

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.

Stamats Communications Inc.  
615 Fifth Street SE  
Cedar Rapids, IA 52401  
Tel. No.: (319) 364-6167  
Fax No.: (319) 364-8094  
www.interiorsandsources.com

**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.

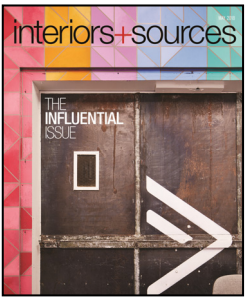



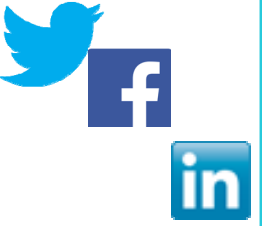
**BRAND REPORT PURPOSE**

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 a cross-section of all communication channels, including a brand's total recipients across multiple media platforms, unique users within each channel where it can be determined, and users accessing multiple channels.

The report contains a net, unduplicated count of individuals within an integrated database. When the end user is not identified, such as social media, integration for that channel is not possible, and therefore not required and reported separately as non-integrated channels.

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 for which the end user can not be identified and therefore not integrated to identify unique individuals shall be fully disclosed in the report.

**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 31,524 average circulation	 25 issued in the period 17,786 average per occurrence	 13 issued in the period 19,713 average per occurrence	 40,913 average users	 19,900 Twitter followers 13,254 Facebook likes 3,755 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</b> Unique Total* (6 issues in the period)	31,524	-	31,524
a. Print	27,697	-	27,697
b. Digital	6,807	-	6,807
1. Requested	6,807	-	6,807
2. Non-Requested	-	-	-
<b>interiors+sources E-NEWSLETTERS</b>			
a. DesignFlash e-Newsletter (25 issued in the period)	17,786	-	17,786
b. Specifics e-Newsletter (13 issued in the period)	19,713	-	19,713
<b>interiors+sources WEBSITE</b> (Monthly Users with 83,405 average Pageviews)	40,913	-	40,913
<b>interiors+sources SOCIAL MEDIA</b>			
a. Twitter followers	**19,900	-	**19,900
b. Facebook likes	**13,254	-	**13,254
c. LinkedIn group members	**3,755	-	**3,755

\*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>37,067</b>
<b>INDIVIDUALS RECEIVING ONLY ONE CHANNEL</b>	<b>17,326</b>
<b>AVERAGE CHANNELS RECEIVED PER INDIVIDUAL*</b>	<b>1.91</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 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	31,520	14,591	15,410	-	-	-	-
DesignFlash e-Newsletter	14,591	18,723	17,933	-	-	-	-
Specifics e-Newsletter	15,410	17,933	20,662	-	-	-	-
interiors+sources Website	-	-	-	40,913	-	-	-
interiors+sources Twitter	-	-	-	-	19,900	-	-
interiors+sources Facebook	-	-	-	-	-	13,254	-
interiors+sources LinkedIn	-	-	-	-	-	-	3,755

**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	15,904	18,428	19,246	-	-	-	-	19,741
Single Channel Recipients	15,616	295	1,416	-	-	-	-	17,326
<b>TOTAL</b>	<b>31,520</b>	<b>18,723</b>	<b>20,662</b>	<b>40,913</b>	<b>19,900</b>	<b>13,254</b>	<b>3,755</b>	<b>37,067</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
Architectural Design Firm	14,767	39.8	Architect	7,089	19.1
Corporate/Commercial	5,561	15.0	Corporate Executive/General Manager; Project/Other Manager	6,410	17.3
Government/Institutional Firms (including Education/Medical/Healthcare)	2,480	6.7	Interior Design/Architectural Intern/Student	862	2.3
Interior Design/Architectural Intern/Student	466	1.3	Others Allied to the Field	864	2.4
No Answer/Unknown/Other	1,160	3.1	No Answer/Unknown	1,160	3.1
<b>TOTAL</b>	<b>37,067</b>	<b>100.0</b>	<b>TOTAL</b>	<b>37,067</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	51
Advertiser and Agency	1,199
Allocated for Trade Shows and Conventions	408
All Other	647
<b>TOTAL</b>	<b>2,305</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	31,524	100.0	31,524	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single-Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>31,524</b>	<b>100.0</b>	<b>31,524</b>	<b>100.0</b>	-	-

