



DIGITAL AUDIENCE PROFILE

ADVERTISE WITH *PM ENGINEER*

PM Engineer reaches more specifiers/designers of plumbing, piping, hydronic and fire protection products than any media brand. *PM Engineer* covers such topics as plumbing products, codes, trends, LEED-certified projects and LEED credits, as well as the lead-free law and other regulations.

www.pmengineer.com

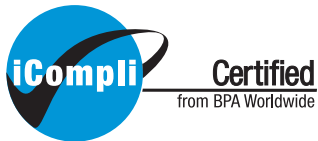


550 W Merrill St, Suite 200, Birmingham, MI 48009

Copyright © 2024 BNP Media, All Rights Reserved.



Independent Auditor's Report



BNP Media

Troy, MI

iCompli, a division of BPA Worldwide, has reviewed the BNP Media Audience Dashboard solution for conformance to the BPA Worldwide Standards and generally accepted information security management requirements.

Our examination was performed in accordance with BPA Worldwide Standards and generally accepted information security management requirements. Our examination included reviews of Platform Technology, Data Life Cycle Management, System Monitoring, Reporting, Access Controls, Software Development Life Cycle, Documentation, and Disclosures. The examination included those procedures we considered necessary in the circumstances to obtain a reasonable basis for rendering our opinion.

Based on our review, we are not aware of any material modifications that should be made to the BNP Media Audience Dashboard solution for recording, processing and reporting audience data.

iCompli, BPA Worldwide

iCompli, BPA Worldwide

November 30, 2021



Audience Profile

Total Audience

PM Engineer is intended for those involved in the design and specification of plumbing, piping, hydronic/radiant heating, and fire protection.

32,913

Unique Active Audience

67%

Engaged

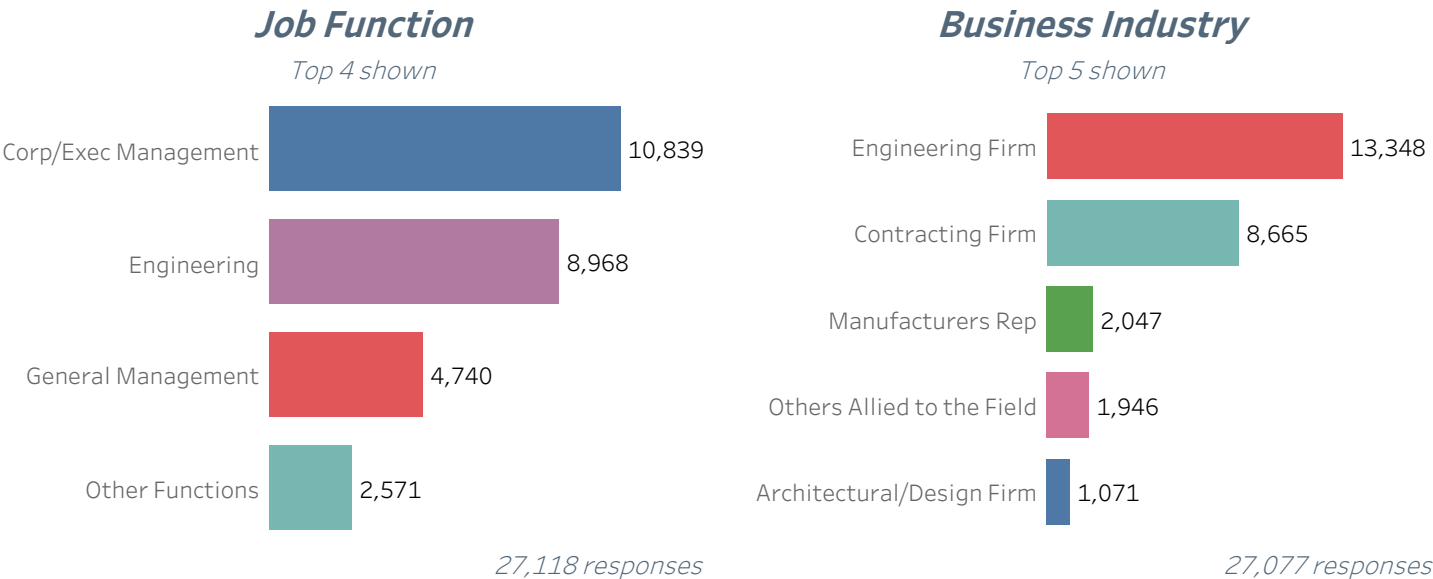
Core Channels

	Total Channel Audience	Unique to Channel	
Website	42,255	2,426	
eNewsletter	15,614	4,644	
eMagazine	21,433	10,824	

Additional Channels

957	1,927	11,931	6,647
Webinar Average Registrants	Continuing Education Active Registered Users	Standard eBlast Delivery	Social Media Total Followers

Demographics





Audience Profile Glossary

UNDERSTANDING AUDIENCE PROFILE DASHBOARD

Time Frame - As of Last day of Month shown

- **Total Audience:**

Unique Active Audience: Number of unique active customers with known first-party data active within product specific time frames for all products.

Engaged: Number of engaged customers with known first-party data within product specific time frames for all products.

** Product-specific time frames for each Channel may be found in Table A.*

Core Channels

The three core channels are Website, eNewsletter, and eMagazine.

- **Total Channel Audience:** Total number of customers for specified product.
- **Unique to Channel:** Number of unique customers active only in specified channel.
- **Active in 2 Channels:** Number of unique customers active in two channels. Examples: A customer is active within Website and eNewsletter channels but not eMagazine. Or a customer is active within eNewsletter and eMagazine channels but not the Website.
- **Active in all 3 Channels:** Number of unique customers active in all three channels.
- **Website Unknown Users:** Number of total users who visited the website within the specified time frame who are not accounted for in the BNP Media database. The number of Unique Website Users may be higher than shown due to the number of unknown users.

Additional Channels

Additional channels may include Webinars, Events, Continuing Education (CE), eBlast, Social Media.

- **Webinar Average Registrants (if applicable):** Average registrants per webinar.
- **Unique Event Registrants (if applicable):** Average registrants per event.
- **CE Active Registered Users (if applicable):** Total active registered users for the Continuing Education Center.
- **Standard eBlast Delivery (sponsored only):** Delivery count of a typical eBlast within the last 3 months.
- **Social Media Total Followers (if applicable):** Follower counts by channel for the most recent month.

Demographics

- **Job Function:** Top job functions of the Unique Active Audience.
- **Business Industry:** Top business industries of the Unique Active Audience.

Table A

** BNP Media uses a proprietary algorithm to calculate the number of active and engaged users for each channel based on the time frames listed in the table below.*

	Active Criteria	Engaged Criteria
Website	6 Months	6 Months
eNewsletter	Included in most recent list	6 Months
eMagazine	Included in most recent list	12 Months
Webinar	12 Months	18 Months
Event	18 Months	18 Months
Continuing Education	13 Months	13 Months
eBlast	Included in most recent list	6 Months



