

CONSOLIDATED MEDIA REPORT

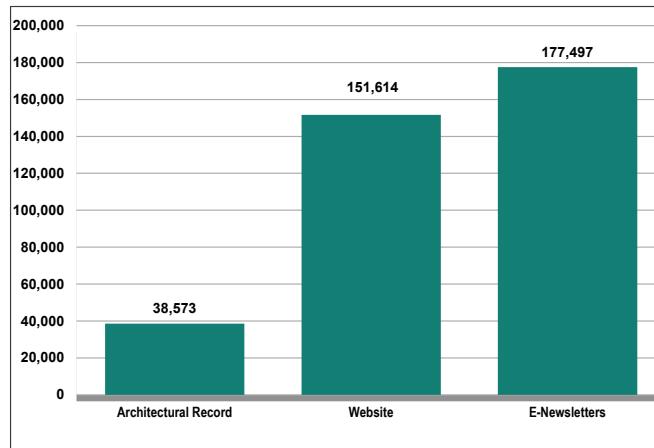
B2B Media

6 months ended December 31, 2022

[Learn more about this media property at auditedmedia.com](http://auditedmedia.com)

TOTAL GROSS CONTACTS

367,684

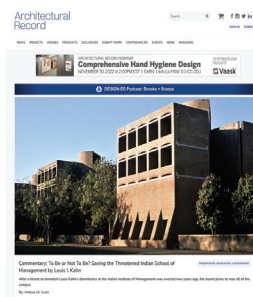
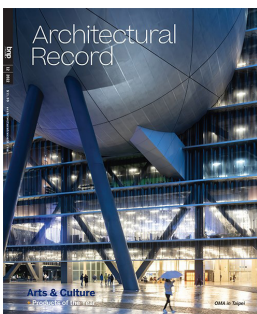


EXECUTIVE SUMMARY

Channels	Contacts	Period
Architectural Record Total Qualified Circulation	38,573	6 months ended December 31, 2022
Website Activity Page Impressions Visits Unique Browsers	608,540 211,086 151,614	6 months ended December 31, 2022
E-Newsletters Total Average Net Distribution Per Issue	177,497	6 months ended December 31, 2022
Social Media Facebook Likes Instagram Followers LinkedIn Fans Twitter Followers	601,282 72,807 53,625 606,513	As of December 31, 2022

Website Activity = Avg Monthly

Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.





6 months ended December 31, 2022

Subject to Audit

Field Served:

ARCHITECTURAL RECORD serves the architectural and engineering markets in the building industry and other businesses and industries as reported in the Business/Occupational Analysis.

TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION **38,573**

AVERAGE QUALIFIED PAID CIRCULATION		AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Paid Individual - Print	19,870	Qualified Nonpaid Individual - Digital	13,159
Qualified Paid Individual - Digital	3,911	Total Qualified Nonpaid Individual	13,159
Qualified Paid Individual - Print & Digital (Unduplicated)	1,069	Total Average Qualified Nonpaid Circulation	13,159
Total Qualified Paid Individual	24,850		
Qualified Paid Multicopy Same Addressee - Print	31		
Total Qualified Paid Multicopy Same Addressee	31		
Single Copy Sales - Print	533		
Total Single Copy Sales	533		
Total Average Qualified Paid Circulation	25,414		

