

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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FIELD SERVED

TODAY'S FACILITY MANAGER serves manufacturing; communications/transportation/public utilities/energy firms/wholesalers & distributors; retail corporations; banking/ financial institutions; business/professional services; education; health care; government; interior design; architectural engineering, engineering firms and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are Building Owners (including Presidents, Partners, CEO, COO, CFO, CIO, Developers, Executive VPs and other Corporate Officers), VP/Directors of Facilities & Buildings, Facility/Building/Operations Managers, VP/Dir/Mgr Real Estate, Property & Asset Management, Staff Architect/Engineer/Designer/Space Planner, VP/Director of Design & Construction and Facilities Engineering, Superintendent of Schools, Physical Plant Director, Construction/Project Mgr., Energy Manager, Security Director, and others. Also served are those involved in purchasing, planning, approving, recommending and/or specifying products/services for their facilities.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	11
Advertiser and Agency _____	590
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	129
Digital _____	-
All Other _____	261
TOTAL	991

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	50,000	100.0	50,000	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	50,000	100.0	50,000	100.0	-	-

2a. QUALIFIED CIRCULATION BY ISSUES					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	129	129	36,158	13,842	50,000
February _____	142	142	36,337	13,663	50,000
March _____	384	384	36,570	13,430	50,000
April _____	65	65	33,471	16,529	50,000
May _____	260	260	33,746	16,254	50,000
June _____	149	149	33,991	16,009	50,000
TOTAL	1,129	1,129			

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	43,297	27,263	24,318	1.12	01:26	02:17
February _____	45,330	27,615	24,591	1.12	01:11	01:57
March _____	58,034	32,153	28,519	1.13	01:22	02:28
April _____	45,457	25,201	22,291	1.13	01:15	02:15
May _____	50,137	29,749	26,511	1.12	01:23	02:19
June _____	49,325	28,232	24,960	1.13	01:19	02:18
AVERAGE:	48,597	28,369	25,198	1.13	01:19	02:16

*See Additional Data

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3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

This issue is equal to the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Total Number of Recipients whose job responsibilities include Purchasing, Planning, Approving, Recommending, and/or Specifying Products and/or Materials for Corporate Facilities	CLASSIFICATION BY TITLE	
						Corporate Executives Includes Presidents, Owners, Building Owners, VP's, Executive VP, Managers/Directors (includes Building, Facility, & Operation managers), VP/Director/Manager Real Estate, Property & Asset Management	Staff Architect/Engineer/Designer/Space Planner, VP/Director of Design & Construction & Facilities Engineering, Superintendent of Schools, Physical Plant Director, Construction/Project Mgr, Energy Manager, Security Director, and others
Commercial & Manufacturing Facilities _____	14,114	28.2	9,939	4,175	14,114	12,608	1,506
Communications _____	1,243	2.5	792	451	1,243	1,102	141
Transportation _____	1,199	2.4	863	336	1,199	1,071	128
Utilities/Energy Firms _____	1,932	3.9	1,432	500	1,932	1,471	461
Banking/Finance/Insurance Firms _____	1,467	2.9	796	671	1,467	1,291	176
Accounting/Legal Firms _____	418	0.8	255	163	418	372	46
Business/Professional Services _____	5,208	10.4	3,616	1,592	5,208	4,563	645
Retail Buildings Including Shopping Centers _____	1,140	2.3	786	354	1,140	980	160
Hospitality _____	1,101	2.2	728	373	1,101	998	103
Education _____	8,687	17.4	6,003	2,684	8,687	5,960	2,727
Healthcare/Medical Buildings _____	4,441	8.9	2,795	1,646	4,441	3,874	567
Government _____	3,619	7.2	2,421	1,198	3,619	2,736	883
Interior Design/Architecture/Engineering/Construction Firms _____	2,387	4.8	1,698	689	2,387	1,604	783
Real Estate Development _____	881	1.8	549	332	881	793	88
Property Management _____	1,339	2.7	704	635	1,339	1,168	171
Worship Facilities _____	405	0.8	251	154	405	366	39
Other _____	419	0.8	118	301	419	275	144
TOTAL QUALIFIED CIRCULATION	50,000	100.0	33,746	16,254	50,000	41,232	8,768
PERCENT	100.0		67.5	32.5	100.0	82.5	17.5

