-	-	-	-	40
THE EVERY BUILDING SHOW	1,910	1,606	-	-	-	-	3,516
Pay for Performance Whitepaper Registrants	677	810	-	-	-	-	1,487
BUILDINGSVIP REGISTRANTS	3,522	-	-	-	-	-	3,522
BUILDINGSVIP WEBINAR ATTENDEES	2,136	-	-	-	-	-	2,136

3. DEMOGRAPHIC PROFILES

BUSINESS/OCCUPATIONAL BREAKOUT																	
This is an aggregate analysis of buildings owned or managed by recipients companies. MAGAZINE RECIPIENTS ONLY																	
BUSINESS AND INDUSTRY	TOTAL BUILDINGS MAGAZINE RECIPIENTS	PERCENT	Total Buildings*	AGGREGATE BUILDING TOTALS												TOTAL UNITS	PERCENT OF UNITS
				Office Buildings	Education Buildings	Retail Buildings	Shopping Center Buildings	Multi-Family (Apartment/Condo) Buildings	Hotel/Motel/Resort Buildings	Hospital Buildings	Other Commercial Buildings	Industrial/Manufacturing Buildings	Federal Buildings	State/Local Buildings	Correctional/Airport/Military Buildings		
COMMERCIAL BUILDINGS																	
Building Development Firm	8,562	11.6	559,857	54,975	8,214	114,864	9,240	257,530	10,125	17,746	34,439	35,771	1,986	4,468	10,499	7,083	13.0
Building Management Firm	9,633	13.0	932,760	155,584	6,556	98,950	14,937	455,666	1,716	6,104	144,244	25,227	15,579	7,180	1,017	7,444	13.7
Computer/High Tech	525	0.7	23,388	11,535	2,341	3,395	161	313	252	1,420	1,537	1,109	349	521	455	461	0.8
Financial/Insurance	1,636	2.2	531,183	87,179	8,127	280,316	12,236	48,983	20,307	5,241	24,784	41,277	86	2,644	3	1,268	2.3
Communication/Transportation/Utility	1,474	2.0	270,501	65,869	1,798	8,116	10,182	19,316	213	323	126,002	29,699	6,995	1,481	507	1,205	2.2
Business/Professional Services	7,388	10.0	202,479	82,053	12,915	14,320	4,639	17,331	1,877	14,645	26,574	11,995	7,850	3,250	5,030	6,231	11.4
COMMERCIAL BUILDINGS SUB-TOTAL	29,218	39.5	2,520,168	457,195	39,951	519,961	51,395	799,139	34,490	45,479	357,580	145,078	32,845	19,544	17,511	23,692	43.5
Education	24,500	33.1	440,721	24,785	367,703	1,529	1,070	9,033	205	2,718	11,390	603	2,498	19,145	42	15,279	28.1
Healthcare/Medical	6,967	9.4	110,611	24,875	2,173	1,230	54	6,119	830	68,947	1,098	1,364	1,382	2,330	209	5,028	9.2
Government	7,923	10.7	1,160,984	144,391	49,204	12,365	879	69,253	507	10,243	10,609	20,161	511,837	284,425	47,110	5,973	11.0
Manufacturing (Firms/Plants)	2,829	3.8	52,193	17,850	1,046	3,050	541	850	261	1,117	2,980	21,944	1,363	791	400	2,425	4.5
Hospitality	897	1.2	41,941	1,214	204	740	419	8,520	26,844	1,312	1,303	198	1,024	150	13	722	1.3
Retail/Chain	1,676	2.3	202,745	6,861	214	177,089	6,775	4,884	1,691	239	2,619	2,194	63	83	33	1,307	2.4
TOTAL RECORDS	74,010	100.0	4,529,363	677,171	460,495	715,964	61,133	897,798	64,828	130,055	387,579	191,542	551,012	326,468	65,318	54,426	100.0

*Note: the building data reported above is for BUILDINGS MAGAZINE subscribers only.

