

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.

Hanley Wood Media, Inc.  
1152 15<sup>th</sup> Street NW  
Suite 750  
Washington, DC 20005-5811  
Tel.: (202) 452-0800  
Fax: (202) 785-1974

**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  
102,203 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)	21,570	80,633	102,203
a. Print	9,515	68,196	77,711
b. Digital	12,055	12,437	24,492
1. Requested	11,555	1	11,556
2. Membership Benefit	500	12,436	12,936
3. Non-Requested	-	-	-

## AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	1,014
Allocated for Trade Shows and Conventions	217
All Other	2,343
<b>TOTAL</b>	<b>3,574</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	12,795	12.5	11,554	11.3	1,241	1.2
Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	89,377	87.5	10,016	9.8	79,361	77.7
Multi-Copy Same Addressee	31	-	-	-	31	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>102,203</b>	<b>100.0</b>	<b>21,570</b>	<b>21.1</b>	<b>80,633</b>	<b>78.9</b>

\*See Additional Data

## 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Print	Digital	Total Qualified
July	75,413	24,035	99,448
August	76,508	24,226	100,734
September	77,325	24,507	101,832
October	78,229	24,426	102,655
November	79,088	24,541	103,629
December	79,703	25,216	104,919

## 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF SEPTEMBER 2019

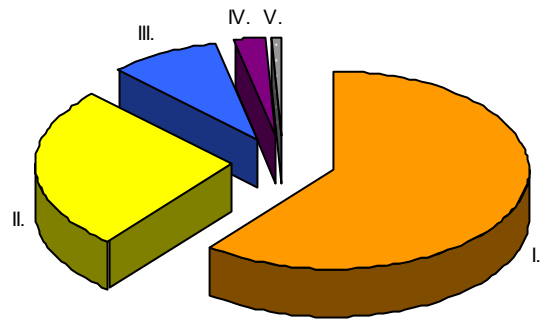
This issue is 0.4% or 445 copies below the average of the other 5 issues reported in Paragraph 2.

Business and Industry (Note)	Total Qualified	Percent of Total	Print	Digital
<b>MEMBERS OF THE AMERICAN INSTITUTE OF ARCHITECTS</b>				
Registered Architect Members	61,926	60.8	52,659	9,267
Associate and Other Members	27,137	26.7	23,388	3,749
<b>SUB-TOTAL</b>	<b>89,063</b>	<b>87.5</b>	<b>76,047</b>	<b>13,016</b>
Qualified Recipients with a primary business of architectural or architectural/engineering practice, design firm (including interior, landscape, and others), and consulting engineering firms.	9,249	9.1	337	8,912
Contact or Builder, Commercial/Institutional/Industrial/Government, School or University, Trade Association, Library	2,687	2.6	112	2,575
Others Allied to the Field	833	0.8	829	4
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>101,832</b>	<b>100.0</b>	<b>77,325</b>	<b>24,507</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	61,926	60.8
II. Associate and Other Members	27,137	26.7
III. Qualified Recipients with a primary business of architectural or architectural/engineering practice, design firm (including interior, landscape, and others), and consulting engineering firms.	9,249	9.1
IV. Contactor or Builder, Commercial/Institutional/Industrial/Government, School or University, Trade Association, Library	2,687	2.6
V. Others Allied to the Field.	833	0.8
<b>TOTAL</b>	<b>101,832</b>	<b>100.0</b>



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

Qualification Source	Qualified Within					Total Qualified	Percent
	1 Year	2 Years	3+ Years	Print	Digital		
I. Direct Request:	9,055	2,990	166	720	11,491	12,211	12.0
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	89,621	-	-	76,605	13,016	89,621	88.0
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>98,676</b>	<b>2,990</b>	<b>166</b>	<b>77,325</b>	<b>24,507</b>	<b>101,832</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>	

### 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 2017	July – December 2017	January – June 2018	July – December 2018	January – June 2019	July – December 2019*
Total Audit Average Qualified:	110,215	106,202	107,254	105,270	104,739	102,203
Qualified Non-Paid:	28,780	24,415	25,789	21,993	24,938	21,570
Print:	9,286	7,130	9,411	7,134	11,354	9,515
Digital:	19,494	17,285	16,378	14,859	13,584	12,055
Qualified Paid:	81,435	81,787	81,465	83,277	79,801	80,633
Print:	68,492	68,795	68,355	70,171	67,290	68,196
Digital:	12,943	12,992	13,110	13,106	12,511	12,437
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$30.04	\$30.62	\$29.88	\$30.11	\$29.94	\$30.26

