

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.

BNP Media II, LLC
2401 W. Big Beaver Road
Suite 700
Troy, MI 48084-3333
Tel. No.: (248) 362-3700
Fax No.: (248) 362-0317
www.wconline.com



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



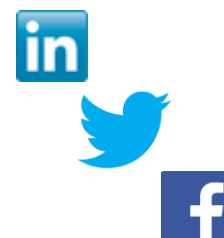
3 E-Newsletters in the period
40 total issued in the period
See below for average per occurrence

WALLS & CEILINGS WEBSITE



7,837 average users

WALLS & CEILINGS SOCIAL MEDIA



9,882 LinkedIn group members
3,169 Twitter followers
2,304 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)	29,991	9	30,000
a. Print	25,806	9	25,815
b. Digital	4,185	-	4,185
1. Requested	4,185	-	4,185
2. Non-Requested	-	-	-
WALLS & CEILINGS E-NEWSLETTERS			
a. Walls & Ceilings E-Newsletter (12 issued in the period)	15,366	-	15,366
b. Walls & Ceilings eRock (2 issued in the period)	12,593	-	12,593
c. Building Enclosure eNews (26 issued in the period)	12,553	-	12,553
WALLS & CEILINGS WEBSITE (Monthly Users with 16,683 average Pageviews)	7,837	-	7,837
WALLS & CEILINGS SOCIAL MEDIA			
a. LinkedIn group members	*9,882	-	*9,882
b. Twitter followers	*3,169	-	*3,169
c. Facebook likes	*2,304	-	*2,304

*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 and functions not available.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	17
Advertiser and Agency	995
Allocated for Trade Shows and Conventions	-
All Other	1,873
TOTAL	2,885

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	29,991	100.0	9	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,000	100.0	29,991	100.0	9	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Total Qualified
January	25,929	4,071	30,000
February	25,728	4,272	30,000
March	25,706	4,294	30,000
April	25,654	4,346	30,000
May	25,911	4,089	30,000
June	25,962	4,038	30,000

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 Job Function						
			Print	Digital	Corporate/ Executive Management (Note 1)	General Management (Note 2)	Architecture/ Design	Installation/ Technician/ Maintenance	Other Functions and Functions not Available
Contracting Firm	25,404	84.7	22,394	3,010	19,388	4,674	488	854	-
Architecture Firm	3,244	10.8	2,430	814	1,409	288	1,531	16	-
Distributor (Note 3)	1,352	4.5	1,087	265	794	558	-	-	-
Others Allied to the Field	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,000	100.0	25,911	4,089	21,591	5,520	2,019	870	-
PERCENT	100.0		86.4	13.6	72.0	18.4	6.7	2.9	-

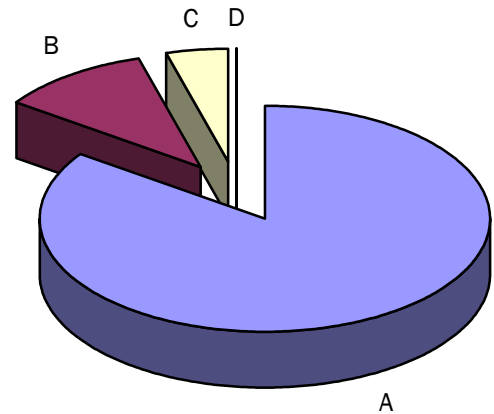
Note 1: Corporate/Executive Management includes owners, partners, presidents, vice presidents and C-level officers.

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	25,404	84.7
B Architecture Firm	3,244	10.8
C Distributor	1,352	4.5
D Others Allied to the Field	-	-
TOTAL	30,000	100.0



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

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Year	3 Year				
I. Direct Request:	18,595	7,484	-	21,990	4,089	26,079	86.9
II. Request from recipient's company:	5	16	-	21	-	21	0.1
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	-	-	3,900	-	3,900	13.0
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,500	7,500	-	25,911	4,089	30,000	100.0
PERCENT	75.0	25.0	-	86.4	13.6	100.0	

