

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

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

WALLS & CEILINGS WEBSITE

11,794 average users

WALLS & CEILINGS SOCIAL MEDIA

9,927 LinkedIn group members
3,190 Twitter followers
2,340 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)	29,996	4	30,000
a. Print	25,893	4	25,897
b. Digital	4,103	-	4,103
1. Requested	4,103	-	4,103
2. Non-Requested	-	-	-
WALLS & CEILINGS E-NEWSLETTERS			
a. Walls & Ceilings E-Newsletter (12 issued in the period)	16,112	-	16,112
b. Walls & Ceilings eRock (2 issued in the period)	13,064	-	13,064
c. Building Enclosure eNews (26 issued in the period)	12,994	-	12,994
WALLS & CEILINGS WEBSITE (Monthly Users with 22,458 average Pageviews)	11,794	-	11,794
WALLS & CEILINGS SOCIAL MEDIA			
a. LinkedIn group members	*9,927	-	*9,927
b. Twitter followers	*3,190	-	*3,190
c. Facebook likes	*2,340	-	*2,340

*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	11
Advertiser and Agency	988
Allocated for Trade Shows and Conventions	-
All Other	1,365
TOTAL	2,364

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	29,996	100.0	4	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,000	100.0	29,996	100.0	4	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Total Qualified
July	25,986	4,014	30,000
August	25,854	4,146	30,000
September	25,817	4,183	30,000
October	25,877	4,123	30,000
November	25,915	4,085	30,000
December	25,931	4,069	30,000

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 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	Print	Digital	Classification by Job Function				
					Corporate/ Executive Management (Note 1)	General Management (Note 2)	Architecture/ Design	Installation/ Technician/ Maintenance	Other Functions
Contracting Firm	25,458	84.9	22,457	3,001	19,398	4,705	490	865	-
Architecture Firm	3,221	10.7	2,399	822	1,384	278	1,543	16	-
Distributor (Note 3)	1,321	4.4	1,059	262	762	559	-	-	-
Others Allied to the Field	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,000	100.0	25,915	4,085	21,544	5,542	2,033	881	-
PERCENT	100.0		86.4	13.6	71.8	18.5	6.8	2.9	-

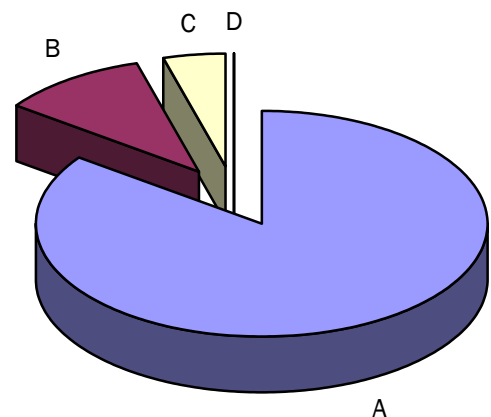
Note 1: Corporate/Executive Management includes owners, partners, presidents, vice presidents and C-level officers.

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	25,458	84.9
B Architecture Firm	3,221	10.7
C Distributor	1,321	4.4
D Others Allied to the Field	-	-
TOTAL	30,000	100.0



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

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Year	3 Year				
I. Direct Request:	18,595	7,484	-	21,994	4,085	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	-	25,915	4,085	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 NOVEMBER 2018