AVERAGE NONQUALIFIED CIRCULATION

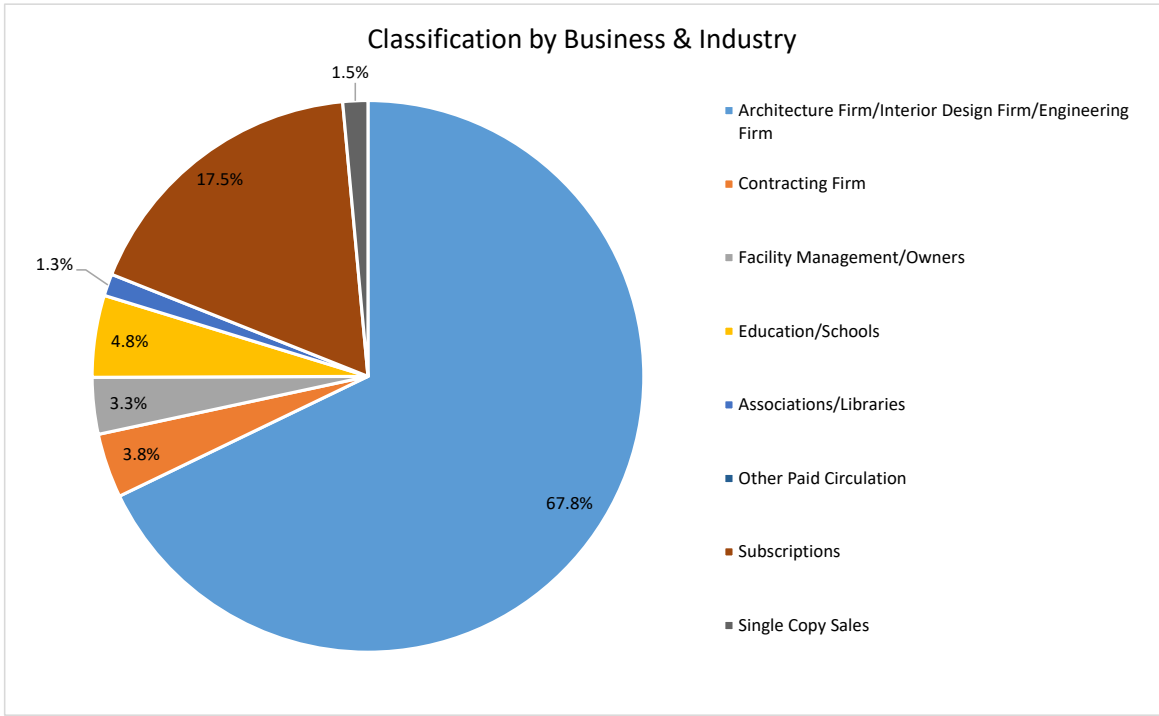
Nonqualified Allocated for Shows & Conventions - Print	71
Total Nonqualified Allocated for Shows & Conventions	71
Nonqualified Miscellaneous, Including Staff Copies - Print	3,866
Nonqualified Miscellaneous, Including Staff Copies - Digital	408
Nonqualified Miscellaneous, Including Staff Copies - Print & Digital (Unduplicated)	1,071
Total Nonqualified Miscellaneous, Including Staff Copies	5,345
Total Average Nonqualified Circulation	5,416

CIRCULATION BY ISSUES

Issue	Qualified Paid - Print	Qualified Paid - Digital	Qualified Paid - Print & Digital (Unduplicated)	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Total
Jul	20,905	3,862	1,145	25,912		13,390	13,390	39,302	
Aug	20,712	3,904	1,101	25,717		13,322	13,322	39,039	
Sep	20,533	3,973	1,059	25,565		13,210	13,210	38,775	
Oct	20,250	3,948	1,040	25,238		13,110	13,110	38,348	
Nov	20,027	4,005	968	25,000		12,802	12,802	37,802	
Dec	20,173	3,776	1,099	25,048		13,122	13,122	38,170	

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Total	%	Qualified Paid - Print	Qualified Paid - Digital	Qualified Paid - Print & Digital (Unduplicated)	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Architects	Design/Drafts-person/Technical Staff	Instructor/Student	Other Members of the Design Team
Architecture Firm/Interior Design Firm/Engineering Firm	25,649	67.8	10,853	2,674	631	14,158		11,491		11,491	21,497	3,117	122	913
Contracting Firm	1,428	3.8	630	96	37	763		665		665	835	407	13	173
Facility Management/Owners	1,254	3.3	724	109	57	890		364		364	872	217	9	156
Education/Schools	1,813	4.8	1,119	405	54	1,578		235		235	461	79	878	395
Associations/Libraries	487	1.3	419	14	7	440		47		47	175	19	14	279
Other Paid Circulation														
Subscriptions	6,617	17.5	5,728	707	182	6,617					2,124	349	160	3,984
Single Copy Sales	554	1.5	554			554								
Total Qualified Circulation	37,802	100.0	20,027	4,005	968	25,000		12,802		12,802	25,964	4,188	1,196	5,900



