

BUILDINGS[®]

MORE THAN A CENTURY OF BETTER FACILITIES
MANAGEMENT AND OPERATIONAL STRATEGIES

JULY-DECEMBER 2024

AUDIENCE ENGAGEMENT REPORT



BUILDINGS — Audience Engagement Report

BUILDINGS

JULY-DECEMBER 2024

A market-leading print and digital audience anchors a 100+ year-history as a business-to-business title, *BUILDINGS* is the premier source of industry knowledge and intelligence for building owners and facilities managers in key building market segments: commercial, institutional, government, healthcare, hospitality, education and retail. Topical, engaging editorial content includes all aspects of building operations and maintenance including: cost of operations, fire/life safety, technology upgrades, tenant/occupant health, wellness and amenities, maintenance and renovation/construction.

AVERAGE MONTHLY REACH



Purchase Authority	%
Electrical	59.33%
Building Controls/Automation/Management Systems	58.93%
Interior Products	53.35%
Services (Fac Mgmt/Cnt/Maint/Equip/Data Analytics)	52.67%
Mechanical (HVACR, Plumbing, Piping)	52.64%
Life/Fire Safety	50.72%
Security	49.15%
Exterior Products	46.41%
Technology (IT, Software, Communications, AV)	41.72%
Maintenance Products	39.49%

COMPANIES THAT ENGAGE

nuveen
A TIAA Company

CUSHMAN &
WAKEFIELD

GSA

CLARION
PARTNERS

CBRE

JLL

bxp

VORNADO
REALTY TRUST

DukeREALTY

TISHMAN SPEYER

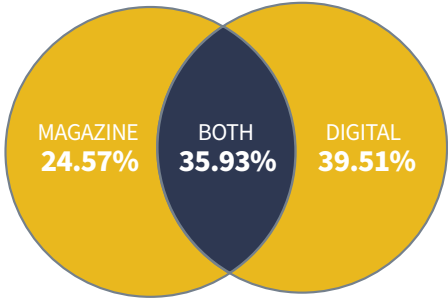
REACH DECISION MAKERS

82%

of audience are managers
and above

Primary Business Type	Total
Commercial/Institutional Buildings	24.00%
Education	17.60%
Building Design/Management/Operations	14.20%
Architecture Firm/Engineering Firm	10.10%
Business/Professional Services	9.50%
Government	6.60%
Contractor (Plumbing, Security, HVAC, IT, Lighting, Comms, Systems, Safety, AV)	5.10%
Financial/Insurance	2.40%
Maintenance Services	1.50%
Computer/High-Tech	1.50%
Others Allied to the Field	3.10%

MAGAZINE
(PRINT & DIGITAL) /
DIGITAL
PRODUCTS
OVERLAP



The Audience Engagement Report provides an integrated view of the *BUILDINGS* community. The data provided within is obtained via internal and third party sources, including Google Analytics and Omeda.