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	26,757	23,243	-	33,746	16,254	50,000	100.0
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): _____	-	-	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	26,757	23,243	-	33,746	16,254	50,000	100.0
PERCENT	53.5	46.5	-	67.5	32.5	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	33,746	16,254	50,000	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	33,746	16,254	50,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	274	119	393	
New Hampshire _____	199	94	293	
Vermont _____	83	34	117	
Massachusetts _____	826	472	1,298	
Rhode Island _____	129	62	191	
Connecticut _____	532	238	770	
NEW ENGLAND	2,043	1,019	3,062	6.1
New York _____	1,995	975	2,970	
New Jersey _____	908	491	1,399	
Pennsylvania _____	1,662	768	2,430	
MIDDLE ATLANTIC	4,565	2,234	6,799	13.6
Ohio _____	1,590	809	2,399	
Indiana _____	846	402	1,248	
Illinois _____	2,182	1,176	3,358	
Michigan _____	1,106	516	1,622	
Wisconsin _____	1,008	481	1,489	
EAST NO. CENTRAL	6,732	3,384	10,116	20.2
Minnesota _____	835	432	1,267	
Iowa _____	695	269	964	
Missouri _____	954	431	1,385	
North Dakota _____	222	67	289	
South Dakota _____	205	97	302	
Nebraska _____	493	216	709	
Kansas _____	580	244	824	
WEST NO. CENTRAL	3,984	1,756	5,740	11.5
Delaware _____	87	35	122	
Maryland _____	626	295	921	
Washington, DC _____	177	105	282	
Virginia _____	795	391	1,186	
West Virginia _____	225	67	292	
North Carolina _____	919	440	1,359	
South Carolina _____	404	184	588	
Georgia _____	939	422	1,361	
Florida _____	1,368	582	1,950	
SOUTH ATLANTIC	5,540	2,521	8,061	16.1
Kentucky _____	505	208	713	
Tennessee _____	734	333	1,067	
Alabama _____	574	248	822	
Mississippi _____	377	135	512	
EAST SO. CENTRAL	2,190	924	3,114	6.2
Arkansas _____	346	153	499	
Louisiana _____	466	197	663	
Oklahoma _____	600	225	825	
Texas _____	2,343	1,057	3,400	
WEST SO. CENTRAL	3,755	1,632	5,387	10.8
Montana _____	178	67	245	
Idaho _____	186	75	261	
Wyoming _____	78	37	115	
Colorado _____	457	217	674	
New Mexico _____	125	59	184	
Arizona _____	297	151	448	
Utah _____	211	77	288	
Nevada _____	139	47	186	
MOUNTAIN	1,671	730	2,401	4.8
Alaska _____	58	34	92	
Washington _____	530	251	781	
Oregon _____	335	133	468	
California _____	2,244	1,093	3,337	
Hawaii _____	61	37	98	
PACIFIC	3,228	1,548	4,776	9.6
UNITED STATES	33,708	15,748	49,456	98.9
U.S. Territories _____	35	19	54	
Canada _____	-	123	123	
Mexico _____	-	5	5	
Other International _____	-	354	354	
APO/FPO _____	3	5	8	
TOTAL QUALIFIED CIRCULATION	33,746	16,254	50,000	100.0

AVERAGE 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 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*	January - June 2011*
Total Audit Average Qualified _____	50,000	50,000	50,000	50,000	50,000	50,000
Qualified Non-Paid _____	50,000	50,000	50,000	50,000	50,000	50,000
Print Version Only _____	50,000	50,000	36,974	31,043	33,635	35,046
Digital Version Only _____	-	-	13,026	18,957	16,365	14,954
Qualified Paid _____	-	-	-	-	-	-
Print Version Only _____	-	-	-	-	-	-
Digital Version Only _____	-	-	-	-	-	-
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 2010 – June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods of data are displayed.
 **NC=None Claimed.

ADDITIONAL DATA

METHOD OF DISTRIBUTION

All qualified circulation conforms to the field served of a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital versions are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM

Replica- Editorial and design are unchanged from the original print edition.

WEBSITE GLOSSARY:

Unique Browsers: An identified and unduplicated Cookied Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness
Page Impressions: The number of web pages successfully viewed by all browsers within the reporting period
User Sessions: A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session
Unique Browser Frequency: The average number of user sessions per Unique Browser over the selected reporting period
User Session Duration: The average time a browser remained on the site per session
Page Duration: The average time a browser spent viewing any page(s) on the site

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – PRINT VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	35,046	100.0	35,046	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	35,046	100.0	35,046	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – DIGITAL VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	14,954	100.0	14,954	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,954	100.0	14,954	100.0	-	-

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	August 3, 2011
Susan Coene, Executive Publisher	State	New Jersey
Bill MacRae, VP of Marketing and Circulation	County	Monmouth
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	August 3, 2011
IMPORTANT NOTE:	Type	PJ
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	T093POJ1