

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 practices, design firms (including interior, landscape, and others), consulting engineering firms, contractors or builders, commercial/institutional/ industrial firms/governments, schools or universities, trade associations, libraries, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include personnel in the field served.

CHANNELS

ARCHITECT MAGAZINE



6 issues in the period
105,270 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)	21,993	83,277	105,270
a. Print	7,134	70,171	77,305
b. Digital	14,859	13,106	27,965
1. Requested	14,390	-	14,390
2. Membership Benefit	469	13,106	13,575
3. Non-Requested	-	-	-

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	1,036
Allocated for Trade Shows and Conventions	233
All Other	1,519
TOTAL	2,788

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,768	15.0	14,390	13.7	1,378	1.3
Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	89,466	85.0	7,603	7.2	81,863	77.8
Multi-Copy Same Addressee	36	-	-	-	36	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	105,270	100.0	21,993	20.9	83,277	79.1

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Total Qualified
July	74,805	27,934	102,739
August	75,928	27,796	103,724
September	76,946	27,898	104,844
October	77,974	27,908	105,882
November	78,721	28,040	106,761
December	79,454	28,215	107,669

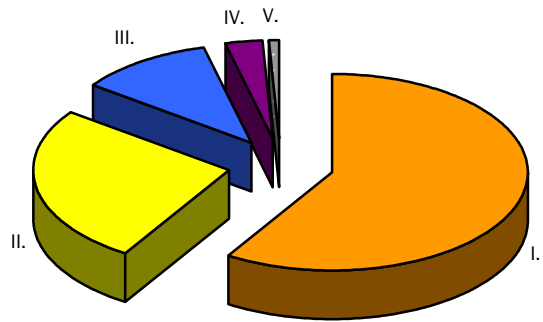
3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF SEPTEMBER 2018
This issue is 0.5% or 511 copies below the average of the other 5 issues reported in Paragraph 2.

Business and Industry (Note)	Total Qualified	Percent of Total	Print	Digital
MEMBERS OF THE AMERICAN INSTITUTE OF ARCHITECTS				
Registered Architect Members	61,874	59.0	52,627	9,247
Associate and Other Members	27,225	26.0	22,899	4,326
SUB-TOTAL	89,099	85.0	75,526	13,573
Qualified Recipients with a primary business of architectural or architectural/engineering practice, design firm (including interior, landscape, and others), and consulting engineering firms.	11,809	11.2	399	11,410
Contact or Builder, Commercial/Institutional/Industrial/Government, School or University, Trade Association, Library	3,031	2.9	122	2,909
Others Allied to the Field	905	0.9	899	6
TOTAL QUALIFIED CIRCULATION	104,844	100.0	76,946	27,898
PERCENT	100.0		73.4	26.6

Note: Qualified recipients include 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	61,874	59.0
II. Associate and Other Members	27,225	26.0
III. Qualified Recipients with a primary business of architectural or architectural/engineering practice, design firm (including interior, landscape, and others), and consulting engineering firms.	11,809	11.2
IV. Contactor or Builder, Commercial/Institutional/Industrial/Government, School or University, Trade Association, Library	3,031	2.9
V. Others Allied to the Field.	905	0.9
TOTAL	104,844	100.0



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

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3+ Years				
I. Direct Request:	10,444	4,986	204	1,309	14,325	15,634	14.9
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	89,210	-	-	75,637	13,573	89,210	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	99,654	4,986	204	76,946	27,898	104,844	100.0
PERCENT	95.0	4.8	0.2	73.4	26.6	100.0	