JULY-DECEMBER 2024

AVERAGE MONTHLY
SESSIONS



33,557

AVERAGE UNIQUE
MONTHLY VISITORS



25,850

AVERAGE MONTHLY
PAGE VIEWS



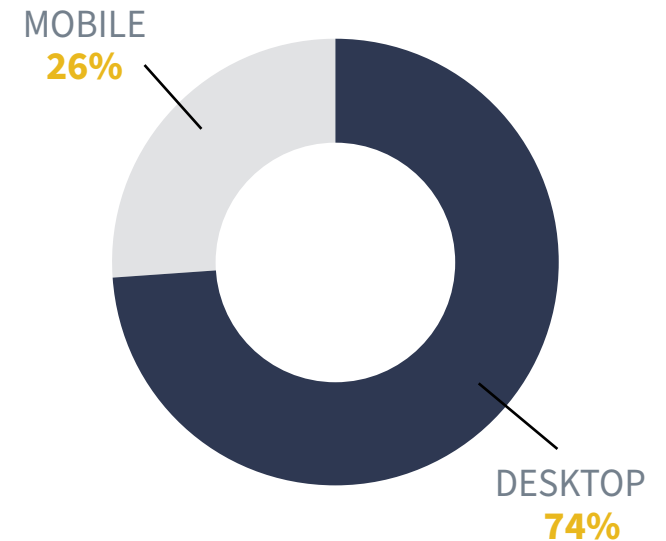
55,995

COMBINED SOCIAL REACH



16,161

DESKTOP/MOBILE VISITORS
AVERAGE MONTHLY



MAGAZINE SUBSCRIBERS



75,003

JULY-DECEMBER 2024

NEWSLETTER REACH



86,440

AVERAGE TOTAL OPEN RATE



34.57%

AVERAGE TOTAL CTR



0.90%

	Monthly Average	Average Total Open Rate
Buildings Buzz	38,499	29.30%
Smart Buildings Technology Report	47,941	39.83%
3 rd Party Eblasts	10,207	47.51%
Partner Solutions (Exclusive/Customer)	30,516	47.16%

