

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
104,084 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)	24,745	79,339	104,084

(See Paragraph 3b for Format Type and Source)

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	1,010
Allocated for Trade Shows and Conventions	156
All Other	1,924
TOTAL	3,090

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,687	15.1	14,515	14.0	1,172	1.1
Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	88,382	84.9	10,230	9.8	78,152	75.1
Multi-Copy Same Addressee	15	-	-	-	15	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	104,084	100.0	24,745	23.8	79,339	76.2

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Print	Digital	Total Qualified
January	80,132	25,296	105,428
February	80,923	25,511	106,434
March	81,784	23,912	105,696
April	82,122	24,101	106,223
May	82,018	24,660	106,678
June	69,721	24,326	94,047

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MARCH 2020

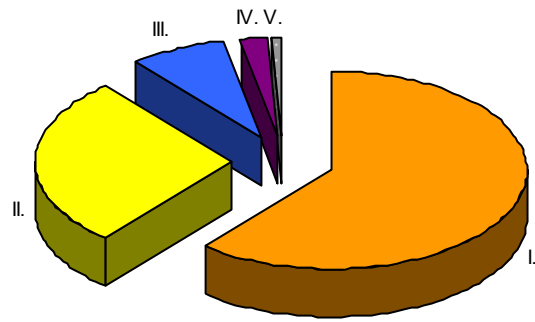
This issue is 1.9% or 1,934 copies above the average of the other 5 issues reported in Paragraph 2.

Business and Industry (Note)	Total Qualified	Percent of Total	Print	Digital
MEMBERS OF THE AMERICAN INSTITUTE OF ARCHITECTS				
Registered Architect Members	64,491	61.0	54,876	9,615
Associate and Other Members	29,629	28.0	25,767	3,862
SUB-TOTAL	94,120	89.0	80,643	13,477
Qualified Recipients with a primary business of architectural or architectural/engineering practice, design firm (including interior, landscape, and others), and consulting engineering firms.	8,362	7.9	309	8,053
Contact or Builder, Commercial/Institutional/Industrial/Government, School or University, Trade Association, Library	2,466	2.4	105	2,361
Others Allied to the Field	748	0.7	727	21
TOTAL QUALIFIED CIRCULATION	105,696	100.0	81,784	23,912
PERCENT	100.0		77.4	22.6

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	64,491	61.0
II. Associate and Other Members	29,629	28.0
III. Qualified Recipients with a primary business of architectural or architectural/engineering practice, design firm (including interior, landscape, and others), and consulting engineering firms.	8,362	7.9
IV. Contactor or Builder, Commercial/Institutional/Industrial/Government, School or University, Trade Association, Library	2,466	2.4
V. Others Allied to the Field.	748	0.7
TOTAL	105,696	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MARCH 2020

Qualification Source	Qualified Within					Total Qualified	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	8,804	2,679	93	1,141	10,435	11,576	11.0
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	94,120	-	-	80,643	13,477	94,120	89.0
IV. Communication (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	102,924	2,679	93	81,784	23,912	105,696	100.0
PERCENT	97.4	2.5	0.1	77.4	22.6	100.0	

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 2017	January – June 2018	July – December 2018	January – June 2019	July – December 2019*	January – June 2020*
Total Audit Average Qualified:	106,202	107,254	105,270	104,739	102,203	104,084
Qualified Non-Paid:	24,415	25,789	21,993	24,938	21,570	24,745
Print:	7,130	9,411	7,134	11,354	9,515	12,481
Digital:	17,285	16,378	14,859	13,584	12,055	12,264
Qualified Paid:	81,787	81,465	83,277	79,801	80,633	79,339
Print:	68,795	68,355	70,171	67,290	68,196	66,969
Digital:	12,992	13,110	13,106	12,511	12,437	12,370
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$30.62	\$29.88	\$30.11	\$29.94	\$30.26	\$29.69

*NOTE: July 2019 – June 2020 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

