

Architectural Record



DIGITAL AUDIENCE PROFILE

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Architectural Record is the #1 source for news and information about architecture and design. Since its founding in 1891, the award-winning publication has fostered readership among architecture, engineering, and design professionals by covering noteworthy and innovative projects in the United States and across the globe.

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**BNP Media Inc.**

Birmingham, MI

Alliance for Audited Media has reviewed the BNP Media audience and media management technology platform and Digital Audience Profile reporting solution for conformance to generally accepted information security management and reporting standards.

Our examination was performed in accordance with generally accepted information security management and reporting standards. Our examination included reviews of Platform Technology, Data Life Cycle Management, System Monitoring, Access Controls, Software Development Life Cycle, Media Production, Media Distribution, Audience Data, Documentation, Reporting, and Disclosures. The examination included those procedures we considered necessary in the circumstances to obtain a reasonable basis for rendering our opinion.

Based on our review, we are not aware of any material modifications that should be made to the BNP Media audience and media management platform and Digital Audience Profile reporting solution for recording, processing, and reporting audience and media data.

The accreditation of the BNP Media audience and media management technology platform and Digital Audience Profile reporting solution is as of December 31, 2023.

This report is intended solely for use by the management of BNP Media and its customers.

Alliance for Audited Media

Alliance for Audited Media

March 31, 2024



Audience Profile

Total Audience

Architectural Record serves the architecture and design market, including engineers, owners and facility managers, by covering the built environment and critical issues facing the profession.

100,778

Unique Active Audience

86%

Engaged

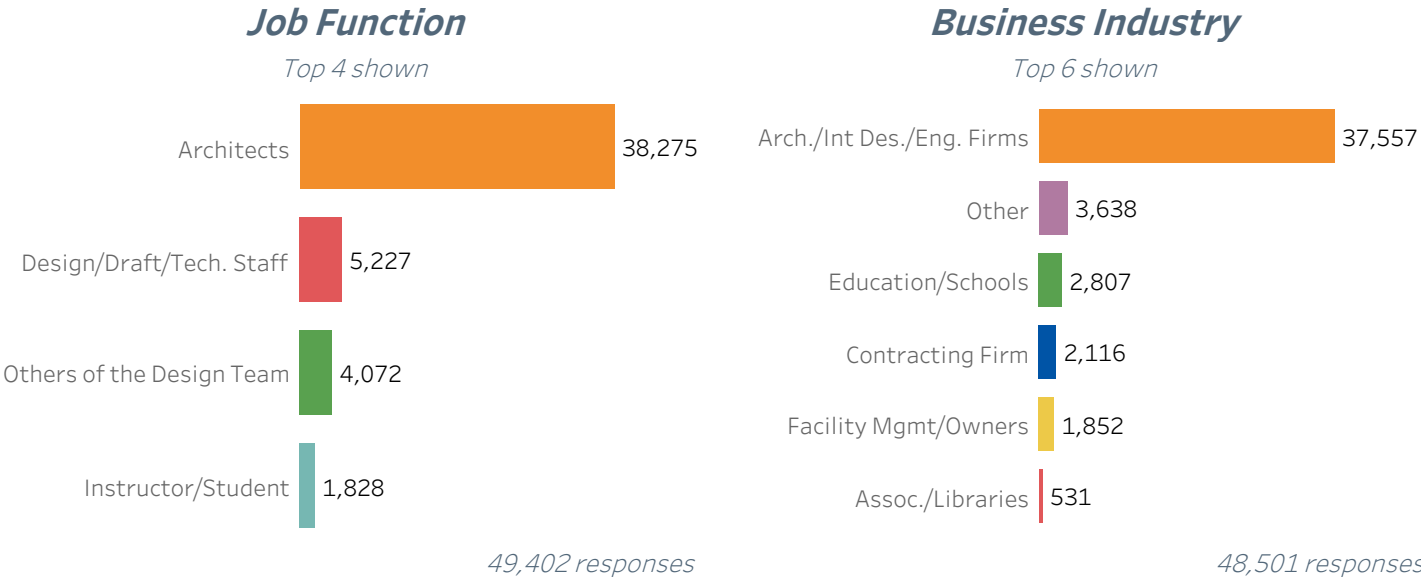
Core Channels

	Total Channel Audience	Unique to Channel	
Website	135,990	9,071	
eNewsletter	40,792	12,825	
Magazine	35,262	14,376	

Additional Channels

1,115	1,071	34,423	22,855	1,327,937
Webinar Average Registrants	Unique Event Registrants	Continuing Education Active Registered Users	Standard eBlast Delivery	Social Media Total Followers

Demographics





Audience Profile Glossary

UNDERSTANDING AUDIENCE PROFILE (PAID) DASHBOARD

Time Frame - Monthly

- **Total Audience:**

Unique Active Audience: Number of unique active customers with known first-party data active within product specific time frames for all products.

Engaged: Number of engaged customers with known first-party data within product specific time frames for all products.

** Product-specific time frames for each Channel may be found in Table A.*

Core Channels

The three core channels are Website, eNewsletter, and eMagazine.

- **Total Channel Audience:** Total number of customers for specified product.
- **Unique to Channel:** Number of unique customers active only in specified channel.
- **Active in 2 Channels:** Number of unique customers active in two channels. Examples: A customer is active within Website and eNewsletter channels but not eMagazine. Or a customer is active within eNewsletter and eMagazine channels but not the Website.
- **Active in all 3 Channels:** Number of unique customers active in all three channels.
- **Website Unknown Users:** Number of total users who visited the website within the specified time frame who are not accounted for in the BNP Media database. The number of Unique Website Users may be higher than shown due to the number of unknown users.

Additional Channels

Additional channels may include Webinars, Events, Continuing Education (CE), eBlast, Social Media.

- **Webinar Average Registrants (if applicable):** Average registrants per webinar.
- **Unique Event Registrants (if applicable):** Average registrants per event.
- **CE Active Registered Users (if applicable):** Total active registered users for the Continuing Education Center.
- **Standard eBlast Delivery (sponsored only):** Delivery count of a typical eBlast within the last 3 months.
- **Social Media Total Followers (if applicable):** Follower counts by channel for the most recent month.

Demographics

- **Job Function:** Top job functions of the Unique Active Audience.
- **Business Industry:** Top business industries of the Unique Active Audience.

Table A

** BNP Media uses a proprietary algorithm to calculate the number of active and engaged users for each channel based on the time frames listed in the table below.*

	Active Criteria	Engaged Criteria
Website	6 Months	6 Months
eNewsletter	Included in most recent list	6 Months
Magazine	Included in most recent list	12 Months
Webinar	12 Months	18 Months
Event	18 Months	18 Months
Continuing Education	13 Months	13 Months
eBlast	Included in most recent list	6 Months



Magazine - Summary



Total
Qualified

35,298



Total Qualified
Print

16,393



Total Qualified
Digital

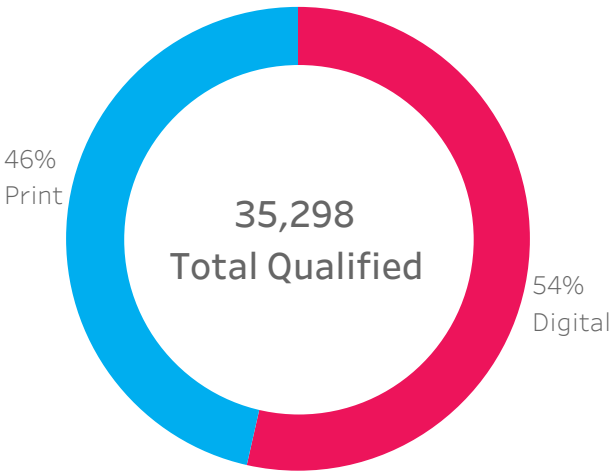
18,905



% Request

100%

Delivery Format



Total Qualified Paid and Non-Paid Circulation

Subscription Type	Total Qualified
Paid	20,824
Non-Paid	14,474

May include < 0.5% multi-copy sales



Magazine - Digital Edition Summary



Total Subscribers

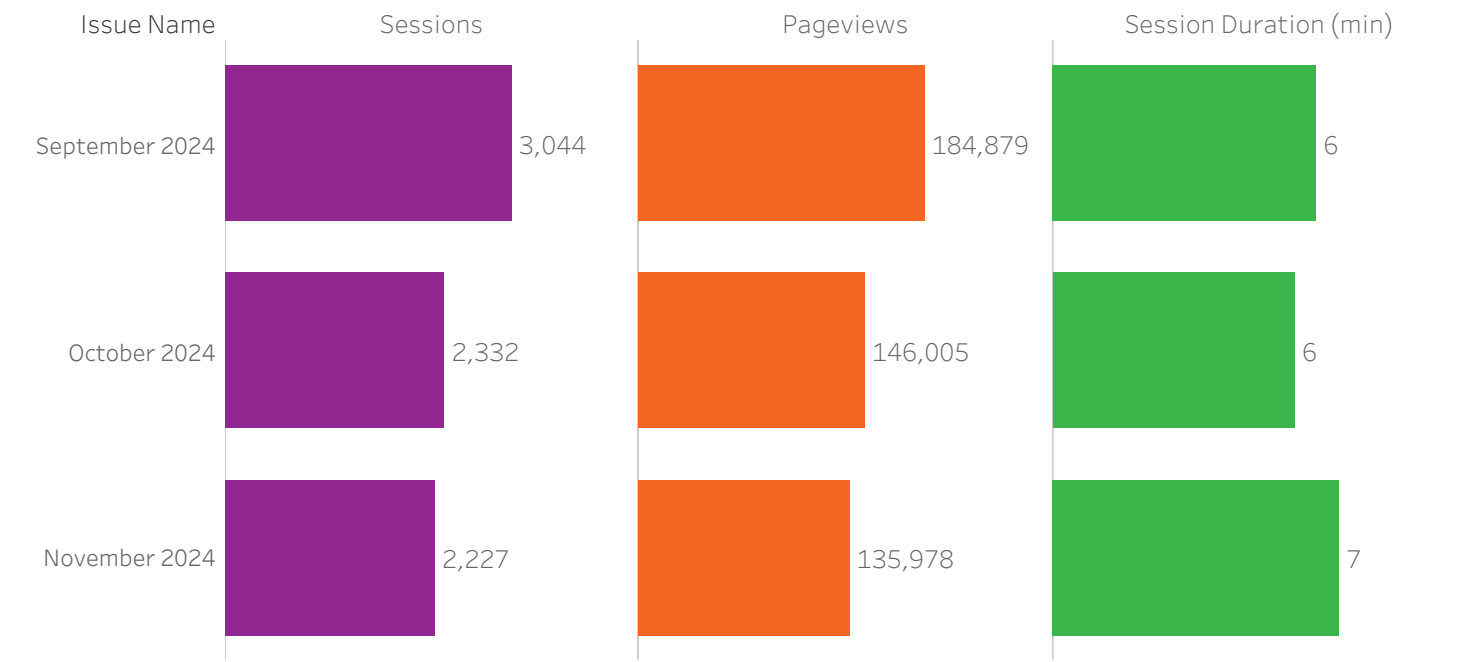
18,905



Average Issue Pageviews

155,621

Activity by Digital Edition Issue



Digital Edition Notification Email Metrics

Issue Name	Sends	Unique Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
September 2024	4	18,787	10,050	53.5%	1,783	4.9%
October 2024	4	18,883	10,052	53.2%	1,674	4.6%
November 2024	4	19,006	9,830	51.7%	1,605	4.3%

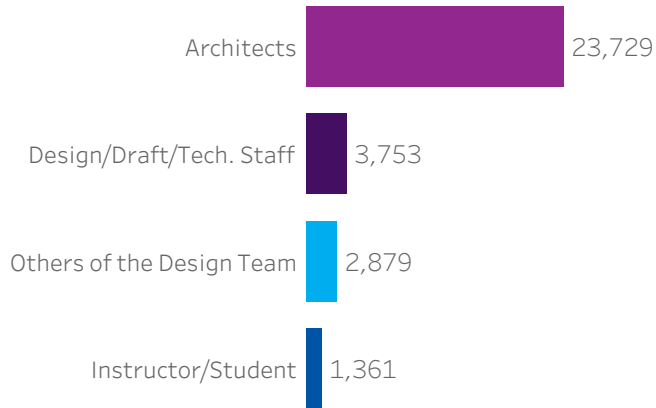
* Due to Apple Mail Privacy enabled on user devices, open rates may be inflated as of November 2021. Clicks are not impacted.