eMagazine - Summary



Total Subscribers

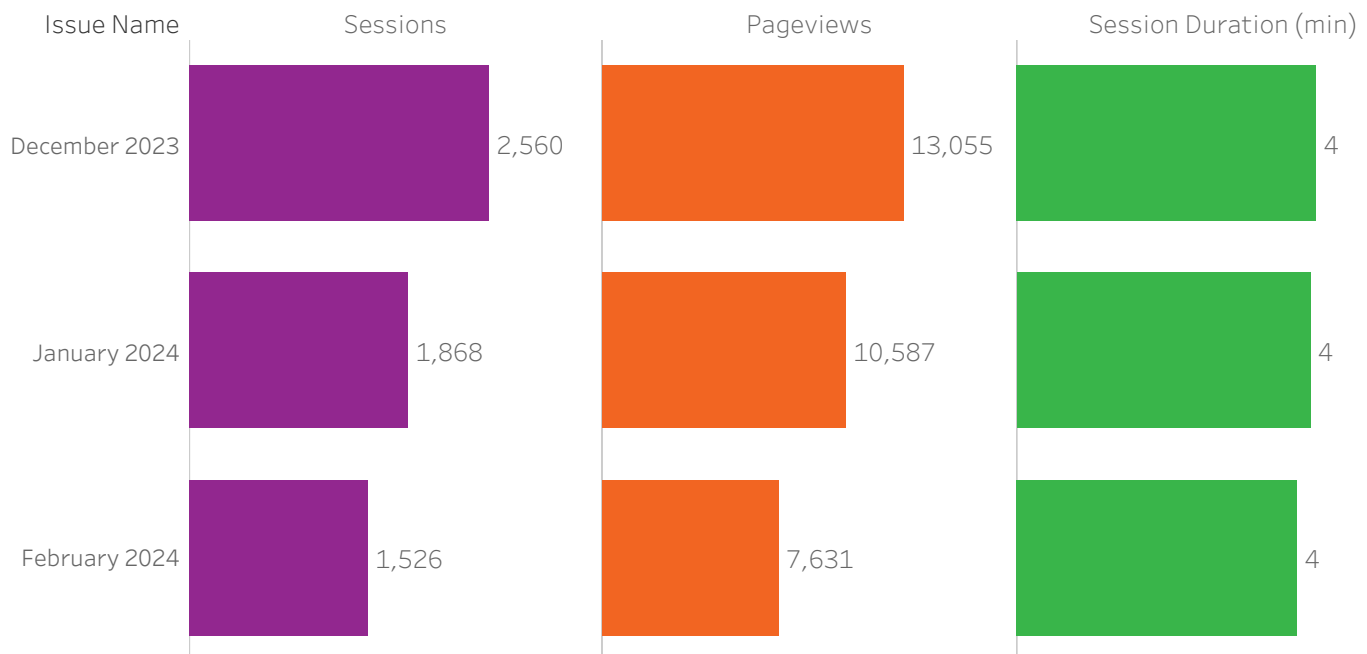
21,050



Average Issue Pageviews

10,424

Activity by eMagazine Issue



eMagazine Notification Email Metrics

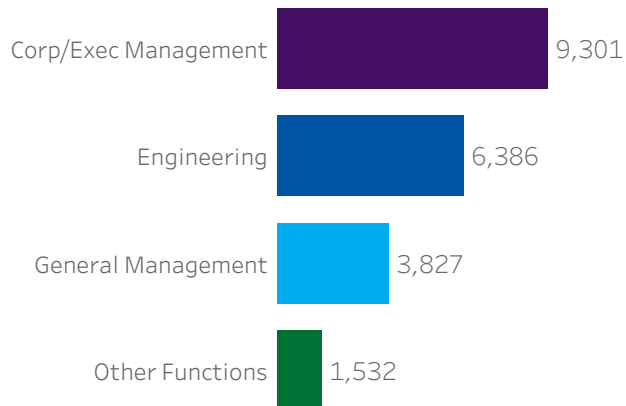
Issue Name	Sends	Unique Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
December 2023	4	20,678	8,225	39.8%	1,087	2.7%
January 2024	4	21,226	8,361	39.4%	1,110	2.7%
February 2024	4	21,050	9,072	43.1%	2,024	5.0%

* Due to Apple Mail Privacy enabled on user devices, open rates may be inflated as of November 2021. Clicks are not impacted.



Demographic - Job Function

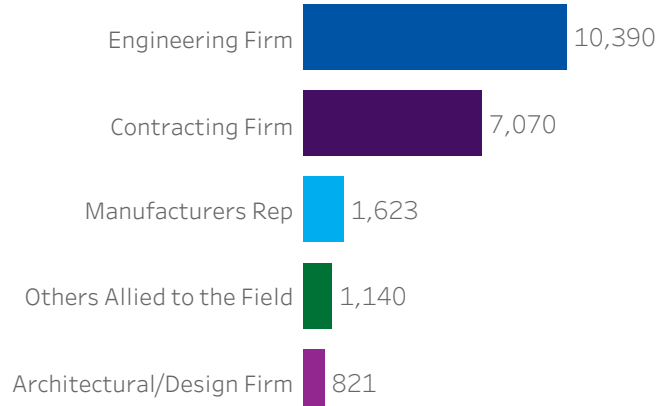
Top 4 Shown



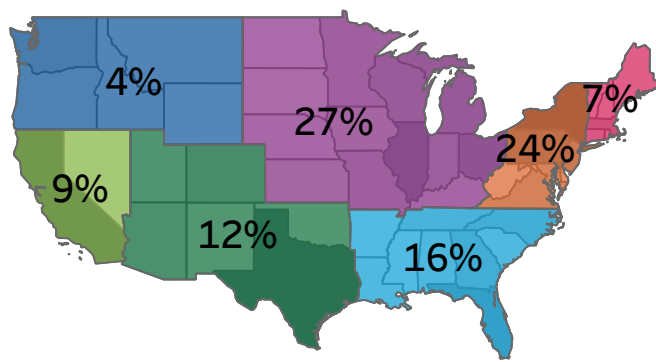
21,046 or 100% of subscribers with responses

Demographic - Business/Industry

Top 5 Shown

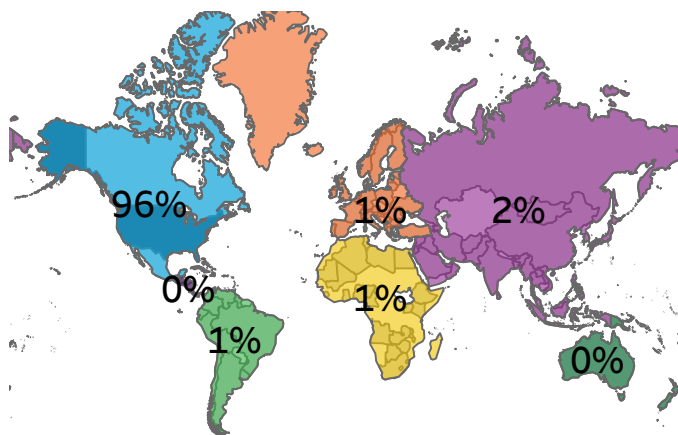
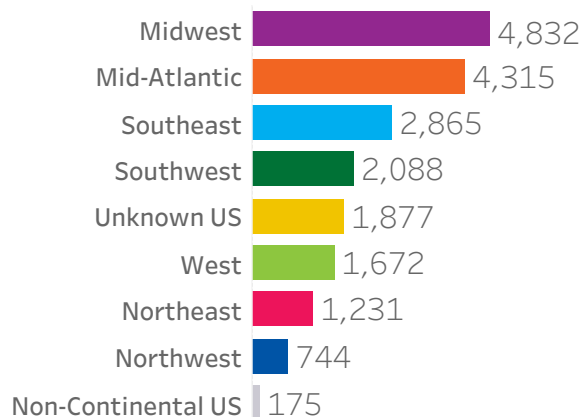


21,044 or 100% of subscribers with responses



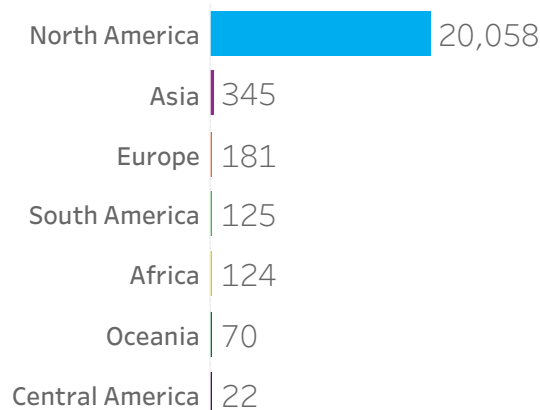
94% of subscribers are located in the US

Unique Subscribers by Region



5% of subscribers are located internationally

Unique Subscribers by Region





Time Frame

3 months

KPIs

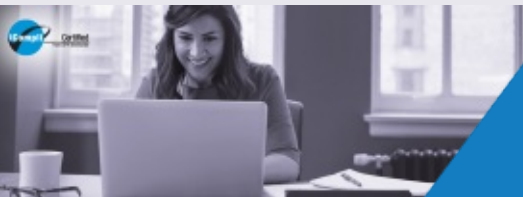
- **Total Qualified Subscribers:** Active digital subscribers as of the most recent issue.
- **Average Issue Pageviews:** The average monthly pageviews on the eMagazines.

