

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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**COMMERCIAL ARCHITECTURE** serves the entire commercial and nonresidential construction building team: architects, designers, specifiers; design/build firms, general contractors, subcontractors, and construction-management firms; and owners, developers, and property-management firms. CA magazine delivers product and product-application information edited to further the product specification and selection decision-making process. By reaching and educating the entire building team, CA's editorial helps manufacturers increase the likelihood that their products will be specified, selected, and eventually installed—and not become a casualty of the “or equal” specification qualifier.

**FIELD SERVED**

**COMMERCIAL ARCHITECTURE** serves the entire building team in the commercial, institutional, and governmental construction markets. This audience includes: • Architecture firms, Architectural/ Engineering firms, Engineering/Consulting Engineering firms, Interior Design firms and Specifying/ Design Firms • Construction/Design/Building firms including Design/Build firms, General Contracting firms, Specialty Contracting firms, and Construction-Management firms • Owning Firms including Building Developers, Building Property Management firms, Corporate/Office, Education, Healthcare, Hospitality, Retail, Government, Military, and other related industries.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include Owner, Partner, President, CEO, CFO, Vice President, Director, General Manager, Planning Director, Project/Construction Manager, Administrator, Architect/Designer, Engineer, Estimator/Purchaser and others allied to the field.

**CHANNELS**

**COMMERCIAL  
ARCHITECTURE  
MAGAZINE**



6 issues in the period  
48,000 average circulation

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>COMMERCIAL ARCHITECTURE MAGAZINE</b> Unique Total* (6 issues in the period)	48,000	-	48,000
a. Print	41,302	-	41,302
b. Digital	9,365	-	9,365
1. Requested	8,673	-	8,673
2. Non-Requested	692	-	692

\*Unique Total represents unique recipients, not the sum of Print and Digital.

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	777
Allocated for Trade Shows and Conventions	242
All Other	226
<b>TOTAL</b>	<b>1,245</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	48,000	100.0	48,000	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>48,000</b>	<b>100.0</b>	<b>48,000</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2018 Issue	Print	Digital	Unique Total Qualified*
July	41,438	9,300	48,000
August	41,331	9,371	48,000
September	41,354	9,300	48,000
October	41,319	9,300	48,000
November	41,292	9,300	48,000
December	41,079	9,619	48,000

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

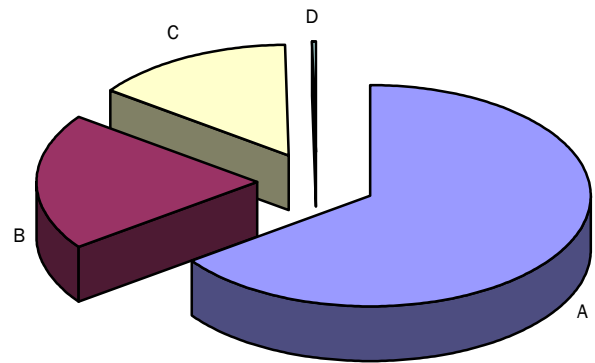
**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018**  
 This issue is equal to the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Unique Total Qualified*	Percent of Total	Print	Digital	Partner/Owner/President/CEO/CFO	VP/Director/GM/Planning Director	Project/Construction Manager, Administrator, Architect/Designer, Engineer, Estimator/Purchaser	Others Allied to the Field
Architecture Firms, Architecture/Engineering Firms, Engineering/Architectural Firms, Engineering/Consulting Engineer Firms, Commercial Interior Design Firms, Specifying/Design Firms	31,237	65.1	26,826	5,629	8,680	1,196	21,289	72
Owning Firms - Building Developer, Building Management, Corporate/Office, Education, Healthcare, Hospitality, Retail, Government, Military	9,527	19.8	8,313	2,039	5,287	2,323	1,858	59
Construction/Design/Build Firms - Design/Build Firms, General Contractor Firms, Specialty Contracting Firms and Construction Management Firms	7,087	14.8	6,018	1,599	4,407	1,029	1,606	45
Others Allied to the Field	149	0.3	135	33	56	16	6	71
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>48,000</b>	<b>100.0</b>	<b>41,292</b>	<b>9,300</b>	<b>18,430</b>	<b>4,564</b>	<b>24,759</b>	<b>247</b>
<b>PERCENT</b>	<b>100.0</b>		<b>86.0</b>	<b>19.4</b>	<b>38.4</b>	<b>9.5</b>	<b>51.6</b>	<b>0.5</b>

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**3a. Breakout of Qualified Circulation by Business and Industry**

Business and Industry	Total Qualified	Percent of Total
A Architecture Firms, Architecture/Engineering Firms, Engineering/Architectural Firms, Engineering/Consulting Engineer Firms, Commercial Interior Design Firms, Specifying/Design Firms	31,237	65.1
B Owning Firms - Building Developer, Building Management, Corporate/Office, Education, Healthcare, Hospitality, Retail, Government, Military	9,527	19.8
C Construction/Design/Build Firms - Design/Build Firms, General Contractor Firms, Specialty Contracting Firms and Construction Management Firms	7,087	14.8
D Others Allied to the Field	149	0.3



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

Qualification Source	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	<b>27,273</b>	<b>8,266</b>	-	<b>29,541</b>	<b>8,589</b>	<b>35,539</b>	<b>74.0</b>
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>12,461</b>	-	-	<b>11,751</b>	<b>711</b>	<b>12,461</b>	<b>26.0</b>
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	12,461	-	-	11,751	711	12,461	26.0
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>39,734</b>	<b>8,266</b>	-	<b>41,292</b>	<b>9,300</b>	<b>48,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>82.8</b>	<b>17.2</b>	-	<b>86.0</b>	<b>19.4</b>	<b>100.0</b>	

