

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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interiors+sources is a multi-platform resource for commercial interior designers. We cover the complete market for companies interested in reaching top-level designers who specify products for commercial interior design projects. Our versatile portfolio of media channels gets your message in front of the right people at the right time - in print, online, and face-to-face. The content and editorial scope of the publication includes news, trends and industry comment, in-depth technical articles, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital version.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

The report contains a net, unduplicated count of individuals within an integrated database. Recipients receive multiple media channels of the Brand as indicated in the Executive Summary. The integrated Database Analysis Table reflects net unique individuals; individuals receiving only one channel; and the average number of channels received per individual.

CHANNELS

interiors+sources MAGAZINE



6 Issues in the period
31,500 average circulation

DESIGNFLASH E-NEWSLETTER



26 issued in the period
17,629 average per occurrence

SPECIFICS E-NEWSLETTER



13 issued in the period
19,888 average per occurrence

interiors+sources WEBSITE

www.interiorsandsources.com



18,141 average unique browsers

interiors+sources SOCIAL MEDIA



17,600 Twitter followers
10,768 Facebook likes
3,672 LinkedIn group members

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
interiors+sources MAGAZINE Unique Total*			
(6 issues in the period)	31,500	-	31,500
a. Print	28,000	-	28,000
b. Digital	7,110	-	7,110
1. Requested	7,110	-	7,110
2. Non-Requested	-	-	-
interiors+sources E-NEWSLETTERS			
a. DesignFlash e-Newsletter (26 issued in the period)	17,629	-	17,629
b. Specifics e-Newsletter (13 issued in the period)	19,888	-	19,888
interiors+sources WEBSITE (Monthly Unique Browsers with 58,957 average Page Impressions)	18,141	-	18,141
interiors+sources SOCIAL MEDIA			
a. Twitter followers	**17,600	-	**17,600
b. Facebook likes	**10,768	-	**10,768
c. LinkedIn group members	**3,672	-	**3,672

*Unique Total represents unique recipients, not the sum of Print and Digital.

**Social Media claims are a cumulative figure, not average.

1a. INTEGRATED DATABASE ANALYSIS

NET UNIQUE INDIVIDUALS	34,050
INDIVIDUALS RECEIVING ONLY ONE CHANNEL	15,440
AVERAGE CHANNELS RECEIVED PER INDIVIDUAL	2.0

1b. COMMUNICATION CHANNELS OF interiors+sources BRAND

Each column/row reports the gross number of individuals receiving that channel, and the additional channels those recipients receive. Since any one individual may receive more than one channel, the totals should not be added together as they exceed the total of unique individuals.

CHANNEL	Integrated Channels			Non-Integrated Channel			
	interiors+sources Magazine	interiors+sources E-Newsletters		interiors+sources Website (Unique Browsers)	interiors+sources Twitter	interiors+sources Facebook	interiors+sources LinkedIn
		DesignFlash e-Newsletter	Specifics e-Newsletter				
interiors+sources Magazine	31,500	15,551	16,659	-	-	-	-
DesignFlash e-Newsletter	15,551	16,903	16,027	-	-	-	-
Specifics e-Newsletter	16,659	16,027	19,071	-	-	-	-
interiors+sources Website	-	-	-	18,141	-	-	-
interiors+sources Twitter	-	-	-	-	17,600	-	-
interiors+sources Facebook	-	-	-	-	-	10,768	-
interiors+sources LinkedIn	-	-	-	-	-	-	3,672

1c. TOTAL UNIQUE INDIVIDUALS

CHANNEL	Integrated Channels			Non-Integrated Channel				UNIQUE INDIVIDUALS
	interiors+sources Magazine	interiors+sources E-Newsletters		interiors+sources Website (Unique Browsers)	interiors+sources Twitter	interiors+sources Facebook	interiors+sources LinkedIn	
		DesignFlash e-Newsletter	Specifics e-Newsletter					
Multiple Channel Recipients	17,396	16,765	17,872	-	-	-	-	18,610
Single Channel Recipients	14,104	138	1,199	-	-	-	-	15,440
TOTAL	31,500	16,903	19,071	18,141	17,600	10,768	3,672	34,050