Activity by eMagazine Issue

- **Issue Date:** eMagazine issue date.
- **Sessions:** Number of times users interacted with the eMagazine. Sessions are terminated after 30 minutes of inactivity.
- **Session Duration (min):** The average session length.
- **Pageviews:** The total number of eMagazine pageviews.

eMagazine Notification Email Metrics

- **Monthly Sends:** Total number of notification emails deployed per issue.
- **Delivered:** Number of unique email subscriber addresses eMagazine notification emails were delivered to for this issue.
- **Unique Opens:** Number of unique subscriber email addresses who opened any notification email for this issue.
- **Open Rate:** Ratio of unique Opens to Delivered.
- **Total Clicks:** Number of subscribers who clicked a link within a particular notification email.
- **CTR:** Click Through Rate is the percentage of subscribers who click on a link within the notification email.



eNewsletters



Active Unique Recipients

15,614



% of Recipients Engaged

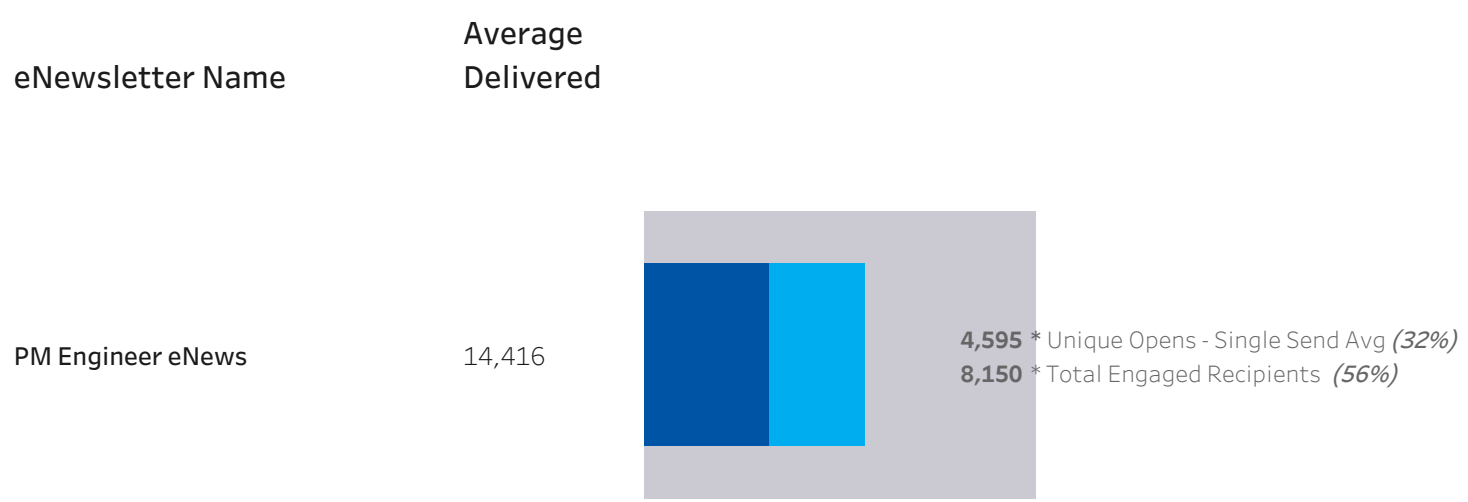
56%



Sends per Month

2

Recipient Activity by eNewsletter Over the Last 3 Months



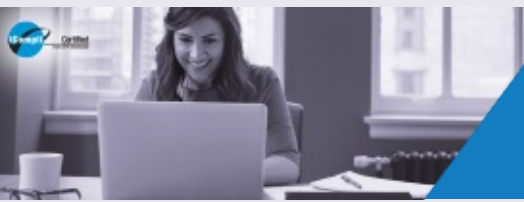
Engaged Recipient: Any recipient who opened at least one email of this type in the report time frame.

Unique Opens - Single Send Avg Unique Opens - All Sends Delivered

eNewsletter Activity Averages

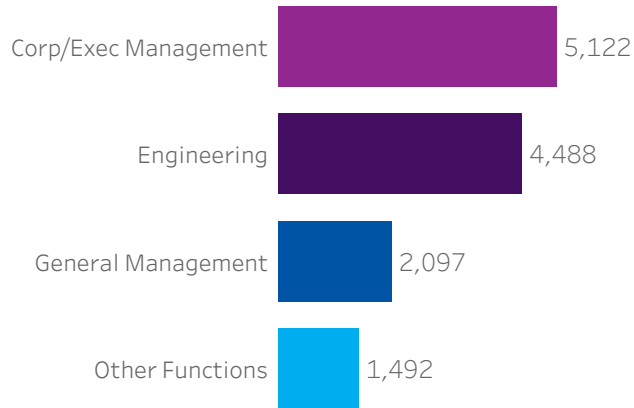
eNewsletter Name	Monthly Sends	Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
PM Engineer eNews	1.7	14,416	4,595	31.9%	436	3.0%

* Due to Apple Mail Privacy enabled on user devices, open rates may be inflated as of November 2021. Clicks are not impacted.



Demographic - Job Function

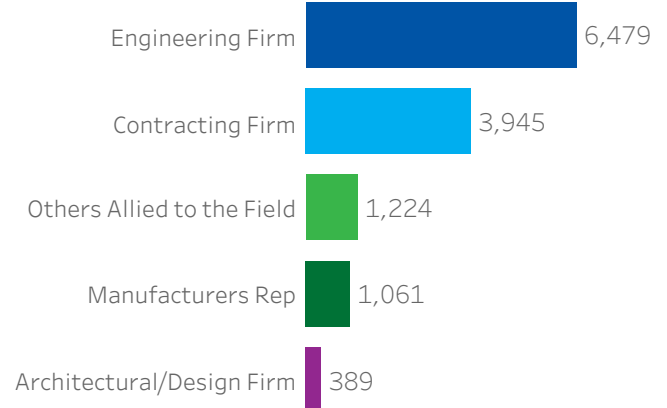
Top 4 Shown



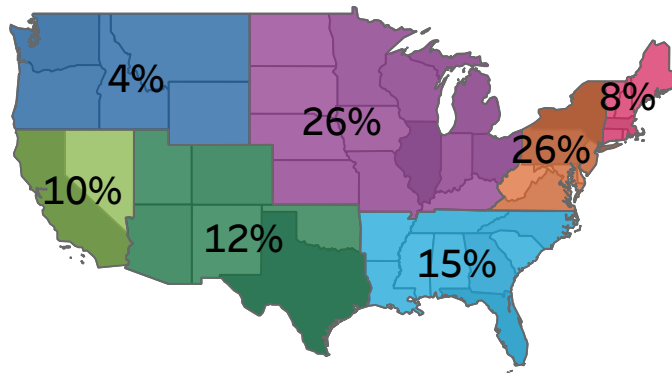
13,199 recipients with responses

Demographic - Business/Industry

Top 5 Shown

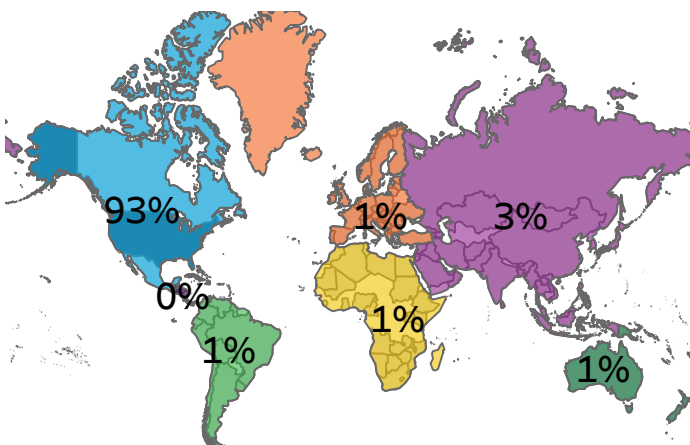
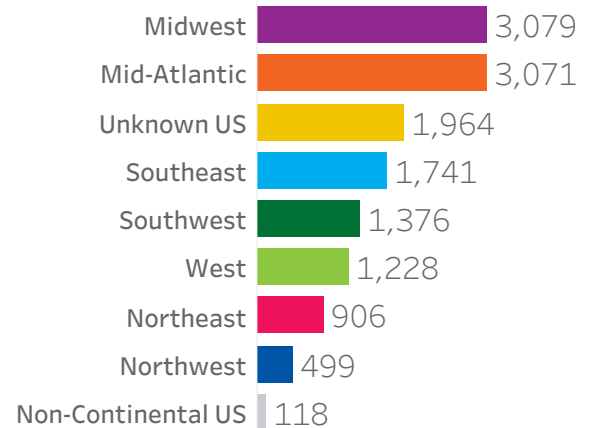


13,098 recipients with responses



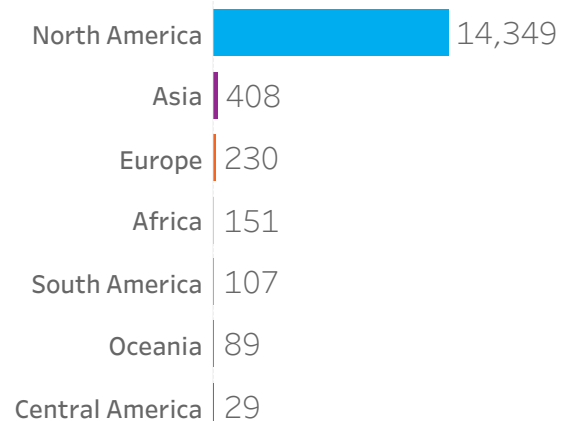
91% of recipients are located in the US

Unique Recipients by Region



9% of recipients are located internationally

Unique Recipients by Region





Time Frame

3 Months

KPIs

- **Active Unique Recipients:** Number of unique email addresses that received any brand eNewsletter in the 3-month period.
- **% of Recipients Engaged:** Percent of recipients who opened* any eNewsletter.
- **Sends / Month:** Total eNewsletters sent per month.