AGE OF SOURCE ANALYSIS

Source	Print	Digital	Print & Digital (Unduplicated)	Qualified Within				Total	Percent
				1 Year	2 Years	3 Years	Total		
Total Direct Request From Recipient		12,802		7,963	2,998	1,841	12,802	100.0	
Total Direct Request From Recipient's Company									
Total Communication Other Than Request									
Association									
Business Directories									
Lists									
Acquired Circulation									
Other Sources									
Total Qualified Subscriptions		12,802		7,963	2,998	1,841	12,802	100.0	
Percent		100.0		62.2	23.4	14.4	100.0		
Paid Subscription Circulation							24,446		
Paid Acquired Circulation									
Single Copy Sales							554		
Total Qualified Circulation							37,802		

GEOGRAPHIC ANALYSIS

State	Qualified Paid - Print	Qualified Paid - Digital	Qualified Paid - Print & Digital (Unduplicated)	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Total
Alabama	166	21	6	193		122		122	315
Arizona	317	53	19	389		263		263	652
Arkansas	77	16	3	96		96		96	192
California	3,098	563	166	3,827		1,702		1,702	5,529
Colorado	513	93	25	631		310		310	941
Connecticut	325	63	22	410		245		245	655
Delaware	35	4	1	40		28		28	68
District of Columbia	166	41	14	221		128		128	349
Florida	892	157	31	1,080		635		635	1,715
Georgia	374	74	17	465		315		315	780
Idaho	164	66	10	240		75		75	315
Illinois	895	160	45	1,100		620		620	1,720
Indiana	200	26	10	236		183		183	419
Iowa	89	13	5	107		82		82	189
Kansas	122	22	8	152		133		133	285
Kentucky	114	17	4	135		99		99	234
Louisiana	121	31	7	159		147		147	306
Maine	94	7	1	102		37		37	139
Maryland	373	69	20	462		238		238	700
Massachusetts	895	144	54	1,093		400		400	1,493
Michigan	381	62	17	460		314		314	774
Minnesota	286	53	7	346		252		252	598
Mississippi	34	4	4	42		58		58	100
Missouri	243	47	16	306		270		270	576
Montana	64	17	4	85		68		68	153
Nebraska	77	12	7	96		101		101	197
Nevada	104	23	4	131		86		86	217
New Hampshire	80	5	2	87		43		43	130
New Jersey	706	88	29	823		414		414	1,237
New Mexico	156	17	4	177		67		67	244
New York	1,928	483	95	2,506		1,122		1,122	3,628
North Carolina	385	70	16	471		298		298	769
North Dakota	10	2	2	14		30		30	44
Ohio	490	75	16	581		445		445	1,026
Oklahoma	75	14	2	91		86		86	177
Oregon	356	52	17	425		195		195	620
Pennsylvania	643	92	37	772		432		432	1,204
Rhode Island	75	10	2	87		43		43	130
South Carolina	149	26	7	182		127		127	309
South Dakota	20		2	22		28		28	50
Tennessee	198	29	7	234		188		188	422
Texas	958	183	59	1,200		812		812	2,012
Utah	134	17	7	158		142		142	300
Vermont	77	14	3	94		45		45	139
Virginia	465	73	28	566		339		339	905
Washington	624	118	39	781		424		424	1,205
West Virginia	16	1	1	18		39		39	57
Wisconsin	276	44	17	337		234		234	571
Wyoming	23		2	25		18		18	43
TOTAL 48 CONTERMINOUS STATES	18,063	3,271	921	22,255		12,578		12,578	34,833
Alaska	46	7	1	54		21		21	75
Hawaii	142	35	5	182		76		76	258
TOTAL ALASKA & HAWAII	188	42	6	236		97		97	333
Single Copy Sales	554			554					554
U.S. Unclassified									
TOTAL UNITED STATES	18,805	3,313	927	23,045		12,675		12,675	35,720
Poss. & Other Areas	62	25	2	89		23		23	112
U.S. & POSS., etc.	18,867	3,338	929	23,134		12,698		12,698	35,832
Canada	456	194	15	665		10		10	675
International	700	468	24	1,192		35		35	1,227
Military or Civilian Personnel Overseas	4	3		7					7
Total International	1,160	665	39	1,864		45		45	1,909
E-mail Address Only		2		2		59		59	61
Other Unclassified									
GRAND TOTAL	20,027	4,005	968	25,000		12,802		12,802	37,802

