



BUILDINGS June 2011 Brand Audit measures 14 different channels reaching 98,141* unique individuals that make up the *BUILDINGS* audience.

The BPA Brand ReachSM Audit Report provides the total brand metrics that you and your marketing team have been looking for.

The BPA Brand ReachSM report presents the entire scope of the *BUILDINGS* brand. You are afforded a cross-section of all communication channels, including *BUILDINGS* total recipients across multiple media platforms, unique users within each channel, and users accessing multiple channels.

The *BUILDINGS* Brand ReachSM report measures each of the following 14 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* Website
- *BUILDINGS* Pay-for-Performance
- *BUILDINGS*VIP Registrants
- *BUILDINGS*VIP Attendees
- The Every Building Show
- BuildingsXchange

With over 98,000 unique individuals participating in these 14 channels, your reach into the *BUILDINGS* audience is not limited to just the magazine.

BRAND STATEMENT (NET UNDUPLICATED FIGURES) FOR THE 6 MONTH PERIOD ENDED JUNE 2011

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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ABOUT BUILDINGS
Buildings Magazine consists of 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, websites, shows, white paper registrants, and website individuals can request to receive more than one channel.

FIELD DEFINITION
Buildings serves Commercial Buildings including Building Development Firms, Building Management Firms, Contractor, 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, Commercial, 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 (AHEFCO), Institute of Real Estate Management (IREM), United States Green Building, International Facility Management Association (IFMA), Association for Facilities Engineering (AFPE), and the American Society for Healthcare Engineering (ASHE) and others added to the list.

DEFINITION OF RECEIVED QUANTIFICATION
Qualified recipients are Owner, CEO, President, Partner, Vice President of Facilities, Vice President of Building, 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 Building, Director of Real Estate, Director of Construction, Director of Design, Director of Engineering, Director of Physical Plant, CFO, COO, CDO, 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 Electrician, Staff Engineer, and others added to the list.

PURPOSE
Buildings Magazine is an aggregate analysis of the number of buildings managed or owned by recipient 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 _____	6,569
C. BOTH (PRINT AND DIGITAL UNDUPLICATED) _____	5,054
2. BUILDINGS E-NEWSLETTERS _____	55,359
A. @ THE MOMENT E-NEWSLETTER (25 deployments in period) _____	58,461
B. GREENER FACILITIES E-NEWSLETTER (6 deployments in period) _____	57,614
C. SECURITY NEWS E-NEWSLETTER (6 deployments in period) _____	62,274
D. ENERGY NEWS E-NEWSLETTER (6 deployments in period) _____	57,093
E. ROOFING NEWS E-NEWSLETTER (6 deployments in period) _____	57,093
3. BUILDINGS WEBINARS _____	13
A. BUILDINGS WEBINAR REGISTRANTS (data for 2 months reported) _____	13
B. BUILDINGS WEBINAR ATTENDEES (Note 1) _____	384
C. BUILDINGSVIP REGISTRANTS (data for 4 months reported) _____	459
D. BUILDINGSVIP WEBINAR ATTENDEES (Note 1) _____	40
4. BUILDINGSXCHANGE ATTENDEES _____	3,516
5. THE EVERY BUILDING SHOW ATTENDEES _____	1,487
6. BUILDINGS PAY FOR PERFORMANCE WHITE PAPER REGISTRANTS _____	50,233
7. BUILDINGS WEB SITE (Note 2) _____	449,052
TOTAL	449,052

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

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