

AUDIENCE ENGAGEMENT REPORT



Architectural Products — Audience Engagement Report

ARCHITECTURAL
PRODUCTS™

JULY-DECEMBER 2024

ARCHITECTURAL PRODUCTS reaches architects actively engaged in commercial and institutional design by targeting North American architects and product specification influencers in architectural design firms and national accounts that dominate commercial/institutional work. Editorially, ARCHITECTURAL PRODUCTS features products, materials and systems in application through proof-of-use, performance and outcome content that delivers product awareness and inspiration.

AVERAGE MONTHLY REACH



128,895

Types of Companies	%
Architectural A/E Firm	69.74%
Owner/Developer Firm	9.44%
Design Firm	6.75%
Interior Design Firm	2.99%
Lighting Design Firm	2.32%
Others Allied to the Field	8.76%

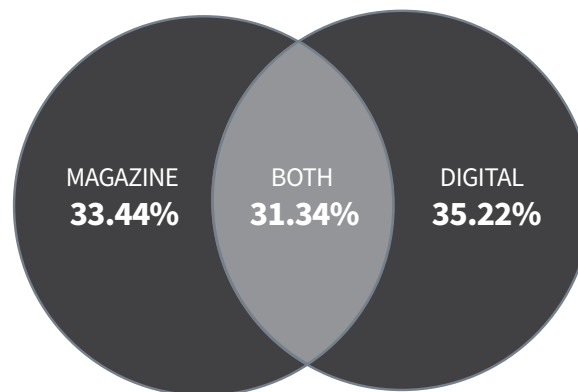
REACH SPECIFIERS

84%

of audience is responsible
for specifying

Job Function	%
Architecture	50.92%
Corporate management	18.32%
Designing/Engineering	12.12%
Contracting	4.56%
Interior Design	4.47%
Lighting Design	2.60%
Specification Writing	0.72%
Others Allied to the Field	6.29%

MAGAZINE (PRINT & DIGITAL) / DIGITAL PRODUCTS OVERLAP



COMPANIES THAT ENGAGE

AECOM

POPULOUS®

Stantec

Perkins&Will

Gensler

Jacobs

PERKINS —
EASTMAN

nbbj

lo
h+k

DLR Group

The Audience Engagement Report provides a snapshot of how the ARCHITECTURAL PRODUCTS community interacts with the media outlet. The data provided within is obtained via internal and third party sources, including Google Analytics and Omeda.

JULY-DECEMBER 2024

AVERAGE MONTHLY
SESSIONS



9,876

AVERAGE UNIQUE
MONTHLY VISITORS



7,376

AVERAGE MONTHLY
PAGE VIEWS



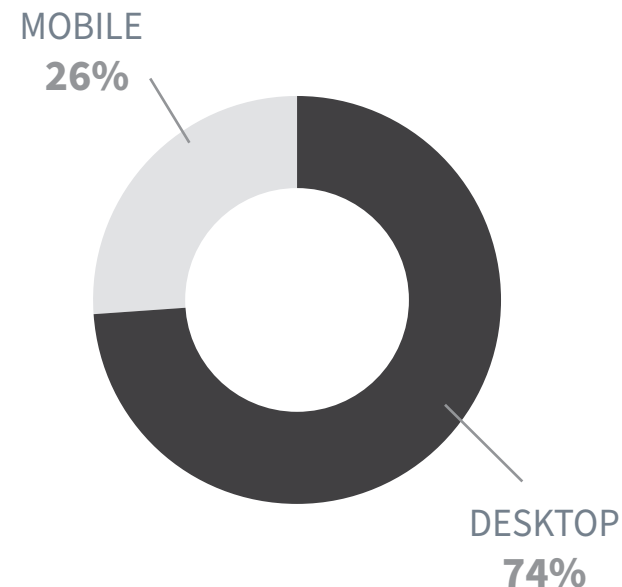
19,848

COMBINED SOCIAL
REACH



913

DESKTOP/MOBILE
AVERAGE MONTHLY VISITORS



MAGAZINE SUBSCRIBERS



44,002

Architectural Products — Newsletter Engagement & Insights

JULY-DECEMBER 2024

NEWSLETTER REACH



74,104

AVERAGE TOTAL OPEN RATE



50.05%

AVERAGE TOTAL CTR



0.97%

	Monthly Average	Average Total Open Rate
AP ProductWire	18,055	44.95%
Glow Designed	17,538	52.38%
Glow Guide	38,511	52.81%
Form + Function (Custom/Exclusive)	16,410	56.03%
3 rd Party Eblasts	13,618	55.66%