Magazine - Subscriber Demographics & Locations

Demographic - Job Function

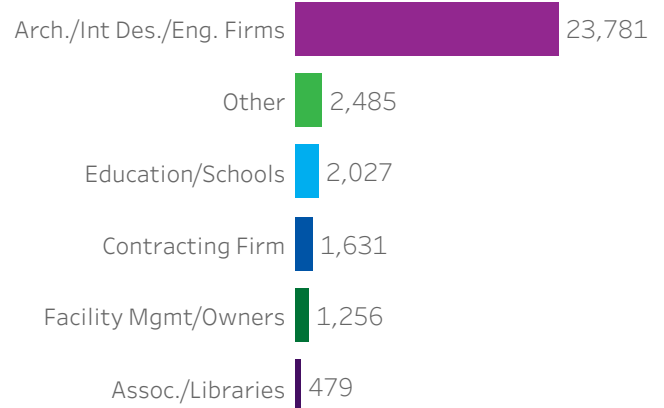
Top 4 Shown



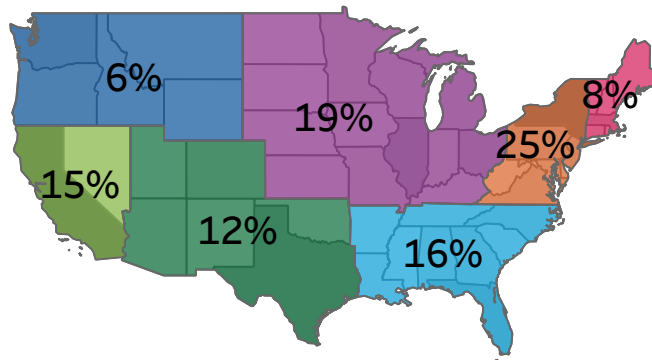
31,722 or 90% of subscribers with responses

Demographic - Business/Industry

Top 6 Shown

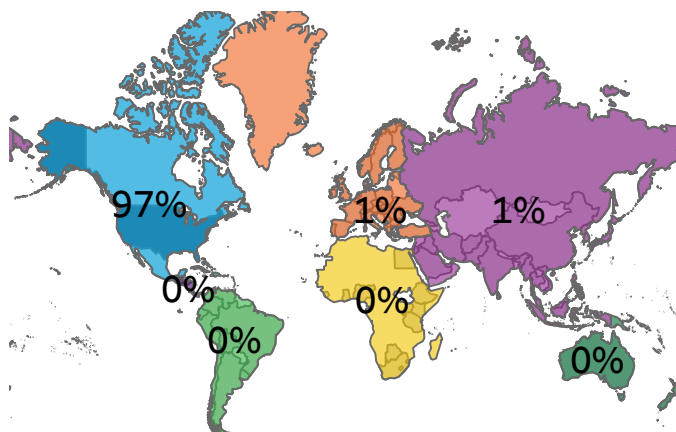
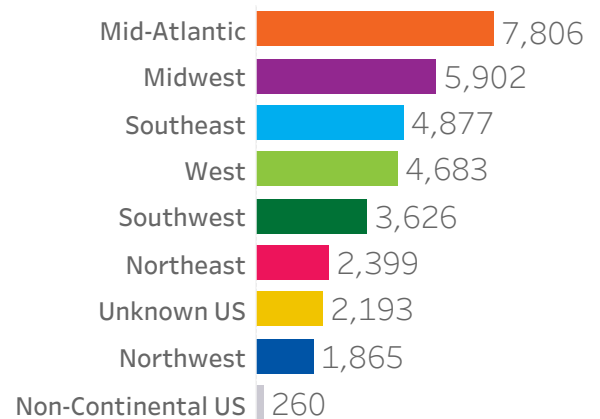


31,659 or 90% of subscribers with responses



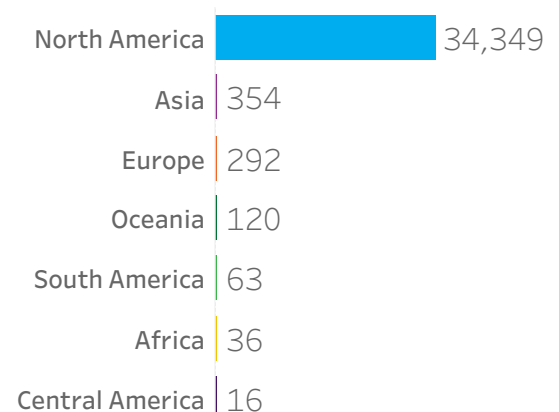
95% of subscribers are located in the US

Unique Subscribers by Region



5% of subscribers are located internationally

Unique Subscribers by Region



Time Frame

Most recent issue

KPIs

- **Total Qualified:** Total average number of subscribers who have met the business and/or function qualification parameters of the magazine.
- **Total Qualified Print:** The average number of qualified subscribers who have requested a print edition.
- **Total Qualified Digital:** The average number of qualified subscribers who have requested a digital edition.
- **Total Qualified Both:** The average number of qualified subscribers who have requested both a print and digital edition.
- **% Request:** Percentage of average qualified subscribers who have requested the magazine.

Delivery Format

- **Total Qualified:** Total average number of subscribers who have met the business and/or function qualification parameters of the magazine for the time frame shown.
- **Print:** The percentage of the average total qualified subscribers, requesting a print edition.
- **Digital:** The percentage of the average total qualified subscribers, requesting a digital edition.
- **Both:** The percentage of the average total qualified subscribers, requesting both a print and digital edition.

Total Qualified Paid and Non-Paid Circulation

- **Paid Subscriptions:** Total number of qualified subscribers who have paid for the magazine.
- **Non-Paid Subscriptions:** The number of qualified subscribers who have met the business and/or function qualification parameters of the magazine and who have not paid for the magazine.

Time Frame

3 months

KPIs

- **Total Qualified Subscribers:** Active digital subscribers as of the most recent issue.
- **Average Issue Pageviews:** The average monthly pageviews on the digital editions.

Activity by Digital Edition Issue

- **Issue Date:** Digital edition issue date.
- **Sessions:** Number of times users interacted with the digital edition. Sessions are terminated after 30 minutes of inactivity.
- **Session Duration (min):** The average session length.
- **Pageviews:** The total number of digital edition pageviews.

Digital Edition Notification Email Metrics

- **Monthly Sends:** Total number of notification emails deployed per issue.
- **Delivered:** Number of unique email subscriber addresses digital edition notification emails were delivered to for this issue.
- **Unique Opens:** Number of unique subscriber email addresses who opened any notification email for this issue.
- **Open Rate:** Ratio of unique Opens to Delivered.
- **Total Clicks:** Number of subscribers who clicked a link within a particular notification email.
- **CTR:** Click Through Rate is the percentage of subscribers who click on a link within the notification email.



eNewsletters - Engagement



Active Unique Recipients

40,792



% of Recipients Engaged

81%



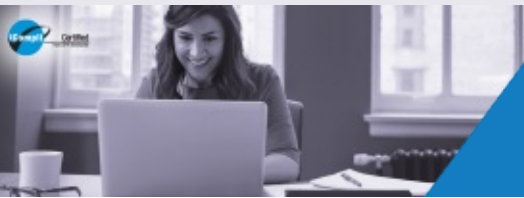
Sends per Month

27

Recipient Activity by eNewsletter Over the Last 3 Months

eNewsletter Name	Average Delivered	
Weekly WebInsider	29,500	<div><div></div></div> 14,232 * Unique Opens - Single Send Avg (48%) 23,105 * Total Engaged Recipients (77%)
Daily WebInsider	24,598	<div><div></div></div> 11,685 * Unique Opens - Single Send Avg (48%) 22,211 * Total Engaged Recipients (89%)
Most Active Market: Multifamily Residential	16,014	<div><div></div></div> 7,933 * Unique Opens - Single Send Avg (50%)
Most Active Market: Schools	15,358	<div><div></div></div> 7,585 * Unique Opens - Single Send Avg (49%)
Most Active Market: Hospitality	14,561	<div><div></div></div> 6,656 * Unique Opens - Single Send Avg (46%)
Most Active Market: Healthcare	13,934	<div><div></div></div> 6,846 * Unique Opens - Single Send Avg (49%)
Material World	12,612	<div><div></div></div> 5,821 * Unique Opens - Single Send Avg (46%) 7,790 * Total Engaged Recipients (62%)

Engaged Recipient: Any recipient who opened at least one email of this type in the report time frame.



eNewsletters - Activity



Active Unique Recipients

40,792



% of Recipients Engaged

81%



Sends per Month

27

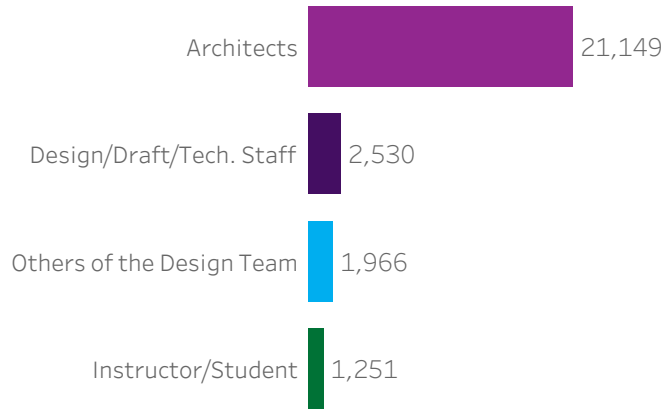
eNewsletter Activity Averages

eNewsletter Name	Monthly Sends	Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
Weekly WebInsider	4.3	29,500	14,232	48.2%	1,052	3.6%
Daily WebInsider	20.0	24,598	11,685	47.5%	959	3.9%
Most Active Market: Multifamily Residential	0.3	16,014	7,933	49.5%	806	5.0%
Most Active Market: Schools	0.3	15,358	7,585	49.4%	597	3.9%
Most Active Market: Hospitality	0.3	14,561	6,656	45.7%	461	3.2%
Most Active Market: Healthcare	0.3	13,934	6,846	49.1%	408	2.9%
Material World	1.0	12,612	5,821	46.2%	220	1.7%

* Due to Apple Mail Privacy enabled on user devices, open rates may be inflated as of November 2021. Clicks are not impacted.

**eNewsletters** - Recipient Demographics & Locations**Demographic - Job Function**

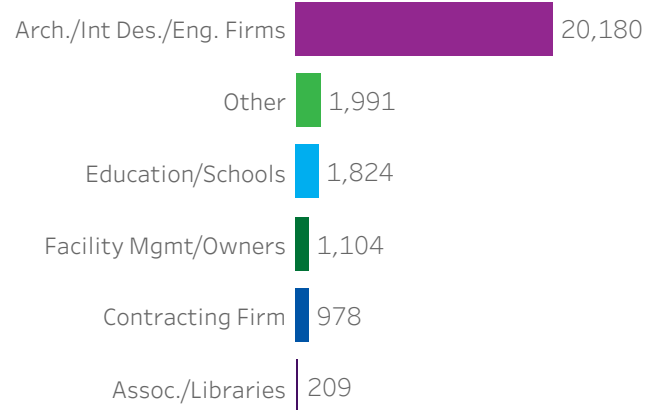
Top 4 Shown



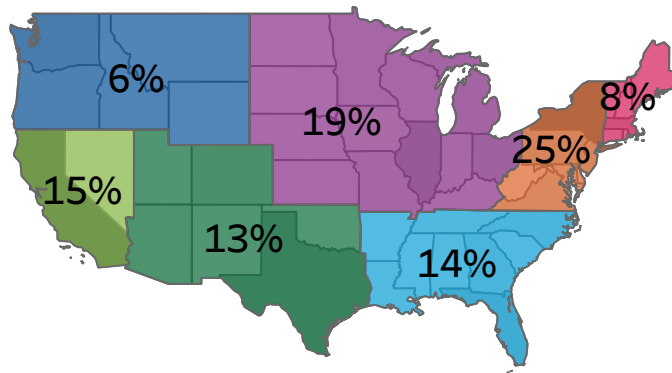
26,896 recipients with responses

Demographic - Business/Industry

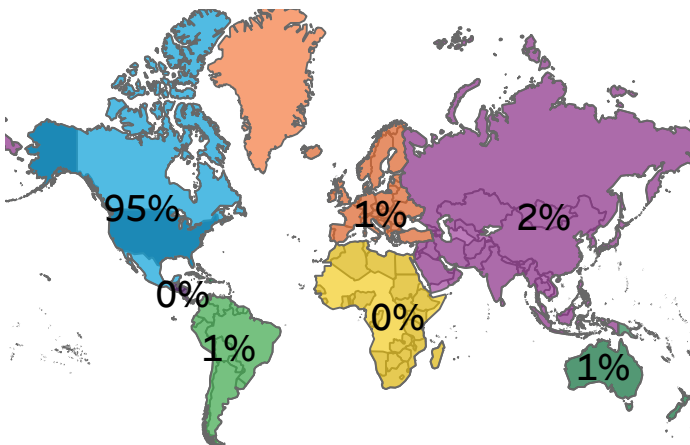
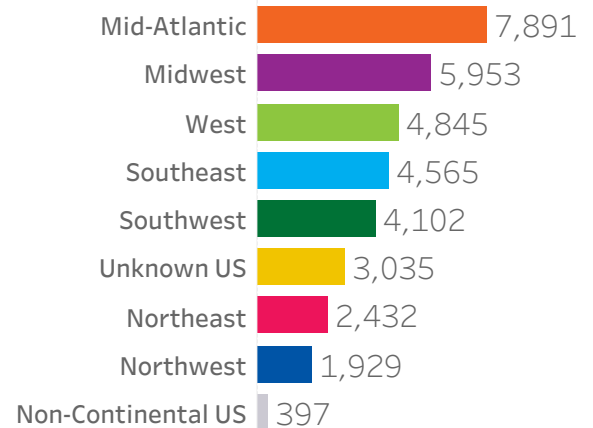
Top 6 Shown



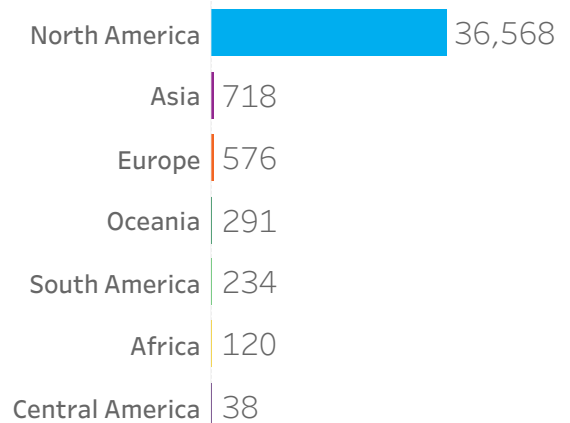
26,286 recipients with responses



91% of recipients are located in the US

Unique Recipients by Region

9% of recipients are located internationally

Unique Recipients by Region



Time Frame

3 Months

KPIs

- **Active Unique Recipients:** Number of unique email addresses that received any brand eNewsletter in the 3-month period.
- **% of Recipients Engaged:** Percent of recipients who opened* any eNewsletter.
- **Sends / Month:** Total eNewsletters sent per month.

