

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 Other Institutions.

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 titles from private firms.

CHANNELS

SCHOOL PLANNING & MANAGEMENT MAGAZINE



6 Issues in the period
44,557 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)	44,517	40	44,557
a. Print	37,416	40	37,456
b. Digital	7,101	-	7,101
1. Requested	5,730	-	5,730
2. Non-Requested	1,371	-	1,371

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	16
Advertiser and Agency	663
Allocated for Trade Shows and Conventions	217
All Other	358
TOTAL	1,254

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	44,557	100.0	44,517	99.9	40	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	44,557	100.0	44,517	99.9	40	0.1

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017	Print	Digital	Total Qualified
January	37,454	7,530	44,984
February	37,476	7,447	44,923
March	37,310	6,874	44,184
April	37,379	7,034	44,413
May	37,562	6,860	44,422
June	37,559	6,860	44,419

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017
This issue is 0.4% or 163 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	Government Agency (Federal or State Office)	Private Firm	Other Institutions
THE EXECUTIVE LEVEL								
Presidents and Chairmen – Boards of Education	6,287	14.2	5,162	1,125	5,191	96	959	41
Superintendents of Schools	8,587	19.3	7,921	666	8,332	95	118	42
THE PURCHASING LEVEL (Note 1)								
Business and Purchasing	9,974	22.5	9,366	608	9,119	183	554	118
THE SPECIFIER LEVEL (Note 1)								
Facilities Planning, Maintenance, Buildings and Grounds, Physical Plant, Energy Managers, Safety and Security	9,758	22.0	8,503	1,255	8,023	281	499	955
Technology/MIS	2,101	4.7	1,248	853	726	110	627	638
Federal and State Departments of Education titled personnel	239	0.5	154	85	152	63	14	10
Architects, Engineers, Construction Managers, Design- Builders, General Contractors, Interior Designers, Integrators and Consultants	4,463	10.0	3,795	668	469	126	3,694	174
Others allied to the field	3,013	6.8	1,413	1,600	751	57	1,728	477
SPECIFIER LEVEL SUBTOTAL	19,574	44.0	15,113	4,461	10,121	637	6,562	2,254
TOTAL QUALIFIED CIRCULATION	44,422	100.0	37,562	6,860	32,763	1,011	8,193	2,455
PERCENT	100.0		84.6	15.4	73.8	2.3	18.4	5.5

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	25,304	15,345	-	35,535	5,114	40,649	91.5
II. Request from recipient's company:	19	165	-	164	20	184	0.4
III. Membership Benefit:	-	-	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	1,914	1,675	-	1,863	1,726	3,589	8.1
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	27,237	17,185	-	37,562	6,860	44,422	100.0
PERCENT	61.3	38.7	-	84.6	15.4	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	37,502	6,858	44,360	99.9
Individuals by name only	30	1	31	0.1
Titles or functions only	20	1	21	-
Company names only	10	-	10	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	37,562	6,860	44,422	100.0

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
	July - December 2014	January - June 2015	July - December 2015	January - June 2016	July - December 2016	January - June 2017*
Total Audit Average Qualified:	48,457	44,153	44,059	44,310	44,501	44,557
Qualified Non-Paid:	48,396	44,094	44,011	44,268	44,448	44,517
Print:	41,477	37,294	37,278	37,264	37,308	37,416
Digital:	6,919	6,800	6,733	7,004	7,140	7,101
Qualified Paid:	61	59	48	42	53	40
Print:	61	59	48	42	53	40
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: January - June 2017 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 MAY 2017

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	322	51	373		Kentucky	577	119	696	
New Hampshire	234	49	283		Tennessee	547	85	632	
Vermont	172	22	194		Alabama	440	82	522	
Massachusetts	876	164	1,040		Mississippi	468	72	540	
Rhode Island	118	21	139		EAST SO. CENTRAL	2,032	358	2,390	5.4
Connecticut	513	98	611		Arkansas	590	67	657	
NEW ENGLAND	2,235	405	2,640	6.0	Louisiana	345	54	399	
New York	2,440	485	2,925		Oklahoma	783	91	874	
New Jersey	1,543	266	1,809		Texas	3,024	486	3,510	
Pennsylvania	1,698	357	2,055		WEST SO. CENTRAL	4,742	698	5,440	12.3
MIDDLE ATLANTIC	5,681	1,108	6,789	15.3	Montana	306	36	342	
Ohio	1,989	357	2,346		Idaho	281	41	322	
Indiana	992	177	1,169		Wyoming	115	10	125	
Illinois	2,086	332	2,418		Colorado	520	107	627	
Michigan	1,463	251	1,714		New Mexico	250	44	294	
Wisconsin	995	171	1,166		Arizona	588	107	695	
EAST NO. CENTRAL	7,525	1,288	8,813	19.8	Utah	179	48	227	
Minnesota	705	123	828		Nevada	106	34	140	
Iowa	622	107	729		MOUNTAIN	2,345	427	2,772	6.2
Missouri	1,223	138	1,361		Alaska	60	15	75	
North Dakota	192	11	203		Washington	765	117	882	
South Dakota	143	21	164		Oregon	381	52	433	
Nebraska	470	61	531		California	2,763	542	3,305	
Kansas	664	108	772		Hawaii	47	23	70	
WEST NO. CENTRAL	4,019	569	4,588	10.3	PACIFIC	4,016	749	4,765	10.7
Delaware	111	23	134		UNITED STATES	37,508	6,819	44,327	99.8
Maryland	481	140	621		U.S. Territories	33	30	63	
Washington, DC	96	45	141		Canada	3	-	3	
Virginia	937	235	1,172		Mexico	-	1	1	
West Virginia	240	32	272		Other International	15	10	25	
North Carolina	835	207	1,042		AP0/FPO	3	-	3	
South Carolina	408	77	485						
Georgia	815	178	993						
Florida	990	280	1,270						
SOUTH ATLANTIC	4,913	1,217	6,130	13.8					
					TOTAL QUALIFIED CIRCULATION	37,562	6,860	44,422	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 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 436 copies or 1.0% to 3,153 copies or 7.1%.

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.

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