

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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AWCI'S CONSTRUCTION DIMENSIONS is written and edited for acoustical, ceiling, drywall, EIFS, fireproofing, insulation, plaster, steel framing and stucco contractors, suppliers and distributors, manufacturers and those in allied trades.

MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES

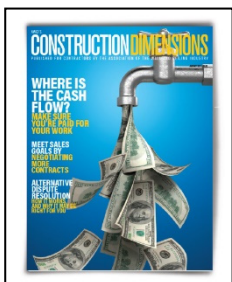
AWCI'S CONSTRUCTION DIMENSIONS is produced in print and digital formats. The editorial for the print copy is the same for all recipients. The digital format is written and designed for the digital reading experience, accessed by a computer, mobile phone, or tablet. Digital formats may include features such as videos and surveys allowing for user interaction with the brand.

BRAND REPORT PURPOSE

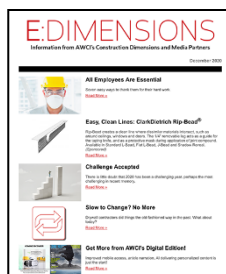
The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

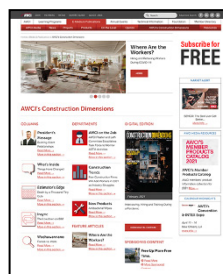
AWCI'S CONSTRUCTION DIMENSIONS PRINT AND DIGITAL MAGAZINE



AWCI'S E-NEWSLETTER



AWCI'S WEBSITE



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
AWCI'S CONSTRUCTION DIMENSIONS PRINT AND DIGITAL MAGAZINE			
Unique Total* (6 issues in the period)	28,295	2,080	30,375
a. Print	26,988	2,056	29,044
b. Digital	2,182	59	2,241
(See Paragraph 3b for Source)			
AWCI'S E-NEWSLETTER			
AWCI Media's E: Dimensions (6 issued in the period)	20,911	-	20,911
AWCI'S WEBSITE (Monthly Users with 33,135 average Pageviews)	13,502	-	13,502

*Unique Total represents unique recipients, not the sum of Print and Digital

MAGAZINE CHANNEL FORMAT: This magazine is produced in print and digital formats.

No attempt has been made to identify or eliminate duplication that may exist across media channels.

FIELD SERVED

AWCI'S CONSTRUCTION DIMENSIONS serves members of the Association of the Wall and Ceiling Industry (AWCI) including wall and ceiling contractors, manufacturers, suppliers/distributors, architects/specifiers, engineers and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are owners/partners (including Founder, Principal, Proprietor), presidents (including C-suite, Board of Directors, Secretary/Treasurer), vice presidents, project managers, supervisors (including controllers, general and department directors, managers, team leaders, foremen and superintendents), estimators (including consultant), field personnel (including architects, contractors, designers, draftsmen, inspectors, account/product/customer/manufacturing reps and sales titles), other titled and non-titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	12
Advertiser and Agency	340
Allocated for Trade Shows and Conventions	25
All Other	202
TOTAL	579

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	28,295	93.2	28,295	93.2	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	2,080	6.8	-	-	2,080	6.8
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,375	100.0	28,295	93.2	2,080	6.8

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Print	Digital	Unique Total Qualified*
July	29,044	2,253	30,375
August	29,044	2,240	30,375
September	29,043	2,239	30,375
October	29,040	2,244	30,375
November	29,039	2,236	30,375
December	29,055	2,232	30,375

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2021
This issue is equal to the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Unique Total Qualified*	Percent of Total	Classification by Title									
			Print	Digital	Owner/ Partner (Note 1)	President (Note 2)	Vice President	Project Manager	Supervisor (Note 3)	Estimator (Note 4)	Field Personnel (Note 5)	Other Titled and Non-Titled Personnel
Contractor	27,566	90.8	26,429	1,867	9,094	6,649	1,333	1,058	5,189	427	591	3,225
Manufacturer	697	2.3	624	138	73	74	75	66	113	5	37	254
Distributor/Supplier	1,589	5.2	1,519	134	127	78	57	66	127	18	43	1,073
Architect/Specifier	96	0.3	85	17	32	19	4	19	4	1	3	14
Engineer	90	0.3	83	17	22	17	1	20	8	2	4	16
Others Allied to the Field	337	1.1	299	63	139	56	22	20	27	12	2	59
UNIQUE TOTAL QUALIFIED CIRCULATION*	30,375	100.0	29,039	2,236	9,487	6,893	1,492	1,249	5,468	465	680	4,641
PERCENT	100.0		95.6	7.4	31.2	22.7	4.9	4.1	18.0	1.5	2.3	15.3