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

\*\*See Additional Data

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS**

6-Month Period Ended:	Audited Data		Audited Data		Audited Data		Audited Data		Circulation Claim	
	January - June 2016	July - December 2016	January - June 2017	July - December 2017	January - June 2018	July - December 2018*	July - December 2018*	July - December 2018*	July - December 2018*	
Unique Total Audit Average Qualified***:	48,000	48,000	48,000	48,000	48,000	48,000	48,000		48,000	
Unique Qualified Non-Paid Total***:	48,000	48,000	48,000	48,000	48,000	48,000	48,000		48,000	
Print:	41,870	42,635	40,898	41,070	41,518	41,302	41,302		41,302	
Digital:	8,559	7,879	9,538	9,317	9,298	9,365	9,365		9,365	
Unique Qualified Paid Total***:	-	-	-	-	-	-	-		-	
Print:	-	-	-	-	-	-	-		-	
Digital:	-	-	-	-	-	-	-		-	
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC	**NC		**NC	
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC	**NC		**NC	

\*NOTE: July - December 2018 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

\*\*\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018**

State	Print	Digital	Unique Total Qualified*	Percent
Maine	186	36	212	
New Hampshire	169	35	191	
Vermont	140	26	162	
Massachusetts	1,372	264	1,575	
Rhode Island	138	26	154	
Connecticut	563	135	657	
<b>NEW ENGLAND</b>	<b>2,568</b>	<b>522</b>	<b>2,951</b>	<b>6.1</b>
New York	3,691	817	4,280	
New Jersey	1,095	276	1,283	
Pennsylvania	1,641	382	1,918	
<b>MIDDLE ATLANTIC</b>	<b>6,427</b>	<b>1,475</b>	<b>7,481</b>	<b>15.6</b>
Ohio	1,618	370	1,883	
Indiana	695	147	815	
Illinois	2,497	479	2,822	
Michigan	1,054	244	1,220	
Wisconsin	762	170	892	
<b>EAST NO. CENTRAL</b>	<b>6,626</b>	<b>1,410</b>	<b>7,632</b>	<b>15.9</b>
Minnesota	838	198	983	
Iowa	428	100	504	
Missouri	944	228	1,121	
North Dakota	120	31	142	
South Dakota	141	13	150	
Nebraska	353	84	413	
Kansas	497	111	571	
<b>WEST NO. CENTRAL</b>	<b>3,321</b>	<b>765</b>	<b>3,884</b>	<b>8.1</b>
Delaware	68	15	78	
Maryland	856	197	1,000	
Washington, DC	300	57	343	
Virginia	944	221	1,112	
West Virginia	125	23	142	
North Carolina	1,030	273	1,236	
South Carolina	539	109	619	
Georgia	941	251	1,122	
Florida	2,216	520	2,580	
<b>SOUTH ATLANTIC</b>	<b>7,019</b>	<b>1,666</b>	<b>8,232</b>	<b>17.2</b>

State	Print	Digital	Unique Total Qualified*	Percent
Kentucky	393	74	450	
Tennessee	748	170	879	
Alabama	465	102	544	
Mississippi	238	68	284	
<b>EAST SO. CENTRAL</b>	<b>1,844</b>	<b>414</b>	<b>2,157</b>	<b>4.5</b>
Arkansas	342	62	389	
Louisiana	557	111	637	
Oklahoma	423	83	476	
Texas	3,112	656	3,575	
<b>WEST SO. CENTRAL</b>	<b>4,434</b>	<b>912</b>	<b>5,077</b>	<b>10.6</b>
Montana	173	50	215	
Idaho	204	42	237	
Wyoming	89	22	109	
Colorado	926	173	1,051	
New Mexico	225	45	258	
Arizona	572	171	701	
Utah	384	96	448	
Nevada	213	54	245	
<b>MOUNTAIN</b>	<b>2,786</b>	<b>653</b>	<b>3,264</b>	<b>6.8</b>
Alaska	49	13	60	
Washington	1,068	247	1,257	
Oregon	605	134	711	
California	4,439	1,076	5,181	
Hawaii	98	10	103	
<b>PACIFIC</b>	<b>6,259</b>	<b>1,480</b>	<b>7,312</b>	<b>15.2</b>
<b>UNITED STATES</b>	<b>41,284</b>	<b>9,297</b>	<b>47,990</b>	<b>100.0</b>
U.S. Territories	8	3	10	
Canada	-	-	-	
Mexico	-	-	-	
Other International	-	-	-	
APO/FPO	-	-	-	
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>41,292</b>	<b>9,300</b>	<b>48,000</b>	<b>100.0</b>

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**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 February 2018 issue, Commercial Architecture changed its frequency from 11 to 12 issues per year.

**PARAGRAPH 3b:**

Other sources include 1 source of circulation for a quantity of 12,461 copies or 26.0%, including Pinpoint Technologies.

**PUBLISHER'S AFFIDAVIT**

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

Phil Saran, President

Jeff Heine, Circulation & Audience Development 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

January 14, 2019

State

Illinois

County

DuPage

Date Received

January 14, 2019

Type

BJ

ID Number

C667B0D8

**About BPA Worldwide:**

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