interiors+sources

BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2018



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.

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

Stamats Communications Inc. 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, indepth 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 indentified, 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

interiors+sources **MAGAZINE**



6 issues in the period 31,524 average circulation

DESIGNFLASH E-NEWSLETTER



25 issued in the period 17,786 average per occurrence

SPECIFICS E-NEWSLETTER



13 issued in the period 19,713 average per occurrence

interiors+sources **WEBSITE**

www.interiorsandsources.com



40,913 average users

interiors+sources **SOCIAL MEDIA**





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
interiors+sources MAGAZINE 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	-	-	-
interiors+sources E-NEWSLETTERS			
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
interiors+sources WEBSITE (Monthly Users with 83,405 average Pageviews)	40,913	-	40,913
interiors+sources SOCIAL MEDIA			
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.

NET UNIQUE INDIVIDUALS 37,067 INDIVIDUALS RECEIVING ONLY ONE CHANNEL 17,326 **AVERAGE CHANNELS RECEIVED PER INDIVIDUAL***

*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.

		Integrated Channels			Non-Integrated Channels			
		interiors+source	es E-Newsletters	interiors+sources				
Channel	interiors+sources Magazine	DesignFlash e-Newsletter	Specifics e-Newsletter	Website (Users)	interiors+sources Twitter	interiors+sources Facebook	interiors+sources LinkedIn	
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

	Integrated Channels		Non-Integrated Channels					
		interiors+sourc	es E-Newsletters	interiors+sources				
	interiors+sources	DesignFlash	Specifics	Website	interiors+sources	interiors+sources	interiors+sources	Unique
Channel	Magazine	e-Newsletter	e-Newsletter	(Users)	Twitter	Facebook	LinkedIn	Individuals
Multiple Channel Recipients	15,904	18,428	19,246	-	-	-	-	19,741
Single Channel Recipients	15,616	295	1,416	-	-	-	-	17,326
TOTAL	31,520	18,723	20,662	40,913	19,900	13,254	3,755	37,067

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	12,633	34.1	Interior Designer; Owner/Principal/President/Partner	20,682	55.8
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
TOTAL	37,067	100.0	TOTAL	37,067	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	51
Advertiser and Agency	1,199
Allocated for Trade Shows and Conventions	408
All Other	647
TOTAL	2.305

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

	Total Q	ualified	Qualified	Non-Paid	Qualifi	ed Paid
Qualified		_		_		_
Circulation	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	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	31.524	100.0	31.524	100.0	_	-

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	
UNIQUE TOTAL QUALIFIED CIRCULATION*	31,520	100.0	27,921	6,236	
Unique Total Qualified represents unique recipients not the sum of Print and Digital					

www.bpaww.com interiors+sources / June 2018

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
UNIQUE TOTAL QUALIFIED CIRCULATION*	31,520	100.0	27,921	6,236

*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

	Qualified Within						
-		-		-		Unique Total	
Qualification Source	1 Year	2 Years	3 Years	Print	Digital	Qualified*	Percent
I. Direct Request:	22,361	9,159	-	27,921	6,236	31,520	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*	22,361	9,159		27,921	6,236	31,520	100.0
PERCENT	70.9	29.1		88.6	19.8	100.0	
nique Total Qualified represents unique recipients, not the sum of Print and Digital.							

E-NEWSLETTER CHANNEL

2018	DesignFlash e-Newsletter	Specifics e-Newsletter
JANUARY		
January 2	17,661	-
January 4	- 47.474	19,556
January 9	17,471	-
January 16	17,532	- 10.271
January 18 January 23	17,258	19,371
January 30	17,238	- -
FEBRUARY	11,243	•
*February 1		18,865
February 6	17,181	10,000
February 13	16,548	
February 15	10,040	18,246
February 20	16,825	10,240
February 27	18,082	_
MARCH	10,002	
March 1		19,787
March 6	18,065	,·
March 13	18,014	-
March 15		19,669
March 20	17,995	-
March 27	17,737	-
APRIL		
April 3	18,136	-
April 5	-	19,991
April 10	18,061	-
April 18	18,061	-
April 19	-	19,741
April 24	15,446	•
MAY		
May 1	18,723	-
May 3	-	20,662
May 8	18,563	- 00 240
May 10	-	20,318
May 15	18,422	-
May 22 May 29	18,435 18,380	-
JUNE	10,300	•
June 7		19,966
June 12	18,264	13,300
June 14	-	20,105
June 19	18,297	-
June 21	-	19,993
June 26	18,249	
AVERAGE	,	10.713
AVERAGE	17,786	19,713

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
AVERAGE:	83,405	48,244	40,913	0:50

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 cookied 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.