Recipient Activity by eNewsletter

- **Average Delivered:** The average number of emails delivered per eNewsletter.
- **Unique Opens, Single Send Avg:** Average unique opens* (uniqueness calculated for each email sent) for all emails sent.
- **Total Engaged Recipients:** Number of unique Recipients who have opened* one or more of the delivered emails.

eNewsletter Activity Averages

- **Monthly Sends:** Total number of eNewsletters deployed per month.
- **Delivered:** Average number of eMails, per eNewsletter, deployed per month.
- **Unique Opens:** Average number of unique Recipients (delivered) who opened* a particular eNewsletter.
- **Open Rate:** The ratio of Unique Opens* to Delivered.
- **Total Clicks:** Average number of recipients who clicked a link within a particular eNewsletter.
- **CTR:** Click Through Rate is the percentage of recipients who click on a link within the eNewsletter.

**Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.*



Website - www.pmengineer.com



Average Monthly
Users

39,689



Average Monthly
Sessions

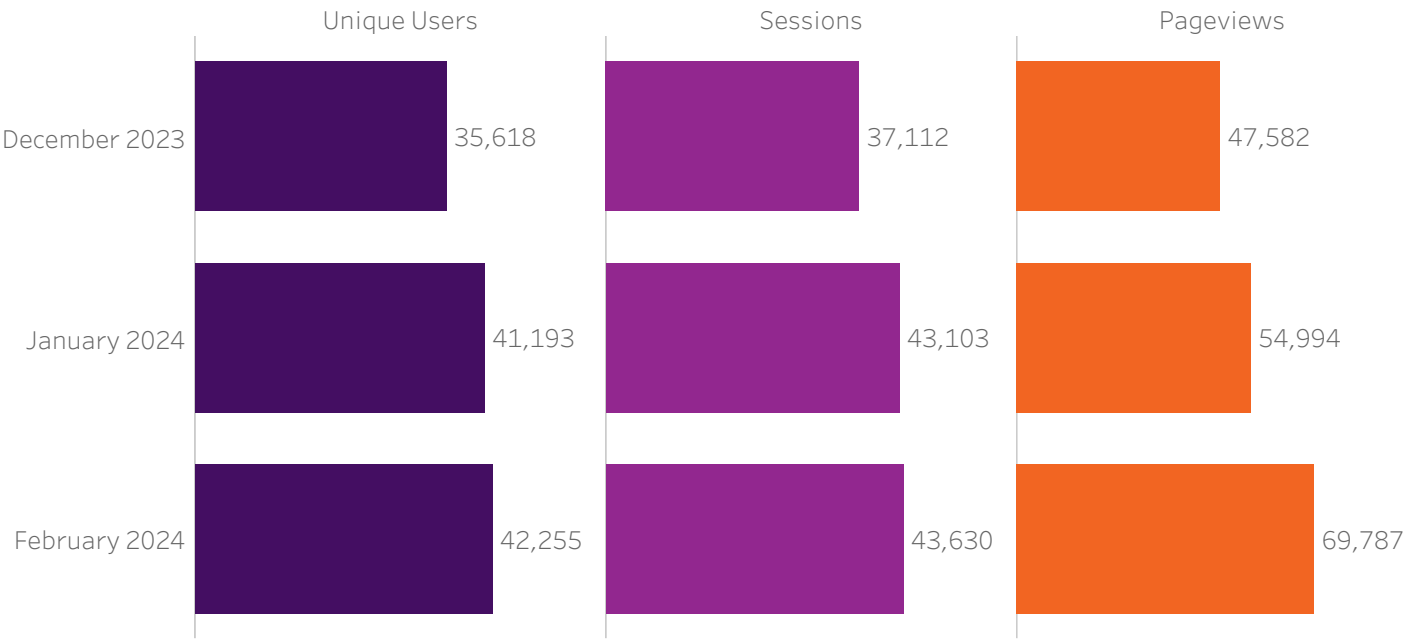
41,282



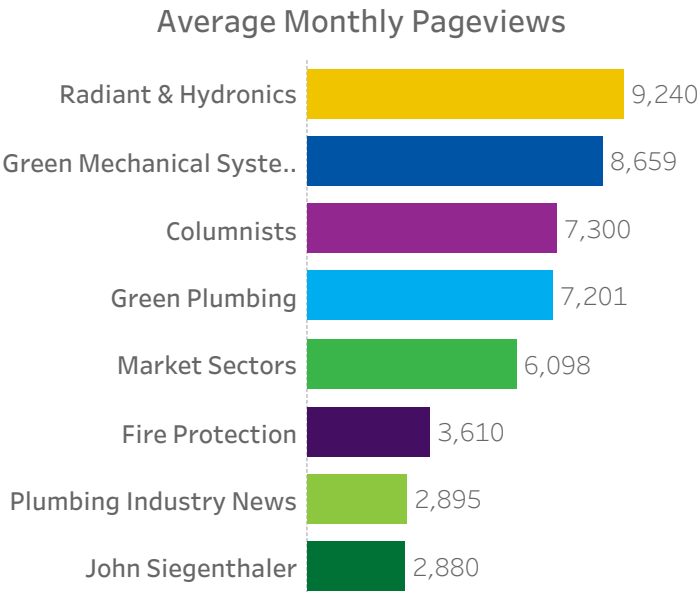
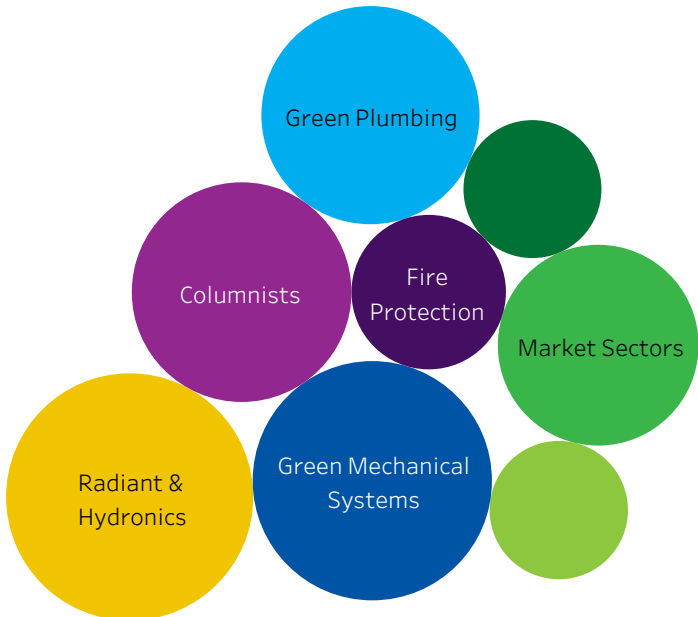
Average Monthly
Pageviews