BUSINESS/OCCUPATIONAL BREAKOUT																	
Additional analysis of Business by Job title - MAGAZINE ONLY. This is an aggregate analysis of buildings owned or managed by recipients' companies.																	
BUSINESS AND INDUSTRY	TOTAL UNIQUE INDIVIDUALS	PERCENT	PRINT	DIGITAL	BOTH PRINT & DIGITAL (Unduplicated)	Classification by Title											Staff Architect; Staff Space Planner/Interior Designer; Staff Engineer; Staff Security/Safety/ Others
						Owner/ CEO/ President/ Partner	VP Director of Facilities/ Buildings; VP Director of Real Estate	VP/Director of Construction/ Design/ Engineering; Dir of Physical Plant	CFO/CIO/COO/ VP/Exec Mgt	Superintendent of Schools	Facility/ Building Manager; Property/Asset Manager	Construction/ Project Manager	Facility/ Operations Manager	Energy/ Environmental Manager			
COMMERCIAL BUILDINGS																	
Building Development Firm	8,562	11.6	6,745	1,031	786	4,475	679	405	323	-	833	682	116	33	1,016		
Building Management Firm	9,633	13.0	7,463	1,243	927	2,394	1,425	240	370	-	3,817	345	447	53	542		
Computer/High Tech	525	0.7	313	121	91	124	55	21	31	-	135	37	49	10	63		
Financial/Insurance	1,636	2.2	1,146	278	212	177	373	42	102	-	570	83	113	6	170		
Communication/Transportation/Utility	1,474	2.0	1,095	228	151	172	151	65	64	-	403	130	201	60	228		
Business/Professional Services	7,388	10.0	5,309	1,331	748	3,325	510	251	360	-	834	518	210	114	1,266		
Commercial Buildings Sub-Total	29,218	39.5	22,071	4,232	2,915	10,667	3,193	1,024	1,250	-	6,592	1,795	1,136	276	3,285		
EDUCATION BUILDINGS	24,500	33.1	19,428	3,519	1,553	1,128	4,028	847	1,195	7,308	5,270	682	1,732	208	2,102		
HEALTHCARE/MEDICAL BUILDINGS	6,967	9.4	5,399	1,008	560	470	1,643	777	348	-	1,800	406	598	94	831		
GOVERNMENT BUILDINGS	7,923	10.7	5,908	1,236	779	265	995	627	448	-	2,017	1,076	772	196	1,527		
MANUFACTURING BUILDINGS (Firms/Plants)	2,829	3.8	2,118	450	261	585	265	135	111	-	689	195	262	88	499		
HOSPITALITY BUILDINGS (includes Hotels, Motels, Resorts)	897	1.2	663	139	95	206	162	62	43	-	169	59	75	9	112		
RETAIL/CHAIN BUILDINGS	1,676	2.3	1,310	196	170	479	240	93	70	-	349	116	100	13	216		
TOTAL	74,010	100.0	56,897	10,780	6,333	13,800	10,526	3,565	3,465	7,308	16,886	4,329	4,675	884	8,572		

TITLE BREAKOUT																
BUSINESS AND INDUSTRY	TOTAL UNIQUE INDIVIDUALS	PERCENT	CLASSIFICATION BY TITLE											Staff Architect; Staff Space Planner/Interior Designer; Staff Engineer; Staff Security/Safety; Others Allied to the field	No Answer/Unknown	
			Owner/CEO/President/Partner	VP Director of Facilities/Buildings; VP Director of Real Estate	VP/Director of Construction/Design/Engineering; Director of Physical Plant	CFO/CIO/COO/VP/Exec Mgt	Superintendent of Schools	Facility/Building Manager; Property/Asset Manager	Construction/Project Manager	Facility/Operations Manager	Energy/Environmental Manager					
COMMERCIAL BUILDINGS																
Building Development Firm	9,962	10.2	4,898	740	482	364	-	-	875	861	119	63	1,559	1		
Building Management Firm	11,574	11.8	2,602	1,607	256	516	-	-	4,654	408	511	95	925	-		
Computer/High Tech	621	0.6	147	60	25	35	-	-	160	39	51	14	89	1		
Financial/Insurance	1,956	2.0	209	418	47	122	-	-	676	94	120	12	258	-		
Communication/Transportation/Utility	1,763	1.8	192	161	68	73	-	-	512	145	224	80	308	-		
Business/Professional Services	9,827	10.0	3,839	596	280	647	-	-	1,101	633	247	227	2,256	1		
Commercial Buildings Sub-Total	35,703	36.4	11,887	3,582	1,158	1,757	-	-	7,978	2,180	1,272	491	5,395	3		
Education	26,603	27.1	1,174	4,249	914	1,312	7,799	-	5,780	763	1,867	292	2,453	-		
Healthcare/Medical	7,602	7.8	495	1,761	818	384	-	-	2,008	446	639	115	936	-		
Government	9,066	9.2	288	1,086	688	509	-	-	2,303	1,200	857	254	1,879	2		
Manufacturing (Firms/Plants)	3,533	3.6	657	303	155	161	-	-	799	226	277	127	828	-		
Hospitality	1,047	1.1	221	177	80	56	-	-	199	65	86	11	152	-		
Retail/Chain	1,819	1.9	510	262	92	77	-	-	372	128	109	20	249	-		
No Answer/Unknown/Other	12,655	12.9	33	5	8	17	-	-	25	23	3	13	141	12387		
TOTAL RECORDS	98,028	100.0	15,265	11,425	3,913	4,273	7,799	-	19,464	5,031	5,110	1,323	12,033	12,392		

Note: Buildings as of May 2011, @the moment as of May 16, 2011; Greener Facilities as of May 25, 2011; Security News as of May 4, 2011; Energy News as of May 18, 2011; Roofing News as of May 11, 2011.

