

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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FACILITY MAINTENANCE DECISIONS is a B2B brand for maintenance and engineering managers responsible for the operations of institutional and commercial buildings in the United States. The publication and its online properties provide news and information about building systems management, energy strategies, grounds management and technology applications.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

FACILITY MAINTENANCE DECISIONS MAGAZINE



5 Issues in the period
32,554 average circulation

FACILITY MAINTENANCE DECISIONS WEBSITE



109,329 Average Users
Shared media channel,
See Note 1

EXECUTIVE SUMMARY

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

| | Non-Paid | Paid | Average |
|---|----------|------|---------|
| FACILITY MAINTENANCE DECISIONS MAGAZINE (5 issues in the period) | 32,554 | - | 32,554 |
| FACILITY MAINTENANCE DECISIONS WEBSITE: facilitiesnet.com (Monthly Users with 212,728 average Pageviews – Note 1) | 109,329 | - | 109,329 |

Note 1: Shared media channel FacilitiesNet.com - serving both Building Operating Management and Facility Maintenance Decisions.

FIELD SERVED

FACILITY MAINTENANCE DECISIONS serves the field of engineering & maintenance management, encompassing educational buildings, medical buildings, commercial buildings, government buildings, hospitality buildings, industrial buildings, and retail buildings.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are directors of maintenance, directors of maintenance & engineering, directors of facilities maintenance, directors of building & grounds, directors of building services/plant services, maintenance managers, facilities maintenance managers, engineering & maintenance managers, building services managers/supervisors, plant managers/supervisors, building maintenance superintendents, building & grounds superintendents, maintenance supervisors, building supervisors, facilities engineers, building engineers, maintenance engineers, other engineering & maintenance managers, and other titled and non-titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION

| NON-QUALIFIED Not Included Elsewhere | Copies |
|---|--------------|
| Other Paid Circulation | 8 |
| Advertiser and Agency Allocated for Trade Shows and Conventions | 1,361 240 |
| All Other | 341 |
| TOTAL | 1,950 |

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

| QUALIFIED CIRCULATION | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
|--|-----------------|--------------|--------------------|--------------|----------------|---------|
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual | 32,554 | 100.0 | 32,554 | 100.0 | - | - |
| Sponsored Individually Addressed | - | - | - | - | - | - |
| Membership Benefit | - | - | - | - | - | - |
| Multi-Copy Same Addressee | - | - | - | - | - | - |
| Single Copy Sales | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 32,554 | 100.0 | 32,554 | 100.0 | - | - |

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

| 2017 Issue | Total Qualified |
|----------------|--------------------|
| January | 32,554 |
| February/March | 32,554 |
| April | 32,555 |
| May | 32,555 |
| June | 32,550 |

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2017

This issue is % or 5 copies below the average of the other 4 issues reported in Paragraph 2.

CLASSIFICATION BY TITLE

| TYPE OF ORGANIZATION | TOTAL QUALIFIED | PERCENT OF TOTAL | DIRECTORS OF ENGINEERING/MAINTENANCE | OTHER ENGINEERING/MAINTENANCE PROFESSIONALS |
|--|--------------------|---------------------|--|---|
| | | | Directors of Maintenance, Directors of Maintenance & Engineering, Directors of Facilities Maintenance, Directors of Building & Grounds, Directors of Building Services/Plant Services, Maintenance Managers, Facilities Maintenance Managers, Engineering & Maintenance Managers | Building Services Managers/Supervisors, Plant Managers/Supervisors, Building Maintenance Superintendents, Building & Grounds Superintendents, Maintenance Supervisors, Building Supervisors, Facilities Engineers, Building Engineers, Maintenance Engineers, other Engineering & Maintenance Managers, and other titled and non-titled personnel |
| 1. Educational Buildings | 10,302 | 31.6 | 7,867 | 2,435 |
| 2. Medical Buildings | 10,758 | 33.1 | 8,485 | 2,273 |
| 3. Commercial Buildings | 4,614 | 14.2 | 3,287 | 1,327 |
| 4. Government Buildings | 3,322 | 10.2 | 2,103 | 1,219 |
| 5. Hospitality Buildings | 1,060 | 3.3 | 834 | 226 |
| 6. Industrial Buildings | 1,867 | 5.7 | 1,270 | 597 |
| 7. Retail Buildings | 627 | 1.9 | 448 | 179 |
| TOTAL QUALIFIED CIRCULATION | 32,550 | 100.0 | 24,294 | 8,256 |
| PERCENT | 100.0 | | 74.6 | 25.4 |