57,454

Monthly Website Statistics



Top 8 Content Topics Viewed





Website - Known User Activity



Active Registered Users

2,205



Active Known Users

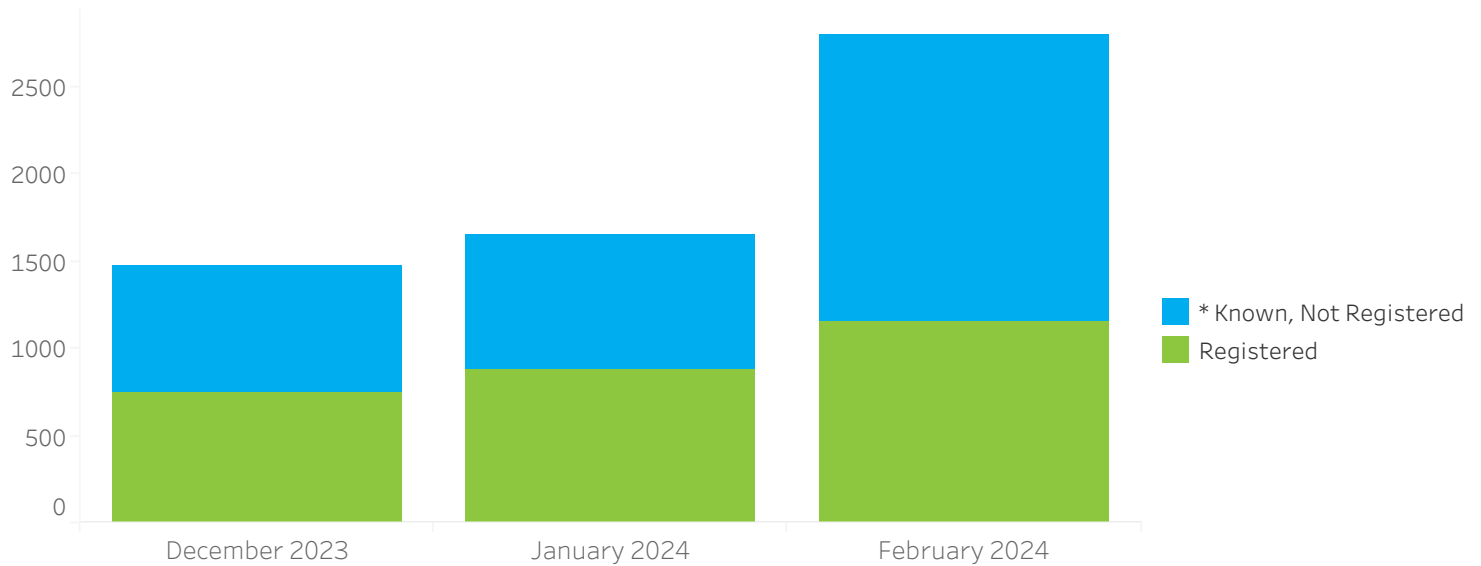
6,476



Average Visits per User

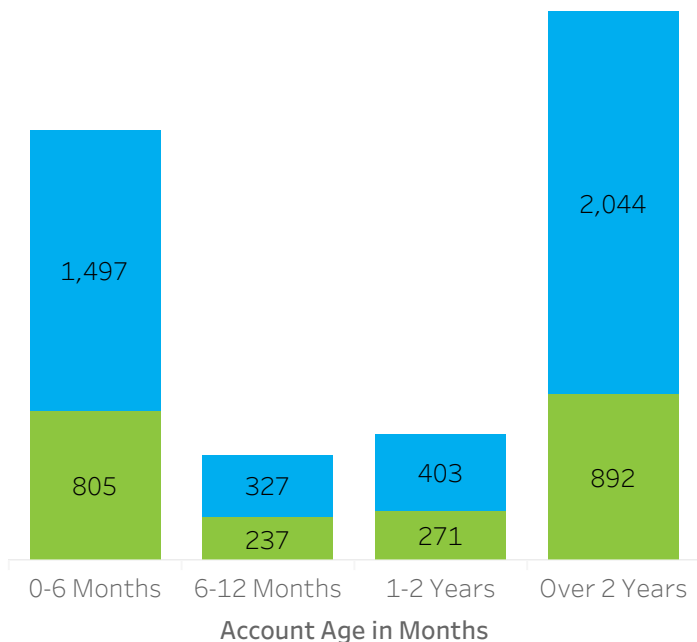
1.6

Website Users

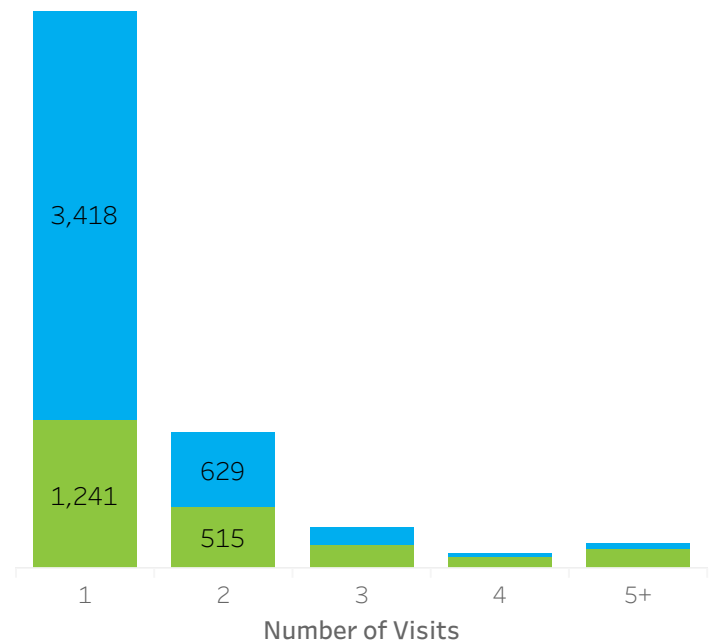


* Users that are identified in the BNP Media database but are not registered with this website