1d. BUSINESS/OCCUPATIONAL BREAKOUT – interiors+sources BRAND

BUSINESS AND INDUSTRY	TOTAL UNIQUE INDIVIDUALS	PERCENT OF TOTAL	JOB TITLE	TOTAL UNIQUE INDIVIDUALS	PERCENT OF TOTAL
Architectural Design Firm	9,333	27.4	Architect	4,418	13.0
Corporate/Commercial	4,798	14.1	Corporate Executive/General Manager; Interior Design/Architectural Intern/Student	4,394	12.9
Government/Institutional Firms (including Education/Medical/Healthcare)	1,927	5.7	Others Allied to the Field	868	2.5
Interior Design/Architectural Intern/Student	733	2.1	No Answer/Unknown	494	1.5
No Answer/Unknown/Other	1,299	3.8		1,299	3.8
TOTAL	34,050	100.0	TOTAL	34,050	100.0

MAGAZINE CHANNEL

Official Publication of: None/Established: 1985/Issues Per Year: 12

FIELD SERVED

interiors+sources serves the commercial interior design industry including interior design firms, architectural/design firms, corporate/ commercial, education, medical/healthcare, government and interior design/architectural design students and interns.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are interior designers, architects, owners/principal/presidents/partners, architects, corporate executives/ general managers, project managers/other managers and others, interior design/architectural design students and interns and others allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	1,058
Allocated for Trade Shows and Conventions	83
All Other	557
TOTAL	1,698

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	31,500	100.0	31,500	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single-Copy Sales	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	31,500	100.0	31,500	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Print	Digital	Unique Total Qualified*
July	27,966	7,166	31,500
August	27,983	7,135	31,500
September	28,002	7,113	31,500
October	27,991	7,117	31,500
November	28,026	7,072	31,500
December	28,032	7,059	31,500

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3a. BUSINESS/OCCUPATIONAL BREAKOUT FOR ISSUE OF NOVEMBER 2016

This issue is equal to the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	Unique Total Qualified*	Percent of Total	Print	Digital
Interior Design Firm	15,360	48.8	14,041	2,977
Architectural Design Firm	8,991	28.5	7,750	2,152
Corporate/Commercial	4,619	14.7	4,093	1,088
Government/Institutional Firms (including Education/Medical/Healthcare)	1,870	5.9	1,588	587
Interior Design/Architectural Intern/Student	660	2.1	554	268
UNIQUE TOTAL QUALIFIED CIRCULATION*	31,500	100.0	28,026	7,072

*Unique Total Qualified represents unique recipients not the sum of Print and Digital

JOB TITLE BREAKOUT FOR ISSUE OF NOVEMBER 2016

JOB TITLE	Unique Total Qualified*	Percent of Total	Print	Digital
Interior Designer, Owner/Principle/President/Partner	21,762	69.1	19,691	4,550
Architect	4,239	13.5	3,590	1,034
Corporate Executive/General Manager; Project/Other Manager	4,248	13.5	3,679	1,063
Interior Design/Architectural Intern/Student	795	2.5	672	299
Others Allied to the Field	456	1.4	394	126
UNIQUE TOTAL QUALIFIED CIRCULATION*	31,500	100.0	28,026	7,072

*Unique Total Qualified represents unique recipients not the sum of Print and Digital

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	22,964	8,537	-	28,026	7,072	31,500	100.0
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL - 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:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	22,964	8,537	-	28,026	7,072	31,500	100.0
PERCENT	72.9	27.1	-	89.0	22.5	100.0	-

