

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 across multiple media platforms. This multi-media report contains data for each separate media channel as indicated in the Executive Summary.

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	DESIGNFLASH E-NEWSLETTER	SPECIFICS E-NEWSLETTER	interiors+sources WEBSITE	interiors+sources SOCIAL MEDIA
 <p>6 Issues in the period 31,506 average circulation</p>	 <p>26 issued in the period 18,301 average per occurrence</p>	 <p>13 issued in the period 20,212 average per occurrence</p>	 <p>18,116 average users</p>	 <p>19,300 Twitter followers 11,536 Facebook likes 3,718 LinkedIn group members</p>

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)	31,506	-	31,506
a. Print	27,556	-	27,556
b. Digital	7,232	-	7,232
1. Requested	7,232	-	7,232
2. Non-Requested	-	-	-
interiors+sources E-NEWSLETTERS			
a. DesignFlash e-Newsletter (26 issued in the period)	18,301	-	18,301
b. Specifics e-Newsletter (13 issued in the period)	20,212	-	20,212
interiors+sources WEBSITE (Monthly Users with 58,378 average Pageviews)	18,116	-	18,116
interiors+sources SOCIAL MEDIA			
a. Twitter followers	**19,300	-	**19,300
b. Facebook likes	**11,536	-	**11,536
c. LinkedIn group members	**3,718	-	**3,718

*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	34,996
INDIVIDUALS RECEIVING ONLY ONE CHANNEL	16,233
AVERAGE CHANNELS RECEIVED PER INDIVIDUAL*	1.95

*See Additional Data

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 Channels			
	interiors+sources Magazine	interiors+sources E-Newsletters		interiors+sources Website (Users)	interiors+sources Twitter	interiors+sources Facebook	interiors+sources LinkedIn
		DesignFlash e-Newsletter	Specifics e-Newsletter				
interiors+sources Magazine	31,500	15,227	16,317	-	-	-	-
DesignFlash e-Newsletter	15,227	17,566	16,451	-	-	-	-
Specifics e-Newsletter	16,317	16,451	19,310	-	-	-	-
interiors+sources Website	-	-	-	18,116	-	-	-
interiors+sources Twitter	-	-	-	-	19,300	-	-
interiors+sources Facebook	-	-	-	-	-	11,536	-
interiors+sources LinkedIn	-	-	-	-	-	-	3,718

1c. TOTAL UNIQUE INDIVIDUALS

CHANNEL	Integrated Channels			Non-Integrated Channels				UNIQUE INDIVIDUALS
	interiors+sources Magazine	interiors+sources E-Newsletters		interiors+sources Website (Users)	interiors+sources Twitter	interiors+sources Facebook	interiors+sources LinkedIn	
		DesignFlash e-Newsletter	Specifics e-Newsletter					
Multiple Channel Recipients	16,927	17,063	18,151	-	-	-	-	18,763
Single Channel Recipients	14,573	503	1,159	-	-	-	-	16,233
TOTAL	31,500	17,566	19,310	18,116	19,300	11,536	3,718	34,996

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

BUSINESS AND INDUSTRY	TOTAL UNIQUE INDIVIDUALS	PERCENT OF TOTAL	JOB TITLE	TOTAL UNIQUE INDIVIDUALS	PERCENT OF TOTAL
Interior Design Firm	13,925	39.8	Interior Designer; Owner/Principal/President/Partner	21,186	60.7
Architectural Design Firm	11,911	34.0	Architect	5,608	16.0
Corporate/Commercial	5,079	14.5	Corporate Executive/General Manager; Project/Other Manager	5,330	15.2
Government/Institutional Firms (including Education/Medical/Healthcare)	2,221	6.4	Interior Design/Architectural Intern/Student	818	2.3
Interior Design/Architectural Intern/Student	520	1.5	Others Allied to the Field	714	2.0
No Answer/Unknown/Other	1,340	3.8	No Answer/Unknown	1,340	3.8
TOTAL	34,996	100.0	TOTAL	34,996	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	1,157
Allocated for Trade Shows and Conventions	-
All Other	527
TOTAL	1,684

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	31,506	100.0	31,506	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single-Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	31,506	100.0	31,506	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Unique Total Qualified*
July	27,406	7,449	31,500
August	27,546	7,229	31,500
September	27,574	7,192	31,500
October	27,576	7,192	31,500
November	27,592	7,177	31,500
December	27,642	7,152	31,536

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

3a. BUSINESS/OCCUPATIONAL BREAKOUT FOR ISSUE OF NOVEMBER 2017

This issue is -% or 7 copies below 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	12,884	40.9	11,632	2,579
Architectural Design Firm	11,400	36.2	9,723	2,652
Corporate/Commercial	4,783	15.2	4,222	1,122
Government/Institutional Firms (including Education/Medical/Healthcare)	2,084	6.6	1,739	651
Interior Design/Architectural Intern/Student	349	1.1	276	173
UNIQUE TOTAL QUALIFIED CIRCULATION*	31,500	100.0	27,592	7,177

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

JOB TITLE BREAKOUT FOR ISSUE OF NOVEMBER 2017

JOB TITLE	Unique Total Qualified*	Percent of Total	Print	Digital
Interior Designer, Owner/Principle/President/Partner	19,749	62.8	17,650	4,238
Architect	5,382	17.1	4,491	1,319
Corporate Executive/General Manager; Project/Other Manager	5,079	16.0	4,374	1,202
Interior Design/Architectural Intern/Student	634	2.0	515	256
Others Allied to the Field	656	2.1	562	162
UNIQUE TOTAL QUALIFIED CIRCULATION*	31,500	100.0	27,592	7,177

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

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

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	22,176	9,324	-	27,592	7,177	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*	22,176	9,324	-	27,592	7,177	31,500	100.0
PERCENT	70.4	29.6	-	87.6	22.8	100.0	

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

E-NEWSLETTER CHANNEL

2017	DesignFlash e-Newsletter	Specifics e-Newsletter
JULY		
July 5	18,949	-
July 11	18,893	-
July 13	-	21,026
July 18	18,906	-
July 25	18,895	-
July 27	-	20,969
AUGUST		
August 1	18,861	-
August 8	18,747	-
August 10	-	20,853
August 15	18,762	-
August 22	18,684	-
August 24	-	20,503
August 29	18,625	-
SEPTEMBER		
September 6	18,632	-
September 7	-	20,438
September 12	18,596	-
September 19	18,255	-
September 21	-	20,278
September 26	18,177	-
OCTOBER		
October 3	18,204	-
October 5	-	20,192
October 10	18,165	-
October 17	18,129	-
October 19	-	20,118
October 24	18,108	-
October 31	18,078	-
NOVEMBER		
November 2	-	19,310
November 7	17,566	-
November 14	17,974	-
November 16	-	19,896
November 21	17,842	-
November 28	17,801	-
November 30	-	19,821
DECEMBER		
December 5	17,784	-
December 12	17,769	-
December 14	-	19,733
December 19	17,729	-
December 26	17,699	-
December 28	-	19,613
AVERAGE	18,301	20,212

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

WEBSITE CHANNEL

WWW.INTERIORSANDSOURCES.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
July	45,870	20,359	16,254	1:13
August	48,951	21,614	17,859	1:22
September	51,867	22,020	18,086	1:18
October	76,135	34,145	22,521	1:15
November	62,926	31,366	19,276	1:02
December	64,519	24,379	14,699	1:40
AVERAGE:	58,378	25,647	18,116	1:18

July - December 2017 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE 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 the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie'd 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.

Users: An identified and unduplicated Cookie'd Browser that accesses Internet content or advertising during a measurement period.

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

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

