

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 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](http://www.adicompli.com)

# SOCIAL MEDIA CHANNEL

## Interiors+sources Social Media



Twitter followers

<http://twitter.com/InteriorsSource>



Facebook likes

<http://www.facebook.com/interiorsandsources>



LinkedIn group members

<http://www.linkedin.com/groups/4014632/profile>

2017

	Twitter followers	Facebook likes	LinkedIn group members
Beginning Balance	17,600	10,768	3,672
January	17,900	10,848	3,678
February	18,000	10,892	3,691
March	18,200	10,941	3,695
April	18,300	10,969	3,696
May	18,500	11,030	3,690
June	18,600	11,133	3,702

## GEOGRAPHIC DISTRIBUTION\*\*

State	interiors+sources MAGAZINE for Issue of May 2017					interiors+sources E-NEWSLETTERS SPECIFICS for Issue of May 16, 2017		interiors+sources MAGAZINE for Issue of May 2017					interiors+sources E-NEWSLETTERS SPECIFICS for Issue of May 17, 2017		
	Total Unique Individuals	Percent	Print	Digital	Unique Total*	DESIGNFLASH for Issue of May 16, 2017	May 17, 2017	State	Total Unique Individuals	Percent	Print	Digital	Unique Total*	DESIGNFLASH for Issue of May 16, 2017	May 17, 2017
	Maine	128	0.3	98	28	113	54	58	Kentucky	309	0.9	259	61	291	158
New Hampshire	131	0.3	98	26	117	68	75	Tennessee	624	1.7	484	118	550	330	353
Vermont	98	0.3	79	17	90	44	50	Alabama	369	1.0	300	60	335	184	210
Massachusetts	847	2.4	651	193	759	447	472	Mississippi	219	0.6	177	49	199	115	121
Rhode Island	117	0.3	92	26	102	62	68	EAST SO. CENTRAL	1,521	4.2	1,220	288	1,375	787	855
Connecticut	563	1.6	433	119	502	271	303	Arkansas	259	0.7	202	53	227	148	160
NEW ENGLAND	1,884	5.2	1,451	409	1,683	946	1,026	Louisiana	383	1.1	304	67	345	169	208
New York	3,002	8.4	2,324	658	2,690	1,571	1,694	Oklahoma	322	0.9	248	59	282	180	198
New Jersey	946	2.6	751	158	826	511	549	Texas	2,348	6.5	1,798	472	2,055	1,259	1,386
Pennsylvania	1,360	3.8	1,056	274	1,209	764	812	WEST SO. CENTRAL	3,312	9.2	2,552	651	2,909	1,756	1,952
MIDDLE ATLANTIC	5,308	14.8	4,131	1,090	4,725	2,846	3,055	Montana	133	0.4	110	29	122	60	67
Ohio	1,283	3.6	990	277	1,154	701	770	Idaho	177	0.5	144	35	160	96	107
Indiana	463	1.3	327	111	394	267	299	Wyoming	50	0.1	39	10	45	23	25
Illinois	1,514	4.2	1,135	327	1,320	810	905	Colorado	778	2.2	586	192	698	407	449
Michigan	983	2.7	769	207	874	561	609	New Mexico	170	0.5	127	39	151	94	101
Wisconsin	705	2.0	554	143	626	390	432	Arizona	655	1.8	503	136	568	375	387
EAST NO. CENTRAL	4,948	13.8	3,775	1,065	4,368	2,729	3,015	Utah	284	0.8	229	52	255	138	141
Minnesota	694	1.9	543	149	624	372	400	Nevada	180	0.5	140	32	156	108	105
Iowa	400	1.1	317	95	369	209	226	MOUNTAIN	2,427	6.8	1,878	525	2,155	1,301	1,382
Missouri	681	1.9	535	149	621	363	393	Alaska	71	0.2	54	16	66	41	42
North Dakota	94	0.3	75	17	87	45	49	Washington	1,004	2.8	763	224	897	565	602
South Dakota	114	0.3	101	20	105	62	69	Oregon	440	1.2	333	93	388	232	248
Nebraska	287	0.8	229	53	257	165	184	California	4,167	11.6	3,124	915	3,592	2,237	2,495
Kansas	328	0.9	259	46	290	177	196	Hawaii	134	0.4	101	34	117	71	76
WEST NO. CENTRAL	2,598	7.2	2,059	529	2,353	1,393	1,517	PACIFIC	5,816	16.2	4,375	1,282	5,060	3,146	3,463
Delaware	72	0.2	59	11	63	37	40	UNITED STATES	35,116	97.7	26,936	7,436	30,988	18,998	20,718
Maryland	658	1.8	495	159	573	388	416	U.S. Territories	12	0.0	3	4	6	7	12
Washington, DC	310	0.8	207	100	275	198	200	Canada	453	1.3	334	175	424	284	286
Virginia	922	2.6	678	179	778	537	578	Mexico	15	0.0	4	3	5	6	14
West Virginia	103	0.3	77	18	90	62	62	Other International	159	0.4	8	69	77	139	139
North Carolina	933	2.6	699	201	814	524	584	APO/FPO	2	0.1	-	-	-	1	2
South Carolina	435	1.2	323	95	381	239	254	Email Address Only	179	0.5	-	-	-	166	162
Georgia	1,140	3.2	831	282	984	657	714								
Florida	2,729	7.6	2,126	552	2,402	1,452	1,605								
SOUTH ATLANTIC	7,302	20.3	5,495	1,597	6,360	4,094	4,453								
<b>UNIQUE TOTAL*</b>								<b>35,936</b>	<b>100.0</b>	<b>27,285</b>	<b>7,687</b>	<b>31,500</b>	<b>19,600</b>	<b>21,333</b>	

\*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 July 27, 2017  
State Iowa  
County Linn  
Received by BPA Worldwide July 27, 2017  
Type BD  
ID Number I112B0J7

### 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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.