

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

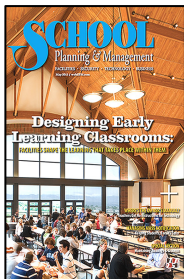
SCHOOL PLANNING & MANAGEMENT serves the administrative, business, purchasing, facilities, construction, and technology planning levels in public school districts nationwide.

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: administration, business, purchasing, facilities planning, maintenance, buildings and grounds, energy management, 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 Departments of Education.

CHANNELS

SCHOOL PLANNING & MANAGEMENT MAGAZINE



6 Issues in the period
44,153 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
SCHOOL PLANNING & MANAGEMENT MAGAZINE (6 issues in the period)	44,094	59	44,153
a. Print	37,294	59	37,353
b. Digital	6,800	-	6,800
1. Requested	5,280	-	5,280
2. Non-Requested	1,520	-	1,520

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	18
Advertiser and Agency Allocated for Trade Shows and Conventions	1,729
All Other	510
TOTAL	2,395

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	44,146	100.0	44,094	99.9	52	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	7	-	-	-	7	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	44,153	100.0	44,094	99.9	59	0.1

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2015	Print	Digital	Total Qualified
January	37,313	6,794	44,107
February	37,040	6,998	44,038
March	37,425	6,396	43,821
April	37,499	6,470	43,969
May	37,281	6,792	44,073
June	37,557	7,353	44,910

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015

This issue is 0.2% or 96 copies below the average of the other 5 issues reported in Paragraph 2.

CLASSIFICATION BY TITLE	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	PUBLIC SCHOOL DISTRICT BY ENROLLMENT								
					Over 25,000 (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		
THE EXECUTIVE LEVEL													
Presidents and Chairmen – Boards of Education (including members of NSBA)	4,724	10.7	4,491	233	115	250	424	753	1,255	1,753	124	50	
Superintendents of Schools (including members of AASA)	8,532	19.4	7,807	725	317	599	964	1,559	2,232	2,585	207	69	
THE PURCHASING LEVEL (Note 1)													
Business and Purchasing (including members of ASBO)	9,097	20.7	8,774	323	526	740	1,014	1,609	2,240	2,623	172	173	
THE SPECIFIER LEVEL (Note 1)													
Facilities Planning, Maintenance, Buildings and Grounds, Physical Plant, Energy Managers, Safety and Security (including members of APPA, NSPMA, and CEFPI)	10,214	23.2	8,979	1,235	756	830	1,095	1,523	2,291	2,128	292	1,299	
Technology/MIS (including members of NSBA TLN)	1,685	3.8	793	892	121	11	154	200	213	300	64	522	
Others including Executive level, Purchasing level, Assistant Superintendents, Vice-Presidents, Directors, Managers, Supervisors, IT professionals	1,990	4.5	870	1,120	170	201	258	364	372	394	39	192	
Sub-Total	36,242	82.3	31,714	4,528	2,005	2,631	3,909	6,008	8,603	9,783	898	2,305	
Federal and State Departments of Education (Administrative, Business, Facilities, and Technology, including members of SETDA)	1,203	2.7	775	428									
Architects, Engineers, Construction Managers, Design- Builders, General Contractors, Interior Designers, Integrators and Consultants (including members of AIA/CAE)	6,628	15.0	4,792	1,836									
TOTAL QUALIFIED CIRCULATION	44,073	100.0	37,281	6,792									
PERCENT	100.0		84.6	15.4									

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	29,415	11,502	-	36,656	4,261	40,917	92.8
II. Request from recipient's company:	411	100	-	439	72	511	1.2
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	2,180	465	-	186	2,459	2,645	6.0
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	32,006	12,067	-	37,281	6,792	44,073	100.0
PERCENT	72.6	27.4	-	84.6	15.4	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	37,224	6,774	43,998	99.8
Individuals by name only	13	2	15	0.1
Titles or functions only	10	1	11	-
Company names only	34	15	49	0.1
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	37,281	6,792	44,073	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2012	January - June 2013	July - December 2013	January - June 2014	July - December 2014*	January - June 2015*
Total Audit Average Qualified:	48,013	48,012	48,020	48,242	48,457	44,153
Qualified Non-Paid:	48,013	48,012	48,020	48,191	48,396	44,094
Print:	48,013	48,012	48,020	45,994	41,477	37,294
Digital:	-	-	-	2,198	6,919	6,800
Qualified Paid:	-	-	-	51	61	59
Print:	-	-	-	51	61	59
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 2014 - June 2015 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