Recipient Activity by eNewsletter

- **Average Delivered:** The average number of emails delivered per eNewsletter.
- **Unique Opens, Single Send Avg:** Average unique opens* (uniqueness calculated for each email sent) for all emails sent.
- **Total Engaged Recipients:** Number of unique Recipients who have opened* one or more of the delivered emails.

eNewsletter Activity Averages

- **Monthly Sends:** Total number of eNewsletters deployed per month.
- **Delivered:** Average number of eMails, per eNewsletter, deployed per month.
- **Unique Opens:** Average number of unique Recipients (delivered) who opened* a particular eNewsletter.
- **Open Rate:** The ratio of Unique Opens* to Delivered.
- **Total Clicks:** Average number of recipients who clicked a link within a particular eNewsletter.
- **CTR:** Click Through Rate is the percentage of recipients who click on a link within the eNewsletter.

**Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.*



Website - www.architecturalrecord.com



Average Monthly
Users

150,542



Average Monthly
Sessions

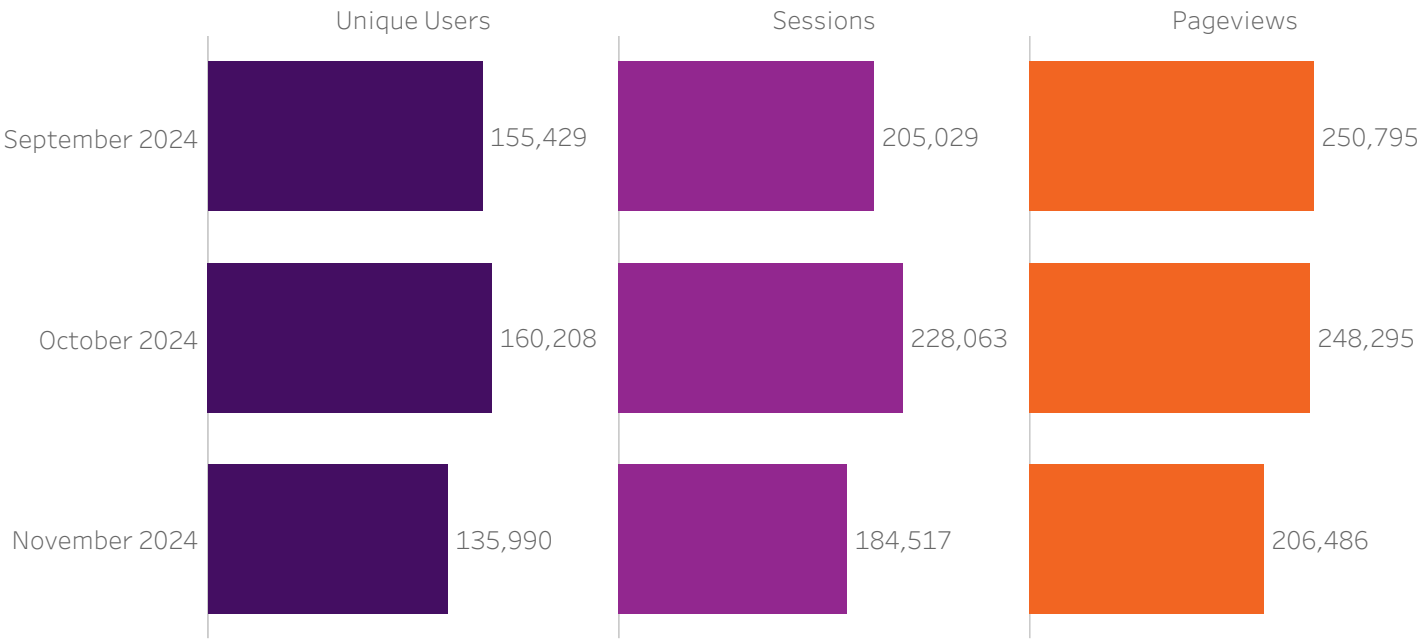
205,870



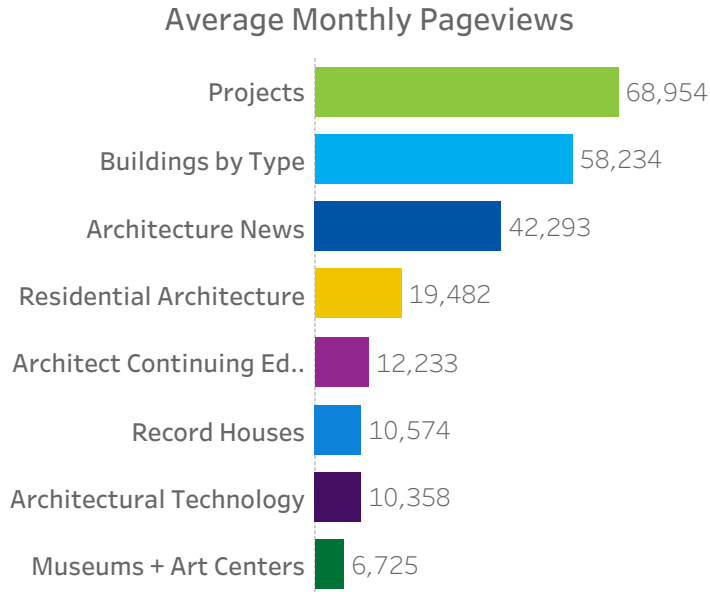
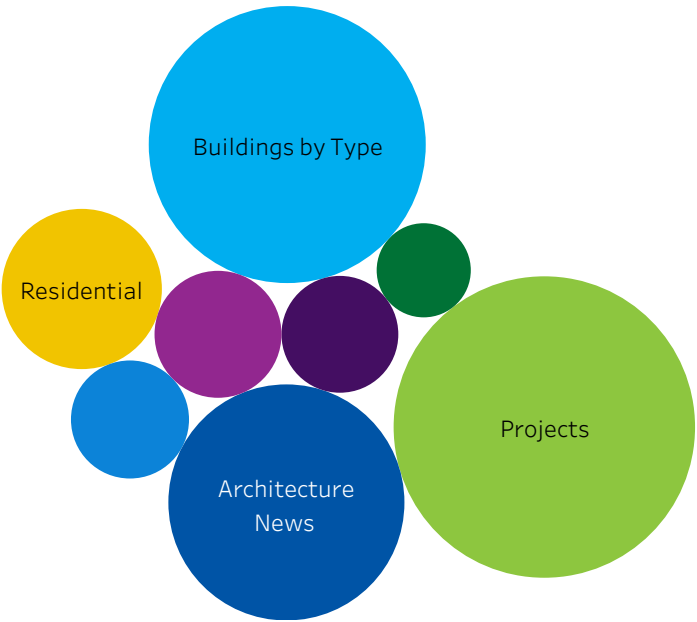
Average Monthly
Pageviews

235,192

Monthly Website Statistics



Top 8 Content Topics Viewed





Website - Known User Activity



Active Registered Users

5,676



Active Known Users

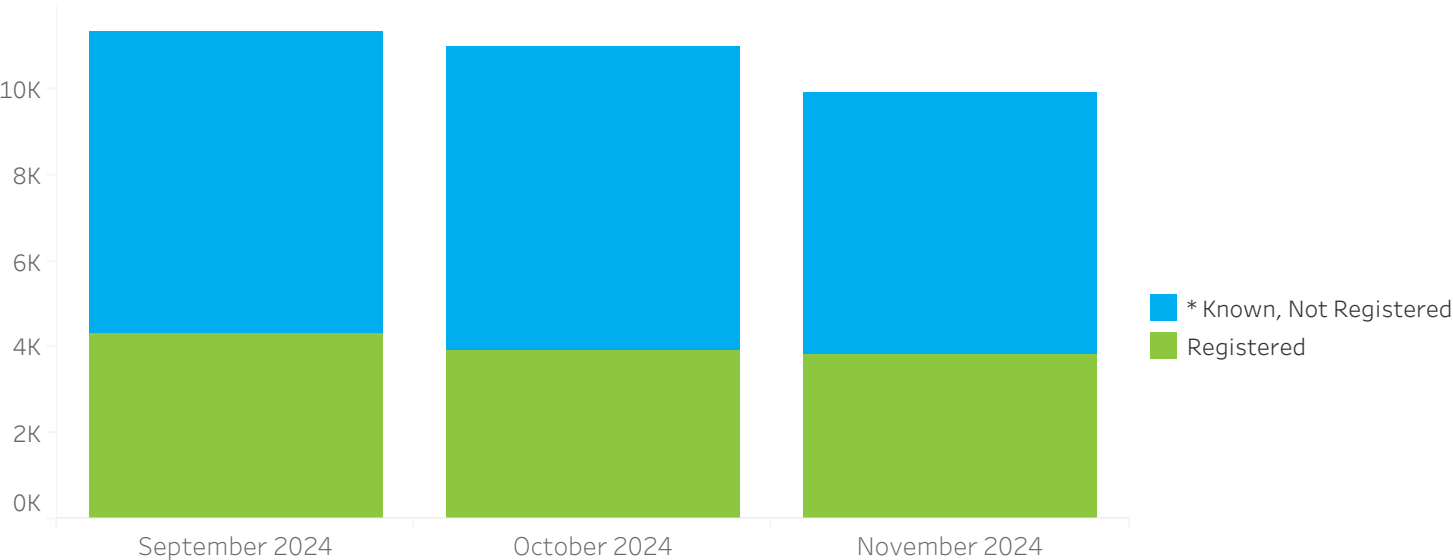
12,490



Average Visits per User

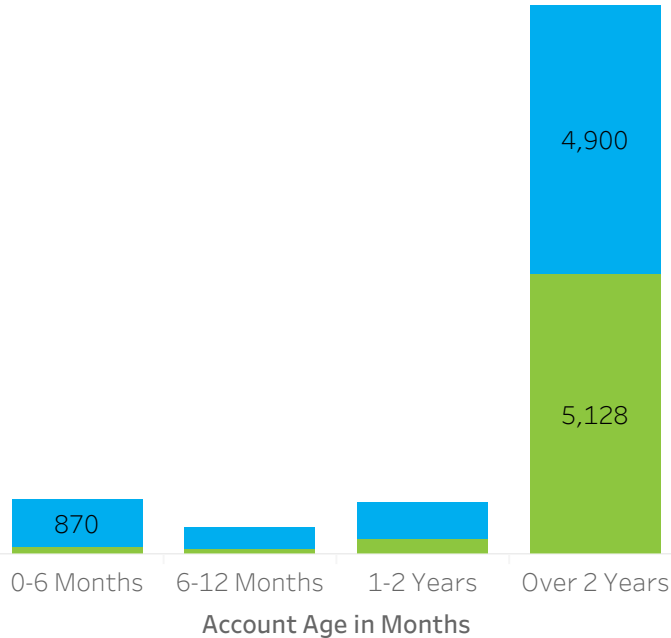
18.9

Website Users

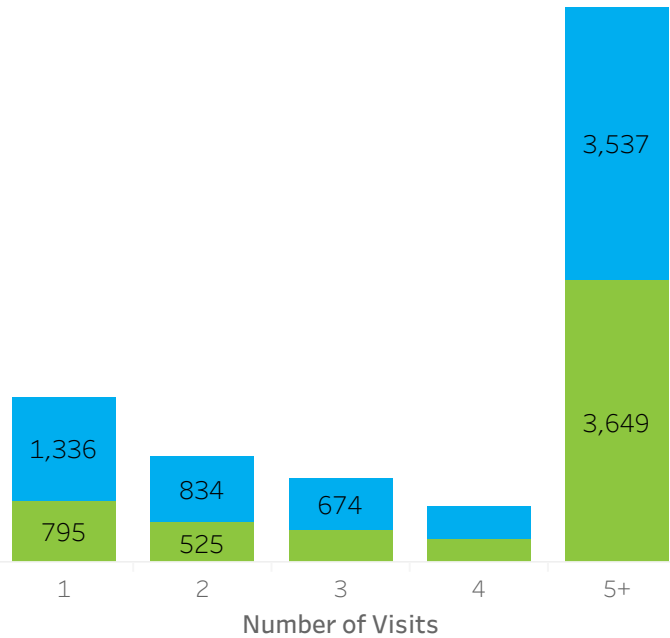


* Users that are identified in the BNP Media database but are not registered with this website

