

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  
104,739 average circulation

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>ARCHITECT MAGAZINE</b> (6 issues in the period)	24,938	79,801	104,739
a. Print	11,354	67,290	78,644
b. Digital	13,584	12,511	26,095
1. Requested	12,936	1	12,937
2. Membership Benefit	648	12,510	13,158
3. Non-Requested	-	-	-

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	1,018
Allocated for Trade Shows and Conventions	675
All Other	1,622
<b>TOTAL</b>	<b>3,315</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	16,350	15.6	15,081	14.4	1,269	1.2
Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	88,361	84.4	9,857	9.4	78,504	75.0
Multi-Copy Same Addressee	28	-	-	-	28	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>104,739</b>	<b>100.0</b>	<b>24,938</b>	<b>23.8</b>	<b>79,801</b>	<b>76.2</b>

\*See Additional Data

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2019 Issue	Print	Digital	Total Qualified
January	79,546	28,212	107,758
February	78,335	28,562	106,897
March	79,407	25,222	104,629
April	79,838	25,336	105,174
May	80,721	25,505	106,226
June	74,017	23,735	97,752

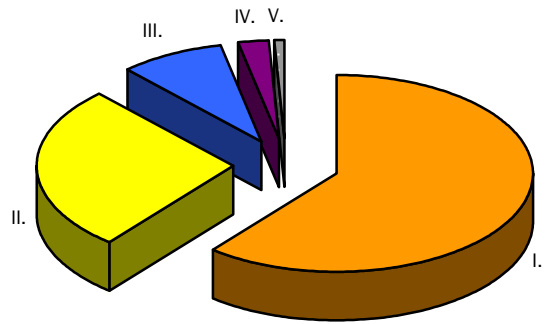
**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MARCH 2019**  
 This issue is 0.1% or 132 copies below the average of the other 5 issues reported in Paragraph 2.

Business and Industry (Note)	Total Qualified	Percent of Total	Print	Digital
<b>MEMBERS OF THE AMERICAN INSTITUTE OF ARCHITECTS</b>				
Registered Architect Members	63,502	60.7	53,950	9,552
Associate and Other Members	28,581	27.3	24,131	4,450
<b>SUB-TOTAL</b>	<b>92,083</b>	<b>88.0</b>	<b>78,081</b>	<b>14,002</b>
Qualified Recipients with a primary business of architectural or architectural/engineering practice, design firm (including interior, landscape, and others), and consulting engineering firms.	9,136	8.7	335	8,801
Contact or Builder, Commercial/Institutional/Industrial/Government, School or University, Trade Association, Library	2,521	2.4	103	2,418
Others Allied to the Field	889	0.9	888	1
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>104,629</b>	<b>100.0</b>	<b>79,407</b>	<b>25,222</b>
<b>PERCENT</b>	<b>100.0</b>		<b>75.9</b>	<b>24.1</b>

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	63,502	60.7
II. Associate and Other Members	28,581	27.3
III. Qualified Recipients with a primary business of architectural or architectural/engineering practice, design firm (including interior, landscape, and others), and consulting engineering firms.	9,136	8.7
IV. Contactor or Builder, Commercial/Institutional/Industrial/Government, School or University, Trade Association, Library	2,521	2.4
V. Others Allied to the Field.	889	0.9
<b>TOTAL</b>	<b>104,629</b>	<b>100.0</b>



### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MARCH 2019

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3+ Years				
I. Direct Request:	<b>9,303</b>	<b>3,072</b>	<b>171</b>	<b>1,326</b>	<b>11,220</b>	<b>12,546</b>	<b>12.0</b>
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	<b>92,083</b>	-	-	<b>78,081</b>	<b>14,002</b>	<b>92,083</b>	<b>88.0</b>
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. <b>TOTAL</b> – 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:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>101,386</b>	<b>3,072</b>	<b>171</b>	<b>79,407</b>	<b>25,222</b>	<b>104,629</b>	<b>100.0</b>
<b>PERCENT</b>	<b>96.9</b>	<b>2.9</b>	<b>0.2</b>	<b>75.9</b>	<b>24.1</b>	<b>100.0</b>	

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MARCH 2019

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	63,844	22,848	86,692	82.9
Individuals by name only	15,031	2,348	17,379	16.6
Titles or functions only	161	24	185	0.2
Company names only	343	2	345	0.3
Multi-Copy Same Addressee copies	28	-	28	-
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>79,407</b>	<b>25,222</b>	<b>104,629</b>	<b>100.0</b>

### AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July – December 2016	January – June 2017	July – December 2017	January – June 2018	July – December 2018*	January – June 2019*
Total Audit Average Qualified:	108,189	110,215	106,202	107,254	105,270	104,739
Qualified Non-Paid:	26,539	28,780	24,415	25,789	21,993	24,938
Print:	6,983	9,286	7,130	9,411	7,134	11,354
Digital:	19,556	19,494	17,285	16,378	14,859	13,584
Qualified Paid:	81,650	81,435	81,787	81,465	83,277	79,801
Print:	68,621	68,492	68,795	68,355	70,171	67,290
Digital:	13,029	12,943	12,992	13,110	13,106	12,511
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$30.34	\$30.04	\$30.62	\$29.88	\$30.11	\$29.94

\*NOTE: July 2018 – June 2019 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

