

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**

<b>interiors+sources MAGAZINE</b>	<b>DESIGNFLASH E-NEWSLETTER</b>	<b>SPECIFICS E-NEWSLETTER</b>	<b>interiors+sources WEBSITE</b>	<b>interiors+sources SOCIAL MEDIA</b>
				
6 Issues in the period 31,500 average circulation	25 issued in the period 23,548 average per occurrence	13 issued in the period 27,321 average per occurrence	www.interiorsandsources.com  19,663 average users	18,600 Twitter followers 11,133 Facebook likes 3,702 LinkedIn group members

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>interiors+sources MAGAZINE Unique Total*</b>			
(6 issues in the period)	31,500	-	31,500
a. Print	27,779	-	27,779
b. Digital	7,259	-	7,259
1. Requested	7,259	-	7,259
2. Non-Requested	-	-	-
<b>interiors+sources E-NEWSLETTERS</b>			
a. DesignFlash e-Newsletter (25 issued in the period)	23,548	-	23,548
b. Specifics e-Newsletter (13 issued in the period)	27,321	-	27,321
<b>interiors+sources WEBSITE (Monthly Users)</b>			
with 59,185 average Pageviews)	19,663	-	19,663
<b>interiors+sources SOCIAL MEDIA</b>			
a. Twitter followers	**18,600	-	**18,600
b. Facebook likes	**11,133	-	**11,133
c. LinkedIn group members	**3,702	-	**3,702

\*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**

<b>NET UNIQUE INDIVIDUALS</b>	<b>35,936</b>
<b>INDIVIDUALS RECEIVING ONLY ONE CHANNEL</b>	<b>15,146</b>
<b>AVERAGE CHANNELS RECEIVED PER INDIVIDUAL*</b>	<b>2.0</b>

\*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 Channel			
	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	16,468	17,328	-	-	-	-
DesignFlash e-Newsletter	16,468	19,601	18,392	-	-	-	-
Specifics e-Newsletter	17,328	18,392	21,333	-	-	-	-
interiors+sources Website	-	-	-	19,663	-	-	-
interiors+sources Twitter	-	-	-	-	18,600	-	-
interiors+sources Facebook	-	-	-	-	-	11,133	-
interiors+sources LinkedIn	-	-	-	-	-	-	3,702

**1c. TOTAL UNIQUE INDIVIDUALS**

CHANNEL	Integrated Channels			Non-Integrated Channel				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	18,088	19,170	20,012	-	-	-	-	20,790
Single Channel Recipients	13,412	431	1,321	-	-	-	-	15,146
<b>TOTAL</b>	<b>31,500</b>	<b>19,601</b>	<b>21,333</b>	<b>19,663</b>	<b>18,600</b>	<b>11,133</b>	<b>3,702</b>	<b>35,936</b>

**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	14,565	40.5	Interior Designer; Owner/Principal/President/Partner	21,853	60.8
Architectural Design Firm	11,918	33.2	Architect	5,678	15.8
Corporate/Commercial	5,134	14.3	Corporate Executive/General Manager; Project/Other Manager	5,350	14.8
Government/Institutional Firms (including Education/Medical/Healthcare)	2,244	6.2	Interior Design/Architectural Intern/Student	867	2.4
Interior Design/Architectural Intern/Student	583	1.6	Others Allied to the Field	696	1.9
No Answer/Unknown/Other	1,492	4.2	No Answer/Unknown	1,492	4.2
<b>TOTAL</b>	<b>35,936</b>	<b>100.0</b>	<b>TOTAL</b>	<b>35,936</b>	<b>100.0</b>

**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	917
Allocated for Trade Shows and Conventions	-
All Other	626
<b>TOTAL</b>	<b>1,543</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	31,500	100.0	31,500	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single-Copy Sales	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>31,500</b>	<b>100.0</b>	<b>31,500</b>	<b>100.0</b>	-	-