Known Users by Account Age



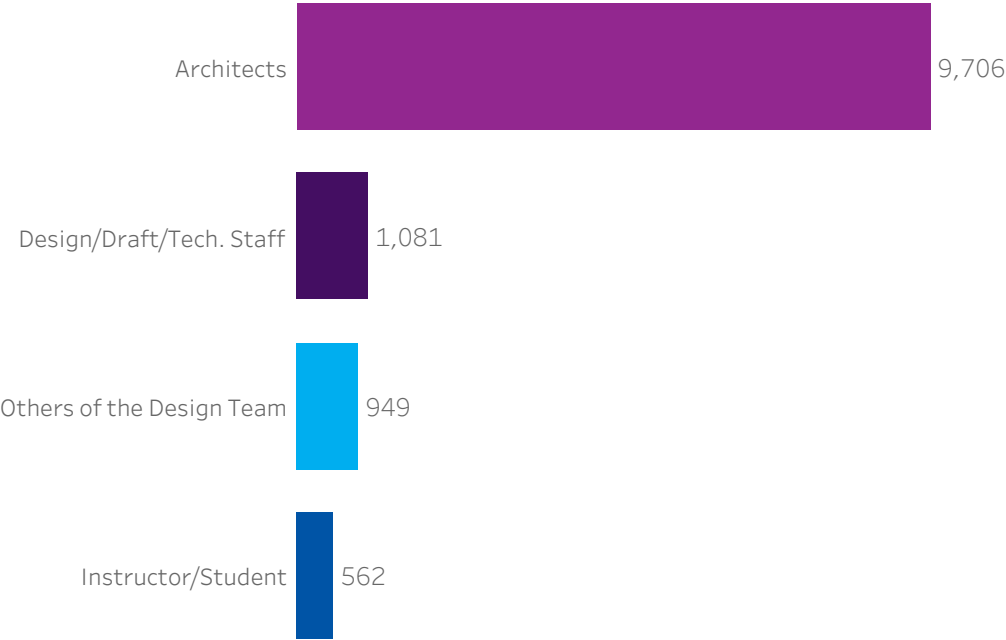
Known Users by Visit Frequency





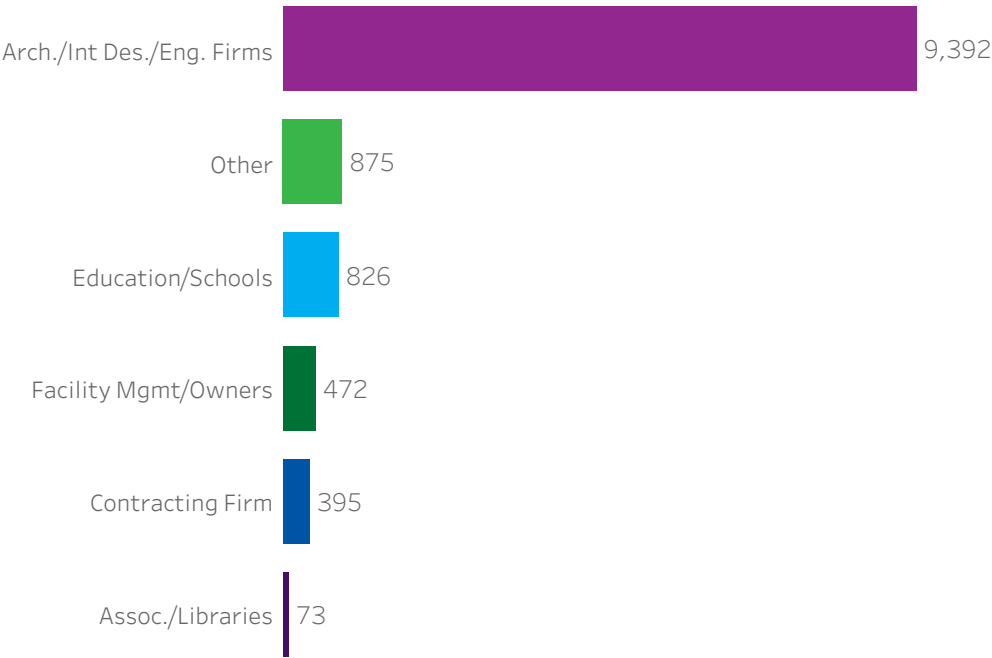
Website - User Demographics

Demographic - Job Function *Top 4 Shown*



12,298 or 98% of users with responses

Demographic - Business/Industry *Top 6 Shown*



12,033 or 96% of users with responses



Website - User Locations



% of Users Based in US

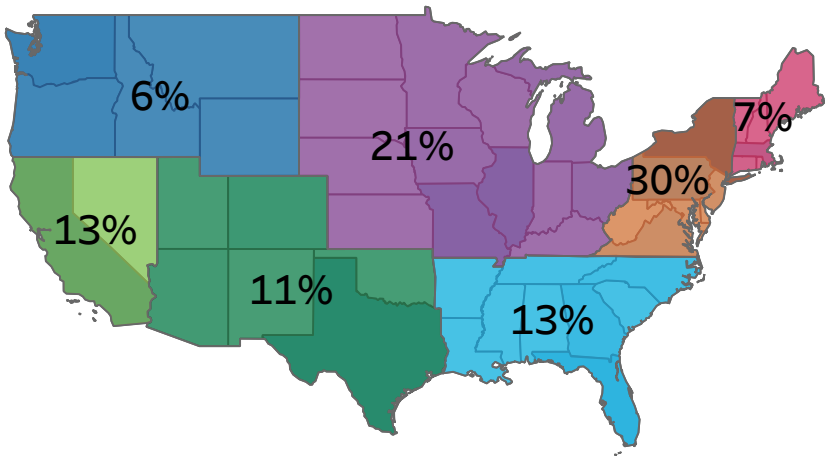
63%



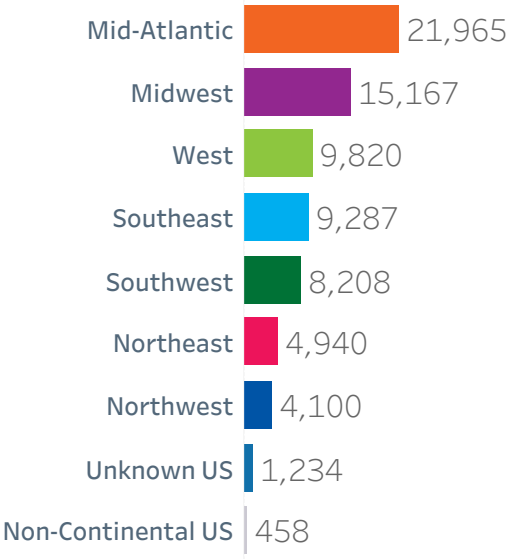
Average Monthly Users Based in US

75,179

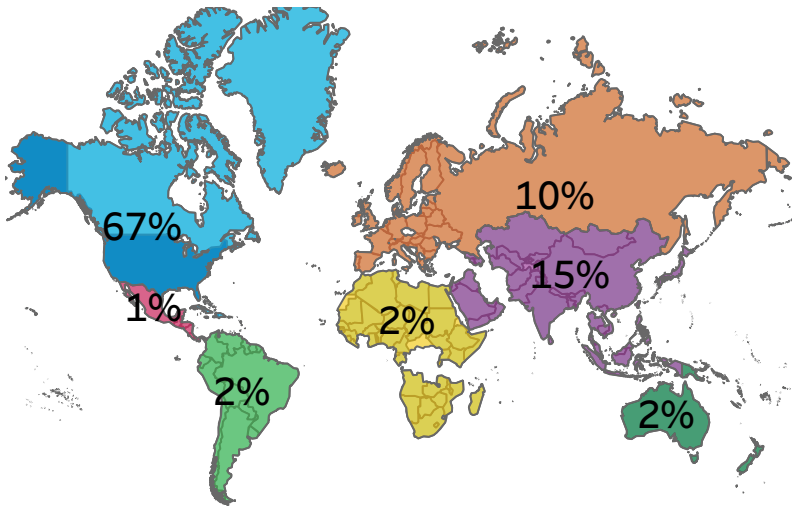
Geographic - US Regions



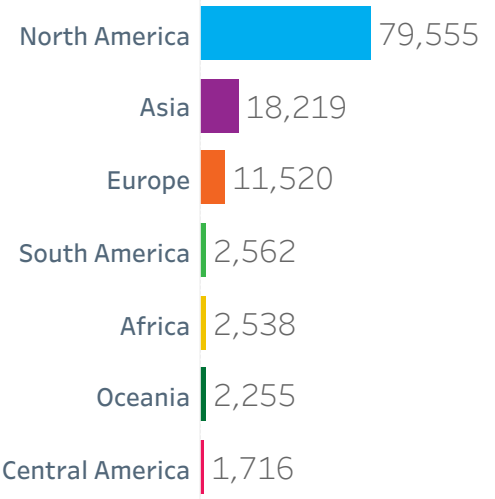
Unique Users by Region



Geographic - World Regions



Unique Users by Region





Time Frame

3-months

User Classifications

- **Registered:** Users that have completed the registration form for this website.
- **Known, Not Registered:** Users that are identified in the BNP Media database but are not registered with this website.

KPIs

- **Active Registered Users:** Number of unique users who registered on the website, at any time, and visited the website within the 3-month time frame.
- **Active Known Users:** Number of unique users with known first-party data, regardless of website registration status, who visited the website within the 3-month time frame.
- **Average Visits per User:** The ratio of visits, by known users, to the number of known users.

Web Users

- Number of users who were active on the website each month, colored by user classification.

Known Users by Account Age

- Number of users who visited the website within the 3-month time frame and have been in the BNP Media database for the account age listed, colored by user classification.

Known Users by Visit Frequency

- Number of times users visited the website within the 3-month time frame, colored by user classification.

Time Frame

3-months

KPIs

- **Average Monthly Users:** Average number of monthly users who have had at least one session on the website.
- **Average Monthly Sessions:** Average number of monthly sessions on the website. A session is anytime a user has interacted with the website.
- **Average Monthly Pageviews:** Average number of total monthly pageviews on the website.

Web Visitors

- **Users:** Number of Users per month.
- **Sessions:** Number of times users interacted with the digital edition. Sessions are terminated after 30 minutes of inactivity.
- **Pageviews:** Number of Pageviews per month.

Top 8 Content Topics

- Average monthly pageviews for the top 8 content topics on the website.



Sponsored eBlasts



Total Average Delivered

23,139



% of Recipients Engaged

70%



Sends per Month

9

Activity by eBlast

Sponsorship
Type Avg
Delivered

Exclusive 23,139



10,699 * Unique Opens - Single Send Avg (46%)
26,502 * Total Engaged Subscribers (70%)

Engaged Subscriber: Any subscriber who opened at least one email of this type in the report time frame.

■ Unique Recipients ■ Unique Opens - Single Send Avg ■ Unique Opens - All Sends

eBlast Activity Averages

eBlast Name	Sponsorship Type	Monthly Sends	Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
Architectural Record	Exclusive	9.3	23,139	10,699	46.2%	292	1.3%

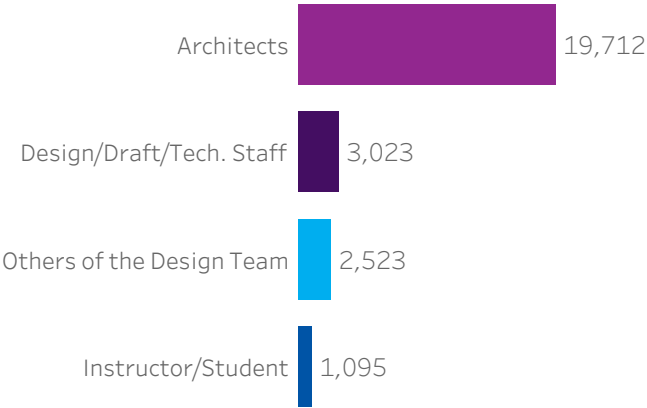
* Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.



