

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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Scan for publisher's contact information

**SCHOOL PLANNING & MANAGEMENT** is a solution-oriented magazine for professionals serving the K-12 education market. Our subscribers include members of the architectural community and the school district team charged with planning, designing, constructing, equipping, operating and maintaining the physical learning environment. Our circulation strategy includes various members of the 'buying team' who make purchasing decisions, from creating the budgets to specifying products and services, and identifying vendors. Our editorial features practitioner-based articles, topical supplements and special reports that focus on Facilities, Safety & Security, Technology, Business and Finance, and the Learning Environment.

#### FIELD SERVED

**SCHOOL PLANNING & MANAGEMENT** serves the administrative, business, purchasing, facilities, construction, and technology planning levels in public school districts nationwide.

#### DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are administrative and management personnel including school board presidents, superintendents, chief administrators, assistant superintendents, vice presidents, directors, managers, and supervisors for: business, purchasing, facilities planning, maintenance, buildings and grounds, energy/sustainability, safety and security, and technology. Also qualified are architects, engineers, construction managers, design-builders, general contractors, interior designers, integrators and consultants serving the industry, as well as personnel in Departments of Education.

## CHANNELS

### SCHOOL PLANNING & MANAGEMENT MAGAZINE



5 Issues in the period  
44,501 average circulation

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>SCHOOL PLANNING &amp; MANAGEMENT MAGAZINE</b> (5 issues in the period)	44,448	53	44,501
a. Print	37,308	53	37,361
b. Digital	7,140	-	7,140
1. Requested	6,453	-	6,453
2. Non-Requested	687	-	687

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	12
Advertiser and Agency Allocated for Trade Shows and Conventions	663
	205
All Other	288
<b>TOTAL</b>	<b>1,168</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	44,501	100.0	44,448	99.9	53	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>44,501</b>	<b>100.0</b>	<b>44,448</b>	<b>99.9</b>	<b>53</b>	<b>0.1</b>

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

2016	Print	Digital	Total Qualified
July/August	37,303	6,858	44,161
September	37,289	7,155	44,444
October	37,251	7,178	44,429
November	37,547	6,838	44,385
December	37,415	7,672	45,087

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016**

This issue is 0.3% or 145 copies below the average of the other 4 issues reported in Paragraph 2.

CLASSIFICATION BY TITLE	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	PUBLIC SCHOOL DISTRICT BY ENROLLMENT							
					25,000 and Over (A)	10,000- 24,999 (B)	5,000- 9,999 (C)	2,500- 4,999 (D)	1,000- 2,499 (E)	Under 1,000 (F)	Other Unknown Institutions	
<b>THE EXECUTIVE LEVEL</b>												
Presidents and Chairmen - Boards of Education	2,894	6.5	1,463	1,431	104	167	228	358	848	1,022	114	53
Superintendents of Schools	8,345	18.8	7,509	836	397	625	976	1,433	1,964	2,400	475	75
<b>THE PURCHASING LEVEL (Note 1)</b>												
Business and Purchasing	9,989	22.5	9,445	544	534	867	1,100	1,697	2,296	2,737	575	183
<b>THE SPECIFIER LEVEL (Note 1)</b>												
Facilities Planning, Maintenance, Buildings and Grounds, Physical Plant, Energy/Sustainability, Safety and Security	10,525	23.7	9,727	798	758	899	1,122	1,579	2,168	2,213	619	1,167
Technology	1,349	3.0	667	682	82	86	100	132	131	165	58	595
Others including Executive level, Purchasing level, Assistant Superintendents, Vice-Presidents, Directors, Managers, Supervisors, IT professionals	1,253	2.8	440	813	107	118	129	156	149	167	52	375
<b>Sub-Total</b>	<b>34,355</b>	<b>77.4</b>	<b>29,251</b>	<b>5,104</b>	<b>1,982</b>	<b>2,762</b>	<b>3,655</b>	<b>5,355</b>	<b>7,556</b>	<b>8,704</b>	<b>1,893</b>	<b>2,448</b>
Federal and State Departments of Education titled personnel	1,132	2.6	815	317								
Architects, Engineers, Construction Managers, Design- Builders, General Contractors, Interior Designers, Integrators and Consultants, including all titles from private firms	8,898	20.0	7,481	1,417								
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>44,385</b>	<b>100.0</b>	<b>37,547</b>	<b>6,838</b>								
<b>PERCENT</b>	<b>100.0</b>		<b>84.6</b>	<b>15.4</b>								

Note 1: Includes Assistant Superintendents, Vice Presidents, Directors, Managers, and Supervisors.

### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	27,240	13,051	-	34,173	6,118	40,291	90.8
II. Request from recipient's company:	475	188	-	500	163	663	1.5
III. Membership Benefit:	-	-	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	3,361	70	-	2,874	557	3,431	7.7
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>31,076</b>	<b>13,309</b>	<b>-</b>	<b>37,547</b>	<b>6,838</b>	<b>44,385</b>	<b>100.0</b>
<b>PERCENT</b>	<b>70.0</b>	<b>30.0</b>	<b>-</b>	<b>84.6</b>	<b>15.4</b>	<b>100.0</b>	

\*See Additional Data

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	37,473	6,830	44,303	99.8
Individuals by name only	44	4	48	0.1
Titles or functions only	13	3	16	-
Company names only	17	1	18	0.1
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>37,547</b>	<b>6,838</b>	<b>44,385</b>	<b>100.0</b>

### AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January – June 2014	July – December 2014	January – June 2015	July – December 2015	January – June 2016	July – December 2016*
Total Audit Average Qualified:	48,243	48,457	44,153	44,059	44,310	44,501
Qualified Non-Paid:	48,192	48,396	44,094	44,011	44,268	44,448
Print:	45,994	41,477	37,294	37,278	37,264	37,308
Digital:	2,198	6,919	6,800	6,733	7,004	7,140
Qualified Paid:	51	61	59	48	42	53
Print:	51	61	59	48	42	53
Digital:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: July – December 2016 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 NOVEMBER 2016**

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	287	57	344		Kentucky	603	139	742	
New Hampshire	230	45	275		Tennessee	524	75	599	
Vermont	150	24	174		Alabama	469	83	552	
Massachusetts	938	153	1,091		Mississippi	470	74	544	
Rhode Island	117	21	138		EAST SO. CENTRAL	2,066	371	2,437	5.5
Connecticut	557	92	649		Arkansas	571	79	650	
<b>NEW ENGLAND</b>	<b>2,279</b>	<b>392</b>	<b>2,671</b>	<b>6.0</b>	Louisiana	349	62	411	
New York	2,395	461	2,856		Oklahoma	681	98	779	
New Jersey	1,546	258	1,804		Texas	2,989	504	3,493	
Pennsylvania	1,693	334	2,027		WEST SO. CENTRAL	4,590	743	5,333	12.0
<b>MIDDLE ATLANTIC</b>	<b>5,634</b>	<b>1,053</b>	<b>6,687</b>	<b>15.1</b>	Montana	265	32	297	
Ohio	1,916	362	2,278		Idaho	275	48	323	
Indiana	976	192	1,168		Wyoming	103	19	122	
Illinois	2,136	400	2,536		Colorado	565	88	653	
Michigan	1,411	262	1,673		New Mexico	241	41	282	
Wisconsin	912	189	1,101		Arizona	683	106	789	
<b>EAST NO. CENTRAL</b>	<b>7,351</b>	<b>1,405</b>	<b>8,756</b>	<b>19.7</b>	Utah	173	40	213	
Minnesota	709	124	833		Nevada	112	22	134	
Iowa	589	105	694		<b>MOUNTAIN</b>	<b>2,417</b>	<b>396</b>	<b>2,813</b>	<b>6.3</b>
Missouri	1,106	138	1,244		Alaska	67	15	82	
North Dakota	134	11	145		Washington	730	133	863	
South Dakota	114	23	137		Oregon	368	68	436	
Nebraska	408	59	467		California	2,941	531	3,472	
Kansas	637	106	743		Hawaii	55	15	70	
<b>WEST NO. CENTRAL</b>	<b>3,697</b>	<b>566</b>	<b>4,263</b>	<b>9.6</b>	<b>PACIFIC</b>	<b>4,161</b>	<b>762</b>	<b>4,923</b>	<b>11.1</b>
Delaware	118	21	139		<b>UNITED STATES</b>	<b>37,472</b>	<b>6,797</b>	<b>44,269</b>	<b>99.7</b>
Maryland	553	113	666		U.S. Territories	52	29	81	
Washington, DC	127	44	171		Canada	3	4	7	
Virginia	1,007	192	1,199		Mexico	-	-	-	
West Virginia	235	33	268		Other International	20	8	28	
North Carolina	876	198	1,074		AP0/FPO	-	-	-	
South Carolina	415	77	492						
Georgia	882	162	1,044						
Florida	1,064	269	1,333						
<b>SOUTH ATLANTIC</b>	<b>5,277</b>	<b>1,109</b>	<b>6,386</b>	<b>14.4</b>					
					<b>TOTAL QUALIFIED CIRCULATION</b>	<b>37,547</b>	<b>6,838</b>	<b>44,385</b>	<b>100.0</b>

**ADDITIONAL DATA**

**METHOD OF DISTRIBUTION:**

All qualified circulation conforms to the field served and definition of recipient's 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.

**CHANGE IN FREQUENCY:**

Effective with the July/August 2016 issue, School Planning & Management changed its frequency from 12 to 11 issues per year.

**PARAGRAPH 3b:**

Communication from Recipient or Recipient's Company (Other Than Request) includes 2 sources of circulation for quantities of 439 copies or 1.0% to 2,992 copies or 6.7%.

**PUBLISHER'S AFFIDAVIT**

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

Deborah P. Moore, Publisher/Executive Editor  
Margaret Perry, Director, Audience Development

(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	February 17, 2017
State	Texas
County	Dallas
Received by BPA Worldwide	February 17, 2017
Type	BJ
ID Number	S008B0D6

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