Webinar, white paper and show registration, and attendees as of June 30, 2011.

5. GEOGRAPHIC DISTRIBUTION

GEOGRAPHICAL BREAKOUT																
Since any one individual may receive more than one channel, the totals should not be added together as they exceed the total of unique individuals.																
STATE	Total Unique Individuals	Buildings Magazine			BUILDINGS @THE MOMENT E-NEWSLETTER	BUILDINGS GREENER FACILITIES E-NEWSLETTER	BUILDINGS SECURITY NEWS E-NEWSLETTER	BUILDINGS ENERGY NEWS E-NEWSLETTER	BUILDINGS ROOFING NEWS E-NEWSLETTER	WEBINAR REGISTRANTS	WEBINAR ATTENDEES	THE EVERY BUILDING SHOW	BUILDINGS XCHANGE	BUILDINGS PAY FOR PERFORMANCE		
		PRINT	DIGITAL	BOTH										WHITEPAPER REGISTRANTS	BUILDINGSVIP REGISTRANTS	BUILDINGSVIP ATTENDEES
Maine	471	298	54	30	310	306	282	320	281	17	2	-	1	10	16	7
New Hampshire	489	279	53	28	317	338	319	344	315	34	12	-	-	8	12	4
Vermont	217	135	20	11	138	142	134	148	128	10	6	-	-	3	10	8
Massachusetts	2,789	1,560	295	195	1,819	1,887	1,808	1,978	1,751	166	97	27	-	68	98	67
Rhode Island	343	204	32	17	236	229	225	251	223	13	6	-	-	10	13	8
Connecticut	1,457	863	140	100	964	993	924	1,046	906	88	44	34	-	19	47	29
NEW ENGLAND	5,766	3,339	594	381	3,784	3,895	3,692	4,087	3,604	328	167	61	1	118	196	123
New York	6,639	4,013	619	491	4,226	4,302	3,985	4,503	3,847	372	183	140	3	91	226	126
New Jersey	3,095	1,809	237	187	1,878	1,889	1,766	1,978	1,714	165	88	282	1	38	106	57
Pennsylvania	4,777	2,744	411	269	2,779	2,835	2,669	2,984	2,571	244	125	623	1	55	140	81
MIDDLE ATLANTIC	14,511	8,566	1,267	947	8,883	9,026	8,420	9,465	8,132	781	396	1,045	5	184	472	264
Ohio	3,950	2,476	420	234	2,597	2,649	2,518	2,770	2,460	193	104	38	3	50	119	74
Indiana	1,816	1,166	178	97	1,145	1,164	1,100	1,236	1,058	93	55	12	1	21	44	22
Illinois	5,403	3,284	570	364	3,305	3,417	3,174	3,570	3,063	360	185	69	3	87	238	138
Michigan	2,729	1,652	326	152	1,694	1,749	1,611	1,834	1,582	174	106	18	-	41	107	70
Wisconsin	2,178	1,390	267	121	1,358	1,384	1,276	1,470	1,237	119	68	12	-	31	81	53
EAST NO. CENTRAL	16,076	9,968	1,761	968	10,099	10,363	9,679	10,880	9,400	939	518	149	7	230	589	357
Minnesota	2,248	1,374	273	135	1,424	1,414	1,332	1,500	1,287	125	73	38	1	38	67	47
Iowa	1,491	967	202	74	887	894	813	934	784	67	41	14	1	18	51	36
Missouri	2,451	1,601	280	138	1,484	1,523	1,423	1,613	1,386	127	73	25	1	30	61	33
North Dakota	476	342	50	19	249	250	235	267	233	15	8	-	-	6	3	3
South Dakota	446	318	50	20	237	236	217	232	210	14	6	-	-	4	4	4
Nebraska	988	701	107	42	578	583	555	629	532	32	17	9	1	5	13	7
Kansas	1,293	827	168	70	827	820	767	864	747	50	22	3	2	13	20	13
WEST NO. CENTRAL	9,393	6,130	1,130	498	5,686	5,720	5,342	6,039	5,179	430	240	89	6	114	219	143
Delaware	265	143	27	17	165	168	164	172	164	18	10	24	-	4	11	4
Maryland	1,973	1,066	204	150	1,264	1,303	1,189	1,366	1,156	135	74	90	2	36	63	42
Washington, DC	852	367	109	76	506	544	500	566	479	68	40	105	1	8	45	27
