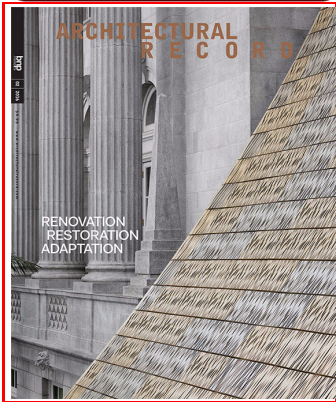


CHANNEL PROFILES

ARCHITECTURAL RECORD



Field Served: ARCHITECTURAL RECORD serves the architectural and engineering markets in the building industry and other businesses and industries as reported in Par. 3A.

Published by: BNP Media II, LLC
Frequency: Monthly

TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION 93,043

1A AVERAGE QUALIFIED PAID CIRCULATION

Print Only, See Explanatory	42,866
Digital Only, See Explanatory	253
Print & Digital (Unduplicated), See Explanatory	315
Total Individual	<u>43,434</u>
Sponsored Individually Addressed, See Explanatory	245
Multi-Copy Same Addressee, See Explanatory	504
Single Copy Sales, See Explanatory	<u>1,263</u>
Total Average Qualified Paid Circulation	45,446

1B AVERAGE QUALIFIED NONPAID CIRCULATION

Print Only, See Explanatory	47,587
Digital Only, See Explanatory	<u>10</u>
Total Individual	<u>47,597</u>
Total Average Qualified Nonpaid Circulation	47,597

1C AVERAGE NONQUALIFIED CIRCULATION

Allocated For Shows & Conventions	1,533
Miscellaneous, Including Staff Copies	<u>4,833</u>
Total Average Nonqualified Circulation	6,366

1D AVERAGE QUALIFIED PAID & NONPAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS
None

**CONSOLIDATED
MEDIA REPORT**
Business Publication
6 months ended June 30, 2016

**ARCHITECTURAL
RECORD**

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**QUALIFIED PAID & NONPAID CIRCULATION BY ISSUES & QUALIFIED NONPAID
REMOVALS & ADDITIONS**



2016 Issue	Total	Paid Print Only	Paid Digital Only	Paid Print & Digital (Unduplicated)	Total Paid	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid	Qualified Nonpaid Removed	Qualified Nonpaid Added
Jan	93,053	44,940	164	38	45,142	47,900	11		47,911	855	4
Feb	92,986	45,179	201	173	45,553	47,423	10		47,433	490	12
Mar	93,172	45,623	223	242	46,088	47,075	9		47,084	352	3
Apr	93,102	45,707	252	346	46,305	46,787	10		46,797	300	13
May	93,176	44,262	307	516	45,085	48,081	10		48,091	1,032	2,326
Jun	92,767	43,557	370	577	44,504	48,252	10	1	48,263	172	344
Total										3,201	2,702

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE MAY 2016 ISSUE IN WHICH:

- QUALIFIED PAID CIRCULATION WAS 0.8% LESS THAN THE PERIOD AVERAGE
- QUALIFIED NONPAID CIRCULATION WAS 1.0% GREATER THAN THE PERIOD AVERAGE

3A BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Total	%	Paid Print Only	Paid Digital Only	Paid Print & Digital (Unduplicated)	Total Paid	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid	Architects	Architectural Graduates & Associates, Designers & Technical Staff	Other Members of the Design Team	Teachers/Students
Architectural Firms, Architectural/Engineering Firms, Design Firms	65,729	70.5	19,375	148	302	19,825	45,899	5		45,904	56,612	3,813	5,080	224
Contractors, builders and sub-contractors ..	1,730	1.9	1,308	6	17	1,331	399			399	564	114	1,048	4
Owners/End Users	5,113	5.5	3,316	12	60	3,388	1,725			1,725	2,135	225	2,718	35
Universities, colleges, schools	2,441	2.6	2,371	20	40	2,431	10			10	233	205	1,213	790
Others Allied to the Field	16,965	18.2	16,694	121	97	16,912	48	5		53	1,884	594	14,069	418
Other Paid Circulation														
Subscriptions														
Single Copy Sales	1,198	1.3	1,198			1,198								
Total Qualified Circulation	93,176	100.0	44,262	307	516	45,085	48,081	10		48,091	61,428	4,951	24,128	1,471

