

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 Public School District, Government Agency (Federal or State Office), Private Firms, and Others Allied to the Field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include presidents and chairmen in Boards of Education, superintendents of schools, assistant superintendents, vice presidents, directors, managers, and supervisors in business and purchasing and facilities planning, maintenance, buildings and grounds, physical plant, energy/sustainability, safety and security, technology, as well as others including executive level, purchasing level, assistant superintendents, vice presidents, directors, managers, supervisors, and IT professionals at the specifier level. Also included are titled personnel within federal and state departments of education, architects, engineers, construction managers, design builders, general contractors, interior designers, integrators and consultants, and other Other Titled and Non-titled Personnel.

CHANNELS

SCHOOL PLANNING & MANAGEMENT MAGAZINE



4 issues in the period
41,272 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
SCHOOL PLANNING & MANAGEMENT MAGAZINE (4 issues in the period)	41,243	29	41,272
a. Print	34,911	29	34,940
b. Digital	6,332	-	6,332
1. Requested	4,442	-	4,442
2. Non-Requested	1,890	-	1,890

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	36
Advertiser and Agency	713
Allocated for Trade Shows and Conventions	156
All Other	245
TOTAL	1,150

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	41,272	100.0	41,243	99.9	29	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	41,272	100.0	41,243	99.9	29	0.1

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018	Print	Digital	Total Qualified
July/August	37,299	6,460	43,759
September	34,076	6,079	40,155
October	34,093	6,250	40,343
November/December	34,291	6,541	40,832

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2018

This issue is 1.4% or 587 copies below the average of the other 3 issues reported in Paragraph 2.

Classification by Title	Total Qualified	Percent of Total	Print	Digital	Public School District	Government Agency (Federal or State Office)	Private Firm	Others Allied to the Field
THE EXECUTIVE LEVEL								
Presidents and Chairmen – Boards of Education	6,805	16.7	6,394	411	5,843	113	830	19
Superintendents of Schools	7,266	17.8	6,866	400	7,044	79	120	23
THE PURCHASING LEVEL (Note 1)								
Business and Purchasing	8,175	20.0	7,639	536	7,375	175	509	116
THE SPECIFIER LEVEL (Note 1)								
Facilities Planning, Maintenance, Buildings and Grounds, Physical Plant, Energy Managers, Safety and Security	7,752	19.0	6,329	1,423	6,082	253	527	890
Technology/MIS	1,449	3.5	701	748	639	85	516	209
Federal and State Departments of Education titled personnel	244	0.6	183	61	172	53	15	4
Architects, Engineers, Construction Managers, Design- Builders, General Contractors, Interior Designers, Integrators and Consultants	6,605	16.2	4,649	1,956	394	107	6,017	87
Other Titled and Non-titled Personnel	2,536	6.2	1,530	1,006	815	38	1,298	385
SPECIFIER LEVEL SUBTOTAL	18,586	45.5	13,392	5,194	8,102	536	8,373	1,575
TOTAL QUALIFIED CIRCULATION	40,832	100.0	34,291	6,541	28,364	903	9,832	1,733
PERCENT	100.0		84.0	16.0	69.5	2.2	24.1	4.2

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2018

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	17,054	18,063	-	31,823	3,294	35,117	86.0
II. Request from recipient's company:	114	126	-	239	1	240	0.6
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	1,468	486	-	290	1,664	1,954	4.8
V. TOTAL – Sources other than above (listed alphabetically):	3,521	-	-	1,939	1,582	3,521	8.6
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	3,521	-	-	1,939	1,582	3,521	8.6
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,157	18,675	-	34,291	6,541	40,832	100.0
PERCENT	54.3	45.7	-	84.0	16.0	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2018

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	33,814	6,541	40,355	98.8
Individuals by name only	33	-	33	0.1
Titles or functions only	432	-	432	1.1
Company names only	12	-	12	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	34,291	6,541	40,832	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
	January – June 2016	July – December 2016	January – June 2017	July – December 2017	January – June 2018*	July – December 2018*
Total Audit Average Qualified:	44,310	44,501	44,557	43,932	43,488	41,272
Qualified Non-Paid:	44,268	44,448	44,517	43,893	43,450	41,243
Print:	37,264	37,308	37,416	37,254	37,268	34,911
Digital:	7,004	7,140	7,101	6,639	6,182	6,332
Qualified Paid:	42	53	40	39	38	29
Print:	42	53	40	35	37	29
Digital:	-	-	-	4	1	-
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: January - 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 NOVEMBER/DECEMBER 2018

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	263	37	300		Kentucky	562	81	643	
New Hampshire	203	39	242		Tennessee	520	90	610	
Vermont	133	24	157		Alabama	416	99	515	
Massachusetts	747	163	910		Mississippi	474	58	532	
Rhode Island	92	28	120		EAST SO. CENTRAL	1,972	328	2,300	5.6
Connecticut	452	88	540		Arkansas	581	70	651	
NEW ENGLAND	1,890	379	2,269	5.5	Louisiana	295	80	375	
New York	2,141	412	2,553		Oklahoma	768	86	854	
New Jersey	1,211	192	1,403		Texas	2,858	511	3,369	
Pennsylvania	1,432	289	1,721		WEST SO. CENTRAL	4,502	747	5,249	12.9
MIDDLE ATLANTIC	4,784	893	5,677	13.9	Montana	285	33	318	
Ohio	1,814	305	2,119		Idaho	270	39	309	
Indiana	898	158	1,056		Wyoming	102	14	116	
Illinois	2,028	303	2,331		Colorado	477	120	597	
Michigan	1,328	199	1,527		New Mexico	231	36	267	
Wisconsin	944	140	1,084		Arizona	557	116	673	
EAST NO. CENTRAL	7,012	1,105	8,117	19.9	Utah	162	51	213	
Minnesota	623	137	760		Nevada	112	49	161	
Iowa	608	88	696		MOUNTAIN	2,196	458	2,654	6.5
Missouri	1,165	139	1,304		Alaska	37	8	45	
North Dakota	210	28	238		Washington	700	77	777	
South Dakota	129	19	148		Oregon	368	43	411	
Nebraska	435	66	501		California	2,631	561	3,192	
Kansas	665	83	748		Hawaii	48	16	64	
WEST NO. CENTRAL	3,835	560	4,395	10.8	PACIFIC	3,784	705	4,489	11.0
Delaware	95	29	124		UNITED STATES	34,246	6,497	40,743	99.8
Maryland	376	158	534		U.S. Territories	18	24	42	
Washington, DC	68	39	107		Canada	-	2	2	
Virginia	721	246	967		Mexico	-	1	1	
West Virginia	191	28	219		Other International	25	17	42	
North Carolina	740	213	953		AP0/FPO	2	-	2	
South Carolina	408	73	481						
Georgia	745	173	918						
Florida	927	363	1,290						
SOUTH ATLANTIC	4,271	1,322	5,593	13.7					
					TOTAL QUALIFIED CIRCULATION	34,291	6,541	40,832	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.

CHANGE IN FREQUENCY:

Effective with the January 2018 issue, School Planning & Management changed its frequency from 11 to 10 issues per year.

PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 3,521 copies or 8.6%, including Info USA Architects and Building/Construction Consultants.

PUBLISHER'S AFFIDAVIT

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

Karen Cavallo, Group Publisher

Irene Fincher, 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 12, 2019

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County

Dallas

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About BPA Worldwide:

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