

B2B Media

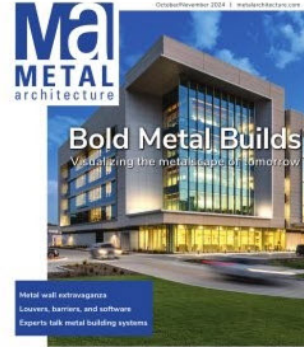
Publisher's Statement

6 months ended December 31, 2024

Subject to Audit

Field Served:

METAL ARCHITECTURE serves private architectural/engineering firms; city, county, state or federal architectural/engineering departments; corporate architectural/engineering departments; construction firms and others allied to the field.



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TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		28,532
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		28,124
Qualified Nonpaid Individual - Digital		408
Total Qualified Nonpaid Individual		28,532
Total Average Qualified Nonpaid Circulation		28,532

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Market Coverage Copies - Print	517
Total Nonqualified Market Coverage Copies	517
Nonqualified Miscellaneous, Including Staff Copies - Print	58
Total Nonqualified Miscellaneous, Including Staff Copies	58
Total Average Nonqualified Circulation	575

CIRCULATION BY ISSUES			
Issue	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Jul	28,477	267	28,744
Aug	28,619	447	29,066
Sep	28,269	448	28,717
Oct/Nov	27,679	452	28,131
Dec	27,576	428	28,004

BUSINESS ANALYSIS					
Classification by Business & Industry*		Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital
1.	Owners, partners, managers of Arch or A/E Firm (Note 1)	14,205	50.5	13,976	229
2.	Staff architects in private firms	1,645	5.8	1,613	32
3.	Architects in Construction firms	298	1.1	288	10
4.	Architects on staff of Corporate Architectural/Engineering Departments	245	0.9	242	3
5.	Specifications Writer	354	1.3	340	14
6.	Marketing & Management Executives	2,532	9.0	2,466	66
7.	Engineer of staff of A/E firm	604	2.1	579	25
8.	Architects on staff of City, County, State or Federal Architectural/Engineering Departments	182	0.6	173	9
9.	Other titled and non-titled personnel involved with Architectural Services	8,066	28.7	8,002	64
Total Qualified Circulation		28,131	100.0	27,679	452

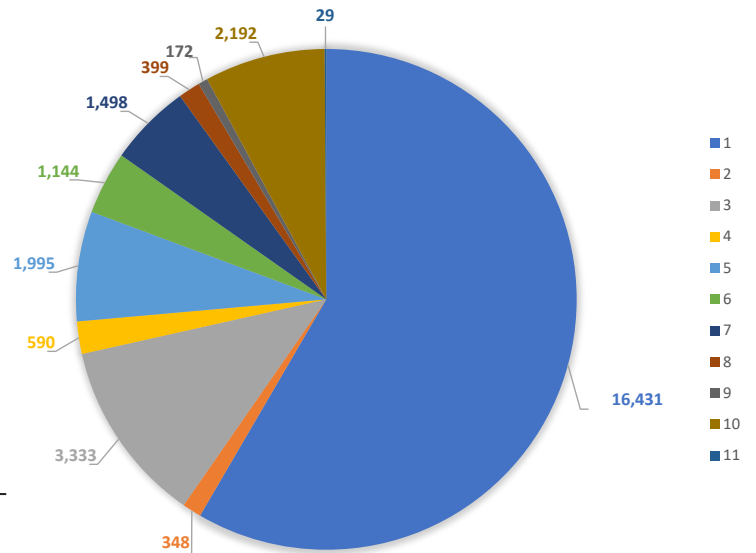
*Classification by Title
 Note 1: Including managers of Architectural or Architectural/Engineering Firms

BUSINESS ANALYSIS					
Classification by Business & Industry*		Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital
1.	Registered Architects	16,431	58.4	16,210	221
2.	Architectural Interns	348	1.2	341	7
3.	Engineers/Building Designers/Residential Designers	3,333	11.8	3,272	61
4.	Construction Specifiers in Architectural or Engineering Firms	590	2.1	577	13
5.	MFR./Supplier of Architectural systems & products	1,995	7.1	1,928	67
6.	Construction Manager/Architect Coordinator	1,144	4.1	1,114	30
7.	Developer/Building Owner	1,498	5.3	1,480	18
8.	Public Housing, Government Agency, Utilities	399	1.4	394	5
9.	Real Estate Firm, Banker, Code Official	172	0.6	169	3
10.	Architects (Note 1)	2,192	7.8	2,192	
11.	Other Allied to the Field	29	0.1	2	27
Total Qualified Circulation		28,131	100.0	27,679	452