JULY-DECEMBER 2024

TOP TOPICS



Project profiles



Products in
application



Building, energy
efficiency, and life
safety codes



New product
releases



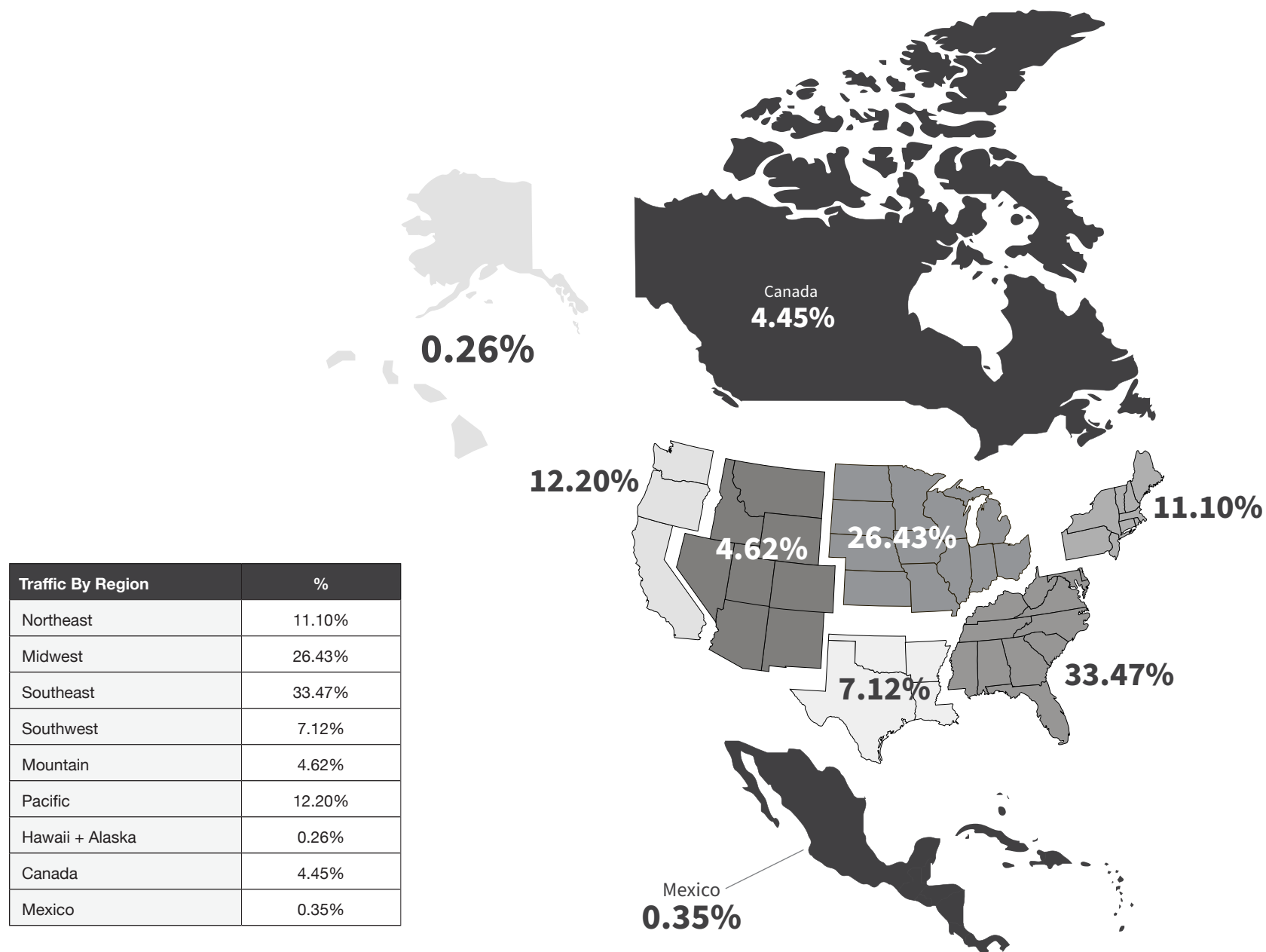
Expert insights

TOP VIEWED ARTICLES

- Annual Product Innovation Awards (PIAs)
 - Trends in Data Center Design
 - PAE Living Building: A 500 Year Plan
- How Tiffany & Co.'s NYC Flagship Glows in Tiffany Blue
 - The Economics of Biophilic Design
 - Visit the Ribbon Wall at the Omaha VA
- The Case for Using Narrow Spectrum, Non-Filtered Red LED Lighting in Animal Research Facilities
 - Reduce Contrast Ratio with Direct/Indirect High Bay Fixtures
 - SunStyle Solar Roofing
 - CONTRAFLAM Fire-Resistive Glass

Architectural Products — Website Traffic by Region