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

E-NEWSLETTER CHANNEL*

2016	DesignFlash e-Newsletter	Specifics e-Newsletter
JULY		
July 5	18,387	-
July 12	18,339	-
July 14	-	20,763
July 19	18,296	-
July 26	18,269	-
July 28	-	20,699
AUGUST		
August 2	18,238	-
August 9	18,213	-
August 11	-	20,592
August 16	18,131	-
August 23	17,777	-
August 25	-	20,503
August 30	18,076	-
SEPTEMBER		
September 6	17,974	-
September 8	-	20,307
September 13	17,870	-
September 20	17,790	-
September 22	-	20,144
September 27	17,774	-
OCTOBER		
October 4	17,636	-
October 6	-	20,045
October 11	17,681	-
October 18	17,649	-
October 20	-	19,982
October 25	17,601	-
NOVEMBER		
November 1	17,539	-
November 3	-	19,847
November 8	17,279	-
November 15	16,903	-
November 17	-	19,071
November 22	16,729	-
November 29	17,368	-
DECEMBER		
December 1	-	19,626
December 6	17,370	-
December 13	16,525	-
December 15	-	18,647
December 20	16,479	-
December 27	16,454	-
December 29	-	18,314
AVERAGE	17,629	19,888

Design DesignFlash e-Newsletter (26 issued in the period)
Specifics e-Newsletter (13 issued in the period)

WEBSITE CHANNEL

WWW.INTERIORSANDSOURCES.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	51,678	22,060	15,965	1.38	01:08	01:31
August	53,309	22,931	16,807	1.36	01:09	01:32
September	59,758	22,670	17,020	1.33	00:55	01:29
October	63,952	25,670	19,428	1.32	01:03	01:33
November	69,480	29,600	22,166	1.34	01:10	01:35
December	55,562	23,693	17,456	1.36	01:17	01:43
AVERAGE:	58,957	24,437	18,141	1.35	01:07	01:34

July - December 2016 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Page Impressions: A Page Impression 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 the browser's cache.

User 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 inactivity will terminate the session.

Unique Browsers: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Unique Browser Frequency: Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

Page Duration: The average time spent viewing any page on a web site.

User Session Duration: The average time visitors remain on a site per session.

SOCIAL MEDIA CHANNEL

Interiors+sources Social Media



Twitter followers

<http://twitter.com/InteriorsSource>



Facebook likes

<http://www.facebook.com/pages/Interiors-Sources/108083788393>



LinkedIn group members

<http://www.linkedin.com/groups?home=&gid=4014632>

2016

	Twitter followers	Facebook likes	LinkedIn group members
Beginning Balance	16,200	10,448	3,544
July	16,400	10,490	3,552
August	16,600	10,518	3,569
September	16,700	10,568	3,596
October	17,000	10,637	3,628
November	17,500	10,702	3,665
December	17,600	10,768	3,672