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

Note 1: Owner/Partner includes Founder, Principal, Proprietor

Note 2: President includes C-suite, Board of Directors, Secretary/Treasurer

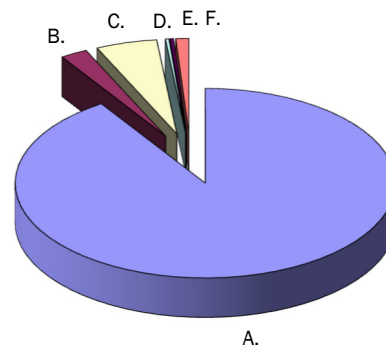
Note 3: Supervisor includes controllers, general and department directors, managers, team leaders, foremen and superintendents

Note 4: Estimator includes consultants

Note 5: Field Personnel includes architects, contractors, designers, draftsmen, inspectors, account/product/customer/manufacturing reps and sales titles

3a. Breakout of Qualified Circulation by Business and Industry

Business and Industry	Total Qualified	Percent of Total
A Contractor	27,566	90.8
B Manufacturer	697	2.3
C Distributor/Supplier	1,589	5.2
D Architect/Specifier	96	0.3
E Engineer	90	0.3
F Others Allied to the Field	337	1.1



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2021

Qualification Source	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	9,242	1,729	2,815	12,484	2,161	13,786	45.4
II. Request from recipient's company:	81	41	20	142	1	142	0.5
III. Membership Benefit:	1,587	455	-	2,017	58	2,042	6.7
IV. Communication (other than request):	-	552	297	840	16	849	2.8
V. TOTAL – Sources other than above (listed alphabetically):	11,931	-	1,625	13,556	-	13,556	44.6
Association rosters and directories	-	-	-	-	-	-	-
**Business directories	11,931	-	1,625	13,556	-	13,556	44.6
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	22,841	2,777	4,757	29,039	2,236	30,375	100.0
PERCENT	75.2	9.1	15.7	95.6	7.4	100.0	

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2021

Mailing Address	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	28,014	2,236	29,350	96.6
Individuals by name only	1,025	-	1,025	3.4
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	29,039	2,236	30,375	100.0

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January – June 2019	July – December 2019	January – June 2020	July – December 2020	January – June 2021	July – December 2021*
Unique Total Audit Average Qualified***:	30,375	30,375	30,375	30,375	30,375	30,375
Unique Qualified Non-Paid***:	27,650	27,897	27,605	27,690	27,805	28,295
Print:	27,650	27,897	27,605	27,601	26,541	26,988
Digital:	-	-	-	212	2,107	2,182
Unique Qualified Paid***:	2,725	2,478	2,770	2,685	2,570	2,080
Print:	2,725	2,478	2,770	2,667	2,544	2,056
Digital:	-	-	-	40	61	59
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$33.12	\$34.00	\$33.98	\$26.99	\$33.82	\$33.97

*NOTE: July – December 2021 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

***Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

E-NEWSLETTER CHANNEL

2021	AWCI Media's E: Dimensions
July 12	20,878
August 4	20,411
September 9	21,318
October 7	21,191
November 4	20,938
December 7	20,728
AVERAGE:	20,911

AWCI's Media's E: Dimensions (6 issued in the period)

WEBSITE CHANNEL

WWW.AWCI.ORG

2021	Pageviews	Sessions	Users	Average Session Duration
July	36,905	18,996	14,392	1:30
August	35,639	18,205	13,847	1:28
September	32,896	16,084	12,263	1:25
October	30,196	16,138	13,018	1:16
November	33,040	17,927	14,836	1:06
December	30,137	16,065	12,661	1:15
AVERAGE:	33,135	17,235	13,502	1:20

July – December 2021 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

ADDITIONAL DATA

MAGAZINE:

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.

PARAGRAPH 3b:

Business directories include 2 sources of circulation for quantities of 1,625 copies or 5.3% to 11,931 copies or 39.3%, including Dun & Bradstreet.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters and Website are not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

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

Mike Stark, Publisher

Laura Porinchak, Editor

(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 2, 2022

State Virginia

County Fairfax

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About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.

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