Known Users by Account Age



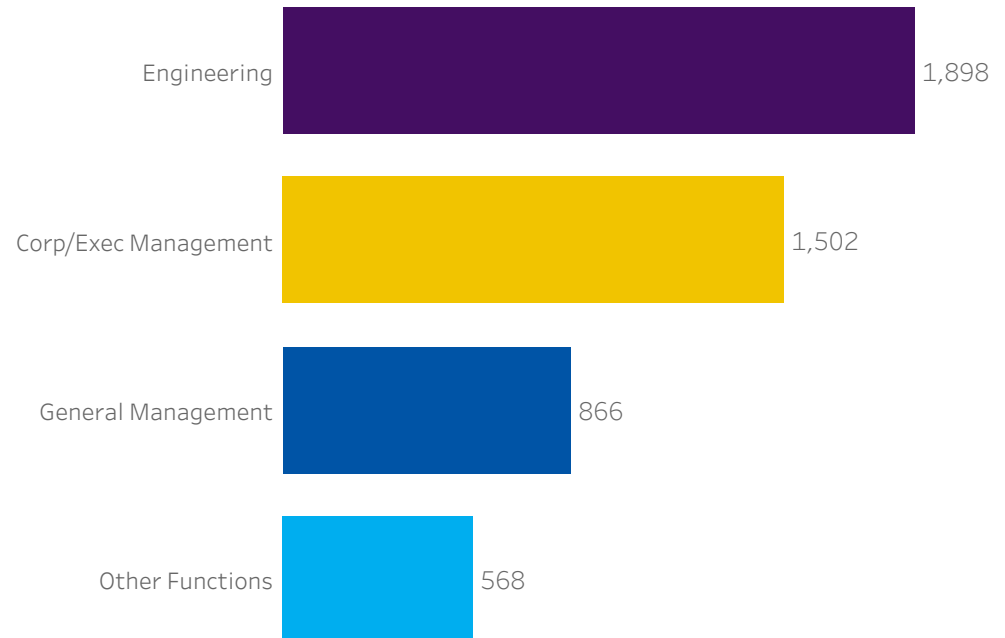
Known Users by Visit Frequency





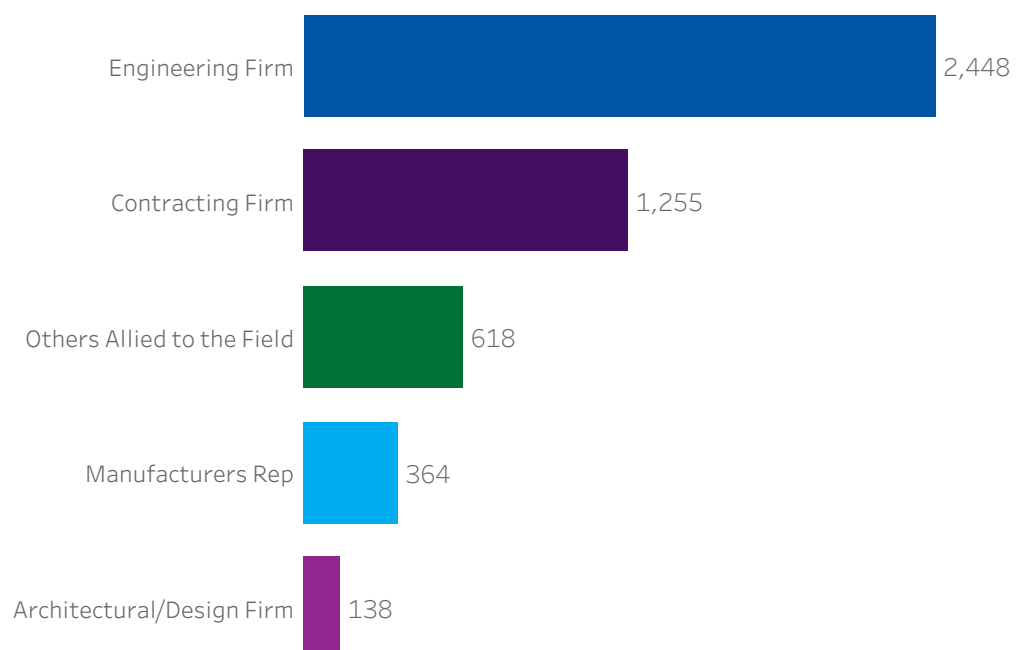
Website - User Demographics

Demographic - Job Function *Top 4 Shown*



4,834 or 75% of users with responses

Demographic - Business/Industry *Top 5 Shown*



4,823 or 74% of users with responses



Website - User Locations



% of Users Based in US

74%

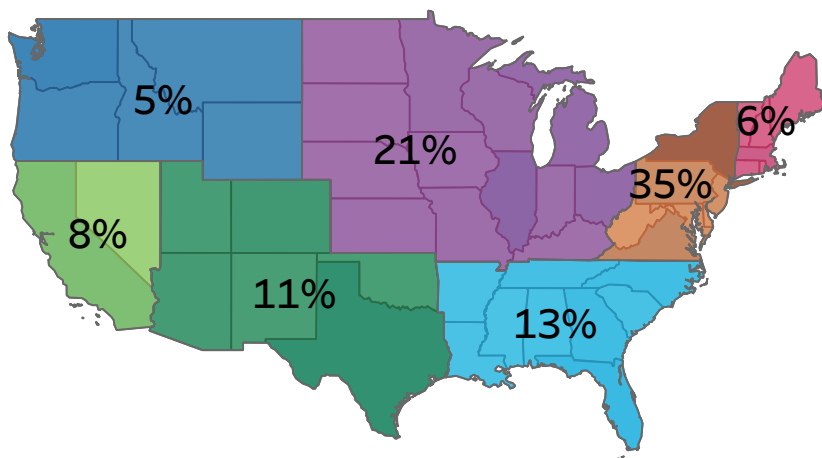


Average Monthly Users Based in US

30,084

Geographic - US Regions

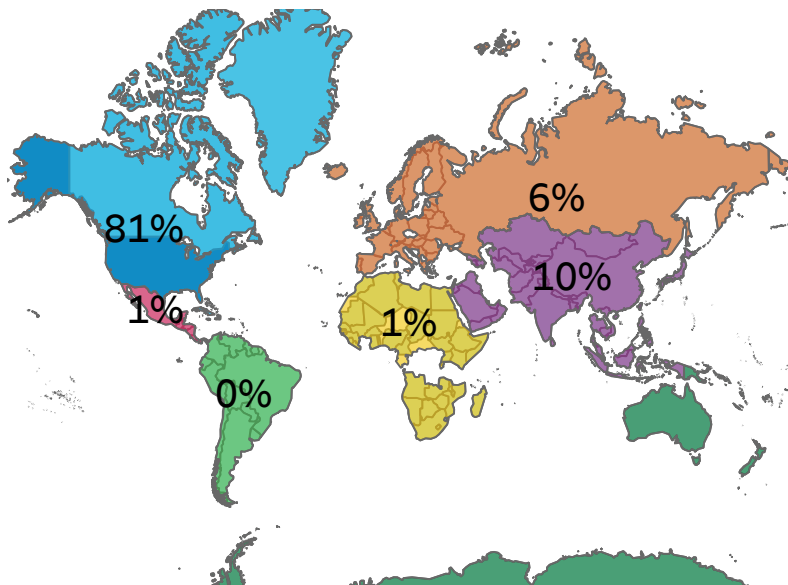
Unique Users by Region



Mid-Atlantic	10,224
Midwest	6,288
Southeast	3,740
Southwest	3,293
West	2,407
Northeast	1,846
Northwest	1,615
Non-Continental US	184

Geographic - World Regions

Unique Users by Region



North America	33,184
Asia	3,972
Europe	2,301
Africa	571
Oceania	459
Central America	219
South America	187



Time Frame

3-months

User Classifications

- **Registered:** Users that have completed the registration form for this website.
- **Known, Not Registered:** Users that are identified in the BNP Media database but are not registered with this website.

KPIs

- **Active Registered Users:** Number of unique users who registered on the website, at any time, and visited the website within the 3-month time frame.
- **Active Known Users:** Number of unique users with known first-party data, regardless of website registration status, who visited the website within the 3-month time frame.
- **Average Visits per User:** The ratio of visits, by known users, to the number of known users.

Web Users

- Number of users who were active on the website each month, colored by user classification.

Known Users by Account Age

- Number of users who visited the website within the 3-month time frame and have been in the BNP Media database for the account age listed, colored by user classification.

Known Users by Visit Frequency

- Number of times users visited the website within the 3-month time frame, colored by user classification.

Time Frame

3-months

KPIs

- **Average Monthly Users:** Average number of monthly users who have had at least one session on the website.
- **Average Monthly Sessions:** Average number of monthly sessions on the website. A session is anytime a user has interacted with the website.
- **Average Monthly Pageviews:** Average number of total monthly pageviews on the website.

Web Visitors

- **Users:** Number of Users per month.
- **Sessions:** Number of times users interacted with the digital edition. Sessions are terminated after 30 minutes of inactivity.
- **Pageviews:** Number of Pageviews per month.

Top 8 Content Topics

- Average monthly pageviews for the top 8 content topics on the website.



Sponsored eBlasts



Total Average Delivered

11,775



% of Recipients Engaged

55%



Sends per Month

2

Activity by eBlast

Sponsorship
Type

Avg
Delivered

Exclusive

11,775



4,471 * Unique Opens - Single Send Avg (38%)
7,635 * Total Engaged Subscribers (55%)

Engaged Subscriber: Any subscriber who opened at least one email of this type in the report time frame.

Unique Recipients

Unique Opens - Single Send Avg

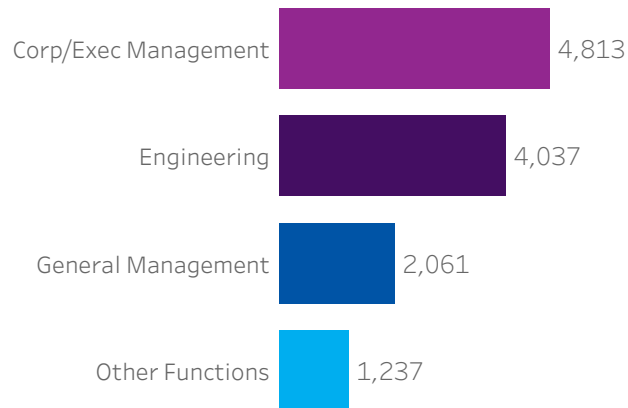
Unique Opens - All Sends

eBlast Activity Averages

eBlast Name	Sponsorship Type	Monthly Sends	Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
Plumbing & Mechanical Engineer	Exclusive	2.0	11,775	4,471	38.0%	216	1.8%

**Sponsored eBlasts** - Recipient Demographics & Locations**Demographic - Job Function**

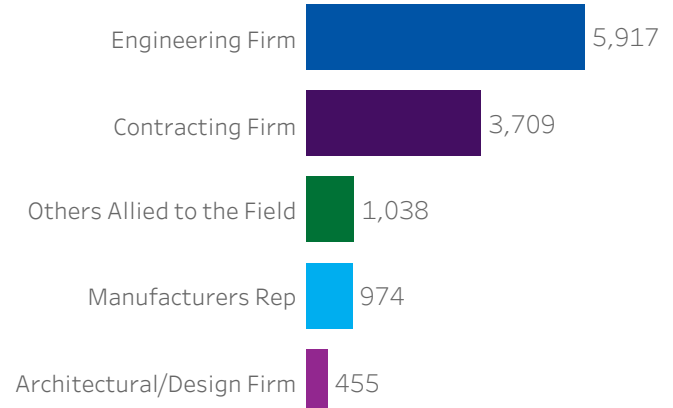
Top 4 Shown



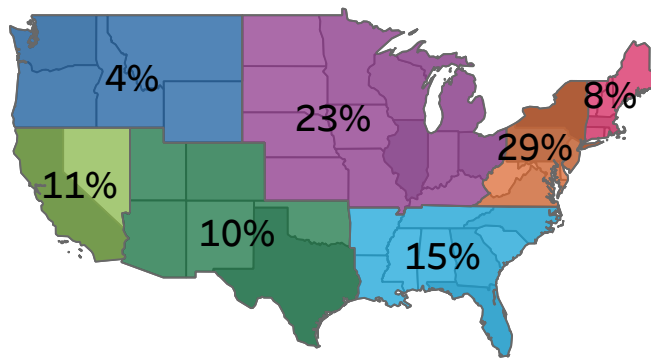
12,148 or 87% of recipients with responses