Sponsored eBlasts - Recipient Demographics & Locations

Demographic - Job Function

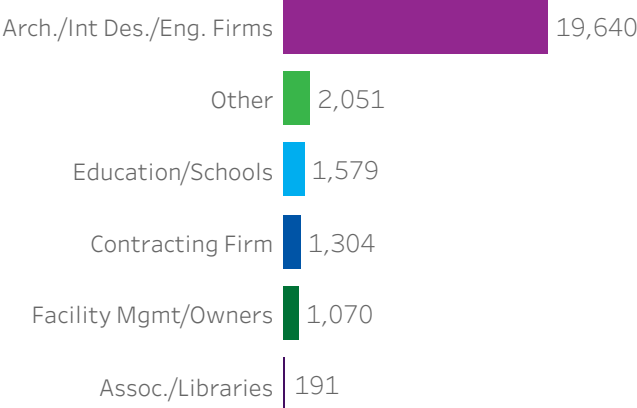
Top 4 Shown



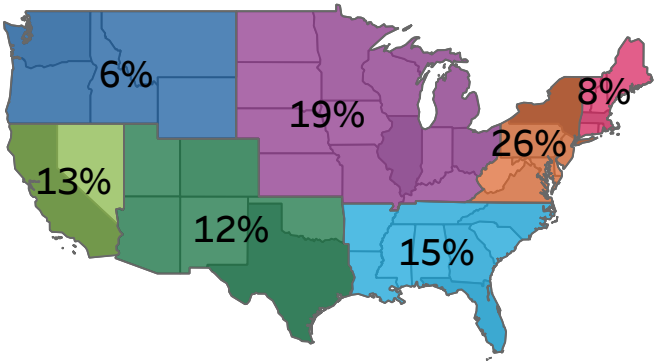
26,353 or 69% of recipients with responses

Demographic - Business/Industry

Top 6 Shown

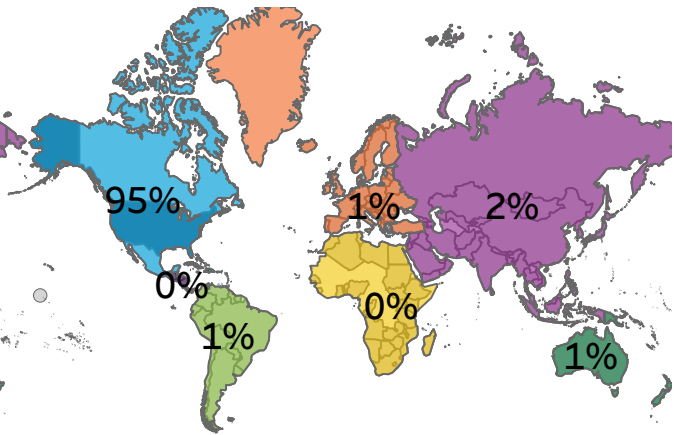
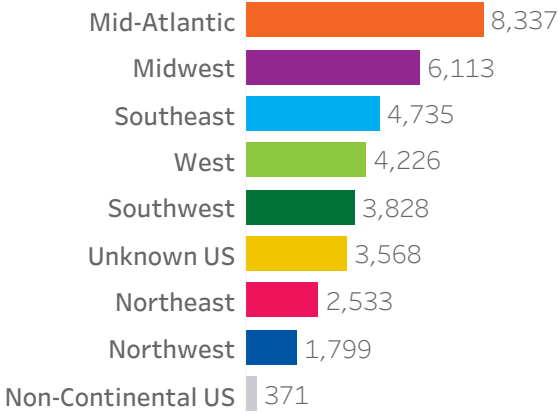


25,835 or 68% of recipients with responses



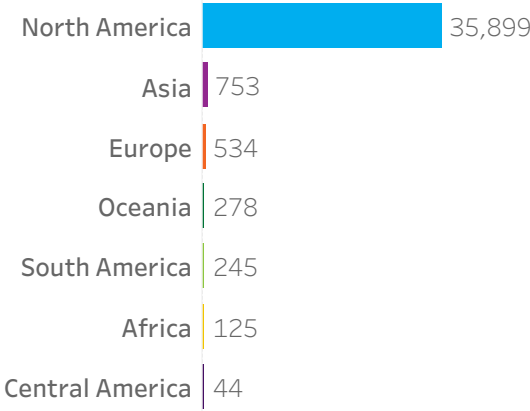
94% of recipients are located in the US

Unique Recipients by Region



6% of recipients are located internationally

Unique Recipients by Region



Time Frame

3 Months

KPIs

- **Total Average Delivered:** The number of eBlasts (Advertising emails) delivered, excluding bounces.
- **% of Recipients Engaged:** The percentage of recipients who have opened* an eBlast.
- **Sends per Month:** The average number of delivered Advertising eBlasts per month.

Activity by eBlast

- **Exclusive Sponsorship Type:** Single advertiser.
- **Multi-Sponsored Sponsorship Type:** Multiple advertisers.
- **Average Delivered:** The average number of emails delivered per eBlast.
- **Unique Opens, Single Send Avg:** The average unique opens* (uniqueness calculated for each email sent) for all emails sent.
- **Total Engaged Subscribers:** The number of unique recipients who have opened* one or more of the delivered emails.

eBlast Activity Averages

- **Monthly Sends:** Total number of eBlasts deployed per month.
- **Delivered:** Average number of eMails, per eBlast, deployed per month.
- **Unique Opens:** The average number of unique recipients (delivered) who opened* a particular eBlast.
- **Open Rate:** The ratio of Unique Opens* to Delivered.
- **Total Clicks:** Average number of recipients who clicked a link within a particular eBlast.
- **CTR:** Click Through Rate is the percentage of recipients who click on a link within the eBlast.

**Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.*



Social Media



Total Social Media Followers

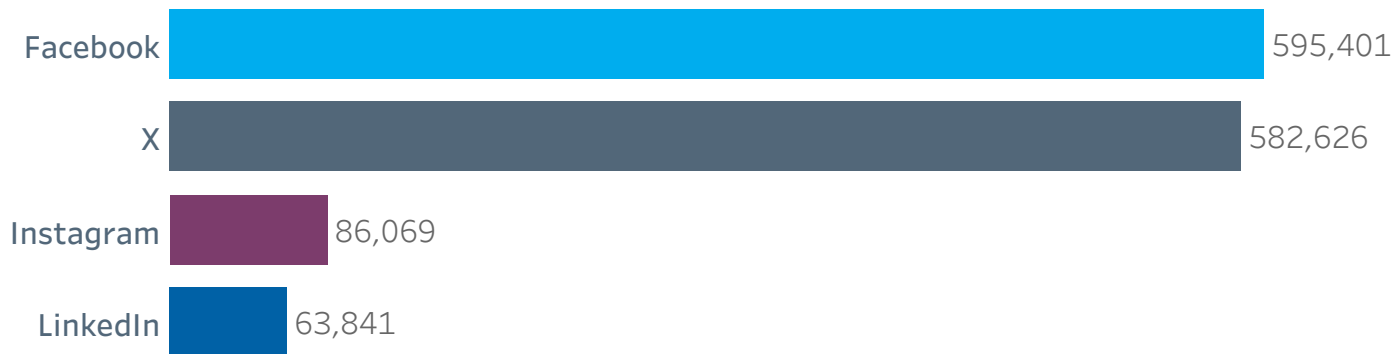
1,327,937



Engagements

47,229

Followers by Channel



Total Engagements



1,572



1,259

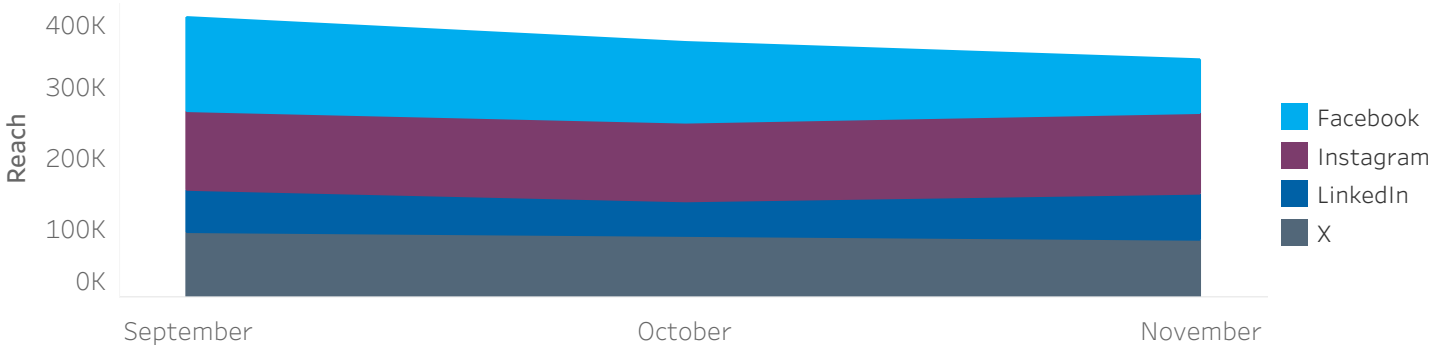


7,709



36,689

Reach by Month





Social Media Audience Glossary

UNDERSTANDING SOCIAL MEDIA AUDIENCE DASHBOARD

Time Frame

3 Months

KPIs

- **Total Social Media Followers:** The total number of social media followers per brand, as of the report date (not unique across all channels).
- **Engagements:** The reactions, comments, and shares on a post. Clicks are not included.

Followers by Channel

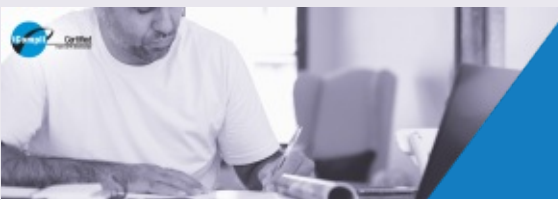
- Breakdown of followers by the specific social network.
- Followers is the total number who have followed the brand.

Total Engagements

- Total engagements by social network.

Reach by Month

- Breakdown by social network of the total reach by month.
- Reach is the number of individual users a post reached.



Continuing Education - Websites & eNews



Active Registered
Users

34,423



Average eNews
Delivered

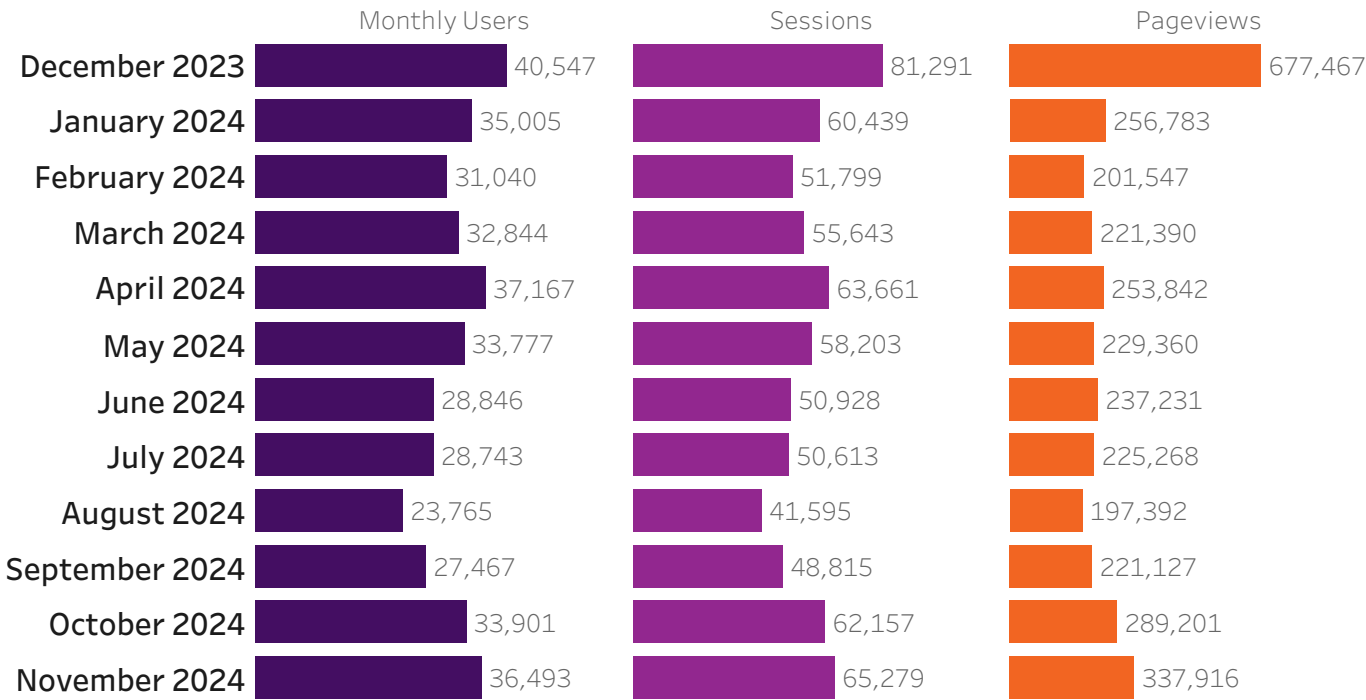
15,399



Monthly Website
Pageviews

279,044

Website Visitors



Activity by eNewsletter

eNewsletter Name Delivered

Architectural Record CE
Center Update

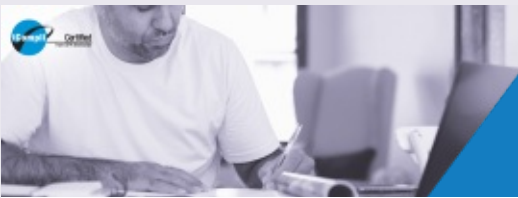
15,399



7,790 * Unique Opens - Single Send Avg (51%)
22,458 * Total Engaged Subscribers (65%)

Engaged Subscriber: Any subscriber who opened at least one email of this type in the report time frame.

