



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2018



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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METAL ARCHITECTURE is a top source of information for the architectural, design and specification markets, focusing on the use of metal products in structural, exterior and interior building applications. Discover a wealth of information for specifying products such as metal wall systems, Metal roofing systems, decorative metal exteriors, metal building systems and more.

FIELD SERVED

METAL ARCHITECTURE serves private architectural/engineering firms; city, county, state or federal architectural/engineering departments; corporate architectural/engineering departments; construction firms and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are registered architects, architectural interns, engineers, building designers, construction specifiers and other recipients as shown in Paragraph 3a.

CHANNELS

METAL ARCHITECTURE MAGAZINE



6 issues in the period
27,504 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
METAL ARCHITECTURE MAGAZINE (6 issues in the period)	27,504	-	27,504

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	8
Advertiser and Agency	922
Allocated for Trade Shows and Conventions	332
All Other	1,291
TOTAL	2,553

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	27,504	100.0	27,504	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	27,504	100.0	27,504	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Total Qualified
January	28,835
February	28,799
March	28,735
April	28,613
May	25,111
June	24,932

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

This issue is 10.3% or 2,872 copies below the average of the other 5 issues reported in Paragraph 2. (See Additional Data)

Classification by Title	Total Qualified	Percent of Total
Owners, partners, managers of Arch or A/E Firm (Note 1)	15,717	62.6
Staff architects in private firms	1,135	4.5
Architects in Construction firms	289	1.2
Architects on staff of Corporate Architectural/Engineering Departments	211	0.8
Specifications Writer	411	1.6
Marketing & Management Executives	2,515	10.0
Engineer of staff of A/E firm	535	2.1
Architects on staff of City, County, State or Federal Architectural Engineering Departments	240	1.0
Architectural Architects (Note 2)	4,058	16.2
TOTAL QUALIFIED CIRCULATION	25,111	100.0

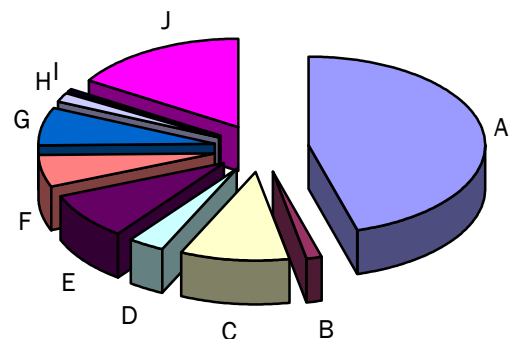
Note 1: Including managers of Architectural or Architectural/Engineering Firms.
Note 2: SIC Code Business List.

Classification by Profession	Total Qualified	Percent of Total
Registered Architects	11,406	45.4
Architectural Interns	357	1.4
Engineers/Building Designers/Residential Designers	2,550	10.2
Construction Specifiers in Architectural or Engineering Firms	796	3.2
MFR./Supplier of Architectural systems & products	2,202	8.8
Construction Manager/Architect Coordinator	1,468	5.8
Developer/Building Owner	1,761	7.0
Real Estate Firm, Banker, Code Official	403	1.6
Public Housing, Government Agency, Utilities	154	0.6
Architectural Architects (Note 1)	4,014	16.0
TOTAL QUALIFIED CIRCULATION	25,111	100.0

Note 1: SIC Code Business List.

3a. Breakout of Qualified Circulation by Profession

Classification by Profession	Total Qualified	Percent Of Total
A Registered Architects	11,406	45.4
B Architectural Interns	357	1.4
C Engineers/Building Designers/Residential Designers	2,550	10.2
D Construction Specifiers in Architectural or Engineering Firms	796	3.2
E MFR./Supplier of Architectural systems & products	2,202	8.8
F Construction Manager/Architect Coordinator	1,468	5.8
G Developer/Building Owner	1,761	7.0
H Real Estate Firm, Banker, Code Official	403	1.6
I Public Housing, Government Agency, Utilities	154	0.6
J Architectural Architects	4,014	16.0
TOTAL QUALIFIED CIRCULATION	25,111	100.0



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

Qualification Source	Qualified Within			Total Qualified	Percent
	1 year	2 years	3 years		
I. Direct Request:	15,245	4,920	-	20,165	80.3
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	737	-	-	737	2.9
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's, and wholesaler's lists; and Other Sources:	4,209	-	-	4,209	16.8
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,191	4,920	-	25,111	100.0
PERCENT	80.4	19.6	-	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 2015	January - June 2016	July - December 2016	January - June 2017	July - December 2017*	January - June 2018*
Total Audit Average Qualified:	28,164	27,998	28,350	28,696	28,741	27,504
Qualified Non-Paid:	28,164	27,998	28,350	28,696	28,741	27,504
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 2017 - 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	Total Qualified	Percent	State	Total Qualified	Percent
Maine	91		Kentucky	238	
New Hampshire	95		Tennessee	477	
Vermont	84		Alabama	289	
Massachusetts	694		Mississippi	168	
Rhode Island	82		EAST SO. CENTRAL	1,172	4.7
Connecticut	380		Arkansas	180	
NEW ENGLAND	1,426	5.7	Louisiana	367	
New York	1,994		Oklahoma	288	
New Jersey	717		Texas	1,938	
Pennsylvania	1,036		WEST SO. CENTRAL	2,773	11.0
MIDDLE ATLANTIC	3,747	14.9	Montana	94	
Ohio	957		Idaho	129	
Indiana	418		Wyoming	46	
Illinois	1,171		Colorado	594	
Michigan	603		New Mexico	178	
Wisconsin	468		Arizona	537	
EAST NO. CENTRAL	3,617	14.4	Utah	195	
Minnesota	453		Nevada	153	
Iowa	217		MOUNTAIN	1,926	7.7
Missouri	561		Alaska	66	
North Dakota	68		Washington	573	
South Dakota	71		Oregon	274	
Nebraska	174		California	2,708	
Kansas	253		Hawaii	126	
WEST NO. CENTRAL	1,797	7.2	PACIFIC	3,747	14.9
Delaware	56		UNITED STATES	25,014	99.6
Maryland	457		U.S. Territories	97	
Washington, DC	158		Canada	-	
Virginia	588		Mexico	-	
West Virginia	66		Other International	-	
North Carolina	669		APO/FPO	-	
South Carolina	328				
Georgia	715				
Florida	1,772				
SOUTH ATLANTIC	4,809	19.1			
			TOTAL QUALIFIED CIRCULATION	25,111	100.0

ADDITIONAL DATA

PARAGRAPH 3a:

The May 2018 issue is 10.3% or 2,872 copies below the average of the other 5 issues reported in Paragraph 2.

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 4,209 copies or 16.8%, including The Information Refinery.

PUBLISHER'S AFFIDAVIT

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

John P. Lawrence, President

Blanca Arteaga, Operations Manager

(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	June 29, 2018
State	Illinois
County	Cook
Received by BPA Worldwide	June 29, 2018
Type	BJ
ID Number	M051B0J8

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