CHANNEL PROFILES

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3B AGE OF SOURCE DATA ANALYSIS



Source	Print Only	Digital Only	Print & Digital (Unduplicated)	Qualified Within			Total	%
				1 Year	2 Years	3 Years		
Qualified Nonpaid Circulation:								
Total Direct request from recipient:	22,273	8		12,900	9,378	3	22,281	46.3
Written.....	4,732	5		4,722	13	2	4,737	9.8
Telecommunication	13,554	2		5,761	7,795		13,556	28.2
Internet and E-mail.....	3,987	1		2,417	1,570	1	3,988	8.3
Total Direct request from recipient's company:								
Written								
Telecommunication								
Internet and E-mail.....								
Total Communication other than request:								
Written.....								
Telecommunication								
Internet and E-mail.....								
Association								
Business Directories.....								
Lists, See Explanatory.....	25,808	2		16,047	9,762	1	25,810	53.7
Acquired Circulation								
Other Sources								
Total Qualified Nonpaid Circulation	48,081	10		28,947	19,140	4	48,091	100.0
Percent	100.0	0.0		60.2	39.8	0.0	100.0	
Paid Subscription Circulation.....							43,887	
Paid Acquired Circulation								
Single Copy Sales							1,198	
Total Qualified Circulation							93,176	

The figures qualified within 1 year, 2 years and 3 years are based on percentages established for the November 2015 issue and projected against the totals for the May 2016 issue.

3C MAILING ADDRESS ANALYSIS

	Total	%	Paid Print Only	Paid Digital Only	Paid Print & Digital (Unduplicated)	Total Paid	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Individual by name and title and/or occupation ..	74,576	81.1	26,170	219	379	26,768	47,807	1	47,808	47,808
Individual by name only	15,085	16.4	14,589	88	137	14,814	262	9	271	271
Title or occupation only	337	0.3	326			326	11		11	11
Company name only	1,453	1.6	1,453			1,453				
Multi-Copy Same Addressee	527	0.6	526			526	1		1	1
Total Qualified Paid Subscription & Nonpaid Circulation.....	91,978	100.0	43,064	307	516	43,887	48,081	10	48,091	48,091
Single Copy Sales	1,198									
Total Qualified Circulation.....	93,176									

The figures used in Par. 3C are based on percentages established for the November 2015 issue and these percentages are projected against the totals for the May 2016 issue.

**CONSOLIDATED
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ARCHITECTURAL RECORD

App Downloads

Launch through June 30, 2016

Architectural Record Apple App

1,021

**Architectural Record
CE Campus Apple App**

1,370

Social Media

As of June 30, 2016

See Explanatory

Twitter Followers

608,211



<https://twitter.com/archrecord>

Facebook Likes

611,954



<http://www.facebook.com/ArchitecturalRecord>

EXPLANATORY

Publication:

Audit Cycle: June Ending.

(a) Print Only Individual subscriptions, averaging 42,866 paid copies per issue and 47,587 qualified nonpaid copies per issue, represent copies served to individuals receiving the print version only of ARCHITECTURAL RECORD.

(b) Digital Only Individual subscriptions, averaging 253 paid copies per issue and 10 qualified nonpaid copies per issue, represent copies served to individuals receiving the digital version only. The digital version of ARCHITECTURAL RECORD is made available to subscribers through a password secure website wherein an e-mail notice is sent to recipients notifying them of the availability of each issue.

(c) Print and Digital (unduplicated) Individual subscriptions, averaging 315 paid copies per issue, represent copies served to individuals receiving both a print and digital version of ARCHITECTURAL RECORD. The digital version of ARCHITECTURAL RECORD is made available to subscribers through a password secure website wherein an e-mail notice is sent to recipients notifying them of the availability of each issue.