Virginia	2,317	1,344	232	151	1,431	1,491	1,413	1,569	1,361	158	92	38	3	41	110	69
West Virginia	429	298	41	26	267	268	252	279	248	8	5	1	-	3	6	4
North Carolina	2,212	1,293	245	140	1,430	1,461	1,323	1,540	1,287	128	65	32	-	44	92	57
South Carolina	926	547	90	67	609	613	593	650	563	33	17	3	-	9	22	14
Georgia	2,671	1,507	296	181	1,744	1,756	1,617	1,857	1,562	177	103	41	-	46	98	59
Florida	3,991	2,215	400	293	2,602	2,672	2,450	2,813	2,404	289	143	77	2	66	155	98
SOUTH ATLANTIC	15,636	8,780	1,644	1,101	10,018	10,276	9,501	10,812	9,224	1,014	549	411	8	257	602	374
Kentucky	1,145	702	114	72	752	779	714	821	687	54	32	3	-	8	32	19
Tennessee	1,501	905	181	85	951	977	881	1,024	860	85	45	26	-	19	57	33
Alabama	1,126	696	119	63	722	743	685	783	674	53	35	11	-	18	27	18
Mississippi	737	486	63	46	463	457	442	489	438	15	12	2	1	4	17	12
EAST SO. CENTRAL	4,509	2,789	477	266	2,888	2,956	2,722	3,117	2,659	207	124	42	1	49	133	82
Arkansas	937	630	93	42	607	602	556	632	554	27	11	4	-	6	14	9
Louisiana	842	526	88	52	552	565	517	588	506	28	16	3	-	10	16	7
Oklahoma	1,421	926	162	77	908	901	878	962	865	43	25	14	-	12	22	10
Texas	6,803	4,004	807	471	4,386	4,430	4,069	4,665	3,952	416	233	141	5	84	206	127
WEST SO. CENTRAL	10,003	6,086	1,150	642	6,453	6,498	6,020	6,847	5,877	514	285	162	5	112	258	153
Montana	537	399	57	16	270	264	245	287	239	19	7	2	-	6	12	9
Idaho	546	328	74	33	335	343	328	366	321	28	14	5	-	7	21	14
Wyoming	244	157	26	19	141	142	133	155	133	8	4	-	-	2	5	4
Colorado	1,818	1,014	244	120	1,129	1,182	1,062	1,241	1,038	154	77	29	-	25	70	43
New Mexico	510	273	51	37	315	319	279	331	283	49	24	4	-	4	26	13
Arizona	1,492	793	192	101	992	1,018	923	1,055	901	101	53	27	-	25	62	41
Utah	603	331	89	40	377	377	345	410	341	37	20	20	3	4	20	12
Nevada	444	230	54	31	278	282	262	298	250	42	22	9	-	8	28	16
MOUNTAIN	6,194	3,525	787	397	3,837	3,927	3,577	4,143	3,506	438	221	96	3	81	244	152
Alaska	366	206	41	25	245	246	242	260	239	21	12	4	-	3	12	6
Washington	1,902	1,106	262	112	1,184	1,203	1,089	1,265	1,050	127	65	57	-	28	67	40
Oregon	1,034	550	153	56	637	667	604	687	593	81	42	32	-	10	47	30
California	9,492	4,734	1,029	598	5,556	5,699	5,270	5,971	5,116	624	328	1,200	2	152	354	200
Hawaii	349	168	41	26	221	228	221	239	222	22	8	22	-	3	19	10
PACIFIC	13,143	6,764	1,526	817	7,843	8,043	7,426	8,422	7,220	875	455	1,315	2	196	499	286
UNITED STATES	95,231	55,947	10,336	6,017	59,491	60,704	56,379	63,812	54,801	5,526	2,955	3,370	38	1,341	3,212	1,934
U.S. Territories	98	39	6	11	69	67	66	69	65	13	6	1	-	4	5	4
Canada	2,082	867	336	286	1,382	1,438	1,359	1,510	1,310	189	114	48	1	73	171	114
Mexico	127	21	6	13	87	92	93	91	91	12	1	8	-	4	6	3
Other International	403	14	90	6	110	111	92	118	88	67	13	89	-	60	88	55
APO/FPO	17	8	1	-	10	11	10	11	11	-	-	-	-	-	2	1
Email Address Only	70	1	5	-	7	7	2	7	2	21	8	-	1	5	38	25
TOTALS	98,028	56,897	10,780	6,333	61,156	62,430	58,001	65,618	56,368	5,828	3,097	3,516	40	1,487	3,522	2,136

