

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.

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 MAGAZINE



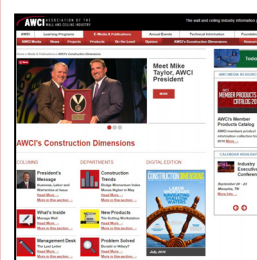
6 issues in the period
 30,375 average circulation

AWCI AND AWCI Media E-NEWSLETTERS



2 E-Newsletters in the period
 12 total issued in the period
 3,814 average per occurrence
 17,633 average per occurrence

AWCI'S WEBSITE



11,299 average users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
AWCI'S CONSTRUCTION DIMENSIONS MAGAZINE (6 issues in the period)	27,831	2,544	30,375
AWCI AND AWCI MEDIA E-NEWSLETTERS			
a. AWCI's Members Only Online (6 issued in the period)	3,814	-	3,814
b. AWCI Media's E: Dimensions (6 issued in the period)	17,633	-	17,633
AWCI'S WEBSITE (Monthly Users with 39,824 average Pageviews)	11,299	-	11,299

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, presidents, vice presidents, project managers, supervisors, estimators, field personnel, other titled and non-titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	11
Advertiser and Agency	400
Allocated for Trade Shows and Conventions	542
All Other	380
TOTAL	1,333

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	27,833	91.6	27,831	91.6	2	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	2,542	8.4	-	-	2,542	8.4
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,375	100.0	27,831	91.6	2,544	8.4

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

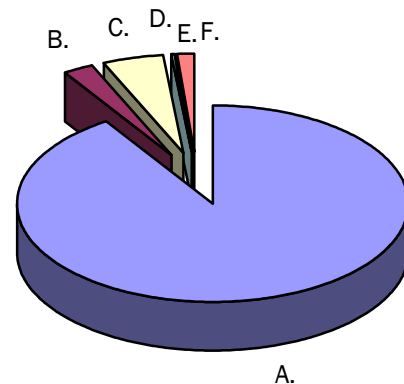
2018 Issue	Total Qualified
January	30,375
February	30,375
March	30,375
April	30,375
May	30,375
June	30,375

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018
This issue is equal to the average of the other 5 issues reported in Paragraph 2.

Business And Industry	Total Qualified	Percent of Total	Classification by Title							
			Owner/ Partner	President	Vice President	Project Manager	Supervisor	Estimator	Field Personnel	Other Titled and Non-Titled Personnel
Contractor	27,573	90.8	14,876	5,970	1,189	722	1,944	387	120	2,365
Manufacturer	786	2.6	81	79	56	57	22	5	38	448
Distributor/Supplier	1,476	4.9	122	70	42	72	55	22	47	1,046
Architect/Specifier	67	0.2	28	16	1	10	2	1	4	5
Engineer	68	0.2	29	15	2	7	4	-	-	11
Others Allied to the Field	405	1.3	136	81	18	22	22	7	7	112
TOTAL QUALIFIED CIRCULATION	30,375	100.0	15,272	6,231	1,308	890	2,049	422	216	3,987
PERCENT	100.0		50.3	20.5	4.3	2.9	6.8	1.4	0.7	13.1

3a. Breakout of Qualified Circulation by Business and Industry

Business and Industry	Total Qualified	Percent of Total
A Contractor	27,573	90.8
B Manufacturer	786	2.6
C Distributor/Supplier	1,476	4.9
D Architect/Specifier	67	0.2
E Engineer	68	0.2
F Others Allied to the Field	405	1.3



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

Qualification Source	Qualified Within			Total Qualified	Percent	
	1 Year	2 Years	3 Years			
I. Direct Request:	9,446	3,222	2,657	15,325	50.5	
II. Request from recipient's company:	94	72	6	172	0.6	
III. Membership Benefit:	1,646	795	-	2,441	8.0	
IV. Communication from recipient or recipient's company (other than request):	-	214	277	491	1.6	
V. TOTAL – Sources other than above (listed alphabetically):	11,946	-	-	11,946	39.3	
Association rosters and directories	-	-	-	-	-	
*Business directories	11,946	-	-	11,946	39.3	
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	
Other sources	-	-	-	-	-	
VI. Single Copy Sales:	-	-	-	-	-	
	TOTAL QUALIFIED CIRCULATION	23,132	4,303	2,940	30,375	100.0
	PERCENT	76.1	14.2	9.7	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	29,114	95.9
Individuals by name only	1,136	3.7
Titles or functions only	22	0.1
Company names only	103	0.3
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	30,375	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 2015	January – June 2016	July – December 2016	January – June 2017	July – December 2017*	January – June 2018*
Total Audit Average Qualified:	30,375	30,375	30,375	30,375	30,375	30,375
Qualified Non-Paid:	27,900	27,877	28,020	28,183	28,130	27,831
Qualified Paid:	2,475	2,498	2,355	2,192	2,245	2,544
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$34.04	\$33.85	\$34.01	\$33.87	\$34.01	\$33.86

*NOTE: July 2017 – June 2018 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

