

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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**ARCHITECT** the official magazine of the AIA, provides informative and inspirational editorial surrounding the design, technology and business of architecture to top performing professionals engaged in commercial and institutional architecture.

**FIELD SERVED**

**ARCHITECT** serves members of the American Institute of Architects, as well as architectural or architectural/engineering, design and consulting engineering firms, contractors, developers/owners, universities and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include members of the American Institute of Architects, registered architects, associates and other members, architects, designers, consulting engineers, contractors, developers, owners and other titles and non-titled personnel in the field served.

## CHANNELS

### ARCHITECT MAGAZINE



6 Issues in the period  
106,202 average circulation

## EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
<b>ARCHITECT MAGAZINE</b> (6 issues in the period)	24,415	81,787	106,202
a. Print	7,130	68,795	75,925
b. Digital	17,285	12,992	30,277
1. Requested	16,755	-	16,755
2. Membership Benefit	530	12,992	13,522
3. Non-Requested	-	-	-

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	962
Allocated for Trade Shows and Conventions	162
All Other	879
<b>TOTAL</b>	<b>2,003</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	18,212	17.2	16,755	15.8	1,457	1.4
Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	87,767	82.6	7,660	7.2	80,107	75.4
Multi-Copy Same Addressee	223	0.2	-	-	223	0.2
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>106,202</b>	<b>100.0</b>	<b>24,415</b>	<b>23.0</b>	<b>81,787</b>	<b>77.0</b>

\*See Additional Data

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2017 Issue	Print	Digital	Total Qualified
July	74,076	30,261	104,337
August	74,691	30,501	105,192
September	75,681	29,624	105,305
October	76,379	30,328	106,707
November	77,344	30,200	107,544
December	77,382	30,746	108,128

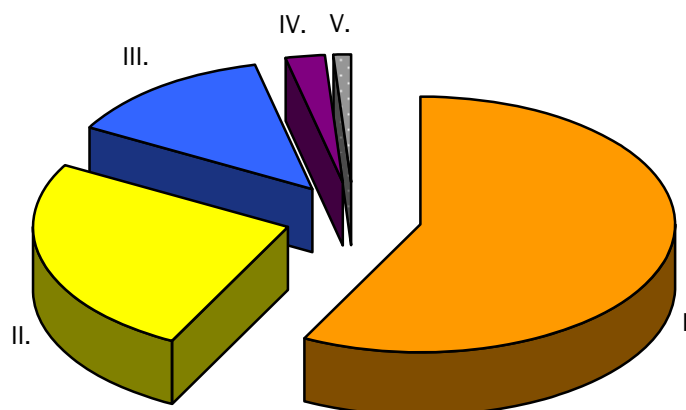
**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF SEPTEMBER 2017**  
This issue is 1.0% or 1,077 copies below the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital
<b>MEMBERS OF THE AMERICAN INSTITUTE OF ARCHITECTS</b>				
Registered Architect Members	60,415	57.4	51,461	8,954
Associate and Other Members	26,952	25.6	22,539	4,413
<b>SUB-TOTAL</b>	<b>87,367</b>	<b>83.0</b>	<b>74,000</b>	<b>13,367</b>
Qualified Recipients with a primary business of architectural or architectural/engineering, design or consulting engineering firm.	14,095	13.4	472	13,623
Contactors, Developers/Owners, Universities	2,786	2.6	153	2,633
Others Allied to the Field	1,057	1.0	1,056	1
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>105,305</b>	<b>100.0</b>	<b>75,681</b>	<b>29,624</b>
<b>PERCENT</b>	<b>100.0</b>		<b>71.9</b>	<b>28.1</b>

Note: Qualified recipients include members of the American Institute of Architects, registered architects, associates and other members, architects, designers, consulting engineers, contractors, developers, owners and other titles and non-titled personnel in the field served.

### 3a. Breakout of Qualified Circulation by Business and Industry

BUSINESS AND INDUSTRY		TOTAL QUALIFIED	PERCENT OF TOTAL
I.	Registered Architect Members	60,415	57.4
II.	Associate and Other Members	26,952	25.6
III.	Qualified Recipients with a primary business of architectural or architectural/engineering, design or consulting engineering firm.	14,095	13.4
IV.	Contactors, Developers/Owners, Universities	2,786	2.6
V.	Others Allied to the Field.	1,057	1.0
<b>TOTAL</b>		<b>105,305</b>	<b>100.0</b>



### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF SEPTEMBER 2017

QUALIFICATION SOURCE	Qualified Within					Total Qualified	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	13,627	3,920	258	1,548	16,257	17,805	16.9
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	87,500	-	-	74,133	13,367	87,500	83.1
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	-	-	-	-	-	-	-
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>101,127</b>	<b>3,920</b>	<b>258</b>	<b>75,681</b>	<b>29,624</b>	<b>105,305</b>	<b>100.0</b>
<b>PERCENT</b>	<b>96.0</b>	<b>3.7</b>	<b>0.3</b>	<b>71.9</b>	<b>28.1</b>	<b>100.0</b>	

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF SEPTEMBER 2017

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	62,839	27,384	90,223	85.7
Individuals by name only	12,030	2,191	14,221	13.5
Titles or functions only	164	47	211	0.2
Company names only	412	2	414	0.4
Multi-Copy Same Addressee copies	236	-	236	0.2
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>75,681</b>	<b>29,624</b>	<b>105,305</b>	<b>100.0</b>

### AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January – June 2015	July – December 2015	January – June 2016	July – December 2016	January – June 2017	July – December 2017*
Total Audit Average Qualified:	106,844	105,040	108,299	108,189	110,215	106,202
Qualified Non-Paid:	29,202	26,053	28,428	26,539	28,780	24,415
Print:	10,008	7,708	9,172	6,983	9,286	7,130
Digital:	19,194	18,345	19,256	19,556	19,494	17,285
Qualified Paid:	77,642	78,987	79,871	81,650	81,435	81,787
Print:	69,091	69,119	69,145	68,621	68,492	68,795
Digital:	8,551	9,868	10,726	13,029	12,943	12,992
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$68.55	\$32.73	\$29.89	\$30.34	\$30.04	\$30.62

\*NOTE: July – December 2017 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