SOCIAL MEDIA CHANNEL

	interiors+sources Social Media										
	Twitter followers	Facebook likes	LinkedIn group members								
2018	http://twitter.com/InteriorsSource	http://www.facebook.com/interiorsandsources	http://www.linkedin.com/groups/4014632/profile								
Beginning Balance	19,300	11,536	3,718								
January	19,400	11,592	3,722								
February	19,500	11,653	3,719								
*March	19,500	11,703	3,719								
April	19,700	11,757	3,744								
May	19,800	11,807	3,740								
June	19,900	13,254	3,755								
*March Twitter LinkedIn da	ta unavailable: March data is carried over from Februa		5,, 22								

GEOGRAPHIC DISTRIBUTION**

interiors+sources MAGAZINE for legals of May 2018				interiors+sources E-NEWSLETTERS			interiors+sources MAGAZINE for Issue of May 2018			interiors+sources E-NEWSLETTERS					
for Issue of May 2018 Total		DESIGNFLASH			Total		101 15	sue or iviay		DESIGNFLASH					
	Unique				Unique		for Issue of		Unique				Unique	for Issue of	
State		s Percent	Print	Digital	Total*	May 1, 2018		State	Individuals	Percent	Print	Digital	Total*	May 1, 2018	
Maine	130	0.3	101	19	117	52	59	Kentucky	319	0.8	247	47	271	169	188
New Hampshire	132	0.4	99	16	112	58	63	Tennessee	693	1.9	543	106	606	319	347
Vermont	98	0.3	79	16	88	42	45	Alabama	401	1.1	304	68	347	196	224
Massachusetts	902	2.4	724	156	804	431	469	Mississippi	215	0.6	170	39	190	114	123
Rhode Island	115	0.3	90	17	97	49	54	EAST SO. CENTRAL	1,628	4.4	1,264	260	1,414	798	882
Connecticut	532	1.4	405	87	455	271	307	Arkansas	263	0.7	195	44	219	142	152
NEW ENGLAND	1,909	5.1	1,498	311	1,673	903	997	Louisiana	406	1.1	309	57	339	180	217
New York	3,159	8.5	2,446	541	2,745	1,552	1,695	Oklahoma	302	0.8	220	49	252	148	174
New Jersey	920	2.5	692	115	762	480	527	Texas	2,455	6.6	1,873	381	2,093	1,183	1,323
Pennsylvania	1,384	3.7	1,069	219	1,192	711	775	WEST SO. CENTRAL	3,426	9.2	2,597	531	2,903	1,653	1,866
MIDDLE ATLANTIC	5,463	14.7	4,207	875	4,699	2,743	2,997	Montana	132	0.4	109	18	121	61	65
Ohio	1,346	3.6	1,047	230	1,187	688	760	Idaho	178	0.5	142	16	152	90	97
Indiana	480	1.3	349	85	399	257	290	Wyoming	49	0.1	37	8	43	21	23
Illinois	1,550	4.2	1,162	256	1,319	752	856	Colorado	786	2.1	592	134	674	368	421
Michigan	983	2.7	732	168	833	524	575	New Mexico	181	0.5	134	37	154	102	115
Wisconsin	742	2.0	568	136	640	375	414	Arizona	641	1.7	487	104	540	338	370
EAST NO. CENTRAL	5,101	13.8	3,858	875	4,378	2,596	2,895	Utah	283	0.7	212	38	238	127	134
Minnesota	704	1.9	557	130	621	351	385	Nevada	210	0.6	173	43	192	112	120
Iowa	406	1.1	313	73	353	199	225	MOUNTAIN	2,460	6.6	1,886	398	2,114	1,219	1,345
Missouri	763	2.1	576	149	670	386	423	Alaska	84	0.2	67	13	74	45	47
North Dakota	98	0.3	79	15	90	41	45	Washington	1,060	2.9	792	189	920	528	584
South Dakota	120	0.3	84	14	88	72	78	Oregon	458	1.2	339	86	400	216	237
Nebraska	310	0.8	238	59	272	164	188	California	4,033	10.9	2,998	692	3,388	2,007	2,270
Kansas	324	0.9	254	41	275	178	190	Hawaii	139	0.4	97	30	116	71	78
WEST NO. CENTRAL	2,725	7.4	2,101	481	2,369	1,391	1,534	PACIFIC	5,774	15.6	4,293	1,010	4,898	2,867	3,216
Delaware	65	0.2	51	7	55	25	31	UNITED STATES		96.6	27,191	5,978	30,633	17,995	19,951
Maryland	665	1.8	494	114	555	370	401	U.S. Territories	10	-	3	2	3	4	9
Washington, DC	346	0.9	251	77	297	186	194	Canada	873	2.4	707	209	821	400	417
Virginia	946	2.6	698	160	788	500	544	Mexico	13	0.0	4	3	5	4	11
West Virginia	103	0.3	80	17	90	55	59	Other International	131	0.4	16	44	58	113	115
North Carolina	975	2.6	729	157	821	505	560	APO/FPO	1	-	-	-	-	-	1
South Carolina	439	1.2	331	68	373	205	230	Email Address Only	220	0.6	-	-	-	207	158
Georgia	1,151	3.1	834	218	957	635	700	·		·		·			
Florida	2,643	7.1	2,019	419	2,249	1,344	1,500	UNIQUE TOTAL*	37,067	100.0	27,921	6,236	31,520	18,723	20,662
SOUTH ATLANTIC	7,333	19.8	5,487	1,237	6,185	3,825	4,219								

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

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.

We hereby make oath and say that all data set forth in this statement are true. Chelsea Odegard, Audience Manager

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.

Date signed July 11, 2018 State Iowa County Linn Received by BPA Worldwide July 11, 2018 BJ Type

ID Number

It will be included in the annual audit made by BPA Worldwide.

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.

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^{**}See Additional Data