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

2018 Issue	Print	Digital	Unique Total Qualified*
January	27,701	7,174	31,601
February	27,658	7,095	31,500
March	27,357	7,331	31,500
April	27,572	6,868	31,516
May	27,921	6,236	31,520
June	27,973	6,139	31,509

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

**3a. BUSINESS/OCCUPATIONAL BREAKOUT FOR ISSUE OF MAY 2018**

This issue is -% or 5 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	10,586	33.6	9,675	1,807
Architectural Design Firm	13,568	43.0	11,807	2,689
Corporate/Commercial	4,926	15.6	4,353	1,038
Government/Institutional Firms (including Education/Medical/Healthcare)	2,193	7.0	1,880	583
Interior Design/Architectural Intern/Student	247	0.8	206	119
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>31,520</b>	<b>100.0</b>	<b>27,921</b>	<b>6,236</b>

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

### JOB TITLE BREAKOUT FOR ISSUE OF MAY 2018

Job Title	Unique Total Qualified*	Percent of Total	Print	Digital
Interior Designer, Owner/Principle/President/Partner	17,776	56.4	16,044	3,345
Architect	6,516	20.7	5,571	1,355
Corporate Executive/General Manager; Project/Other Manager	5,806	18.4	5,098	1,144
Interior Design/Architectural Intern/Student	621	2.0	515	209
Others Allied to the Field	801	2.5	693	183
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>31,520</b>	<b>100.0</b>	<b>27,921</b>	<b>6,236</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 2018

Qualification Source	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	<b>22,361</b>	<b>9,159</b>	-	<b>27,921</b>	<b>6,236</b>	<b>31,520</b>	<b>100.0</b>
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>22,361</b>	<b>9,159</b>	-	<b>27,921</b>	<b>6,236</b>	<b>31,520</b>	<b>100.0</b>
<b>PERCENT</b>	<b>70.9</b>	<b>29.1</b>	-	<b>88.6</b>	<b>19.8</b>	<b>100.0</b>	

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

## E-NEWSLETTER CHANNEL

2018	DesignFlash e-Newsletter	Specifics e-Newsletter
<b>JANUARY</b>		
January 2	17,661	-
January 4	-	19,556
January 9	17,471	-
January 16	17,532	-
January 18	-	19,371
January 23	17,258	-
January 30	17,243	-
<b>FEBRUARY</b>		
*February 1	-	18,865
February 6	17,181	-
February 13	16,548	-
February 15	-	18,246
February 20	16,825	-
February 27	18,082	-
<b>MARCH</b>		
March 1	-	19,787
March 6	18,065	-
March 13	18,014	-
March 15	-	19,669
March 20	17,995	-
March 27	17,737	-
<b>APRIL</b>		
April 3	18,136	-
April 5	-	19,991
April 10	18,061	-
April 18	18,061	-
April 19	-	19,741
April 24	15,446	-
<b>MAY</b>		
May 1	18,723	-
May 3	-	20,662
May 8	18,563	-
May 10	-	20,318
May 15	18,422	-
May 22	18,435	-
May 29	18,380	-
<b>JUNE</b>		
June 7	-	19,966
June 12	18,264	-
June 14	-	20,105
June 19	18,297	-
June 21	-	19,993
June 26	18,249	-
<b>AVERAGE</b>	<b>17,786</b>	<b>19,713</b>

DesignFlash e-Newsletter (25 issued in the period)

Specifics e-Newsletter (13 issued in the period)

\* February 1 edition of Specifics A/B split; total delivered for the February 1 edition is 18,865.

## WEBSITE CHANNEL

### WWW.INTERIORSANDSOURCES.COM

2018	Pageviews	Sessions	Users	Average Session Duration
January	67,974	28,916	18,885	1:09
February	67,534	34,716	29,441	1:00
March	86,025	52,340	46,381	0:47
April	99,417	63,978	56,374	0:41
May	95,632	60,805	53,669	0:35
June	83,848	48,706	40,730	0:48
<b>AVERAGE:</b>	<b>83,405</b>	<b>48,244</b>	<b>40,913</b>	<b>0:50</b>

January - June 2018 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.