Demographic - Business/Industry

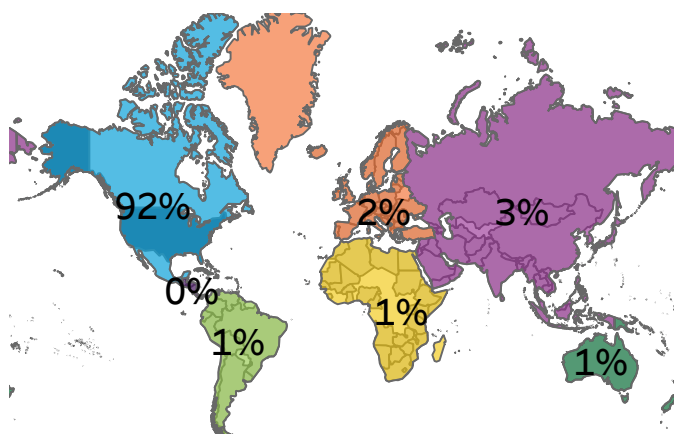
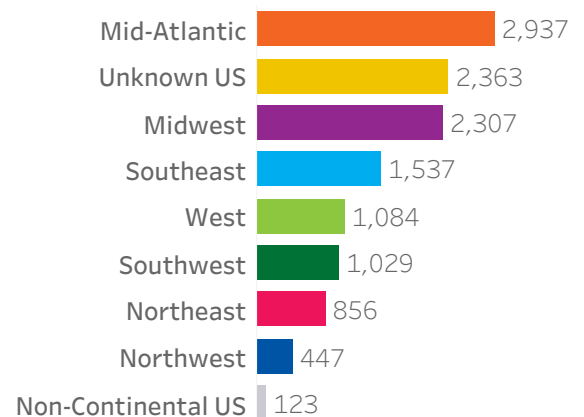
Top 5 Shown



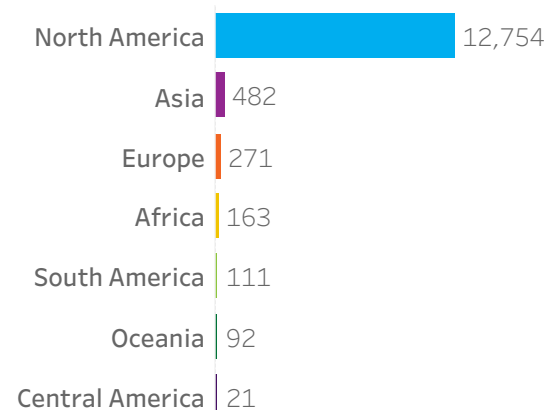
12,093 or 87% of recipients with responses



91% of recipients are located in the US

Unique Recipients by Region

9% of recipients are located internationally

Unique Recipients by Region

Time Frame

3 Months

KPIs

- **Total Average Delivered:** The number of eBlasts (Advertising emails) delivered, excluding bounces.
- **% of Recipients Engaged:** The percentage of recipients who have opened* an eBlast.
- **Sends per Month:** The average number of delivered Advertising eBlasts per month.

Activity by eBlast

- **Exclusive Sponsorship Type:** Single advertiser.
- **Multi-Sponsored Sponsorship Type:** Multiple advertisers.
- **Average Delivered:** The average number of emails delivered per eBlast.
- **Unique Opens, Single Send Avg:** The average unique opens* (uniqueness calculated for each email sent) for all emails sent.
- **Total Engaged Subscribers:** The number of unique recipients who have opened* one or more of the delivered emails.

eBlast Activity Averages

- **Monthly Sends:** Total number of eBlasts deployed per month.
- **Delivered:** Average number of eMails, per eBlast, deployed per month.
- **Unique Opens:** The average number of unique recipients (delivered) who opened* a particular eBlast.
- **Open Rate:** The ratio of Unique Opens* to Delivered.
- **Total Clicks:** Average number of recipients who clicked a link within a particular eBlast.
- **CTR:** Click Through Rate is the percentage of recipients who click on a link within the eBlast.

**Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.*



Social Media



Total Social Media Followers

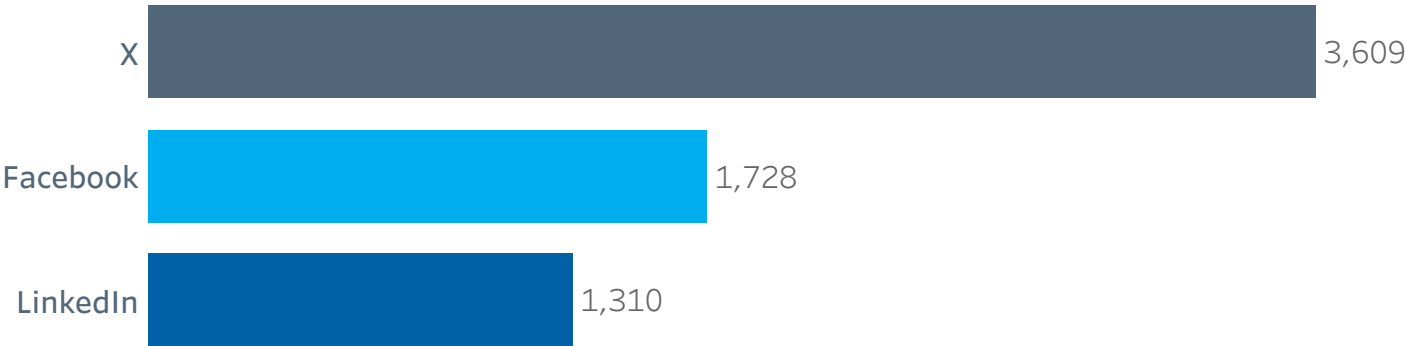
6,647



Engagements

649

Followers by Channel



Total Engagements



17

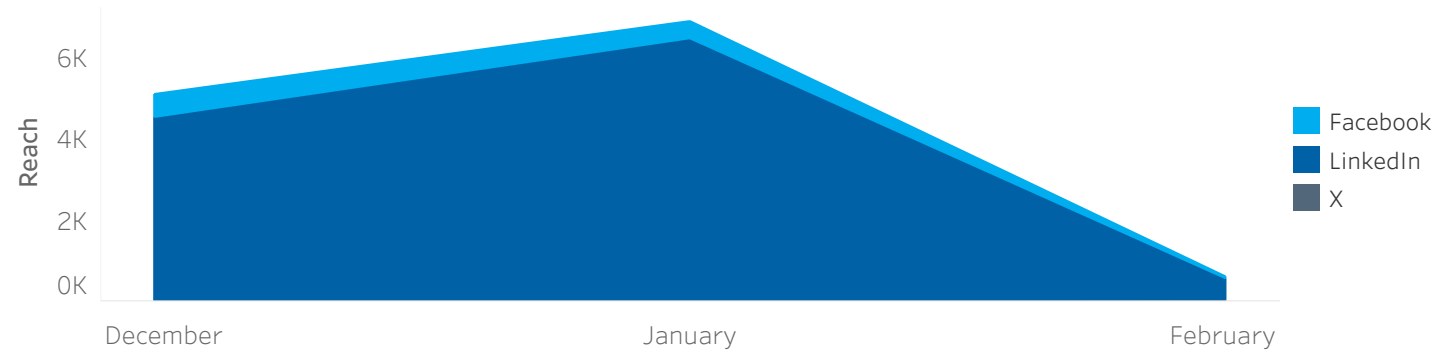


0



632

Reach by Month





Social Media Audience Glossary

UNDERSTANDING SOCIAL MEDIA AUDIENCE DASHBOARD

Time Frame

3 Months

KPIs

- **Total Social Media Followers:** The total number of social media followers per brand, as of the report date (not unique across all channels).
- **Engagements:** The reactions, comments, and shares on a post. Clicks are not included.

Followers by Channel

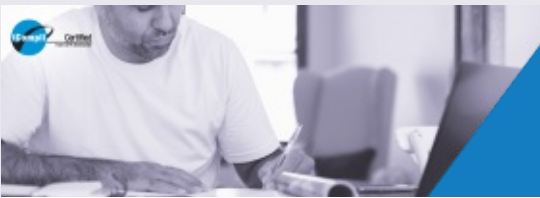
- Breakdown of followers by the specific social network.

Total Engagements

- Total engagements by social network.

Reach by Month

- Breakdown by social network of the total reach by month. (No data for LinkedIn).



