

## MISSION STATEMENT

Building Design+Construction is a B2B brand serving the information needs of the Building Team who specify, install, and purchase products and services throughout the entire construction process.

ESTABLISHED: 1959 | ISSUES PER YEAR: 6

BDCNETWORK.COM

Endeavor Business Media, LLC

30 Burton Hills Blvd, Suite 185

Nashville, TN 37215

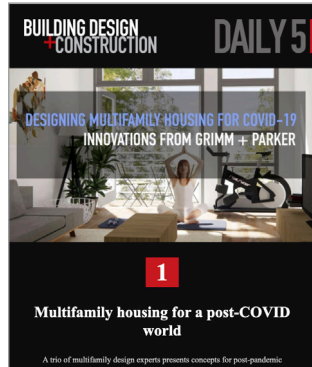
## CHANNELS

### BUILDING DESIGN+CONSTRUCTION MAGAZINE



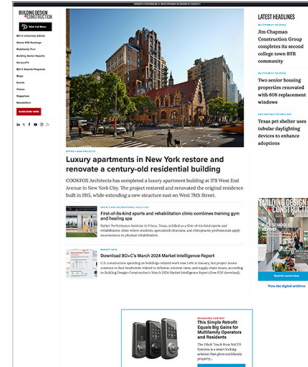
3 issues in the period  
64,519 average circulation

### BUILDING DESIGN+CONSTRUCTION NEWSLETTERS



6 products served  
65,581 unique audience served

### BUILDING DESIGN+CONSTRUCTION WEBSITE



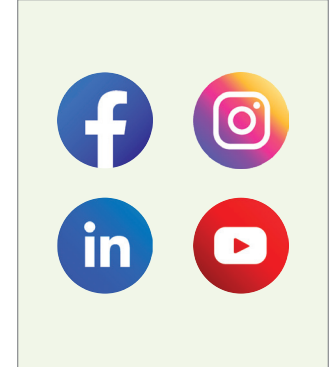
100,846 average monthly  
audience of users

### BUILDING DESIGN+CONSTRUCTION RETARGETING PIXEL



419,284 active audience  
users in past 180 days

### BUILDING DESIGN+CONSTRUCTION SOCIAL MEDIA



4 social media channels served  
61,934 cumulative audience served

## EXECUTIVE SUMMARY

BELOW ARE THE AVERAGE CONTACTS PER OCCURRENCE, INCLUDING FREQUENCY PER PERIOD REPORTED.

	Print Edition	Digital Edition	Both Print & Digital	Total Audience
<b>BUILDING DESIGN+CONSTRUCTION MAGAZINE</b> (3 issues in the period)	48,930	13,744	1,845	64,519
<b>BUILDING DESIGN+CONSTRUCTION NEWSLETTERS</b> Unique Audience of Subscribers (6 newsletter products served)				65,581
<b>BUILDING DESIGN+CONSTRUCTION WEBSITE</b> Average Monthly Audience of Users (with 1,144,337 Total Pageviews)				100,846
<b>BUILDING DESIGN+CONSTRUCTION WEBSITE RETARGETING PIXEL</b> Active Audience of Users in past 180 days				419,284
<b>BUILDING DESIGN+CONSTRUCTION SOCIAL MEDIA</b> Cumulative Audience of Followers or Subscribers (4 social media channels served)				61,934

## FIELD SERVED

*Building Design+Construction* serves companies whose role in the non-residential building industry is as a Design Firm, Contractor/Builder Firm, or Owning Firm.

## DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are Building Owners, Property Developers, Facility/Building/Property/Asset Managers, Architects, Designers, CAD-BIM Specialists, Specification Writers, Engineers, Engineering Managers, Construction Professionals and other professionals working within Design Firms, Build Firms and Owning Firms. All recipients must buy, specify, recommend and/or approve building products, services and/or equipment.

## AVERAGE QUALIFIED CIRCULATION FOR THE PERIOD

	Total Qualified	
Qualified Circulation	Copies	Percent
Individual	64,519	100.0%
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>64,519</b>	<b>100.0%</b>

## QUALIFIED CIRCULATION BY ISSUES FOR THE PERIOD

2024 ISSUE	Print Edition	Digital Edition	Both Print & Digital	Total Qualified
January/February	48,894	13,745	1,880	64,519
March/April	48,929	13,740	1,847	64,516
May/June	48,968	13,748	1,807	64,523

## BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2024

BUSINESS AND INDUSTRY	Total Qualified	Percent of Total	Print Edition	Digital Edition	Both Print & Digital
<b>DESIGN FIRMS</b> Architectural/Design Firm, Engineering Firm, Architecture/Engineering Firm or Engineering/Architecture Firm	30,648	47.5%	22,189	7,901	558
<b>CONTRACTOR/BUILDER FIRMS</b> Construction Management Firm, Design - Build Firm, General Contracting Firm and Specialty Contracting Firm	22,447	34.8%	17,515	3,893	1,039
<b>OWNING FIRMS</b> Owner, Developer, Manager, Colleges/Universities, Corporate Real Estate Firms, Government, Military, Utility, Hospital, Healthcare System, K-12 School System or Contracting Firm	11,428	17.7%	9,264	1,954	210
<b>TOTAL QUALIFIED</b>	<b>64,523</b>	<b>100.0%</b>	<b>48,968</b>	<b>13,748</b>	<b>1,807</b>

## ADDITIONAL DATA - BUILDING TYPES BUILT, DESIGNED OR CONSTRUCTED

BUILDING TYPES			
Airport Transportation	10,502	Industrial or Warehouses	23,370
College or University	18,767	K-12 Schools	18,008
Correctional Facilities or Courthouses	10,983	Multi Family Housing	28,075
Cultural Facilities	15,193	Office Buildings	33,320
Data Centers or Mission Critical	11,715	Religious Places of Worship	18,962
Government or Military	15,913	Retail Shopping, Malls or Big Box Stores	21,804
Hospitals or Healthcare	20,180	Senior Housing or Assisted Living	18,535
Hotels, Resorts, Casinos or Restaurants	21,394	Sports, Recreation or Stadiums	14,195

## SUPPLEMENTAL DATA - BUYING AUTHORITY FOR ISSUE OF MAY/JUNE 2024

BUILDING PRODUCTS, SYSTEMS, SERVICES or EQUIPMENT THAT YOU BUY, SPECIFY, APPROVE OR RECOMMEND						
<b>TOTAL QUALIFIED and TOTAL RESPONDENTS</b>	<b>Percent of Total</b>	Structural Systems, Concrete, Steel, Wood, Brick & Masonry	Building Envelope Systems - Cladding, Glass, Roofing, Insulation, Window and Doors, Moisture Control, Architectural Metals	Interior Systems - Ceilings, Flooring, Gypsum, Kitchen & Bath, Paints & Coatings, Hardware, Daylighting, Wall Coverings, Furniture, Finishings, Shades	Building Systems, Building Automation, Lighting, Electrical, HVAC, Plumbing, Fire Protection, Sun Control, Elevators & Escalators, Solar & Wind, Security, Life Safety	Computer Systems - Laptops, Tablets, Software, BIM, CAD, Printers
<b>63,403</b>	<b>98.3%</b>	<b>48,570</b>	<b>49,398</b>	<b>50,676</b>	<b>51,424</b>	<b>30,011</b>

## ADDITIONAL DATA

PROJECTS	Percent of Total
Is your firm directly involved in any phase of renovation or reconstruction projects?	32,194
Is your firm directly involved in green building or sustainable projects?	25,330
Is your firm using BIM (building information modeling) in projects?	16,880
Does your firm engage in products under design-build delivery?	13,975

MAGAZINE CHANNEL

GEOGRAPHICAL BREAKOUT FOR ISSUE OF MAY/JUNE 2024

State	Print Edition	Digital Edition	Both Print & Digital	Total Qualified
Maine	226	70	4	300
New Hampshire	280	76	13	369
Vermont	185	45	6	236
Massachusetts	1,409	410	46	1,865
Rhode Island	181	32	8	221
Connecticut	802	192	27	1,021
New England	3,083	825	104	4,012
New York	3,221	979	106	4,306
New Jersey	1,614	432	63	2,109
Pennsylvania	2,166	526	77	2,769
Middle Atlantic	7,001	1,937	246	9,184
Ohio	1,886	456	79	2,421
Indiana	850	225	31	1,106
Illinois	2,329	628	87	3,044
Michigan	1,374	390	61	1,825
Wisconsin	1,087	236	51	1,374
East North Central	7,526	1,935	309	9,770
Minnesota	918	270	50	1,238
Iowa	504	123	25	652
Missouri	1,019	306	40	1,365
North Dakota	159	39	11	209
South Dakota	167	27	11	205
Nebraska	446	107	17	570