* Due to Apple Mail Privacy enabled on user devices, open rates may be inflated as of November 2021. Clicks are not impacted.



Continuing Education - Courses & Tests



Total Tests
Taken

143,437



Total Certificates
Issued

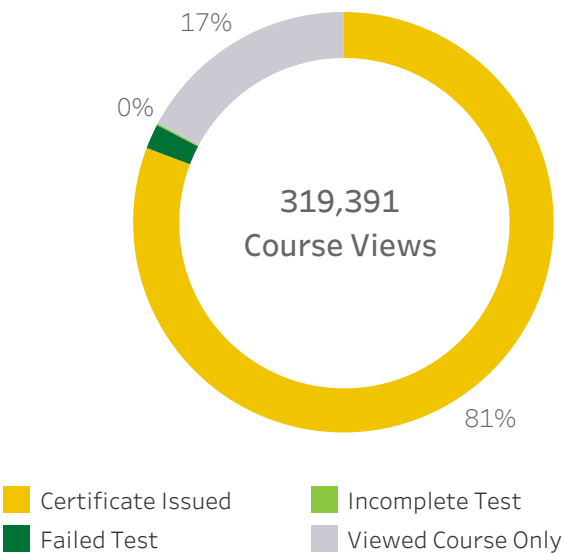
139,847



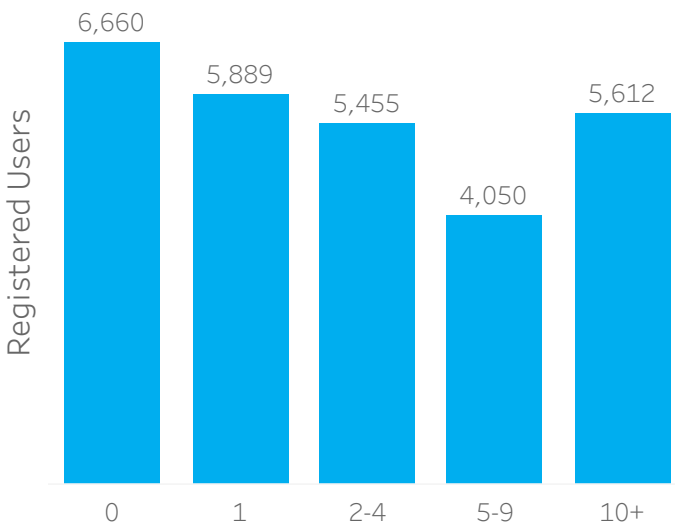
Number of
Active Courses

1,493

Registered User Course Interactions

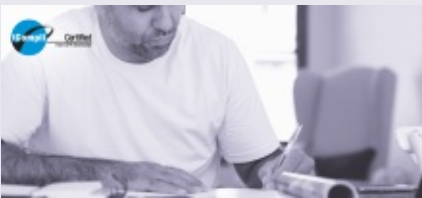


Certificates Issued by Registered Users



Top 5 Courses

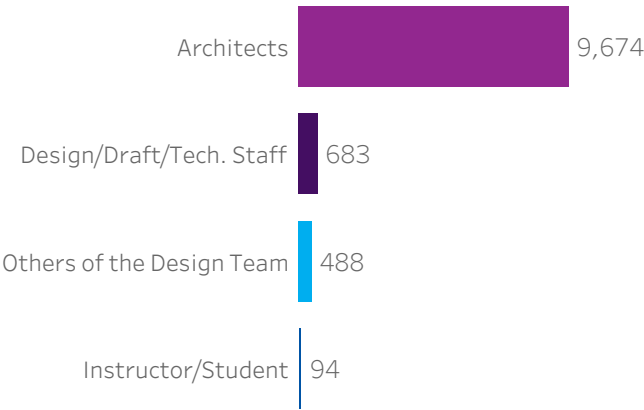
Course Title	Registered Users	Total Certificates Issued
Old Buildings ? New Life	2,549	2,403
Daylighting in Museums	2,157	1,870
Superpowered Wall Systems	1,682	1,618
Universal Design and Aging in Place	1,583	1,463
Keeping up on ADA Compliance	2,105	1,339



Continuing Education - User Demographics & Locations

Demographic - Job Function

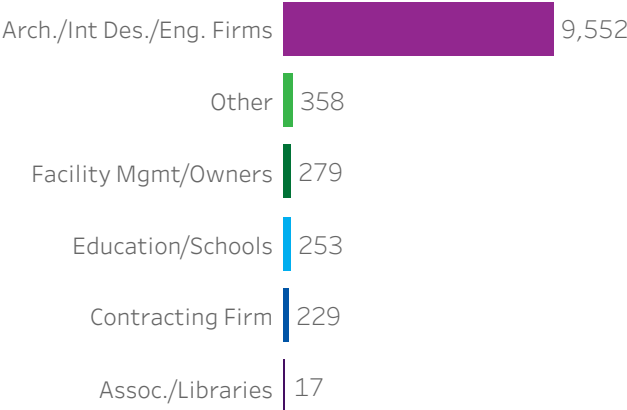
Top 4 Shown



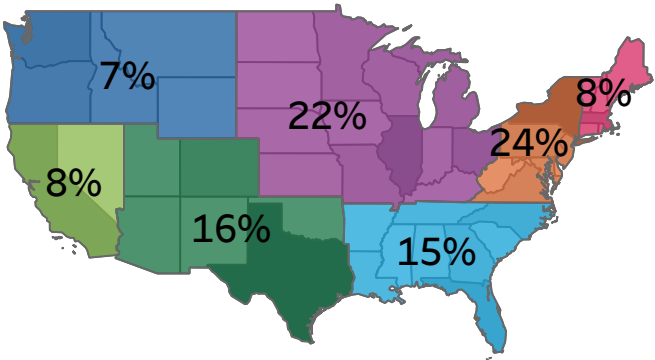
10,939 users with responses

Demographic - Business/Industry

Top 6 Shown

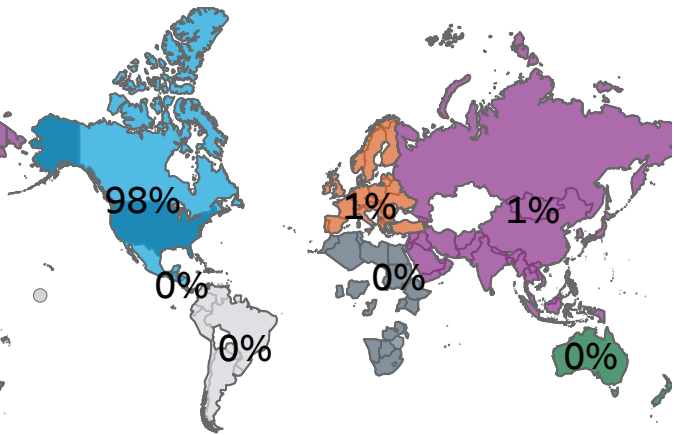
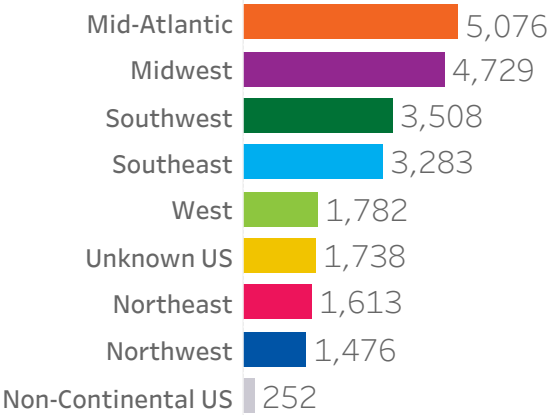


10,688 users with responses



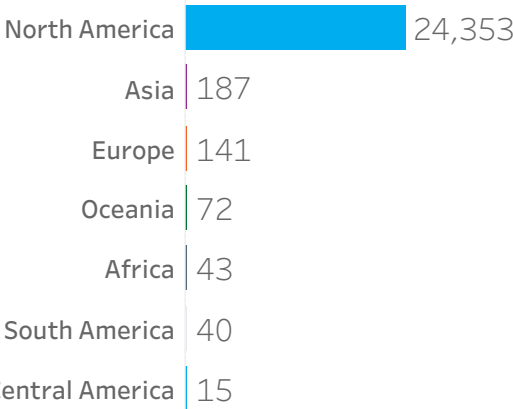
94% of users are located in the US

Unique Users by Region



6% of users are located internationally

Unique Users by Region





Continuing Education (CE) Center Audience Glossary

UNDERSTANDING CE CENTER AUDIENCE DASHBOARD

Time Frame

12 Months

KPIs

- **Average Registered Users:** The number of registered users to the CE Center.
- **Average eNews Delivered:** The number of emails sent, excluding bounces.
- **Monthly Website Pageviews:** The average numbers of total monthly pageviews on the website.

Web Visitors

- **Monthly Users:** Total number of users per month who have had at least one session on the website.
- **Sessions:** Total number of sessions per month: A session is anytime a user has interacted with the website.
- **Pageviews:** Total number of pageviews per month.

Activity by eNewsletter

- **Delivered:** The average number of emails delivered.
- **Unique Opens, Single Send Avg:** The average number of unique opens* per eNewsletter sent.
- **Total Engaged Subscribers:** The number of unique subscribers who have opened* one or more of the delivered emails.

Continuing Education by Industry (Brands sharing data)

- **CE Center: Architectural Record and Building Enclosure**
Includes limited courses from: CSTD, FCI, Floor Trends, Restoration & Remediation, Stone World, Tile and Walls & Ceilings
- **Engineering Center: Engineered Systems and Mission Critical**
Includes limited courses from: ACHR News, ENR, pm Engineer and The Driller
- **Safety Center: ISHN**
- **Thermal Center: Forge, Industrial Heating, Process Cooling and Process Heating**

*Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.



Continuing Education (CE) Center Courses & Tests Audience Glossary

UNDERSTANDING CE CENTER COURSES & TESTS AUDIENCE DASHBOARD

Time Frame

12 Months

KPIs

- **Total Tests Taken:** The number of tests taken.
- **Total Certificates Issued:** Total certificates issued through all course formats to users.
- **Number of Active Courses:** Total number of available courses active.

Registered User Course Interactions

- **Course Views:** Total number of courses viewed online.
- **Certificate Issued:** Total number of certificated issued.
- **Viewed Courses Only:** Total number of courses viewed with no follow-up.
- **Incomplete Tests:** Total number of tests started, but not completed.
- **Failed Tests:** Total number of tests not passed.

Certificates by Registered Users

- **Breakdown:** Total number of certificates issued to registered users from 1 to 10+.

Top 5 Courses

- **Course Titles:** Top 5 courses by number of certificates issued.
- **Registered Users:** Number of unique registered users who viewed the course and/or received a certificate.
- **Total Certificates Issued:** Total number of certificates issued to registered users for this course.