*Classification by Profession
 Note 1: Including SIC Code 871202

Classification by Profession	Total	%
1. Registered Architects	16,431	58.4
2. Architectural Interns	348	1.2
3. Engineers/Building Designers/Residential Designers	3,333	11.8
4. Construction Specifiers in Architectural or Engineering Firms	590	2.1
5. MFR./Supplier of Architectural systems & products	1,995	7.1
6. Construction Manager/Architect Coordinator	1,144	4.1
7. Developer/Building Owner	1,498	5.3
8. Public Housing, Government Agency, Utilities	399	1.4
9. Real Estate Firm, Banker, Code Official	172	0.6
10. Architects	2,192	7.8
11. Other Allied to the Field	29	0.1
Total Qualified Circulation	28,131	100.0

BREAKOUT OF QUALIFIED CIRCULATION BY PROFESSION



SOURCE ANALYSIS				
Source	Print	Digital	Total	Percent
Total Direct Request From Recipient	16,868	412	17,280	61.4
Total Direct Request From Recipient's Company				
Total Communication Other Than Request	1,246		1,246	4.4
Membership Benefit				
Business Directories	2,026	1	2,027	7.2
Lists	3,320	10	3,330	11.8
Acquired Circulation				
Other Sources	4,219	29	4,248	15.1
Total Qualified Subscriptions	27,679	452	28,131	100.0
Percent	98.4	1.6	100.0	
Single Copy Sales				
Total Qualified Circulation			28,131	

Although age is not reported all qualified circulation is sourced within 24 months of the analyzed issue.

MAILING ADDRESS ANALYSIS				
	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid	Percent
Individual by Name and Title and/or Occupation	27,650	451	28,101	99.9
Individual by Name Only	28	1	29	0.1
Title or Occupation Only	1		1	0.0
Company Name Only				
Multicopy Same Addressee				
Total Qualified Subscriptions	27,679	452	28,131	100.0
Total Qualified Circulation	27,679	452	28,131	100.0

GEOGRAPHIC ANALYSIS

State	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total
Alabama	628	3	631
Arizona	475	8	483
Arkansas	229	4	233
California	3,135	58	3,193
Colorado	764	12	776
Connecticut	409	2	411
Delaware	57	1	58
District of Columbia	213	1	214
Florida	1,939	43	1,982
Georgia	916	11	927
Idaho	289	4	293
Illinois	1,422	13	1,435
Indiana	390	8	398
Iowa	627	8	635
Kansas	292	7	299
Kentucky	245	7	252
Louisiana	1,126	7	1,133
Maine	116		116
Maryland	499	9	508
Massachusetts	582	9	591
Michigan	593	7	600
Minnesota	611	6	617
Mississippi	159		159
Missouri	737	20	757
Montana	165	2	167
Nebraska	193	4	197
Nevada	154	1	155
New Hampshire	93	2	95
New Jersey	708	14	722
New Mexico	156	2	158
New York	1,284	21	1,305
North Carolina	608	12	620
North Dakota	63		63
Ohio	815	13	828
Oklahoma	255	3	258
Oregon	330	6	336
Pennsylvania	1,014	17	1,031
Rhode Island	66	2	68
South Carolina	287	4	291
South Dakota	68	1	69
Tennessee	552	20	572
Texas	1,912	32	1,944
Utah	288	4	292
Vermont	139		139
Virginia	509	12	521
Washington	628	7	635
West Virginia	58	3	61
Wisconsin	444	8	452
Wyoming	178	2	180
TOTAL 48 CONTERMINOUS STATES	27,420	440	27,860
Alaska	71	1	72
Hawaii	139	4	143
TOTAL ALASKA & HAWAII	210	5	215
Single Copy Sales			
U.S. Unclassified			
TOTAL UNITED STATES	27,630	445	28,075
Poss. & Other Areas	41	4	45
U.S. & POSS., etc.	27,671	449	28,120
Canada			
International		1	1
Military or Civilian Personnel Overseas	3		3
Total International	3	1	4
E-mail Address Only			
Other Unclassified	5	2	7
GRAND TOTAL	27,679	452	28,131

NOTES

Definition of Recipient Qualification:

Qualified recipients are registered architects, architectural interns, engineers, building designers, construction specifiers and other recipients as shown in the Business Analysis.

Rounding %: Due to rounding, percentages may not always add up to 100%.

Analyzed Issue: The information in Business Analysis; Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the Oct/Nov issue.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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