(d) Sponsored Individually Addressed subscriptions, averaging 245 copies per issue, represent copies served in quantities of 2 or more to business concerns at prices shown in Par. 5. Copies were mailed to individual names and addresses furnished by the purchaser.

(e) Multi-Copy Same Addressee subscriptions, averaging 504 copies per issue, represent copies sold in quantities of 2 to 122 to individuals and business concerns at prices shown in Par. 5. Copies were mailed by publisher in bulk to purchasers for distribution.

(f) Single Copy Sales, averaging 1,263 copies per issue, represents the following: An average of 1,138 copies per issue represents copies sold through newsdealers at the basic single copy price.

An average of 125 copies per issue represents copies sold through customer requests in quantities of 1 to 130 copies at a price between \$5.00 and \$10.00.

(g) Miscellaneous includes checking and promotion copies, averaging 4,558 copies per issue, served to advertisers and agencies.

(h) Lists represent copies served to the BNP Media Database.

(i) Authorized prices with 5% or more of total subscription sales:

1 yr. \$12.00 1 yr. \$19.95 1 yr. \$24.95 1 yr. \$79.00 2 yrs. \$20.00

Definition of Recipient Qualification:

Qualified recipients are: management personnel, including owners, partners, corporate executives, general managers and managers, staff personnel, including registered staff architects and engineers, designers and draftsmen, in architectural, architectural-engineering and consulting engineering firms, and registered architects and architect-engineers and engineers in private practice, government and other firms in the field served as reported in Par. 3A.

EXPLANATORY (Continued)

Website:

AAM Digital Services Definitions:

Domains included in website traffic: continuingeducation.bnpmmedia.com, www.architecturalrecord.com.

This site uses the cookie-based method to measure unique browsers. If cookies are not accepted, then the IP address & user-agent in combination based method is used to measure unique browsers.

Note: The total number of unique browsers is adjusted to remove duplicate Visits by the same browser. In other words, regardless of the number of times that a browser visited the site, they were considered a single unique browser for the period.

The Daily average represents the number of unique browsers that visited the site each day, added together and then divided by the number of days in the period. The Mon. to Fri. and the Sat. & Sun. averages are calculated in the same manner as the Daily averages but limited to weekdays and weekends respectively.

Browser: A software program running on a computer that can request, load and display documents available on the World Wide Web. In our definition, it is assumed that a "human being" is operating the browser manually and viewing the page.

Page Impressions: The combination of one or more files presented to a browser as a single document as a result of a single request received by the server.

Unique Browser: A unique and valid identifier. Sites may use (i) IP+User-Agent and/or (ii) Cookie. This metric measures each browser, it does not measure a person. Counting of unique browsers may overstate or understate the number of individual devices concerned due to factors such as dynamic IP address allocation, significant levels of uniformity in IP and browser combinations operating through a proxy, cookie blocking and deletion.

Visit: A series of interactions with a site by a unique browser or user (if registration-based or a panel participant) without 30 minutes of inactivity.

E-newsletters:

Net Distribution: The Newsletters from a given newsletter mailing that reached the subscribers email delivery server with a positive status code response received in return, net of any internal and test addresses. Calculated by subtracting undelivered messages from gross sent messages.

Social Media:

Facebook Likes:

Facebook is a social networking website. A like represents the number of times that a registered user clicks on the Like button on a Facebook page controlled by a Publisher. A Facebook Like may not equate to an individual person.

Twitter Followers:

Twitter is a real-time short messaging service that works over multiple networks and devices. Followers are registered users of Twitter who "follow" the "tweets" of another registered user. A tweet consists of a text message of 140 characters or less. The number of Twitter Followers represents the total followers of the tweets and may contain followers that subscribe to multiple feeds. A Twitter Follower may not equate to an individual person.

App Downloads:

Download:

Represents a successful download and installation of the application software as recorded by the Apple Store Front.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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