Events



Total Registrants

1,036



Total Events Annually

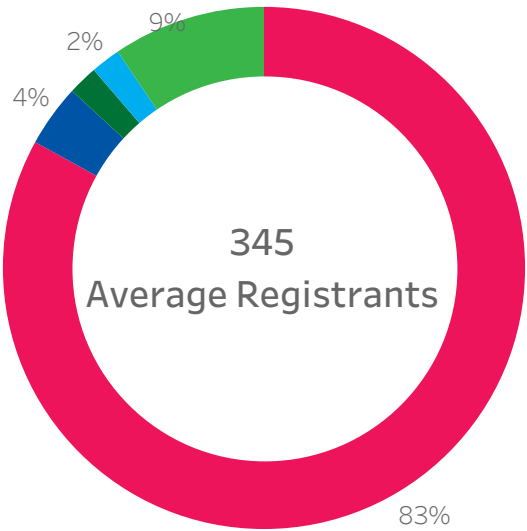
3



Average Registrants per Event

345

Registrant Types

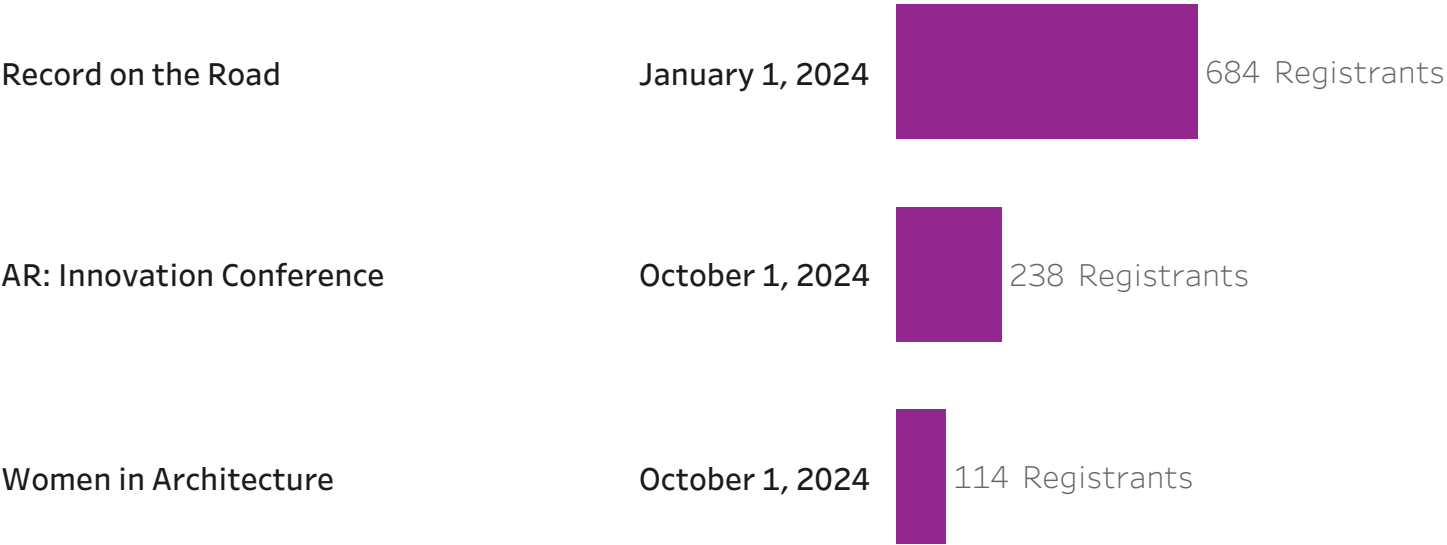


Attendee
Exhibitor/Sponsor

Speaker
Staff

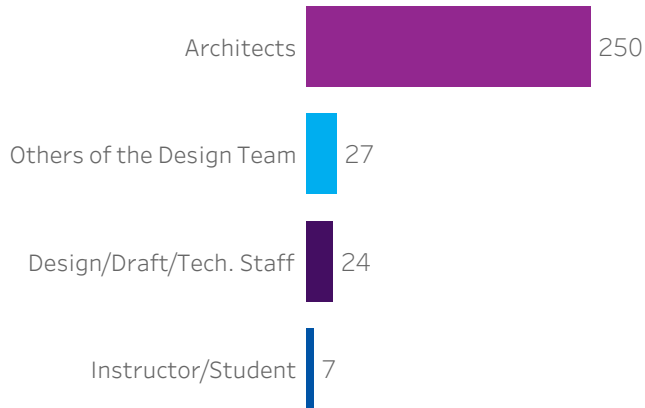
Student

Event Registration



**Events** - Registrant Demographics & Locations**Demographic - Job Function**

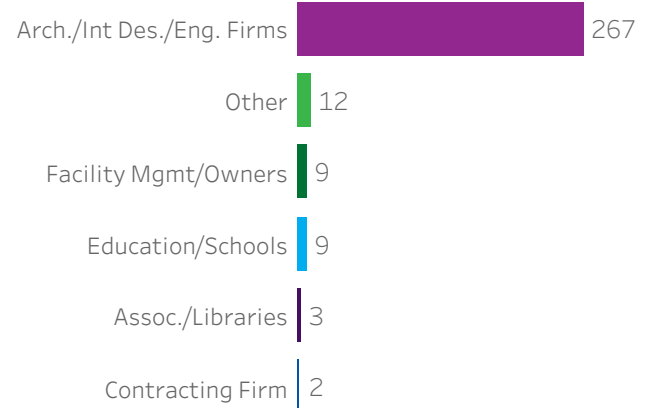
Top 4 Shown



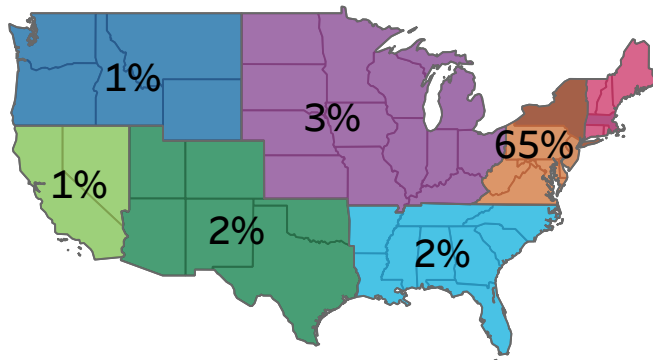
308 or 30% of registrants with responses

Demographic - Business/Industry

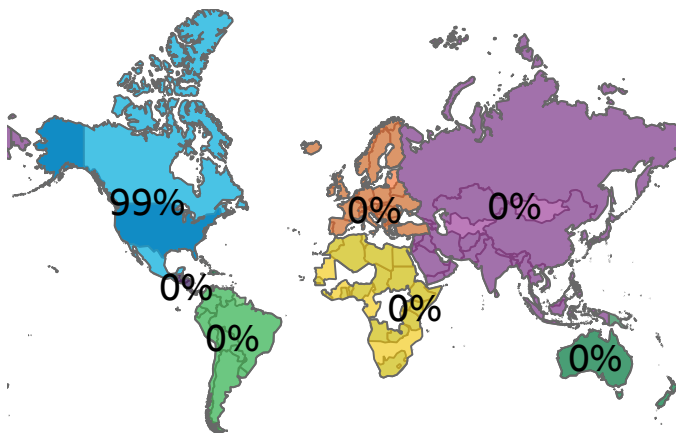
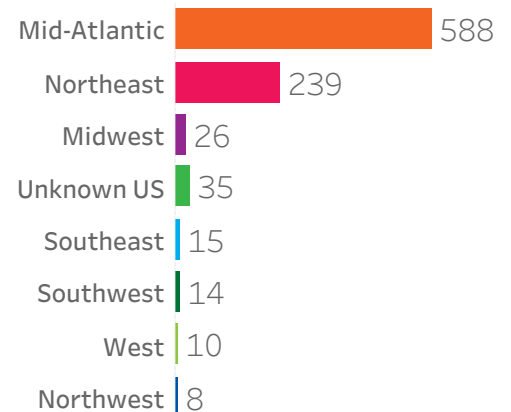
Top 6 Shown



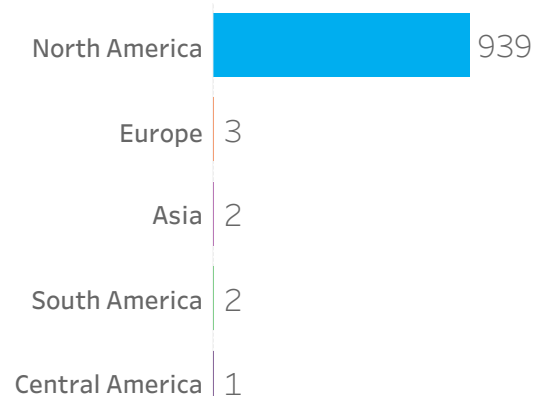
302 or 29% of registrants with responses



99% of registrants are located in the US

Unique Registrants by Region

1% of registrants are located internationally

Unique Registrants by Region

Time Frame

Annual

KPIs

- **Unique Registrant:** The number of unique registrants across all events.
- **Total Events Annually:** The number of events held annually per brand.
- **Average Registrants per Event:** The average number of registrants per event.

Registrant Types

- **Average Registrants:** Average number of registrants per event.
- **Attendee:** Average percentage of registrants who registered as an attendee only.
- **Speaker:** Average percentage of registrants who registered as a speaker.
- **Exhibitor/Sponsor:** Average percentage of registrants who registered as an exhibitor/sponsor.

Event Registration

- **Events:** Annual Events listed by date.
- **Registrants:** Total Registrants listed per Event.



Webinars



Unique Registrants

9,761



Unique Attendees

6,402



Registrant Attendance Rate

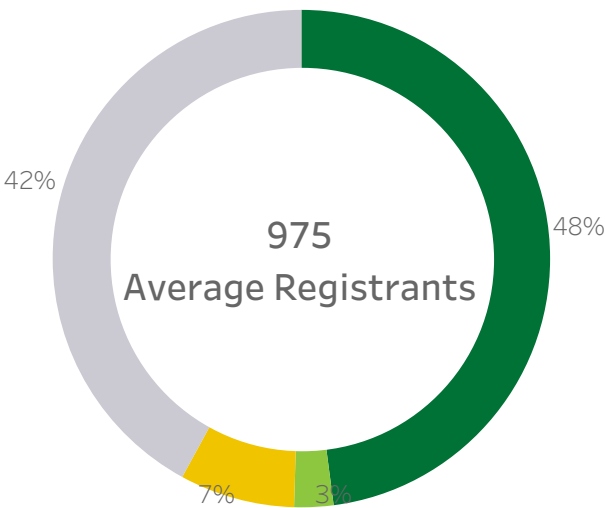
66%



Average Attendees per Webinar

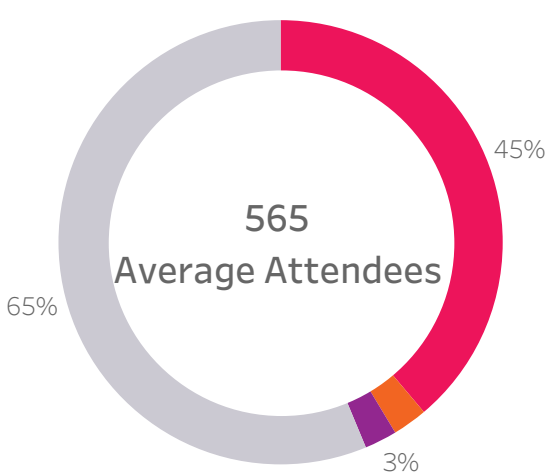
565

Registrant Breakdown



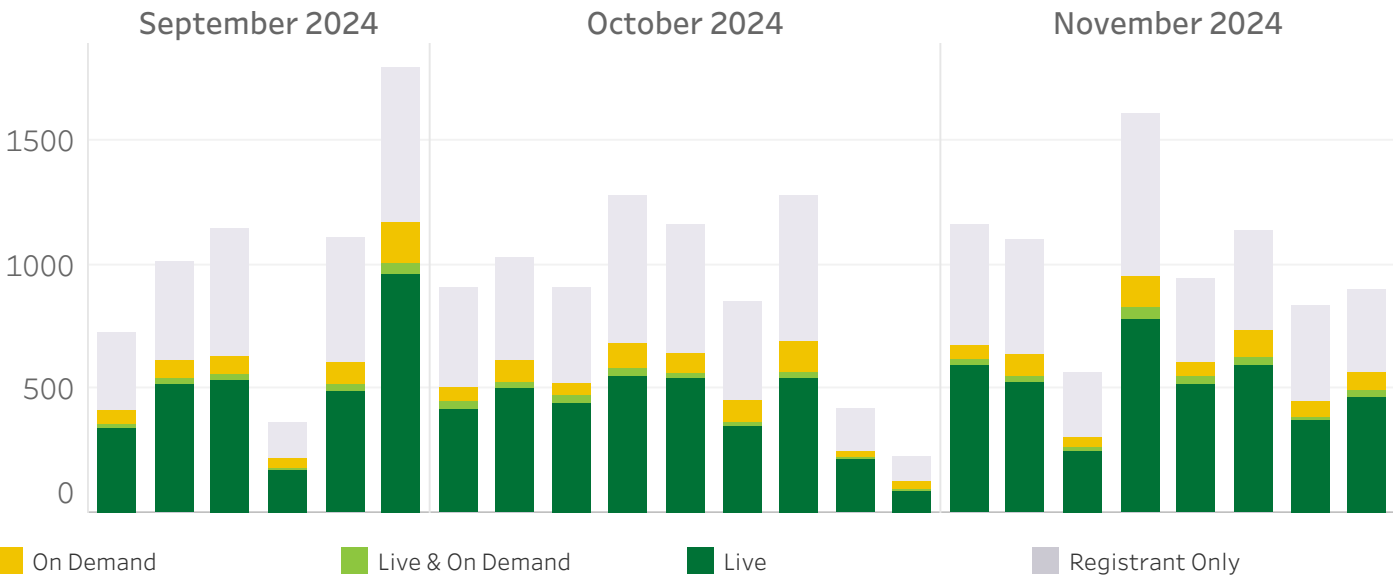
Live
On Demand
Live & On Demand
Registrant Only