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	25,816	4,085	29,901	99.7
Individuals by name only	20	-	20	0.1
Titles or functions only	72	-	72	0.2
Company names only	7	-	7	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,915	4,085	30,000	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	122	24	146		Kentucky	280	19	299	
New Hampshire	141	36	177		Tennessee	444	50	494	
Vermont	54	19	73		Alabama	318	38	356	
Massachusetts	463	105	568		Mississippi	141	13	154	
Rhode Island	80	10	90		EAST SO. CENTRAL	1,183	120	1,303	4.3
Connecticut	312	75	387		Arkansas	271	36	307	
NEW ENGLAND	1,172	269	1,441	4.8	Louisiana	348	43	391	
New York	1,367	182	1,549		Oklahoma	272	24	296	
New Jersey	573	167	740		Texas	1,571	222	1,793	
Pennsylvania	1,045	105	1,150		WEST SO. CENTRAL	2,462	325	2,787	9.3
MIDDLE ATLANTIC	2,985	454	3,439	11.5	Montana	152	17	169	
Ohio	1,047	119	1,166		Idaho	253	23	276	
Indiana	546	52	598		Wyoming	61	6	67	
Illinois	1,049	157	1,206		Colorado	522	64	586	
Michigan	907	117	1,024		New Mexico	150	22	172	
Wisconsin	619	71	690		Arizona	447	84	531	
EAST NO. CENTRAL	4,168	516	4,684	15.6	Utah	228	27	255	
Minnesota	575	71	646		Nevada	177	34	211	
Iowa	377	29	406		MOUNTAIN	1,990	277	2,267	7.6
Missouri	527	65	592		Alaska	70	6	76	
North Dakota	120	9	129		Washington	1,419	153	1,572	
South Dakota	99	9	108		Oregon	485	57	542	
Nebraska	222	26	248		California	2,625	393	3,018	
Kansas	263	39	302		Hawaii	129	18	147	
WEST NO. CENTRAL	2,183	248	2,431	8.1	PACIFIC	4,728	627	5,355	17.8
Delaware	57	11	68		UNITED STATES	25,879	3,461	29,340	97.8
Maryland	465	56	521		U.S. Territories	34	24	58	
Washington, DC	46	12	58		Canada	-	126	126	
Virginia	674	85	759		Mexico	-	19	19	
West Virginia	90	15	105		Other International	1	454	455	
North Carolina	810	105	915		AP0/FPO	1	1	2	
South Carolina	303	31	334						
Georgia	814	85	899						
Florida	1,749	225	1,974						
SOUTH ATLANTIC	5,008	625	5,633	18.8					
					TOTAL QUALIFIED CIRCULATION	25,915	4,085	30,000	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2018	Walls & Ceilings E-Newsletter	Walls & Ceilings eRock	Building Enclosure eNews
JULY			
July 5	-	-	13,066
July 11	16,337	-	-
July 12	-	-	13,112
July 19	-	-	13,109
July 25	16,278	-	-
July 26	-	-	13,067
AUGUST			
August 2	-	-	13,031
August 7	16,189	-	-
August 9	-	-	13,014
August 16	-	-	13,089
August 22	16,178	-	-
August 23	-	-	13,015
August 30	-	-	13,022
SEPTEMBER		13,120	
September 4	16,092	-	-
September 6	-	-	12,964
September 13	-	-	12,958
September 18	16,164	-	-
September 20	-	-	13,047
September 27	-	-	13,035
OCTOBER			
October 4	-	-	13,027
October 9	16,097	-	-
October 11	-	-	12,999
October 18	-	-	13,000
October 23	16,073	-	-
October 25	-	-	12,985
NOVEMBER			
November 1	-	-	12,951
November 6	16,031	-	-
November 8	-	-	12,926
November 15	-	-	12,884
November 20	15,973	-	-
November 21	-	-	12,879
November 29	-	-	12,891
DECEMBER		13,008	
December 4	15,934	-	-
December 6	-	-	12,781
December 13	-	-	12,941
December 18	15,995	-	-
December 20	-	-	13,029
December 27	-	-	13,013
AVERAGE:		16,112	13,064
			12,994

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
July	16,715	9,734	8,450	1:14
August	18,304	11,275	9,879	1:04
September	18,826	11,582	10,159	0:58
October	23,010	14,492	12,744	0:56
November	34,092	20,347	18,061	0:47
December	23,799	13,548	11,468	1:01
AVERAGE:	22,458	13,496	11,794	1:00

July – December 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 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.

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:	9,882	3,169	2,304
July	9,898	3,185	2,311
August	9,909	3,134	2,324
September	9,915	3,146	2,333
October	9,912	3,190	2,336
November	9,924	3,177	2,339
December	9,927	3,190	2,340

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. Fomia, 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 3, 2019

State

Michigan

County

Oakland

Received by BPA Worldwide

January 3, 2019

Type

BJ

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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.