CHANNEL PROFILESWEBSITE ACTIVITY - www.architecturalrecord.com; continuingeducation.bnpmmedia.com

Month	Page Impressions	Visits	Unique Browsers
July 2022	456,283	183,584	134,774
August 2022	513,346	197,375	143,200
September 2022	491,831	206,562	150,967
October 2022	589,519	234,209	169,143
November 2022	638,566	223,467	160,798
December 2022	961,693	221,319	150,799

E-NEWSLETTERS

Newsletter	Reporting Period	# of Issues	Average Net Distribution Per Issue
Architectural Record Weekly Webinsider	6 months end December 31, 2022	26	37,225
Architectural Record Daily Webinsider	6 months end December 31, 2022	130	30,415
Continuing Education Center Update	6 months end December 31, 2022	26	20,678
Most Active Market: Healthcare	6 months end December 31, 2022	2	19,227
Most Active Market: Hospitality	6 months end December 31, 2022	1	15,824
Most Active Market: Multifamily Residential	6 months end December 31, 2022	2	18,433
Most Active Market: Schools	6 months end December 31, 2022	2	20,712
Architectural Record Material World	6 months end December 31, 2022	6	14,983

Social Media

Channel	As of December 31, 2022
Facebook Likes	601,282
Instagram Followers	72,807
LinkedIn Fans	53,625
Twitter Followers	606,513

NOTES

Price Data	Basic Prices
Basic Price Subscriptions	U.S., 1 yr. \$38.00. Canada, 1 yr. \$74.00. International, 1 yr. \$134.00
Single Copy	\$11.99

Definition of Recipient Qualification:

Qualified recipients include architects, design/draftsperson/technical staff, instructor/student and other members of the design team as reported in the Business/Occupational Analysis.

Rounding %: Due to rounding, percentages may not always add up to 100%.

Paid Multicopy Same Addressee - Print: Represent copies sold in quantities of 2 or more to business concerns receiving the print version of this publication at 1 yr. \$14.00 to \$36.00. Copies were mailed in bulk to the purchaser for redistribution.

Analyzed Issue: The information in Business/Occupational Analysis, Age of Source and Geographic Analysis is from an analysis of the Nov 2022 issue.

Total Gross Contacts Include: Qualified Paid and Nonpaid Circulation, Unique Browsers and E-newsletter Average Net Distribution Per Issue.

Website Data Source: AAM Site Certifier

Website Domains: Domains included in website traffic: www.architecturalrecord.com, continuingeducation.bnppmedia.com

Unique Browsers: This site uses the cookie-based measurement method to count unique browsers. If cookies are not accepted, then the IP address & user-agent in combination method is used to measure unique browsers.

Page Impressions: The combination of one or more files presented to a browser as a single document as a result of a single request received by the server, recorded as late as possible in the process of delivery of the content to the user's browser. One request by a browser should result in one page impression reported.

Visits: A series of interactions with a site by a unique browser or user (if registration-based or a panel participant) without 30 minutes of inactivity.

E-Newsletters Data Source: AAM Digital Audit

E-Newsletters Net Distribution: The newsletters from a given mailing that reached the subscriber's email delivery server with a positive status code, net of any internal or test addresses. Calculated by subtracting undelivered messages from sent messages.

Social Media: Social media is comprised of likes, followers, subscribers and members who may not be actively engaged with the brand. These metrics do not equal an individual person.

Cross Media Miscellaneous: E-Newsletter Total Average Net Distribution Per Issue calculation: Total Average Net Distribution Per Issue shown in the Executive Summary represents the sum of all e-newsletters reported during this period.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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