

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

WALLS & CEILINGS is a B2B brand intended for national wall and ceiling contractors, architects, dealers/distributors and other industry professionals. The editorial scope of the brand provides monthly print and online content covering interior and exterior wall and ceiling processes and techniques.

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

WALLS & CEILINGS MAGAZINE

6 issues in the period
30,000 average circulation

WALLS & CEILINGS E-NEWSLETTERS

2 E-Newsletters in the period
14 total issued in the period
See below for average per occurrence

WALLS & CEILINGS WEBSITE

16,625 average users

WALLS & CEILINGS SOCIAL MEDIA

9,893 LinkedIn group members
3,267 Twitter followers
2,459 Facebook likes

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
WALLS & CEILINGS MAGAZINE (6 issues in the period)	29,997	3	30,000
a. Print	23,232	3	23,235
b. Digital	6,765	-	6,765
1. Requested	6,271	-	6,271
2. Non-Requested	494	-	494
WALLS & CEILINGS E-NEWSLETTERS			
a. Walls & Ceilings E-Newsletter (12 issued in the period)	15,888	-	15,888
b. Walls & Ceilings eRock (2 issued in the period)	13,109	-	13,109
WALLS & CEILINGS WEBSITE (Monthly Users with 28,824 average Pageviews)	16,625	-	16,625
WALLS & CEILINGS SOCIAL MEDIA			
a. LinkedIn group members	*9,893	-	*9,893
b. Twitter followers	*3,267	-	*3,267
c. Facebook likes	*2,459	-	*2,459

*Social Media claims are cumulative figures, not averages.

FIELD SERVED

WALLS & CEILINGS serves contracting firms, architecture firms, distributors (including wholesalers) and others allied to the walls and ceilings industry.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are corporate/executive management (including owners, partners, presidents, vice presidents and C-level officers), general management (including project managers, facility/building managers, energy managers, fabrication/manufacturing managers, physical plant managers, production managers, supervisors, foremen and team leaders), architecture/design, installation/ technician/maintenance and other functions.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	6
Advertiser and Agency	941
Allocated for Trade Shows and Conventions	-
All Other	1,697
TOTAL	2,644

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	30,000	100.0	29,997	100.0	3	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,000	100.0	29,997	100.0	3	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Print	Digital	Total Qualified
July	24,331	5,669	30,000
August	24,261	5,739	30,000
September	24,227	5,773	30,000
October	23,082	6,918	30,000
November	21,782	8,218	30,000
December	21,725	8,275	30,000

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2019
 This issue is equal to the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Print	Digital	Classification by Job Function				
					Corporate/ Executive Management (Note 1)	General Management (Note 2)	Architecture/ Design	Installation/ Technician/ Maintenance	Other Functions
Contracting Firm	27,109	90.4	19,820	7,289	20,273	5,647	412	777	-
Architecture Firm	1,977	6.6	1,262	715	817	219	931	10	-
Distributor (Note 3)	914	3.0	700	214	496	404	5	9	-
Others Allied to the Field	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,000	100.0	21,782	8,218	21,586	6,270	1,348	796	-
PERCENT	100.0		72.6	27.4	72.0	20.9	4.5	2.6	-

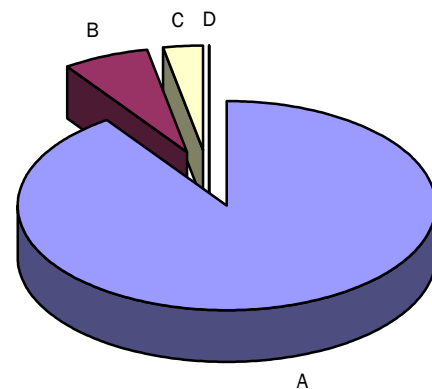
Note 1: Corporate/Executive Management includes owners, partners, presidents, vice presidents and C-level officers.

Note 2: General Management includes project managers, facility/building managers, energy managers, fabrication/manufacturing managers, physical plant managers, production managers, supervisors, foremen and team leaders.

Note 3: Distributor includes wholesalers.