\*NOTE: July – December 2019 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 2019

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	245	79	324		Kentucky	557	144	701	
New Hampshire	268	76	344		Tennessee	1,231	303	1,534	
Vermont	240	69	309		Alabama	623	156	779	
Massachusetts	2,959	815	3,774		Mississippi	273	63	336	
Rhode Island	241	60	301		<b>EAST SO. CENTRAL</b>	<b>2,684</b>	<b>666</b>	<b>3,350</b>	<b>3.3</b>
Connecticut	1,144	337	1,481		Arkansas	539	130	669	
<b>NEW ENGLAND</b>	<b>5,097</b>	<b>1,436</b>	<b>6,533</b>	<b>6.4</b>	Louisiana	945	234	1,179	
New York	7,093	2,187	9,280		Oklahoma	601	169	770	
New Jersey	2,186	624	2,810		Texas	6,212	1,704	7,916	
Pennsylvania	2,437	756	3,193		<b>WEST SO. CENTRAL</b>	<b>8,297</b>	<b>2,237</b>	<b>10,534</b>	<b>10.3</b>
<b>MIDDLE ATLANTIC</b>	<b>11,716</b>	<b>3,567</b>	<b>15,283</b>	<b>15.0</b>	Montana	325	79	404	
Ohio	1,838	573	2,411		Idaho	262	80	342	
Indiana	679	271	950		Wyoming	108	30	138	
Illinois	3,430	1,140	4,570		Colorado	1,942	646	2,588	
Michigan	1,523	531	2,054		New Mexico	437	130	567	
Wisconsin	1,252	348	1,600		Arizona	1,015	430	1,445	
<b>EAST NO. CENTRAL</b>	<b>8,722</b>	<b>2,863</b>	<b>11,585</b>	<b>11.4</b>	Utah	608	146	754	
Minnesota	1,879	422	2,301		Nevada	376	174	550	
Iowa	744	136	880		<b>MOUNTAIN</b>	<b>5,073</b>	<b>1,715</b>	<b>6,788</b>	<b>6.7</b>
Missouri	1,478	437	1,915		Alaska	159	51	210	
North Dakota	167	43	210		Washington	2,533	781	3,314	
South Dakota	129	32	161		Oregon	1,287	442	1,729	
Nebraska	496	124	620		California	9,064	3,403	12,467	
Kansas	785	217	1,002		Hawaii	611	216	827	
<b>WEST NO. CENTRAL</b>	<b>5,678</b>	<b>1,411</b>	<b>7,089</b>	<b>7.0</b>	<b>PACIFIC</b>	<b>13,654</b>	<b>4,893</b>	<b>18,547</b>	<b>18.2</b>
Delaware	132	40	172		<b>UNITED STATES</b>	<b>74,542</b>	<b>23,013</b>	<b>97,555</b>	<b>95.8</b>
Maryland	1,940	545	2,485		U.S. Territories	257	90	347	
Washington, DC	1,185	314	1,499		Canada	541	289	830	
Virginia	2,405	686	3,091		Mexico	61	72	133	
West Virginia	141	30	171		Other International	1,907	1,035	2,942	
North Carolina	1,997	514	2,511		APO/FPO	17	8	25	
South Carolina	853	235	1,088						
Georgia	1,755	592	2,347						
Florida	3,213	1,269	4,482						
<b>SOUTH ATLANTIC</b>	<b>13,621</b>	<b>4,225</b>	<b>17,846</b>	<b>17.5</b>					
					<b>TOTAL QUALIFIED CIRCULATION</b>	<b>77,325</b>	<b>24,507</b>	<b>101,832</b>	<b>100.0</b>

## 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 subscriptions averaging 79,361 copies were sold to qualified recipients at the following subscription prices: \$29.50. Members yearly subscription price is included in the dues and is non-deductible.

### PUBLISHER'S AFFIDAVIT

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

Ron Spink, Executive Vice President, Build/Design Group

Chris Lustan, Audience Marketing 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.

Date signed

State

City

Received by BPA Worldwide

Type

ID Number

January 21, 2020

District of Columbia

Washington

January 21, 2020

BJ

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### About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.