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

2017 Issue	Print	Digital	Unique Total Qualified*
January	28,046	7,040	31,500
February	28,066	7,012	31,500
March	28,083	6,948	31,500
April	27,831	7,375	31,500
May	27,285	7,687	31,500
June	27,363	7,494	31,500

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

**3a. BUSINESS/OCCUPATIONAL BREAKOUT FOR ISSUE OF MAY 2017**

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	13,153	41.8	11,807	2,768
Architectural Design Firm	11,252	35.7	9,414	2,887
Corporate/Commercial	4,718	15.0	4,109	1,205
Government/Institutional Firms (including Education/Medical/Healthcare)	2,051	6.5	1,688	681
Interior Design/Architectural Intern/Student	326	1.0	267	146
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>31,500</b>	<b>100.0</b>	<b>27,285</b>	<b>7,687</b>

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

### JOB TITLE BREAKOUT FOR ISSUE OF MAY 2017

JOB TITLE	Unique Total Qualified*	Percent of Total	Print	Digital
Interior Designer, Owner/Principle/President/Partner	19,903	63.2	17,665	4,531
Architect	5,384	17.1	4,404	1,427
Corporate Executive/General Manager; Project/Other Manager	4,994	15.8	4,214	1,318
Interior Design/Architectural Intern/Student	625	2.0	518	174
Others Allied to the Field	594	1.9	484	237
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>31,500</b>	<b>100.0</b>	<b>27,285</b>	<b>7,687</b>

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

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

QUALIFICATION SOURCE	Qualified Within				Unique Total Qualified*	Percent	
	1 Year	2 Years	3 Years	Print			Digital
I. Direct Request:	22,186	9,314	-	27,285	7,687	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. <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>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>22,186</b>	<b>9,314</b>	<b>-</b>	<b>27,285</b>	<b>7,687</b>	<b>31,500</b>	<b>100.0</b>
<b>PERCENT</b>	<b>70.4</b>	<b>29.6</b>	<b>-</b>	<b>86.6</b>	<b>24.4</b>	<b>100.0</b>	<b>-</b>

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

## E-NEWSLETTER CHANNEL

2017	DesignFlash e-Newsletter	Specifics e-Newsletter
<b>JANUARY</b>		
January 3	22,599	-
January 10	22,606	-
January 12	-	27,885
January 17	23,305	-
January 24	23,351	-
January 26	-	27,701
January 31	23,300	-
<b>FEBRUARY</b>		
February 7	22,654	-
February 9	-	27,673
February 14	23,261	-
February 21	23,222	-
February 23	-	27,631
February 28	23,203	-
<b>MARCH</b>		
March 7	22,837	-
March 9	-	27,660
March 14	22,966	-
March 21	23,161	-
March 23	-	27,317
March 28	22,927	-
<b>APRIL</b>		
April 4	22,818	-
April 6	-	27,120
April 11	22,770	-
April 18	22,735	-
April 20	-	27,755
April 25	23,365	-
<b>MAY</b>		
May 2	23,293	-
May 4	-	27,604
May 9	23,263	-
May 16	19,601	-
May 17	-	21,333
<b>JUNE</b>		
June 1	-	30,442
June 6	26,129	-
June 9	26,104	-
June 13	26,473	-
June 15	-	27,609
June 20	26,415	-
June 27	26,333	-
June 29	-	27,449
<b>AVERAGE</b>	<b>23,548</b>	<b>27,321</b>

DesignFlash e-Newsletter (25 issued in the period)  
Specifics e-Newsletter (13 issued in the period)

## WEBSITE CHANNEL

### WWW.INTERIORSANDSOURCES.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	65,003	27,855	20,131	01:41
February	57,710	26,004	19,377	01:33
March	60,596	28,355	21,250	01:24
April	57,438	27,707	20,479	01:32
May	57,256	24,610	18,492	01:26
June	57,108	23,589	18,248	01:11
<b>AVERAGE:</b>	<b>59,185</b>	<b>26,353</b>	<b>19,663</b>	<b>01:28</b>

January - June 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 Cookied 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](http://www.adicompli.com)