GEOGRAPHIC DISTRIBUTION**

State	interiors+sources MAGAZINE for Issue of November 2016					interiors+sources E-NEWSLETTERS		interiors+sources MAGAZINE for Issue of November 2016					interiors+sources E-NEWSLETTERS		
	Total Unique Individuals	Percent	Print	Digital	Unique Total*	DESIGNFLASH for Issue of November 15, 2016	SPECIFICS for Issue of November 17, 2016	State	Total Unique Individuals	Percent	Print	Digital	Unique Total*	DESIGNFLASH for Issue of November 15, 2016	SPECIFICS for Issue of November 17, 2016
Maine	122	0.4	107	23	115	46	57	Kentucky	297	0.9	262	40	280	137	156
New Hampshire	120	0.4	102	20	109	53	62	Tennessee	549	1.6	457	102	506	265	301
Vermont	91	0.3	75	18	86	42	47	Alabama	370	1.1	311	55	340	153	183
Massachusetts	766	2.2	646	171	727	373	400	Mississippi	185	0.5	158	33	170	88	98
Rhode Island	119	0.3	103	19	112	53	62	EAST SO. CENTRAL	1,401	4.1	1,188	230	1,296	643	738
Connecticut	557	1.6	469	110	530	245	282	Arkansas	233	0.7	200	39	213	115	129
NEW ENGLAND	1,775	5.2	1,502	361	1,679	812	910	Louisiana	357	1.0	295	64	324	154	194
New York	2,735	8.0	2,285	552	2,560	1,314	1,476	Oklahoma	327	1.0	279	60	309	162	186
New Jersey	986	2.9	830	184	913	484	540	Texas	2,271	6.7	1,880	440	2,081	1,082	1,245
Pennsylvania	1,189	3.5	1,007	232	1,123	603	675	WEST SO. CENTRAL	3,188	9.4	2,654	603	2,927	1,513	1,754
MIDDLE ATLANTIC	4,910	14.4	4,122	968	4,596	2,401	2,691	Montana	128	0.4	112	18	121	52	59
Ohio	1,196	3.5	1,005	243	1,124	582	651	Idaho	160	0.5	141	27	148	80	90
Indiana	438	1.3	359	106	416	228	267	Wyoming	47	0.1	40	7	44	19	20
Illinois	1,432	4.2	1,158	297	1,299	705	816	Colorado	774	2.3	623	164	717	366	415
Michigan	928	2.7	783	204	881	472	528	New Mexico	168	0.5	137	29	155	76	90
Wisconsin	633	1.9	526	138	586	340	384	Arizona	648	1.9	539	124	593	353	385
EAST NO. CENTRAL	4,627	13.6	3,831	988	4,306	2,327	2,646	Utah	285	0.8	241	41	263	133	148
Minnesota	648	1.9	544	129	609	331	369	Nevada	175	0.5	138	32	156	93	100
Iowa	349	1.0	299	70	331	174	202	MOUNTAIN	2,385	7.0	1,971	442	2,197	1,172	1,307
Missouri	633	1.9	513	142	583	305	342	Alaska	66	0.2	58	10	63	30	33
North Dakota	77	0.2	67	12	74	30	35	Washington	891	2.6	713	192	819	470	515
South Dakota	107	0.3	96	22	101	57	70	Oregon	402	1.2	323	101	378	209	231
Nebraska	265	0.8	226	43	248	141	164	California	4,127	12.1	3,372	897	3,784	2,018	2,322
Kansas	307	0.9	259	55	285	158	179	Hawaii	126	0.4	99	34	118	61	68
WEST NO. CENTRAL	2,386	7.0	2,004	473	2,231	1,196	1,361	PACIFIC	5,612	16.5	4,565	1,234	5,162	2,788	3,169
Delaware	86	0.3	77	9	80	39	45	UNITED STATES	33,464	98.3	27,754	6,808	31,049	16,482	18,621
Maryland	656	1.9	538	144	602	344	381	U.S. Territories	11	-	3	2	5	6	11
Washington, DC	262	0.8	203	73	243	148	154	Canada	308	0.9	243	130	293	195	201
Virginia	936	2.7	782	198	872	495	546	Mexico	14	-	4	4	6	5	13
West Virginia	86	0.3	74	15	79	46	48	Other International	161	0.5	18	125	141	134	143
North Carolina	927	2.7	752	189	857	471	532	APO/FPO	5	-	4	1	4	1	2
South Carolina	411	1.2	322	90	378	213	236	Email Address Only	87	0.3		2	2	81	80
Georgia	1,110	3.3	903	254	1,022	597	660								
Florida	2,706	7.9	2,266	537	2,522	1,277	1,443								
SOUTH ATLANTIC	7,180	21.1	5,917	1,509	6,655	3,630	4,045								
								UNIQUE TOTAL*	34,050	100.0	28,026	7,072	31,500	16,903	19,071

*Unique Total represents unique recipients, not the sum of Print and Digital.

**See Additional Data

ADDITIONAL DATA

EXECUTIVE SUMMARY:

Average channels per individual is calculated by taking the gross channels received for all individuals and dividing this total by the number of unique individuals.

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Replica Plus – If a print edition exists, “plus” is editorial that is retained from the original edition and is redesigned and/or supplemented. Each issue’s content is primarily taken (but not necessarily replicated in its entirety) from the original edition (whether in print or digital). Apart from minor updates, the content cannot change once the issue is made available.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website and Social Media are not reported at the media Owner’s option.

PUBLISHER’S AFFIDAVIT

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

Michael Leonard, Manager Audience Development
Mike Stanley, Publisher
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed January 27, 2017
State Iowa
County Linn
Received by BPA Worldwide January 27, 2017
Type BD
ID Number I112B0D6

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.