State	Print Edition	Digital Edition	Both Print & Digital	Total Qualified
Kansas	513	127	25	665
West North Central	3,726	999	179	4,904
Delaware	142	46	6	194
Maryland	1,030	286	38	1,354
Washington DC	240	104	6	350
Virginia	1,348	369	46	1,763
West Virginia	152	35	5	192
North Carolina	1,633	381	47	2,061
South Carolina	736	171	30	937
Georgia	1,314	363	49	1,726
Florida	3,632	920	132	4,684
South Atlantic	10,227	2,675	359	13,261
Kentucky	509	128	20	657
Tennessee	944	250	35	1,229
Alabama	646	160	30	836
Mississippi	263	54	15	332
East South Central	2,362	592	100	3,054
Arkansas	319	79	13	411
Louisiana	524	147	18	689
Oklahoma	415	113	21	549
Texas	3,421	940	123	4,484
West South Central	4,679	1,279	175	6,133
Montana	185	47	12	244

State	Print Edition	Digital Edition	Both Print & Digital	Total Qualified
Idaho	277	81	13	371
Wyoming	87	20	4	111
Colorado	997	387	35	1,419
New Mexico	242	72	7	321
Arizona	810	257	25	1,092
Utah	441	144	9	594
Nevada	331	106	9	446
Mountain	3,370	1,114	114	4,598
Alaska	157	42	7	206
Washington	1,168	366	39	1,573
Oregon	520	179	16	715
California	4,804	1,598	153	6,555
Hawaii	228	72	6	306
Pacific	6,877	2,257	221	9,355
Total USA 50 States	48,851	13,613	1,807	64,271
US Territories	31	31	0	62
Canada	65	49	0	114
Mexico	1	2	0	3
Other International	20	53	0	73
APO/FPO				
Territories/Foreign				
Total Qualified	46,485	16,038	1,910	64,433

NEWSLETTER CHANNEL

NEWSLETTER PRODUCTS SERVED DURING THE 6-MONTH PERIOD\*

Product	Newsletter Recipients
BD+C Daily 5 Newsletter	44,332
BD+C Case Study	48,682
BD+C Video Alert	43,116
BD+C University Content Alert	33,609

Product	Newsletter Recipients
BD+C Blog Alert	41,060
BD+C Tech Brief	43,927
TOTAL UNIQUE AUDIENCE	65,581

\*Note: Newsletters have an engagement filter applied and only include individuals who have opted in to receive the newsletter or clicked on a digital product in the previous 12 months. As newsletter subscribers are acquired, Building Design & Construction takes the additional step of validating these subscribers by Fresh Address to ensure they meet the highest level of deliverability expectations.

# WEBSITE CHANNEL

WWW.BDCNETWORK.COM

2024	Pageviews	Sessions	Users
January	204,944	148,072	109,207
February	209,600	152,718	115,083
March*	189,758	141,084	108,106
April	180,480	129,779	95,091
May	188,063	136,459	95,456
June	171,492	121,478	82,130
TOTAL:	1,144,337	829,590	605,073

January - June 2024 data was provided by Google Analytics. In March 2024, a GA4 conversion issue caused there to be a disruption to the tracking. Results are partially calculated by a proration of activity tracking during the unknown days.

TOP 10 PAGES VIEWED FOR 6-MONTH PERIOD	Pageviews
Home   Building Design + Construction	49,505
Giants Top 400 Report, Nation's Largest Architecture, Engineering and Construction Firms	14,749
Giants Top 400 Rankings	13,270
Top 175 Architecture Firms in 2023	12,986
Top 75 Engineering Firms in 2023	12,634
Top 50 Data Center Construction Firms	9,949
Top 150 Contractors in 2023	9,004
Top 115 Architecture & Engineering Firms in 2023	8,189
BDC University	6,512
Top 80 Construction Management Firms	5,112

## USAGE BY TYPE OF DEVICE

Device Type	Sessions	Percent
Desktop	596,924	72.0%
Mobile	225,878	27.2%
Tablet	6,788	0.8%
TOTAL:	829,590	100.0%

## 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 a 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 activity will terminate the session.

**Users:** An identified and unduplicated Cookie Browser that accesses internet content or advertising during a measurement period.

# SOCIAL MEDIA CHANNEL


## BUILDING DESIGN+CONSTRUCTION SOCIAL MEDIA

 FACEBOOK FOLLOWERS

facebook.com/BDCnetwork

Ending Balance June 2024


45,408

 INSTAGRAM FOLLOWERS

instagram.com/bdcnetwork

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4,763

 LINKEDIN FOLLOWERS

linkedin.com/groups/1695657

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10,792

 YOU TUBE SUBSCRIBERS

youtube.com/channel/UCZthiLc5I-rUWLM-6NP-1sg1sg

Ending Balance June 2024

971

## INDUSTRY-LEADING MEDIA PARTNERS



## PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.  
Sean Olin, Vice President & Director of Sales  
Bill Black, Director of Business Development & Sales Manager  
Jim Cowart, Audience Development Director

Date Signed: July 31, 2024  
State: Illinois  
County: Cook