Attendee Engagement Breakdown



Answered Surveys
Repeat Viewer
Multiple Engagements
Viewed Only

Registration & Attendance Analysis

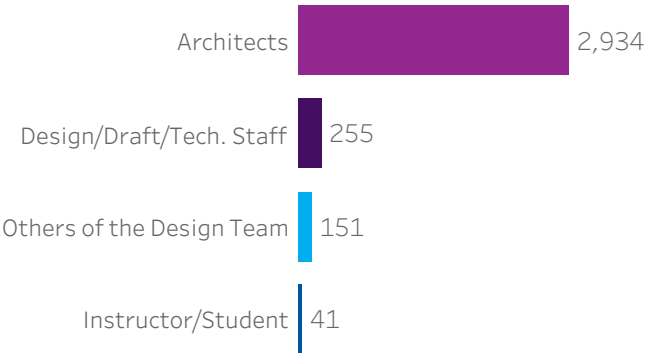




Webinars - Registrant Demographics & Locations

Demographic - Job Function

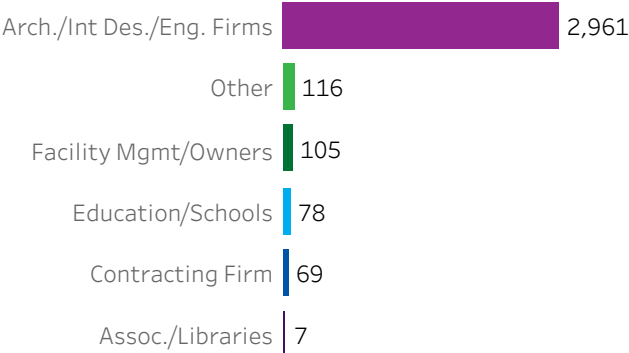
Top 4 Shown



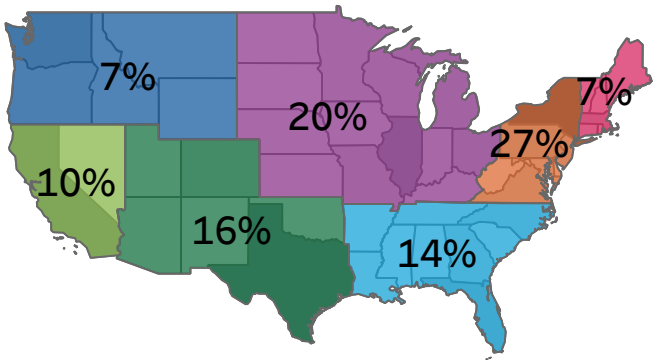
3,381 or 35% of registrants with responses

Demographic - Business/Industry

Top 6 Shown

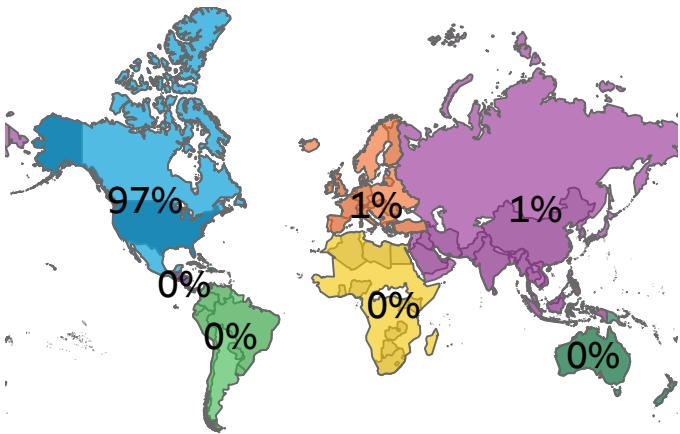
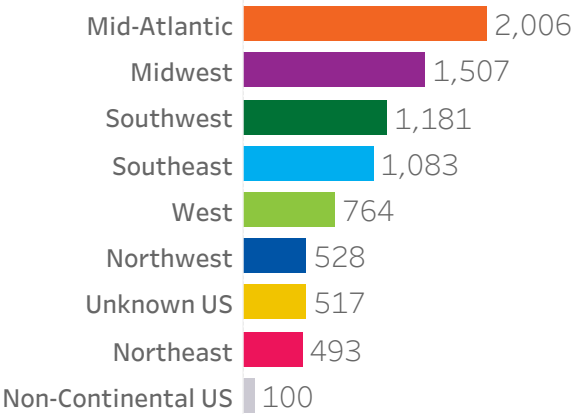


3,336 or 34% of registrants with responses



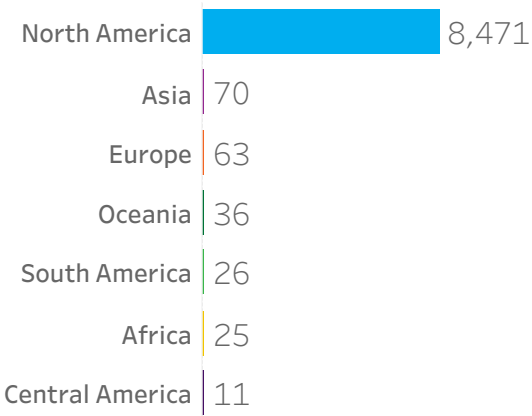
94% of registrants are located in the US

Unique Registrants by Region



6% of registrants are located internationally

Unique Registrants by Region



Time Frame

3 months. If there were less than 5 webinars in the most recent 3 months, the time frame is extended (up to 1 year) to include the 5 most recent webinars.

KPIs

- **Unique Registrants:** The number of unique registrants across all webinars.
- **Unique Attendees:** The number of unique attendees across all webinars.
- **Registrant Attendance Rate:** The ratio of average attendance to average registration.
- **Average Attendees per Webinar:** The average number of attendees per webinar.

Registrant Breakdown

- **Average Registrants:** The average number of registrants per webinar.
- **Registrant Only:** Percentage of average registrants who did not attend webinar.
- **Live:** Percentage of average registrants who attended the live webinar.
- **On Demand:** Percentage of average registrants who viewed the webinar at a later date than the live webinar.
- **Live & On Demand:** Percentage of average registrants who attended the webinar live and viewed the webinar at a later date.

Attendee Engagement Breakdown

- **Attendees:** Average number of attendees per webinar.
- **Answered a Survey:** Percent of average attendees who responded to a survey question within a webinar.
- **Downloaded Documents:** Percent of average attendees who downloaded a document within a webinar.
- **Multiple Engagements:** Percent of average attendees who responded more than once and/or in more than one way, within a webinar.
- **Repeat Viewer:** Percent of average attendees who viewed a webinar several times.
- **Answered Polls:** Percent of average attendees who responded to a poll question within a webinar.
- **Viewed Only:** Percent of average attendees who only viewed a webinar.

Registration & Attendance Analysis

- Number of unique registrants and attendees per webinar, colored by the type of viewing engagement.

Time Frame

See product specific glossary page

Demographic - Job Function

- Number of customers identified by Job Functions reported.

Demographic - Business/Industry

- Number of customers identified by Business & Industry reported.

Geographic - US Regions

- **Mid-Atlantic:** Delaware, Maryland, New Jersey, New York, Pennsylvania, Virginia, Washington D.C. and West Virginia
- **Midwest:** Indiana, Illinois, Wisconsin, Minnesota, Iowa, Kansas, Kentucky, Michigan, Missouri, Nebraska, North Dakota, Ohio and South Dakota
- **West:** California and Nevada
- **Southeast:** Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee
- **Southwest:** Arizona, Colorado, New Mexico, Oklahoma, Texas and Utah
- **Northeast:** Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont
- **Northwest:** Idaho, Montana, Oregon, Washington and Wyoming
- **Non-Continental US:** Alaska, American Samoa, APO/FPO, Guam, Hawaii, Northern Mariana Island, Puerto Rico and U.S. Virgin Islands

Geographic - World Regional

- **North America:** Canada, Mexico and U.S.A.
- **Asia:** Continent of Asia, including Asia minor and Middle East
- **Europe:** Continental European nations (including United Kingdom and Ireland)
- **Oceania:** Australia, New Zealand and surrounding Pacific Island nations
- **South America:** Continental South American nations
- **Africa:** Continental African nations
- **Central America:** Costa Rica, Guatemala, Honduras, Panama and Nicaragua

Audience Profile Glossary

DEMOGRAPHICS APPENDIX (JOB FUNCTION)

Display Name

Included Demographics

Architects

Architect

Corporate/Executive Management

General Management

Design/Draft/Tech. Staff

Designer

Draftsperson/Technical Staff

Instructor/Student

Instructor

Student

Others of the Design Team

Engineering

Other

Audience Profile Glossary
DEMOGRAPHICS APPENDIX (BUSINESS INDUSTRY)

Display Name	Included Demographics
Arch./Int Des./Eng. Firms	Architecture
	Consulting Engineering
	Engineering Design
	Interior Design
	OLD - Architect/Design
	OLD - Architect/Engineering Firm
Assoc./Libraries	Associations/Libraries
Contracting Firm	Contracting
Education/Schools	Education/University
Facility Mgmt/Owners	Facility Management/Owner
Other	Government
	Other

BNP Customer Database - omeda.com

Primary source of record for all first party customer data and activities including: Subscriber Registrations, Demographics, Physical Addresses, Business & Job Function Demographic responses, Product Subscriptions, Email Deployments, Website Visits, eMagazine Visits, Digital Edition Visits.

*Usage by Report Section***Audience Profile**

- **Unique Active Customers**
- **Print Magazine, Digital Edition, eMagazine:** Subscriber Counts
- **eNewsletter:** Recipients, Engagement, Sends
- **eBlasts:** Delivered, Engagement, Sends
- **Website:** Active Registrants
- **Demographics:** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- **Locations:** Locations of known customers with first party address data

Magazine/eMagazine

- **Magazine Summary:** All data
- **eMagazine/Digital Edition Summary:** Total Qualified Subscribers, Notification eMail Metrics
- **Demographics:** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- **Locations:** Locations of known customers with first party address data

eNewsletters

- **All Pages:** All data

Website

- **Known User Activity:** All data
- **User Demographics:** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*

eBlasts

- **All Pages:** All data

Continuing Education

- **Websites & eNews:** eNews Delivery, Activity by eNewsletter
- **Demographics:** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- **Locations:** Locations of known customers with first party address data

Events

- **Demographics:** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- **Locations:** Locations of known customers with first party address data

Webinars

- **Demographics:** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- **Locations:** Locations of known customers with first party address data

Google Analytics - google.com/analytics

Web Analytics service offered by Google that tracks and reports website traffic. Used to track all usage (known & anonymous) across websites, eMagazines, Digital Editions, Continuing Education.

Usage by Report Section

Audience Profile

- **Website:** Average Monthly Users, Average Monthly Pageviews
- **Continuing Education:** Monthly Website Pageviews

eMagazine/Magazine

- **eMagazine/Digital Edition Summary:** Issue Pageviews, Sessions, Session Duration

Website

- **Website Overview:** Website Users, Sessions, Pageviews, Top Content Topics
- **User Locations:** Website User Locations

Continuing Education

- **Websites & eNews:** Monthly Website Pageviews, All Website Visitors data

Falcon Social Media Platform - falcon.io

Single platform management and analytics for Facebook, Twitter, Instagram, LinkedIn accounts. falcon.io

Usage by Report Section

Audience Profile

- **Social Media:** Follower Count by Channel



Audience Profile Appendix

DATA SOURCE REFERENCE (PAGE 3)

Social Media

- **All Pages:** All data

Building Media Inc. - buildingmedia.com

Developer of innovative online learning management programs and e-Learning courseware built exclusively for the construction community. Hosts and manages Continuing Education Centers.

Usage by Report Section

Audience Profile

- **Continuing Education:** Active Registered Users

Continuing Education

- **Websites & eNews:** Active Registered Users
- **CE Courses & Tests:** All data

Aventri - aventri.com

Event Management Platform used to process registration and administration of in person, virtual and hybrid events.

Usage by Report Section

Audience Profile

- **Events:** Average Attendees per Event

Events

- **Event Overview:** All data

Intrado - intrado.com

Webinar and interactive media platform. Technology and administration of Webinars.

Usage by Report Section

Audience Profile

- **Webinars:** Average Registrants, Average Attendees

Webinars

- **Webinars Overview:** All data