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

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	63,220	25,627	88,847	84.7
Individuals by name only	13,160	2,241	15,401	14.7
Titles or functions only	165	28	193	0.2
Company names only	367	2	369	0.4
Multi-Copy Same Addressee copies	34	-	34	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	76,946	27,898	104,844	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January – June 2016	July – December 2016	January – June 2017	July – December 2017	January – June 2018	July – December 2018*
Total Audit Average Qualified:	108,299	108,189	110,215	106,202	107,254	105,270
Qualified Non-Paid:	28,428	26,539	28,780	24,415	25,789	21,993
Print:	9,172	6,983	9,286	7,130	9,411	7,134
Digital:	19,256	19,556	19,494	17,285	16,378	14,859
Qualified Paid:	79,871	81,650	81,435	81,787	81,465	83,277
Print:	69,145	68,621	68,492	68,795	68,355	70,171
Digital:	10,726	13,029	12,943	12,992	13,110	13,106
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$29.89	\$30.34	\$30.04	\$30.62	\$29.88	\$30.11

*NOTE: July – December 2018 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 SEPTEMBER 2018

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	238	94	332		Kentucky	571	152	723	
New Hampshire	280	88	368		Tennessee	1,219	339	1,558	
Vermont	246	78	324		Alabama	609	179	788	
Massachusetts	2,960	897	3,857		Mississippi	271	77	348	
Rhode Island	240	72	312		EAST SO. CENTRAL	2,670	747	3,417	3.3
Connecticut	1,191	383	1,574		Arkansas	543	147	690	
NEW ENGLAND	5,155	1,612	6,767	6.4	Louisiana	985	266	1,251	
New York	7,073	2,543	9,616		Oklahoma	606	186	792	
New Jersey	2,198	723	2,921		Texas	6,104	1,940	8,044	
Pennsylvania	2,435	854	3,289		WEST SO. CENTRAL	8,238	2,539	10,777	10.3
MIDDLE ATLANTIC	11,706	4,120	15,826	15.1	Montana	318	87	405	
Ohio	1,886	663	2,549		Idaho	266	87	353	
Indiana	699	306	1,005		Wyoming	111	34	145	
Illinois	3,414	1,300	4,714		Colorado	1,959	715	2,674	
Michigan	1,557	624	2,181		New Mexico	440	157	597	
Wisconsin	1,281	393	1,674		Arizona	995	505	1,500	
EAST NO. CENTRAL	8,837	3,286	12,123	11.6	Utah	596	189	785	
Minnesota	1,880	459	2,339		Nevada	350	190	540	
Iowa	773	149	922		MOUNTAIN	5,035	1,964	6,999	6.7
Missouri	1,461	500	1,961		Alaska	160	59	219	
North Dakota	170	47	217		Washington	2,470	854	3,324	
South Dakota	126	39	165		Oregon	1,285	461	1,746	
Nebraska	478	144	622		California	8,872	3,953	12,825	
Kansas	803	236	1,039		Hawaii	606	244	850	
WEST NO. CENTRAL	5,691	1,574	7,265	6.9	PACIFIC	13,393	5,571	18,964	18.1
Delaware	126	48	174		UNITED STATES	74,373	26,276	100,649	96.0
Maryland	1,941	631	2,572		U.S. Territories	239	112	351	
Washington, DC	1,165	352	1,517		Canada	540	263	803	
Virginia	2,423	793	3,216		Mexico	55	78	133	
West Virginia	152	38	190		Other International	1,723	1,160	2,883	
North Carolina	1,967	588	2,555		APO/FPO	16	9	25	
South Carolina	881	261	1,142						
Georgia	1,775	666	2,441						
Florida	3,218	1,486	4,704						
SOUTH ATLANTIC	13,648	4,863	18,511	17.6					
					TOTAL QUALIFIED CIRCULATION	76,946	27,898	104,844	100.0

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

PARAGRAPH 1:

Qualified Paid Membership Benefit averaging 81,863 copies were sold to qualified recipients. Membership Benefits: approximately \$29.50 of the association member dues is allocated to the publication and are non-deductible.

PUBLISHER'S AFFIDAVIT

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

Ron Spink, Group President, Design
Christina Lustan, Group Circulation Director

(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.

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About BPA Worldwide:

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