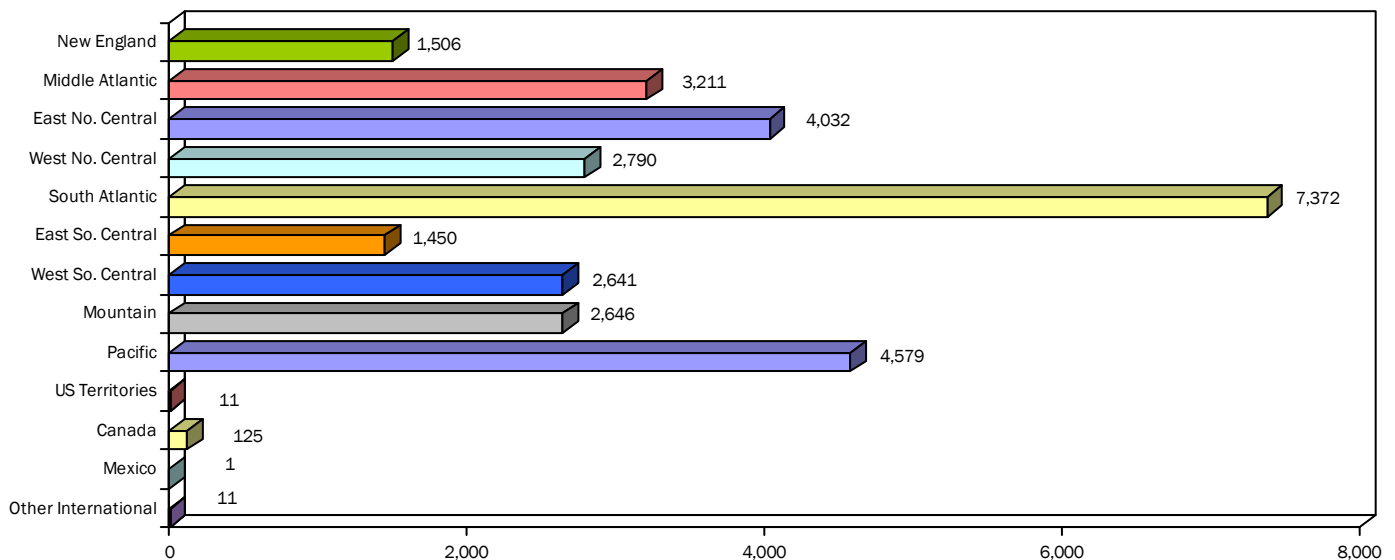
**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	147		Kentucky	376	
New Hampshire	201		Tennessee	540	
Vermont	70		Alabama	353	
Massachusetts	567		Mississippi	181	
Rhode Island	119		EAST SO. CENTRAL	1,450	4.8
Connecticut	402		Arkansas	194	
NEW ENGLAND	1,506	4.9	Louisiana	401	
New York	1,433		Oklahoma	264	
New Jersey	643		Texas	1,782	
Pennsylvania	1,135		WEST SO. CENTRAL	2,641	8.7
MIDDLE ATLANTIC	3,211	10.6	Montana	145	
Ohio	1,106		Idaho	230	
Indiana	585		Wyoming	59	
Illinois	830		Colorado	843	
Michigan	883		New Mexico	163	
Wisconsin	628		Arizona	676	
EAST NO. CENTRAL	4,032	13.3	Utah	331	
Minnesota	969		Nevada	199	
Iowa	372		MOUNTAIN	2,646	8.7
Missouri	584		Alaska	118	
North Dakota	130		Washington	653	
South Dakota	136		Oregon	442	
Nebraska	307		California	3,224	
Kansas	292		Hawaii	142	
WEST NO. CENTRAL	2,790	9.2	PACIFIC	4,579	15.1
Delaware	96		UNITED STATES	30,227	99.5
Maryland	629		U.S. Territories	11	
Washington, DC	20		Canada	125	
Virginia	812		Mexico	1	
West Virginia	85		Other International	11	
North Carolina	920		APO/FPO	-	
South Carolina	353				
Georgia	950				
Florida	3,507				
SOUTH ATLANTIC	7,372	24.2			
			TOTAL QUALIFIED CIRCULATION	30,375	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



E-NEWSLETTER CHANNEL

2018	AWCI Members Only Online	AWCI Media's E: Dimensions
JANUARY		
January 10	-	19,164
January 15	3,853	-
FEBRUARY		
February 12	-	19,110
February 15	3,928	-
MARCH		
March 12	-	17,240
March 15	3,941	-
APRIL		
April 11	-	16,805
April 17	3,905	-
MAY		
May 8	-	16,995
May 15	3,373	-
JUNE		
June 5	-	16,481
June 15	3,885	-
AVERAGE:	3,814	17,633

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

WEBSITE CHANNEL

WWW.AWCI.ORG

2018	Pageviews	Sessions	Users	Average Session Duration
January	44,678	15,148	11,047	2:10
February	43,779	14,225	10,518	2:07
March	43,498	17,100	12,643	1:46
April	36,617	13,900	11,122	1:42
May	37,492	14,393	11,385	1:44
June	32,880	13,827	11,079	1:28
AVERAGE:	39,824	14,765	11,299	1:49

January - June 2018 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'd 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'd 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:

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 11,946 copies or 39.3%, including Dunn & Bradstreet.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter 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.

Steven Elkin, Vice President

Lara 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 14, 2018

State Virginia

County Fairfax

Received by BPA Worldwide August 14, 2018

Type BJ

ID Number C286B0J8

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.