JULY-DECEMBER 2024

TOP TOPICS



Codes and
regulations



Proptech



Renovations, restorations,
and remodeling



Data-driven
decision-making



Resiliency and
sustainability

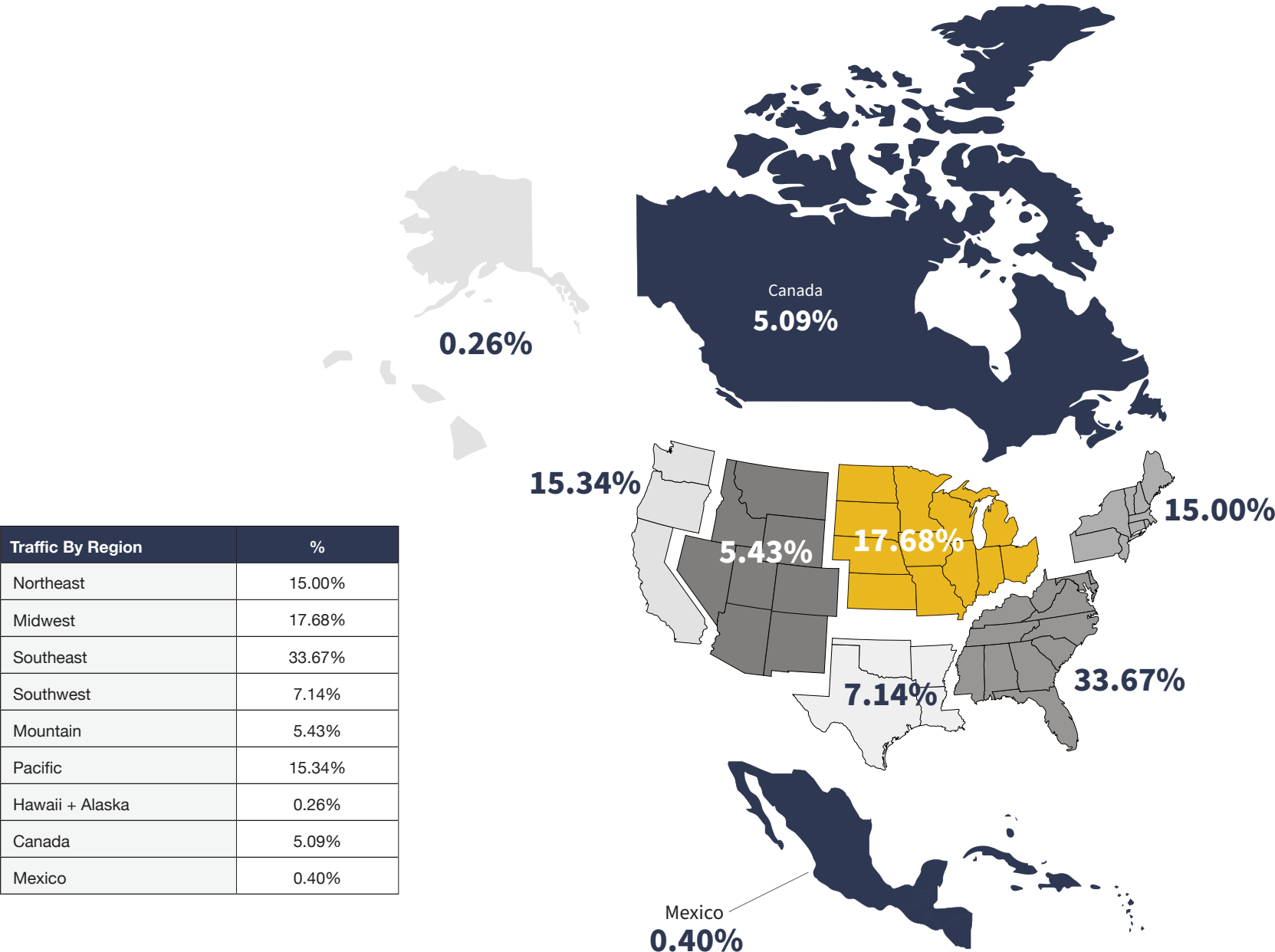
TOP VIEWED ARTICLES

- What Are the Best Foundations for Commercial Building Stability?
- Explore the World's First Core Living Building at Muhlenberg College
- 3 Ways AI is Changing Proptech
- How the Wright Museum's Digital Transformation is Leading the Way for Sustainability in Museums
- Why Buildings Fall Short on EV Charging While Home Demand Surges
- Benchmarking and Beyond: The Spotlight on Efficiency in Existing Buildings
- 5 Myths About Bird-Friendly Design
- How ADA Impacts Door Specifications
- How Canada's Biggest Geothermal System Heats and Cools a Newfoundland Hospital
- How Can Facility Management Recruit More Young People?

TOP PODCASTS

- What Do Emissions Laws Require?
- HVAC Options for Decarbonization
- Is It Time To Put In EV Charging?
- Building a Sense of Place
- The Future of Energy Distribution

JULY-DECEMBER 2024



JULY-DECEMBER 2024

QUALIFIED CIRCULATION BY ISSUES FOR THE PERIOD

2024 Issues	Print	Digital	Total Qualified
Third Quarter	35,082	39,920	75,002
Fourth Quarter	35,002	40,001	75,003
Total Average Circulation	35,042	39,961	75,003

PRIMARY BUSINESS BY JOB TITLE

			Job Title				
Company Type	Total Qualified	Percent of Total	Company Executive Management (CEOs, VPs, Directors)	Facility/ Building/ Operation Management	Construction/ Project Design & Management	Superintendents of Schools	Other Titles
Building Design/ Management/Operations	25,588	34.1%	15,066	5,150	4,353	69	950
Commercial/Institutional Buildings	23,950	31.9%	10,109	9,971	2,518	45	1,307
Education (K-12 and Higher Education)	18,313	24.4%	6,238	5,560	1,176	4,105	1,234
Government (Federal, State, Municipal)	5,350	7.1%	1,398	2,243	1,083	54	572
Others Allied to the Field	1,802	2.4%	623	524	128	2	525
Total Qualified Circulation	75,003	100.0%	33,434	23,448	9,258	4,275	4,588
			44.6%	31.3%	12.3%	5.7%	6.1%

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: BUILDINGS

2. Publication Number: 070-480

3. Filing Date: 09/18/2024

4. Issue of Frequency: Quarterly

5. Number of Issues Published Annually: 4

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

Contact Person: Emily Martin
Telephone: 800-547-7377

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: Janelle Penny, 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; Northcoast 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; 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: BUILDINGS

14. Issue Date for Circulation Data: Third Quarter

Average No. Copies
Each Issue During
Preceding 12 Months

No. Copies of Single Issue Published
Nearest to Filing Date

15. Extent and Nature of Circulation

a. Total Number of Copies (Net press run)

38,724

36,574

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.)

33,629

35,074

(2) In-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.)

