

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.

Modern Trade Communications
8833 Gross Point Rd
Ste 308
Skokie, IL 60077
Tel.: (847) 674-2200
Fax: (847) 674-3676
www.metalarchitecture.com

METAL ARCHITECTURE is a top source of information for the architectural, design and specification markets, focusing on the use of metal products in structural, exterior and interior building applications. Discover a wealth of information for specifying products such as metal wall systems, Metal roofing systems, decorative metal exteriors, metal building systems and more.

FIELD SERVED

METAL ARCHITECTURE serves private architectural/engineering firms; city, county, state or federal architectural/engineering departments; corporate architectural/engineering departments; construction firms and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are registered architects, architectural interns, engineers, building designers, construction specifiers and other recipients as shown in Paragraph 3a.

CHANNELS

METAL ARCHITECTURE MAGAZINE



6 issues in the period
25,549 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
METAL ARCHITECTURE MAGAZINE (6 issues in the period)	25,549	-	25,549

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	8
Advertiser and Agency	940
Allocated for Trade Shows and Conventions	183
All Other	129
TOTAL	1,260

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	25,549	100.0	25,549	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,549	100.0	25,549	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Total Qualified
July	24,949
August	25,011
September	25,496
October	25,577
November	26,016
December	26,243

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

This issue is 2.2% or 561 copies above the average of the other 5 issues reported in Paragraph 2.

Classification by Title	Total Qualified	Percent of Total
Owners, partners, managers of Arch or A/E Firm (Note 1)	15,888	61.1
Staff architects in private firms	1,200	4.6
Architects in Construction firms	297	1.2
Architects on staff of Corporate Architectural/Engineering Departments	221	0.8
Specifications Writer	456	1.8
Marketing & Management Executives	2,598	10.0
Engineer of staff of A/E firm	553	2.1
Architects on staff of City, County, State or Federal Architectural Engineering Departments	247	0.9
Architectural Architects (Note 2)	3,725	14.3
Other	831	3.2
TOTAL QUALIFIED CIRCULATION	26,016	100.0

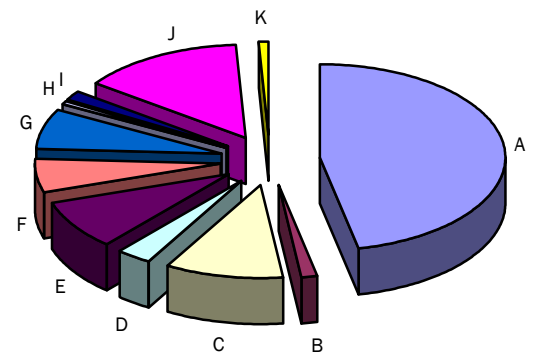
Note 1: Including managers of Architectural or Architectural/Engineering Firms.
 Note 2: SIC Code Business List.

Classification by Profession	Total Qualified	Percent of Total
Registered Architects	12,153	46.7
Architectural Interns	375	1.5
Engineers/Building Designers/Residential Designers	2,623	10.1
Construction Specifiers in Architectural or Engineering Firms	827	3.2
MFR./Supplier of Architectural systems & products	2,237	8.6
Construction Manager/Architect Coordinator	1,482	5.7
Developer/Building Owner	1,817	7.0
Real Estate Firm, Banker, Code Official	167	0.6
Public Housing, Government Agency, Utilities	418	1.6
Architectural Architects (Note 1)	3,725	14.3
Other	192	0.7
TOTAL QUALIFIED CIRCULATION	26,016	100.0

Note 1: SIC Code Business List.

3a. Breakout of Qualified Circulation by Profession

Classification by Profession	Total Qualified	Percent Of Total
A Registered Architects	12,153	46.7
B Architectural Interns	375	1.5
C Engineers/Building Designers/Residential Designers	2,623	10.1
D Construction Specifiers in Architectural or Engineering Firms	827	3.2
E MFR./Supplier of Architectural systems & products	2,237	8.6
F Construction Manager/Architect Coordinator	1,482	5.7
G Developer/Building Owner	1,817	7.0
H Real Estate Firm, Banker, Code Official	167	0.6
I Public Housing, Government Agency, Utilities	418	1.6
J Architectural Architects	3,725	14.3
K Other	192	0.7
TOTAL QUALIFIED CIRCULATION	26,016	100.0



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

Qualification Source	Qualified Within			Total Qualified	Percent
	1 year	2 years	3 years		
I. Direct Request:	15,794	5,097	-	20,891	80.3
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	764	-	-	764	2.9
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's, and wholesaler's lists; and Other Sources:	4,361	-	-	4,361	16.8
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,919	5,097	-	26,016	100.0
PERCENT	80.4	19.6	-	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	92		Kentucky	240	
New Hampshire	97		Tennessee	487	
Vermont	80		Alabama	290	
Massachusetts	704		Mississippi	171	
Rhode Island	86		EAST SO. CENTRAL	1,188	4.6
Connecticut	381		Arkansas	183	
NEW ENGLAND	1,440	5.5	Louisiana	378	
New York	2,032		Oklahoma	291	
New Jersey	737		Texas	1,975	
Pennsylvania	1,070		WEST SO. CENTRAL	2,827	10.9
MIDDLE ATLANTIC	3,839	14.7	Montana	96	
Ohio	982		Idaho	133	
Indiana	456		Wyoming	45	
Illinois	1,531		Colorado	600	
Michigan	631		New Mexico	178	
Wisconsin	520		Arizona	543	
EAST NO. CENTRAL	4,120	15.8	Utah	200	
Minnesota	487		Nevada	156	
Iowa	219		MOUNTAIN	1,951	7.5
Missouri	589		Alaska	67	
North Dakota	67		Washington	582	
South Dakota	69		Oregon	277	
Nebraska	179		California	2,757	
Kansas	259		Hawaii	130	
WEST NO. CENTRAL	1,869	7.2	PACIFIC	3,813	14.7
Delaware	55		UNITED STATES	25,919	99.6
Maryland	461		U.S. Territories	97	
Washington, DC	161		Canada	-	
Virginia	589		Mexico	-	
West Virginia	67		Other International	-	
North Carolina	677		APO/FPO	-	
South Carolina	323				
Georgia	731				
Florida	1,808				
SOUTH ATLANTIC	4,872	18.7			
			TOTAL QUALIFIED CIRCULATION	26,016	100.0

ADDITIONAL DATA

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 4,361 copies or 16.8%, including The Information Refinery.

PUBLISHER'S AFFIDAVIT

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

John P. Lawrence, President

Blanca Arteaga, Operations 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 10, 2019
State	Illinois
County	Cook
Received by BPA Worldwide	January 10, 2019
Type	BJ
ID Number	M051B0D8

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.