

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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COLLEGE PLANNING & MANAGEMENT is a solution-oriented magazine for professionals serving the two-year and four-year college/university market. Our subscribers include members of the architectural community and those at colleges and universities who are charged with planning, designing, constructing, equipping, operating and maintaining the physical learning environment. Our circulation strategy includes various members of the 'buying team' who make purchasing decisions, from creating the budgets to specifying products and services, and identifying vendors. Our editorial features practitioner-based articles, topical supplements and special reports that focus on Facilities, Safety & Security, Technology, Business and Finance, and the Campus Scene.

FIELD SERVED

COLLEGE PLANNING & MANAGEMENT serves public and private four-year colleges/universities, two-year colleges, government, private firms and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include Presidents, Deans, Chief Administrators; Business and Purchasing; Facilities Planning, Physical Plant, Buildings and Grounds, Energy Management, Maintenance, Safety and Security; Housing/Residential Life, College Unions/Student Activity Centers, Food Service, Auxiliary/Campus Card Services; Technology/MIS; Others including Executive, Financial, IT, VP, Directors, Managers; State Higher Education Agencies and Architects, Engineers, Construction Managers, Design-Builders, General Contractors, Interior Designers, Integrators and Consultants, and Other Titled and Non-titled Personnel.

CHANNELS

COLLEGE PLANNING & MANAGEMENT MAGAZINE



6 issues in the period
31,457 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
COLLEGE PLANNING & MANAGEMENT MAGAZINE (6 issues in the period)	31,410	47	31,457
a. Print	26,210	47	26,257
b. Digital	5,200	-	5,200
1. Requested	4,439	-	4,439
2. Non-Requested	761	-	761

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	740
Allocated for Trade Shows and Conventions	117
All Other	188
TOTAL	1,045

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual Sponsored Individually Addressed	31,457	100.0	31,410	99.9	47	0.1
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	31,457	100.0	31,410	99.9	47	0.1

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Total Qualified
January	26,286	5,271	31,557
February	26,287	5,199	31,486
March	26,257	5,236	31,493
April	26,253	5,204	31,457
May	26,238	5,169	31,407
June	26,224	5,120	31,344

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

This issue is 0.2% or 60 copies below the average of the other 5 issues reported in Paragraph 2.

Classification by Title	Total Qualified	Percent of Total	Print	Digital	Two-Year Colleges	Public and Private Four-Year Colleges/Universities	Government	Private Firm	Others Allied to the Field
THE EXECUTIVE LEVEL									
Presidents, Deans, Chief Administrators	8,547	27.2	8,050	497	1,903	4,693	101	1,680	170
THE PURCHASING LEVEL (Note 1)									
Business and Purchasing	5,343	17.0	4,714	629	1,129	3,397	143	482	192
THE SPECIFIER LEVEL (Note 1)									
Facilities Planning, Physical Plant, Buildings and Grounds, Energy Management, Maintenance, Safety and Security	4,425	14.1	3,858	567	813	2,794	182	324	312
Housing/Residential Life, College Unions/Student Activity Centers, Food Service, Auxiliary/Campus Card Services	2,252	7.2	2,114	138	417	1,759	24	32	20
Technology/MIS	2,342	7.5	1,510	832	360	1,404	145	260	173
State Higher Education Agencies	715	2.3	410	305	143	483	62	13	14
Architects, Engineers, Construction Managers, Design-Builders, General Contractors, Interior Designers, Integrators and Consultants	3,249	10.3	2,928	321	74	501	106	2,470	98
Other Titled and Non-titled Personnel	4,534	14.4	2,654	1,880	736	2,213	83	1,074	428
SPECIFIER LEVEL SUBTOTAL	17,517	55.8	13,474	4,043	2,543	9,154	602	4,173	1,045
TOTAL QUALIFIED CIRCULATION	31,407	100.0	26,238	5,169	5,575	17,244	846	6,335	1,407
PERCENT	100.0		83.5	16.5	17.7	54.9	2.7	20.2	4.5

Note 1: Includes Vice Presidents, Directors, Managers, and Supervisors.

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

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	21,171	8,550	-	25,332	4,389	29,721	94.6
II. Request from recipient's company:	411	80	-	456	35	491	1.6
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	1,195	-	-	450	745	1,195	3.8
V. Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,777	8,630	-	26,238	5,169	31,407	100.0
PERCENT	72.5	27.5	-	83.5	16.5	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	26,035	5,165	31,200	99.3
Individuals by name only	24	4	28	0.1
Titles or functions only	158	-	158	0.5
Company names only	21	-	21	0.1
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	26,238	5,169	31,407	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July - December 2015	January - June 2016	July - December 2016	January - June 2017	July - December 2017	January - June 2018*
Total Audit Average Qualified:	31,030	31,635	31,934	32,453	31,948	31,457
Qualified Non-Paid:	31,022	31,626	31,921	32,432	31,907	31,410
Print:	26,300	26,289	26,359	26,380	26,250	26,210
Digital:	4,722	5,337	5,562	6,052	5,657	5,200
Qualified Paid:	8	9	13	21	41	47
Print:	8	9	13	21	41	47
Digital:	-	-	-	-	-	-
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: January - June 2018 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