JULY-DECEMBER 2024



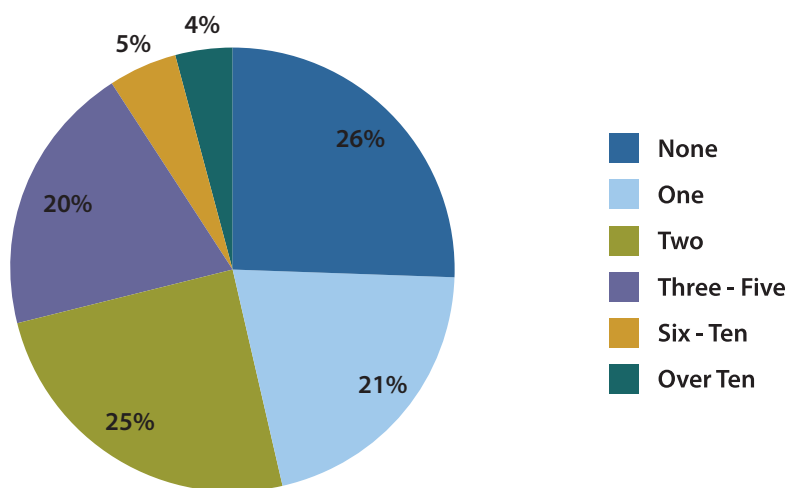
Architectural Products — Magazine Subscribers

JULY-DECEMBER 2024

QUALIFIED CIRCULATION FOR ISSUE PERIOD

2024 Issues	Print	Digital	Total Qualified
July/August	30,000	14,000	44,000
September/October	30,003	14,000	44,003
November/December	30,002	14,000	44,002
Total Qualified Circulation	30,002	14,000	44,002

74% of subscribers share their magazine with an average of **2.4** fellow co-workers, resulting in a pass-along audience of **105,600**.



*Survey conducted by SIGNET RESEARCH INC. March-April 2024

U.S. POSTAL STATEMENT OF OWNERSHIP, MANAGEMENT, AND CIRCULATION

United States Postal Service
Statement of Ownership, Management, and Circulation (Requester Publications Only)