*See Additional Data

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

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	25,824	4,089	29,913	99.7
Individuals by name only	21	-	21	0.1
Titles or functions only	58	-	58	0.2
Company names only	8	-	8	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,911	4,089	30,000	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	115	26	141		Kentucky	282	20	302	
New Hampshire	146	35	181		Tennessee	444	47	491	
Vermont	59	19	78		Alabama	320	39	359	
Massachusetts	418	104	522		Mississippi	143	13	156	
Rhode Island	67	11	78		EAST SO. CENTRAL	1,189	119	1,308	4.3
Connecticut	298	83	381		Arkansas	266	37	303	
NEW ENGLAND	1,103	278	1,381	4.6	Louisiana	348	45	393	
New York	1,320	195	1,515		Oklahoma	274	22	296	
New Jersey	586	177	763		Texas	1,596	234	1,830	
Pennsylvania	1,008	115	1,123		WEST SO. CENTRAL	2,484	338	2,822	9.4
MIDDLE ATLANTIC	2,914	487	3,401	11.3	Montana	158	17	175	
Ohio	1,045	125	1,170		Idaho	255	25	280	
Indiana	559	50	609		Wyoming	62	6	68	
Illinois	1,048	155	1,203		Colorado	539	62	601	
Michigan	903	121	1,024		New Mexico	144	23	167	
Wisconsin	622	73	695		Arizona	460	82	542	
EAST NO. CENTRAL	4,177	524	4,701	15.7	Utah	232	25	257	
Minnesota	570	72	642		Nevada	173	35	208	
Iowa	375	30	405		MOUNTAIN	2,023	275	2,298	7.7
Missouri	527	62	589		Alaska	74	6	80	
North Dakota	112	10	122		Washington	1,435	164	1,599	
South Dakota	98	9	107		Oregon	487	61	548	
Nebraska	221	26	247		California	2,660	395	3,055	
Kansas	269	40	309		Hawaii	126	18	144	
WEST NO. CENTRAL	2,172	249	2,421	8.1	PACIFIC	4,782	644	5,426	18.1
Delaware	62	11	73		UNITED STATES	25,875	3,551	29,426	98.1
Maryland	460	61	521		U.S. Territories	32	25	57	
Washington, DC	49	12	61		Canada	1	119	120	
Virginia	676	87	763		Mexico	-	15	15	
West Virginia	95	15	110		Other International	-	379	379	
North Carolina	786	106	892		AP0/FPO	3	-	3	
South Carolina	310	28	338						
Georgia	818	87	905						
Florida	1,775	230	2,005						
SOUTH ATLANTIC	5,031	637	5,668	18.9					
					TOTAL QUALIFIED CIRCULATION	25,911	4,089	30,000	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2018	Walls & Ceilings E-Newsletter	Walls & Ceilings eRock	Building Enclosure eNews
JANUARY			
January 4	-	-	12,113
January 9	14,720	-	-
January 11	-	-	12,140
January 18	-	-	12,232
January 24	14,586	-	-
January 25	-	-	12,275
FEBRUARY		12,108	
February 1	-	-	12,237
February 6	14,649	-	-
February 8	-	-	12,395
February 15	-	-	11,279
February 20	14,683	-	-
February 22	-	-	12,343
MARCH			
March 1	-	-	12,376
March 6	14,878	-	-
March 8	-	-	12,085
March 15	-	-	12,455
March 20	14,950	-	-
March 22	-	-	12,509
March 29	-	-	12,544
APRIL			
April 5	-	-	12,596
April 10	15,475	-	-
April 12	-	-	12,734
April 19	-	-	12,732
April 24	15,429	-	-
April 26	-	-	12,939
MAY			
May 3	-	-	12,927
May 8	16,315	-	-
May 10	-	-	12,897
May 17	-	-	12,983
May 22	16,298	-	-
May 24	-	-	12,973
May 31	-	-	12,952
JUNE		13,078	
June 7	-	-	12,903
June 13	16,197	-	-
June 14	-	-	12,889
June 21	-	-	12,851
June 27	16,210	-	-
June 28	-	-	13,020
AVERAGE:		15,366	12,593
			12,553

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

Walls & Ceilings eRock (2 issued in the period)

Building Enclosure eNews (26 issued in the period)

WEBSITE CHANNEL

WWW.WCONLINE.COM

2018	Pageviews	Sessions	Users	Average Session Duration
January	15,796	8,040	7,000	1:22
February	16,460	9,015	7,704	1:15
March	18,759	9,855	8,555	1:23
April	17,772	9,831	8,495	1:18
May	16,285	9,120	7,841	1:12
June	15,024	8,474	7,427	1:14
AVERAGE:	16,683	9,056	7,837	1:17

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.

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>

2018

	LinkedIn group members	Twitter followers	Facebook likes*
Beginning Balance:	9,815	3,104	2,243
January	9,810	3,110	2,253
February	9,801	3,108	2,266
March	9,817	3,119	2,281
April	9,839	3,139	2,281
May	9,867	3,144	2,281
June	9,882	3,169	2,304

*Due to a technical issue, May 2018 data for Facebook repeats April 2018.

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 Infogroup.

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, Corporate Strategy 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

July 3, 2018

State

Michigan

County

Oakland

Received by BPA Worldwide

July 3, 2018

Type

BJ

ID Number

W056B0J8

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.