0

0

(3) Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid or Requested Distribution Outside USPS®

19

4

(4) Requested Copies Distributed by Other Mail Classes Through the USPS (e.g. First-Class Mail®)

0

c. Total Paid and/or Requested Distribution (Sum of 15b (1), (2), (3), and (4))

33,648

35,078

d. Nonrequested Distribution (By Mail and Outside the Mail)

(1) Outside 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)

3,892

260

(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)

539

373

e. Total Nonrequested Distribution (Sum of 15d (1), (2), (3), and (4))

4,431

633

f. Total Distribution (Sum of 15c and 15e)

38,079

35,711

g. Copies not Distributed

645

863

h. Total (Sum of 15f and g)

38,724

36,574

i. Percent Paid and/or Requested Circulation (15c divided by 15f times 100)

88.36%

98.23%

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)

33,648

35,078

c. Total Requested Copy Distribution (Line 15f) + Requested/Paid Electronic Copies (Line 16a)

38,079

35,711

d. Percent Paid and/or Requested Circulation (Both Print & Electronic Copies)
(16b divided by 16c x 100)

88.36%

98.23%

17. Publication of Statement of Ownership for a Requester Publication is required and will be printed in the issue of this publication.

Fourth Quarter
Date

Emily Martin, Senior Audience Development Manager

9/18/24

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

JULY-DECEMBER 2024

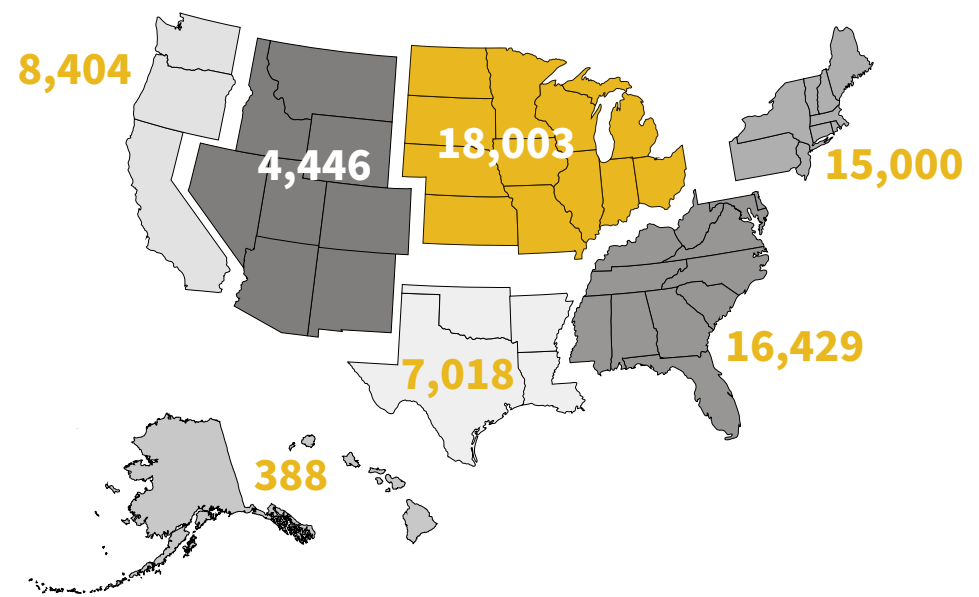
MAGAZINE SUBSCRIBERS BY STATE

State	Total
Alabama	833
Arizona	1,079
Arkansas	682
California	6,209
Colorado	1,177
Connecticut	1,148
D.C.	545
Delaware	208
Florida	3,868
Georgia	1,987
Idaho	383
Illinois	3,482
Indiana	1,369
Iowa	988
Kansas	983
Kentucky	892
Louisiana	791
Maine	360
Maryland	1,457
Massachusetts	2,060
Michigan	2,132
Minnesota	1,434
Mississippi	577
Missouri	1,819
Montana	325
Nebraska	625
Nevada	405
New Hampshire	374

State	Total
New Jersey	2,174
New Mexico	348
New York	5,167
North Carolina	1,756
North Dakota	334
Ohio	2,932
Oklahoma	335
Oregon	756
Pennsylvania	3,281
Rhode Island	229
South Carolina	827
South Dakota	328
Tennessee	1,300
Texas	5,210
Utah	552
Vermont	207
Virginia	1,844
Washington	1,439
West Virginia	335
Wisconsin	1,577
Wyoming	177
Total 48 Contiguous States	69,300
Alaska	180
Hawaii	208
U.S. Possessions	69
Total USA	69,757

Subscribers	Total
North America	70,476
Outside North America	4,527
Grand Total	75,003

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