1. Publication Title: Architectural Products
2. Publication Number: 022-941
3. Filing Date: 09/18/2024
4. Issue of Frequency: Bi-monthly
5. Number of Issues Published Annually: 6
6. Annual Subscription Price: Free to Qualified
7. Complete Mailing Address of Known Office of Publication (Not Printer): Endeavor Business Media, LLC, 201 N Main St, 5th Fl, Fort Atkinson, WI 53538
8. Complete Mailing Address of Headquarters or General Business Office of Publisher (Not Printer): Endeavor Business Media, LLC, 30 Burton Hills Blvd., Ste. 185, Nashville, TN 37215
9. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor - Publisher: Mike Hellmann, 30 Burton Hills Blvd., Ste. 185, Nashville, TN 37215; Editor: Jeanette Fitzgerald Pitts, 30 Burton Hills Blvd., Ste. 185, Nashville, TN 37215; Managing Editor: .
10. Owner - Full name and complete mailing address: Endeavor Media Holdings I, LLC, 905 Tower Place, Nashville, TN 37204; Endeavor Media Holdings II, LLC, 905 Tower Place, Nashville, TN 37204; Resolute Capital Partners Fund IV, LP, 20 Burton Hills Blvd, Suite 430, Nashville, TN 37215; RCP Endeavor, Inc, 20 Burton Hills Blvd, Suite 430, Nashville, TN 37215; Northbrook Mezzanine Fund II, LP, 312 Walnut Street, Suite 2310, Cincinnati, OH 45202; Invegy Holdings, LP, 44235 Hillsboro Pike, Nashville, TN 37215; Everside Fund II, LP, 155 East 44th St, Suite 2101 - 10 Grand Central, New York, NY 10017; Everside Endeavor F1 Blocker, LLC, 155 East 44th St, Suite 2101 - 10 Grand Central, New York, NY 10017; Everside Endeavor International Blocker, LLC, 155 East 44th St, Suite 2101 - 10 Grand Central, New York, NY 10017; Everside Founders Fund, LP, 155 East 44th St, Suite 2101 - 10 Grand Central, New York, NY 10017; Suncap Endeavor Blocker, LLC, 155 East 44th St, Suite 2101 - 10 Grand Central, New York, NY 10017.
11. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages or Other Securities: None
12. Tax Status (For completion by nonprofit organizations authorized to mail at nonprofit rates) (Check one)
The purpose, function, and nonprofit status of this organization and the exempt status for federal income tax purposes: N/A
13. Publication Title: Architectural Products
14. Issue Date for Circulation Data: September/October 2024
15. Extent and Nature of Circulation
a. Total Number of Copies (Net press run) 30,870
b. Legitimate Paid and/or Requested Distribution (By Mail and Outside the Mail)
(1) Outside County Paid/Requested Mail Subscriptions stated on PS Form 3541. (Include direct written request from recipient, telemarketing and Internet requests from recipient, paid subscriptions including nominal rate subscriptions, employer requests, advertiser's proof copies, and exchange copies.) 23,184 22,570
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(4) Requested Copies Distributed by Other Mail Classes Through the USPS (e.g. First-Class Mail®) 0 22,570
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d. Nonrequested Distribution (By Mail and Outside the Mail)
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(2) In-County Nonrequested Copies Stated on PS Form 3541 (include Sample copies, Requests Over 3 years old, Requests induced by a Premium, Bulk Sales and Requests including Association Requests, Names obtained from Business Directories, Lists, and other sources) 0 0
(3) Nonrequested Copies Distributed Through the USPS by Other Classes of Mail (e.g. First-Class Mail, Nonrequestor Copies mailed in excess of 10% Limit mailed at Standard Mail® or Package Services Rates) 0 0
(4) Nonrequested Copies Distributed Outside the Mail (include Pickup Stands, Trade Shows, Showrooms and Other Sources) 1,755 209
e. Total Nonrequested Distribution (Sum of 15d (1), (2), (3), and (4)) 7,573 7,924
f. Total Distribution (Sum of 15c and 15e) 30,756 30,494
g. Copies not Distributed 115 103
h. Total (Sum of 15f and g) 30,870 30,597
i. Percent Paid and/or Requested Circulation (15c divided by 15f times 100) 75.38% 74.01%
16. Electronic Copy Circulation
a. Requested and Paid Electronic Copies - -
b. Total Requested and Paid Print Copies (Line 15c)+ Requested/Paid Electronic Copies (Line 16a) 23,184 22,570
c. Total Requested Copy Distribution (Line 15f) + Requested/Paid Electronic Copies (Line 16a) 30,756 30,494
d. Percent Paid and/or Requested Circulation (Both Print & Electronic Copies) (16b divided by 16c x 100) 75.38% 74.01%
17. Publication of Statement of Ownership for a Requester Publication is required and will be printed in the issue of this publication. September/October 2024
18. Date 9/18/24
Emily Martin, Senior Audience Development Manager
I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).

