

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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ARCHITECT the official magazine of the AIA, provides informative and inspirational editorial surrounding the design, technology and business of architecture to top performing professionals engaged in commercial and institutional architecture.

FIELD SERVED

ARCHITECT serves members of the American Institute of Architects, as well as architectural or architectural/engineering, design and consulting engineering firms, contractors, developers/owners, universities and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include members of the American Institute of Architects, registered architects, associates and other members, architects, designers, consulting engineers, contractors, developers, owners and other titles and non-titled personnel in the field served.

CHANNELS

ARCHITECT MAGAZINE



6 issues in the period
107,254 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
ARCHITECT MAGAZINE (6 issues in the period)	25,789	81,465	107,254
a. Print	9,411	68,355	77,766
b. Digital	16,378	13,110	29,488
1. Requested	15,892	-	15,892
2. Membership Benefit	485	13,110	13,595
3. Non-Requested	-	-	-

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	1,021
Allocated for Trade Shows and Conventions	775
All Other	1,341
TOTAL	3,137

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	19,638	18.3	18,163	16.9	1,475	1.4
Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	87,575	81.7	7,626	7.1	79,949	74.6
Multi-Copy Same Addressee	41	-	-	-	41	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	107,254	100.0	25,789	24.0	81,465	76.0

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Total Qualified
January	77,946	30,879	108,825
February	78,512	30,731	109,243
March	78,853	28,791	107,644
April	78,910	29,456	108,366
May	79,059	29,361	108,420
June	73,314	27,705	101,019

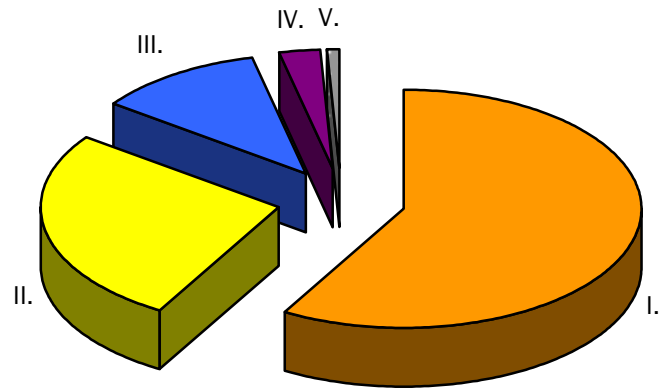
3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MARCH 2018
This issue is 0.4% or 469 copies above the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Print	Digital
MEMBERS OF THE AMERICAN INSTITUTE OF ARCHITECTS				
Registered Architect Members	62,806	58.3	53,389	9,417
Associate and Other Members	28,786	26.7	23,987	4,799
SUB-TOTAL	91,592	85.0	77,376	14,216
Qualified Recipients with a primary business of architectural or architectural/engineering, design or consulting engineering firm.	12,153	11.3	413	11,740
Contactors, Developers/Owners, Universities	2,970	2.8	136	2,834
Others Allied to the Field	929	0.9	928	1
TOTAL QUALIFIED CIRCULATION	107,644	100.0	78,853	28,791
PERCENT	100.0		73.3	26.7

Note: Qualified recipients include members of the American Institute of Architects, registered architects, associates and other members, architects, designers, consulting engineers, contractors, developers, owners and other titles and non-titled personnel in the field served.

3a. Breakout of Qualified Circulation by Business and Industry

Business and Industry	Total Qualified	Percent of Total
I. Registered Architect Members	62,806	58.3
II. Associate and Other Members	28,786	26.7
III. Qualified Recipients with a primary business of architectural or architectural/engineering, design or consulting engineering firm.	12,153	11.3
IV. Contactors, Developers/Owners, Universities	2,970	2.8
V. Others Allied to the Field.	929	0.9
TOTAL	107,644	100.0



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

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3+ Years				
I. Direct Request:	10,723	5,119	210	1,477	14,575	16,052	14.9
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	91,592	-	-	77,376	14,216	91,592	85.1
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	102,315	5,119	210	78,853	28,791	107,644	100.0
PERCENT	95.0	4.8	0.2	73.3	26.7	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MARCH 2018

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	65,458	26,353	91,811	85.4
Individuals by name only	12,829	2,400	15,229	14.1
Titles or functions only	161	36	197	0.2
Company names only	366	2	368	0.3
Multi-Copy Same Addressee copies	39	-	39	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	78,853	28,791	107,644	100.0

AVERAGE ANNUAL 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 2015	January – June 2016	July – December 2016	January – June 2017	July – December 2017*	January – June 2018*
Total Audit Average Qualified:	105,040	108,299	108,189	110,215	106,202	107,254
Qualified Non-Paid:	26,053	28,428	26,539	28,780	24,415	25,789
Print:	7,708	9,172	6,983	9,286	7,130	9,411
Digital:	18,345	19,256	19,556	19,494	17,285	16,378
Qualified Paid:	78,987	79,871	81,650	81,435	81,787	81,465
Print:	69,119	69,145	68,621	68,492	68,795	68,355
Digital:	9,868	10,726	13,029	12,943	12,992	13,110
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$32.73	\$29.89	\$30.34	\$30.04	\$30.62	\$29.88

*NOTE: July 2017 – June 2018 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