3a. Breakout of Qualified Circulation of Business and Industry

Business and Industry	Total Qualified	Percent of Total
A Contracting Firm	27,109	90.4
B Architecture Firm	1,977	6.6
C Distributor	914	3.0
D Others Allied to the Field	-	-
TOTAL	30,000	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2019

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Year	3 Year				
I. Direct Request:	16,314	7,558	2,228	18,455	7,645	26,100	87.0
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	3,900	-	-	3,327	573	3,900	13.0
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,214	7,558	2,228	21,782	8,218	30,000	100.0
PERCENT	67.4	25.2	7.4	72.6	27.4	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2019*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	83	42	125		Kentucky	260	64	324	
New Hampshire	108	51	159		Tennessee	403	113	516	
Vermont	43	25	68		Alabama	269	97	366	
Massachusetts	328	154	482		Mississippi	149	33	182	
Rhode Island	57	16	73		EAST SO. CENTRAL	1,081	307	1,388	4.6
Connecticut	230	110	340		Arkansas	198	61	259	
NEW ENGLAND	849	398	1,247	4.1	Louisiana	226	92	318	
New York	966	394	1,360		Oklahoma	268	76	344	
New Jersey	428	247	675		Texas	1,183	506	1,689	
Pennsylvania	786	260	1,046		WEST SO. CENTRAL	1,875	735	2,610	8.7
MIDDLE ATLANTIC	2,180	901	3,081	10.3	Montana	112	45	157	
Ohio	790	267	1,057		Idaho	277	54	331	
Indiana	401	137	538		Wyoming	33	12	45	
Illinois	735	312	1,047		Colorado	424	164	588	
Michigan	663	227	890		New Mexico	107	52	159	
Wisconsin	416	156	572		Arizona	348	151	499	
EAST NO. CENTRAL	3,005	1,099	4,104	13.7	Utah	194	72	266	
Minnesota	491	165	656		Nevada	146	60	206	
Iowa	282	85	367		MOUNTAIN	1,641	610	2,251	7.5
Missouri	489	160	649		Alaska	50	21	71	
North Dakota	89	25	114		Washington	2,284	361	2,645	
South Dakota	80	32	112		Oregon	635	140	775	
Nebraska	161	63	224		California	2,198	821	3,019	
Kansas	238	63	301		Hawaii	80	37	117	
WEST NO. CENTRAL	1,830	593	2,423	8.1	PACIFIC	5,247	1,380	6,627	22.1
Delaware	55	18	73		UNITED STATES	21,768	7,512	29,280	97.6
Maryland	316	153	469		U.S. Territories	14	24	38	
Washington, DC	24	17	41		Canada	-	99	99	
Virginia	507	196	703		Mexico	-	23	23	
West Virginia	68	25	93		Other International	-	558	558	
North Carolina	643	223	866		APO/FPO	-	2	2	
South Carolina	212	83	295						
Georgia	616	214	830						
Florida	1,619	560	2,179						
SOUTH ATLANTIC	4,060	1,489	5,549	18.5					
					TOTAL QUALIFIED CIRCULATION	21,782	8,218	30,000	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2019	Walls & Ceilings E-Newsletter	Walls & Ceilings eRock
JULY		
July 9	15,646	-
July 23	15,727	-
AUGUST		
August 6	15,717	-
August 20	15,782	-
SEPTEMBER		13,010
September 10	15,325	-
September 24	15,976	-
OCTOBER		
October 8	15,981	-
October 22	16,035	-
NOVEMBER		
November 5	16,100	-
November 19	16,116	-
DECEMBER		13,207
December 4	16,172	-
December 17	16,083	-
AVERAGE:	15,888	13,109

Walls & Ceilings E-Newsletter (12 issued in the period)
Walls & Ceilings eRock (2 issued in the period)

WEBSITE CHANNEL

WWW.WCONLINE.COM

2019	Pageviews	Sessions	Users	Average Session Duration
July	29,592	18,742	16,525	1:00
August	27,225	16,787	14,658	1:01
September	26,215	17,397	15,227	0:56
October	31,369	21,840	18,920	1:04
November	30,922	21,136	17,940	1:47
December	27,623	18,576	16,481	1:05
AVERAGE:	28,824	19,080	16,625	1:09

July – December 2019 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.

SOCIAL MEDIA CHANNEL

Walls & Ceilings Social Media



LinkedIn group members

<https://www.linkedin.com/groups/2219495/profile>



Twitter followers

<https://twitter.com/WallsnCeilings>



Facebook likes

<https://www.facebook.com/WallsnCeilings>

2019

	LinkedIn group members	Twitter followers	Facebook likes
Beginning Balance:	9,954	3,230	2,385
July	9,963	3,234	2,394
August	9,978	3,244	2,403
September	9,992	3,253	2,405
October	10,002	3,256	2,413
November	10,007	3,272	2,443
December	9,893	3,267	2,459

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 1 source of circulation for a quantity of 3,900 copies or 13.0%, including Dun & Bradstreet.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters, Website and Social Media 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.

Anna C. Silvestri, Audience Audit Manager

Rita M. Foumia, HR & IT Director

(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

January 6, 2020

State

Michigan

County

Oakland

Received by BPA Worldwide

January 6, 2020

Type

BJ

ID Number

W056B0D9

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.