PS Form 3526-R, July 2014

Architectural Products — Magazine Subscribers



JULY-DECEMBER 2024

PRIMARY BUSINESS BY JOB FUNCTION

Company Type	Grand Total	% of Total	Job Function							
			Architecture	Designing/ Engineering	Specification Writing	Interior Design	Contracting	Corporate Management	Lighting Design	Other
Architectural A/E Firm	33,427	76.0%	21,174	4,144	102	631	195	6,565	339	277
Design Firm (Interior and Lighting)	6,352	14.4%	839	1,386	37	960	103	2,792	196	39
Owner/Developer Firm	3,607	8.2%	197	332	30	43	308	2,675	9	13
Other	615	1.4%	26	90	13	4	18	150	29	285
GRAND TOTAL	44,001	100.0%	22,236	5,952	182	1,638	624	12,182	573	614
% OF TOTAL			50.5%	13.5%	0.4%	3.7%	1.4%	27.7%	1.3%	1.4%

Architectural Products — Magazine Subscribers

JULY-DECEMBER 2024

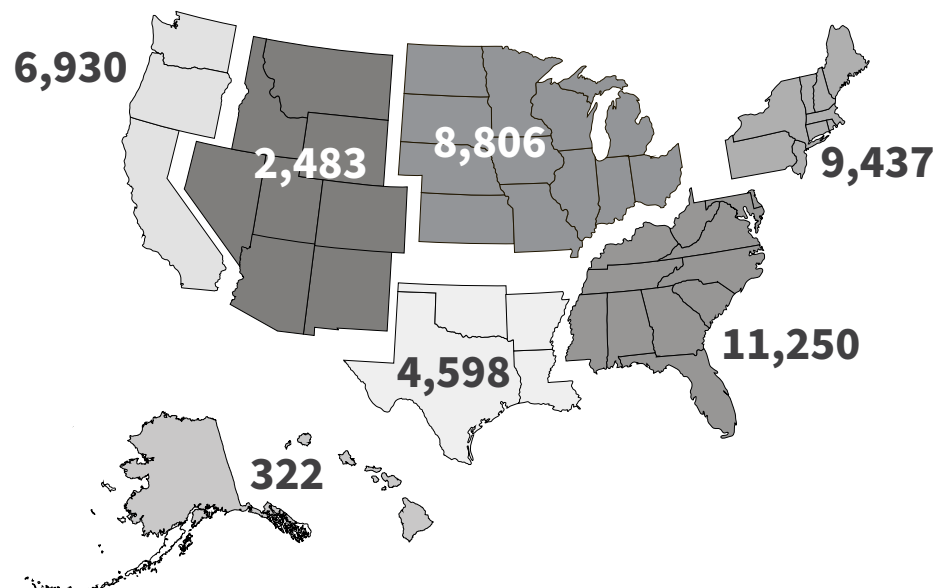
MAGAZINE SUBSCRIBERS BY STATE

State	Total
Alabama	502
Arizona	733
Arkansas	382
California	4,996
Colorado	1,085
Connecticut	730
D.C.	375
Delaware	85
Florida	3,068
Georgia	1,279
Idaho	263
Illinois	2,023
Indiana	533
Iowa	382
Kansas	442
Kentucky	364
Louisiana	735
Maine	194
Maryland	724
Massachusetts	1,541
Michigan	1,069
Minnesota	793
Mississippi	220
Missouri	943
Montana	237
Nebraska	328
Nevada	331
New Hampshire	174

State	Total
New Jersey	1,243
New Mexico	253
New York	3,578
North Carolina	1,056
North Dakota	109
Ohio	1,396
Oklahoma	438
Oregon	617
Pennsylvania	1,651
Rhode Island	162
South Carolina	559
South Dakota	113
Tennessee	855
Texas	3,174
Utah	453
Vermont	164
Virginia	939
Washington	1,317
West Virginia	107
Wisconsin	675
Wyoming	114
Total 48 Contiguous States	43,504
Alaska	104
Hawaii	218
U.S. Possessions	45
Total USA	43,871

Circulation Outside the U.S.	Total
Canada	36
Other International	95
Grand Total	44,002

MAGAZINE SUBSCRIBERS BY REGION



We hereby make oath and say that all data set forth in this statement are true.

January 2025 | Chris Perrino, Vice President, Market Leader | Josh Stelzer, Digital Audience Development Manager | Emily Martin, Senior Audience Development Manager