

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.

The Association of the Wall and Ceiling Industry International
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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)	27,805	2,570	30,375
a. Print	26,541	2,544	29,085
b. Digital	2,107	61	2,168
(See Paragraph 3b for Source)			
AWCI'S E-NEWSLETTER			
AWCI Media's E: Dimensions (6 issued in the period)	20,542	-	20,542
AWCI'S WEBSITE (Monthly Users with 41,610 average Pageviews)	15,757	-	15,757

*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	291
Allocated for Trade Shows and Conventions	-
All Other	273
TOTAL	576

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	27,805	91.5	27,805	91.5	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	2,570	8.5	-	-	2,570	8.5
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,375	100.0	27,805	91.5	2,570	8.5

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Print	Digital	Unique Total Qualified*
January	29,244	1,851	30,375
February	29,056	2,225	30,375
March	29,068	2,201	30,375
April	29,066	2,203	30,375
May	29,037	2,266	30,375
June	29,040	2,260	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 MAY 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	27,547	90.7	26,407	1,890	7,389	7,050	1,380	1,079	5,856	417	690	3,686
Manufacturer	670	2.2	601	138	73	74	66	66	119	5	39	228
Distributor/Supplier	1,626	5.4	1,557	135	129	80	59	66	132	18	43	1,099
Architect/Specifier	96	0.3	85	18	35	18	5	18	5	1	3	11
Engineer	91	0.3	85	17	22	16	2	21	9	2	4	15
Others Allied to the Field	345	1.1	302	68	139	60	23	18	32	12	2	59
UNIQUE TOTAL QUALIFIED CIRCULATION*	30,375	100.0	29,037	2,266	7,787	7,298	1,535	1,268	6,153	455	781	5,098
PERCENT	100.0		95.6	7.5	25.6	24.0	5.0	4.2	20.3	1.5	2.6	16.8

*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

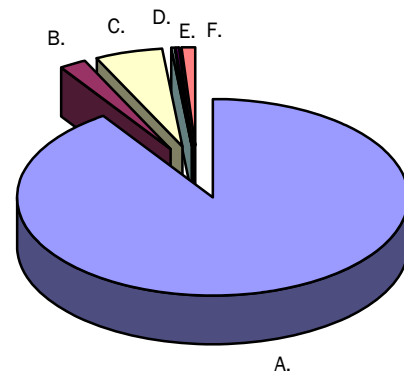
Note 3: Supervisor includes controllers, general and department directors, managers, team leaders, foremen and superintendents

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	27,547	90.7
B Manufacturer	670	2.2
C Distributor/Supplier	1,626	5.4
D Architect/Specifier	96	0.3
E Engineer	91	0.3
F Others Allied to the Field	345	1.1



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 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	12,478	2,197	13,786	45.4
II. Request from recipient's company:	81	41	20	142	-	142	0.5
III. Membership Benefit:	1,587	455	-	2,025	48	2,042	6.7
IV. Communication (other than request):	-	552	297	836	21	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	29,037	2,266	30,375	100.0
PERCENT	75.2	9.1	15.7	95.6	7.5	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 MAY 2021

Mailing Address	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	27,764	2,263	29,100	95.8
Individuals by name only	1,177	3	1,179	3.9
Titles or functions only	29	-	29	0.1
Company names only	67	-	67	0.2
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	29,037	2,266	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 BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July – December 2018	January – June 2019	July – December 2019	January – June 2020	July – December 2020*	January – June 2021*
Unique Total Audit Average Qualified***:	30,375	30,375	30,375	30,375	30,375	30,375
Unique Qualified Non-Paid***:	27,548	27,650	27,897	27,605	27,690	27,805
Print:	27,548	27,650	27,897	27,605	27,601	26,541
Digital:	-	-	-	-	212	2,107
Unique Qualified Paid***:	2,827	2,725	2,478	2,770	2,685	2,570
Print:	2,827	2,725	2,478	2,770	2,667	2,544
Digital:	-	-	-	-	40	61
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$34.00	\$33.12	\$34.00	\$33.98	\$26.99	\$33.82

*NOTE: July 2020 – June 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
January	17,558
February	20,286
March	21,160
April	21,063
May	20,960
June	22,227
AVERAGE:	20,542

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

WEBSITE CHANNEL

WWW.AWCI.ORG

2021	Pageviews	Sessions	Users	Average Session Duration
January	41,184	21,450	15,421	1:52
February	43,336	21,285	15,356	2:01
March	45,054	24,397	17,293	1:54
April	39,598	20,968	15,031	2:02
May	38,842	20,402	15,223	1:41
June	41,649	21,406	16,220	1:54
AVERAGE:	41,610	21,651	15,757	1:54

January – June 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 Dunn & 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

August 9, 2021

State

Virginia

County

Fairfax

Received by BPA Worldwide

August 9, 2021

Type

BJ

ID Number

C286B0J1

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-Compli 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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