Note: Buildings as of May 2011, @the moment as of May 16, 2011; Greener Facilities as of May 25, 2011; Security News as of May 4, 2011; Energy News as of May 18, 2011; Roofing News as of May 11, 2011. Webinar, white paper and show registration, and attendees as of June 30, 2011.

6. WEBSITE ACTIVITY BY MONTH (SEE PARAGRAPH 7)

WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January	85,193	53,749	48,221	1.11	1:08	1:48
February	82,808	52,601	47,512	1.11	1:06	1:45
March	100,711	60,681	54,739	1.11	0:47	1:31
April	95,521	58,315	52,947	1.1	0:49	1:25
May	96,789	58,415	52,912	1.1	0:53	1:30
June	90,503	50,033	45,068	1.11	1:14	2:16
AVERAGE:	91,921	55,632	50,233	1.11	0:59	1.42

***Additional Data**

DATA PROVIDED BY  BPA WORLDWIDE POWERED BY  nielsen

7. ADDITIONAL DATA**EXECUTIVE SUMMARY:**

Average channels per individual is calculated by taking the gross channels received for all individuals and dividing this total by the number of unique individuals.

Unique browsers are reported as "Individuals" throughout this report

Since BUILDINGS does not require registration on its website, unique browsers are not included in the "Unique Individuals", "Individuals Receiving Only One Channel" and

Average Channels Per Individual calculations.

Average channels per individual is calculated by taking the gross channels received for all individuals and dividing this total by the number of unique individuals.

WEBSITE GLOSSARY:

Unique Browsers: An identified and unduplicated Cookie Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness

Page Impressions: The number of web pages successfully viewed by all browsers within the reporting period

User Sessions: A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session

Unique Browser Frequency: The average number of user sessions per Unique Browser over the selected reporting period

User Session Duration: The average time a browser remained on the site per session

Page Duration: The average time a browser spent viewing any page(s) on the site

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipients' qualification as reported above. Copies are distributed via the US Postal Service under Periodicals class permit for the print version. Recipients that requested the digital version are notified by email when the version is delivered.

STATEMENT OF CONTENT PLATFORM:

Enhanced – Editorial is retained from the original edition and is redesigned and/or supplemented.

BUILDINGS WEBINAR REGISTRANTS AND ATTENDEES:

The count of 3,097 attendees is a subset of 5,828 registrants who viewed the webinar live or on demand as of June 30, 2011. The balance are individuals otherwise available for marketing.

BUILDINGSVIP WEBINAR REGISTRANTS AND ATTENDEES:

The count of 2,136 attendees is a subset of 3,522 registrants who viewed the webinar live or on demand as of June 30, 2011. The balance are individuals otherwise available for marketing.

PARAGRAPH 5:

Geographic data is not available for the website and is therefore not reported herein.

PARAGRAPH 6:

The Every Building Show and Buildings Exchange did not take place during the six month period ending June 30, 2011. These individuals are reported, by year, in paragraph 4.

E-newsletter totals in paragraph 6 vary slightly from database totals due to the time required to resolve soft and hard email bounces.

AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD								
	Total		Print Version Only		Digital Version Only		Both Print & Digital Version	
	Copies	Percent	Copies	Percent	Copies	Percent	Copies	Percent
Individual	73,504	100.0	59,881	81.5	8,569	11.6	5,054	6.9
Membership Benefit	-	-	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-	-	-
Sponsored Individually Addressed	-	-	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-	-	-
Sub-Total Subscription	73,504	100.0	59,881	81.5	8,569	11.6	5,054	6.9
Single Copy Sales	-	-	-	-	-	-	-	-
Sponsored Single Copy Sales	-	-	-	-	-	-	-	-
TOTAL	73,504	100.0	59,881	81.5	8,569	11.6	5,054	6.9

PUBLISHER'S AFFIDAVIT

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

Barbara Schrafel, Audience Development Manager

Tony Dellamaria, VP Group Publisher

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

Date signed July 12, 2011

State Iowa

County Linn

Received by BPA Worldwide July 12, 2011

Type B

ID Number B259B0J1

IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.