

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.

Kenilworth Media Inc.
(See Additional Data)
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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.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

METAL ARCHITECTURE is produced in a print format. The editorial for the print copy is the same for all recipients.

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
PRINT
MAGAZINE**



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
METAL ARCHITECTURE PRINT MAGAZINE (6 issues in the period)	26,686	-	26,686

(See Paragraph 3b for Source)

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	2
Advertiser and Agency	517
Allocated for Trade Shows and Conventions	125
All Other	93
TOTAL	737

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	26,686	100.0	26,686	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	26,686	100.0	26,686	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2023 Issues	Total Qualified
January	27,929
February	27,851
March	27,777
April	27,906
May	24,328
June	24,325

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2023

This issue is 10.4% or 2,830 copies below the average of the other 5 issues reported in Paragraph 2. (See Additional Data)

Classification by Title	Total Qualified	Percent of Total
Owners, partners, managers of Arch or A/E Firm (Note 1)	15,604	64.1
Staff architects in private firms	1,742	7.2
Architects in Construction firms	319	1.3
Architects on staff of Corporate Architectural/Engineering Departments	228	0.9
Specifications Writer	383	1.6
Marketing & Management Executives	3,453	14.2
Engineer of staff of A/E firm	629	2.6
Architects on staff of City, County, State or Federal Architectural/Engineering Departments	172	0.7
Other titled and non-titled personnel involved with Architectural Services	1,798	7.4
TOTAL QUALIFIED CIRCULATION	24,328	100.0

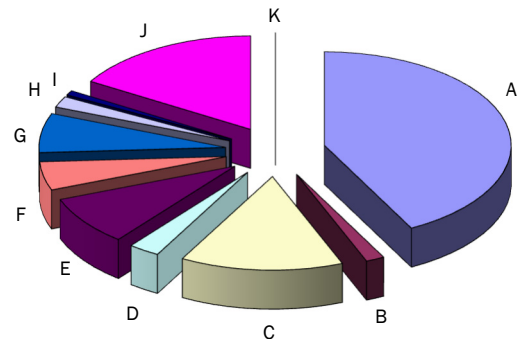
Note 1: Including managers of Architectural or Architectural/Engineering Firms

Classification by Profession	Total Qualified	Percent of Total
Registered Architects	10,295	42.3
Architectural Interns	376	1.6
Engineers/Building Designers/Residential Designers	3,419	14.1
Construction Specifiers in Architectural or Engineering Firms	654	2.7
MFR./Supplier of Architectural systems & products	2,075	8.5
Construction Manager/Architect Coordinator	1,190	4.9
Developer/Building Owner	1,657	6.8
Public Housing, Government Agency, Utilities	468	1.9
Real Estate Firm, Banker, Code Official	199	0.8
Architects (Note 1)	3,995	16.4
Other	-	-
TOTAL QUALIFIED CIRCULATION	24,328	100.0

Note 1: Including SIC Code 871202

3a. Breakout of Qualified Circulation by Profession

Classification by Profession	Total Qualified	Percent of Total
A Registered Architects	10,295	42.3
B Architectural Interns	376	1.6
C Engineers/Building Designers/Residential Designers	3,419	14.1
D Construction Specifiers in Architectural or Engineering Firms	654	2.7
E MFR./Supplier of Architectural systems & products	2,075	8.5
F Construction Manager/Architect Coordinator	1,190	4.9
G Developer/Building Owner	1,657	6.8
H Public Housing, Government Agency, Utilities	468	1.9
I Real Estate Firm, Banker, Code Official	199	0.8
J Architects	3,995	16.4
K Other	-	-
TOTAL QUALIFIED CIRCULATION	24,328	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2023

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	8,192	8,901	1,184	18,277	75.1
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. *Communication (other than request):	-	1,307	213	1,520	6.2
V. TOTAL – Sources other than above (listed alphabetically):	1,535	2,996	-	4,531	18.7
*Association rosters and directories	541	61	-	602	2.5
*Business directories	994	2,935	-	3,929	16.2
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9,727	13,204	1,397	24,328	100.0
PERCENT	40.0	54.3	5.7	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2023

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	24,286	99.8
Individuals by name only	42	0.2
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	24,328	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July – December 2020	January – June 2021	July – December 2021	January – June 2022	July – December 2022*	January – June 2023*
Total Audit Average Qualified:	27,648	28,058	27,807	27,994	27,818	26,686
Qualified Non-Paid:	27,648	28,058	27,807	27,994	27,818	26,686
Qualified Paid:	-	-	-	-	-	-
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 2022 – June 2023 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2023

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	82		Kentucky	229	
New Hampshire	110		Tennessee	432	
Vermont	73		Alabama	267	
Massachusetts	641		Mississippi	132	
Rhode Island	75		EAST SO. CENTRAL	1,060	4.4
Connecticut	340		Arkansas	182	
NEW ENGLAND	1,321	5.4	Louisiana	375	
New York	1,470		Oklahoma	242	
New Jersey	640		Texas	1,859	
Pennsylvania	976		WEST SO. CENTRAL	2,658	10.9
MIDDLE ATLANTIC	3,086	12.7	Montana	111	
Ohio	810		Idaho	112	
Indiana	395		Wyoming	36	
Illinois	1,467		Colorado	550	
Michigan	628		New Mexico	167	
Wisconsin	464		Arizona	482	
EAST NO. CENTRAL	3,764	15.5	Utah	209	
Minnesota	439		Nevada	170	
Iowa	207		MOUNTAIN	1,837	7.6
Missouri	503		Alaska	73	
North Dakota	63		Washington	661	
South Dakota	54		Oregon	289	
Nebraska	172		California	3,067	
Kansas	235		Hawaii	132	
WEST NO. CENTRAL	1,673	6.9	PACIFIC	4,222	17.3
Delaware	60		UNITED STATES	24,275	99.8
Maryland	445		U.S. Territories	53	
Washington, DC	153		Canada	-	
Virginia	533		Mexico	-	
West Virginia	67		Other International	-	
North Carolina	697		APO/FPO	-	
South Carolina	295		TOTAL QUALIFIED CIRCULATION	24,328	100.0
Georgia	700				
Florida	1,704				
SOUTH ATLANTIC	4,654	19.1			

ADDITIONAL DATA

CHANGE IN OWNERSHIP:

Effective with the December 2022 issue, Metal Architecture was purchased by Kenilworth Media Inc.

PARAGRAPH 3a:

The May 2023 issue is 10.4% or 2,830 copies below the average of the other 5 issues reported in Paragraph 2.

PARAGRAPH 3b:

Communication (other than request) includes 1 source of circulation for a quantity of 1,520 copies or 6.2%.

Association rosters and directories include 1 source of circulation for a quantity of 602 copies or 2.5%.

Business directories include 1 source of circulation for a quantity of 3,929 copies or 16.2%, including The Information Refinery.

PUBLISHER'S AFFIDAVIT

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

Krista Taylor, Sr Director of Operations

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	June 22, 2023
City	Richmond Hill
Province	Ontario
Received by BPA Worldwide	June 22, 2023
Type	BJ
ID Number	M051BRJ23

About BPA Worldwide.

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.