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2017

| QUALIFICATION SOURCE | Qualified Within | | | Total Qualified | Percent |
|---|------------------|--------------|---------|-----------------|--------------|
| | 1 Year | 2 Years | 3 Years | | |
| I. Direct Request: | 23,459 | 7,117 | - | 30,576 | 93.9 |
| II. Request from recipient's company: | - | - | - | - | - |
| III. Membership Benefit: | - | - | - | - | - |
| IV. Communication from recipient or recipient's company (other than request): | - | - | - | - | - |
| V. TOTAL – Sources other than above (listed alphabetically): | 1,974 | - | - | 1,974 | 6.1 |
| Association rosters and directories | - | - | - | - | - |
| *Business directories | 1,974 | - | - | 1,974 | 6.1 |
| Manufacturer's, distributor's, and wholesaler's lists | - | - | - | - | - |
| Other sources | - | - | - | - | - |
| VI. Single Copy Sales: | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 25,433 | 7,117 | - | 32,550 | 100.0 |
| PERCENT | 78.1 | 21.9 | - | 100.0 | |

*See Additional Data

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 2014 | January – June 2015 | July – December 2015 | January – June 2016 | July – December 2016* | January – June 2017* |
| Total Audit Average Qualified: | 35,054 | 35,053 | 35,054 | 35,052 | 35,052 | 32,554 |
| Qualified Non-Paid: | 35,054 | 35,053 | 35,054 | 35,052 | 35,052 | 32,554 |
| Qualified Paid: | - | - | - | - | - | - |
| 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 2016 - June 2017 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 JUNE 2017*

| State | Total Qualified | Percent | State | Total Qualified | Percent |
|-------------------------|-----------------|-------------|------------------------------------|-----------------|--------------|
| Maine | 242 | | Kentucky | 511 | |
| New Hampshire | 184 | | Tennessee | 644 | |
| Vermont | 116 | | Alabama | 405 | |
| Massachusetts | 733 | | Mississippi | 293 | |
| Rhode Island | 109 | | EAST SO. CENTRAL | 1,853 | 5.7 |
| Connecticut | 396 | | Arkansas | 397 | |
| NEW ENGLAND | 1,780 | 5.5 | Louisiana | 430 | |
| New York | 1,838 | | Oklahoma | 548 | |
| New Jersey | 861 | | Texas | 2,118 | |
| Pennsylvania | 1,712 | | WEST SO. CENTRAL | 3,493 | 10.7 |
| MIDDLE ATLANTIC | 4,411 | 13.6 | Montana | 198 | |
| Ohio | 1,660 | | Idaho | 188 | |
| Indiana | 911 | | Wyoming | 112 | |
| Illinois | 1,537 | | Colorado | 477 | |
| Michigan | 940 | | New Mexico | 166 | |
| Wisconsin | 954 | | Arizona | 368 | |
| EAST NO. CENTRAL | 6,002 | 18.4 | Utah | 228 | |
| Minnesota | 799 | | Nevada | 158 | |
| Iowa | 755 | | MOUNTAIN | 1,895 | 5.8 |
| Missouri | 1,020 | | Alaska | 59 | |
| North Dakota | 204 | | Washington | 546 | |
| South Dakota | 231 | | Oregon | 347 | |
| Nebraska | 485 | | California | 2,219 | |
| Kansas | 606 | | Hawaii | 42 | |
| WEST NO. CENTRAL | 4,100 | 12.6 | PACIFIC | 3,213 | 9.9 |
| Delaware | 126 | | UNITED STATES | 32,533 | 99.9 |
| Maryland | 815 | | U.S. Territories | 17 | |
| Washington, DC | 300 | | Canada | - | |
| Virginia | 939 | | Mexico | - | |
| West Virginia | 213 | | Other International | - | |
| North Carolina | 928 | | APO/FPO | - | |
| South Carolina | 378 | | | | |
| Georgia | 818 | | | | |
| Florida | 1,269 | | | | |
| SOUTH ATLANTIC | 5,786 | 17.8 | | | |
| | | | TOTAL QUALIFIED CIRCULATION | 32,550 | 100.0 |

*See Additional Data

WEBSITE CHANNEL

WWW.FACILITIESNET.COM*

| 2017 | PAGEVIEWS | SESSIONS | USERS | AVERAGE SESSION DURATION |
|-----------------|----------------|----------------|----------------|--------------------------|
| January | 247,685 | 155,512 | 123,645 | 1:17 |
| February | 218,002 | 139,249 | 112,638 | 1:16 |
| March | 226,782 | 149,436 | 119,358 | 1:25 |
| April | 200,875 | 133,079 | 103,582 | 1:53 |
| May | 202,028 | 132,939 | 102,150 | 1:59 |
| June | 180,999 | 122,984 | 94,601 | 1:57 |
| AVERAGE: | 212,728 | 138,866 | 109,329 | 1:37 |

January – June 2017 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

*Shared media channel FacilitiesNet.com - serving both Building Operating Management and Facility Maintenance Decisions.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adcompli.com

ADDITIONAL DATA

MAGAZINE:

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 1,974 copies or 6.1%.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

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

Brian Terry, Publisher

Eric Muench, Director of 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.

Date signed July 7, 2017

State Wisconsin

County Milwaukee

Received by BPA Worldwide July 7, 2017

Type BJ

ID Number M194B0J7

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.