Continuing Education - Websites & eNews



Active Registered
Users

1,927



Average eNews
Delivered

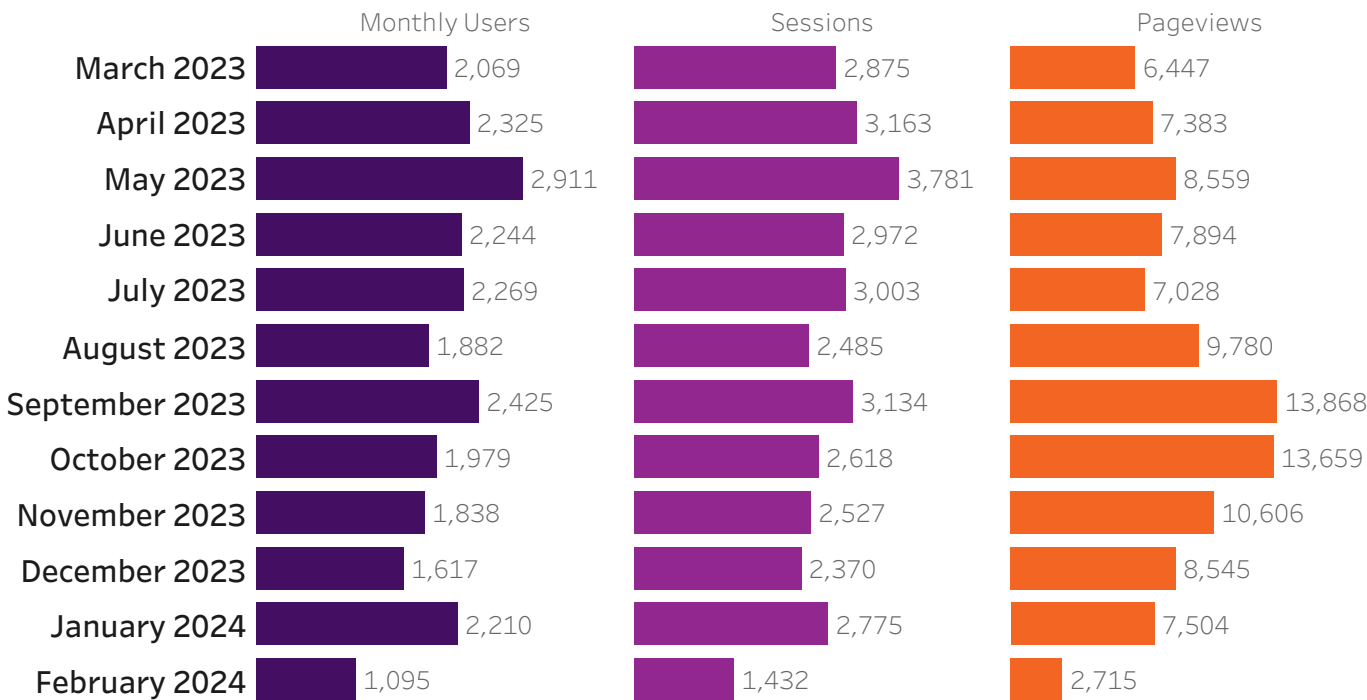
6,072



Monthly Website
Pageviews

8,666

Website Visitors



Activity by eNewsletter

eNewsletter Name Delivered

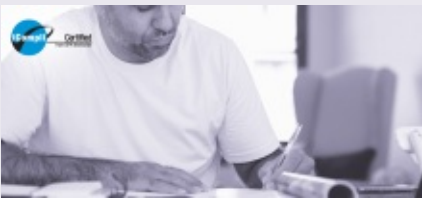
Engineering +
Mechanical Systems CE 6,072
Center Update



2,464 * Unique Opens - Single Send Avg (41%)
5,631 * Total Engaged Subscribers (63%)

Engaged Subscriber: Any subscriber who opened at least one email of this type in the report time frame.

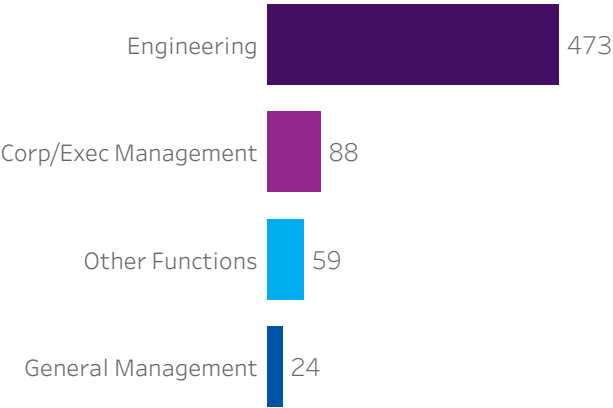
* Due to Apple Mail Privacy enabled on user devices, open rates may be inflated as of November 2021. Clicks are not impacted.



Continuing Education - User Demographics & Locations

Demographic - Job Function

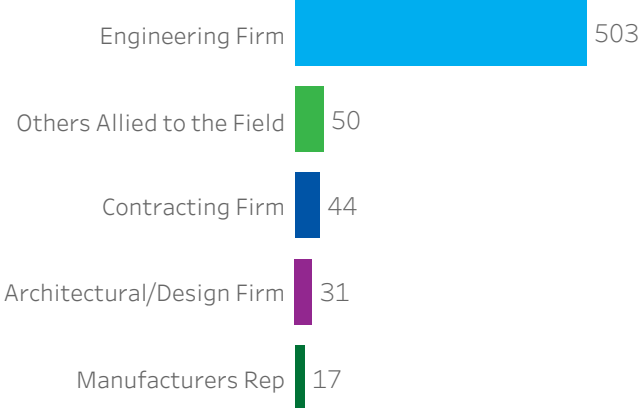
Top 4 Shown



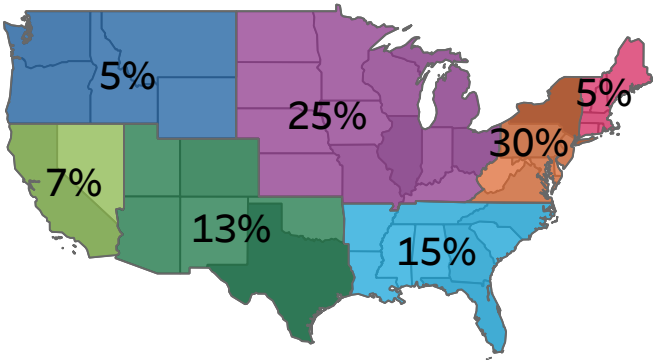
644 users with responses

Demographic - Business/Industry

Top 5 Shown

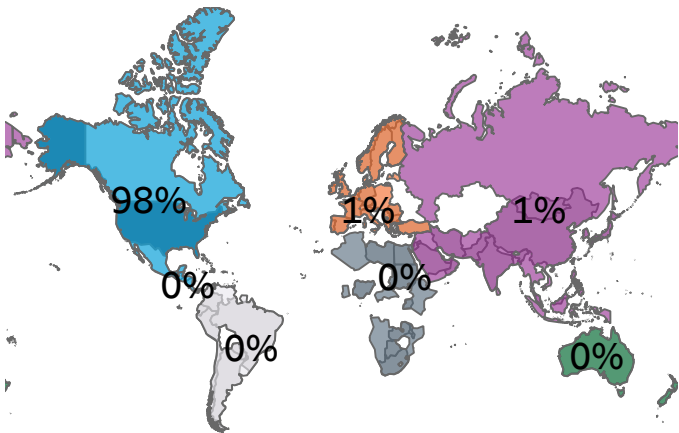
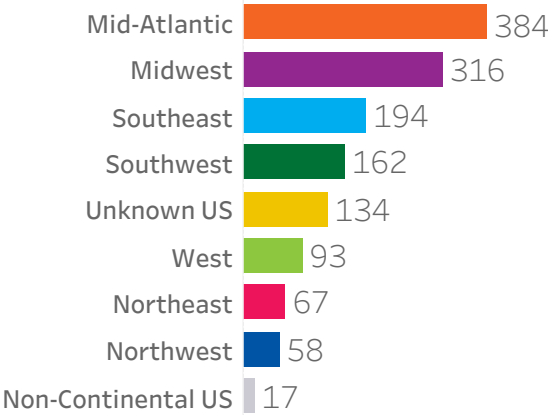


645 users with responses



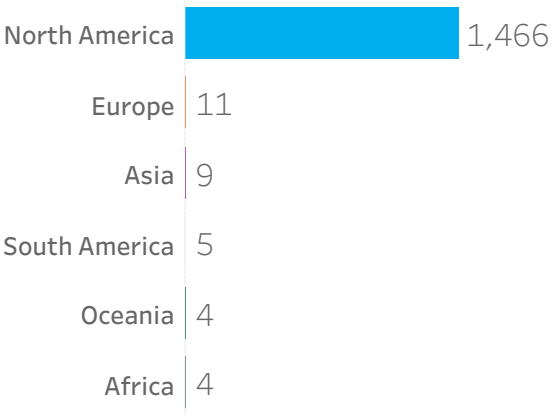
95% of users are located in the US

Unique Users by Region



5% of users are located internationally

Unique Users by Region





Continuing Education (CE) Center Audience Glossary

UNDERSTANDING CE CENTER AUDIENCE DASHBOARD

Time Frame

12 Months

KPIs

- **Average Registered Users:** The number of registered users to the CE Center.
- **Average eNews Delivered:** The number of emails sent, excluding bounces.
- **Monthly Website Pageviews:** The average numbers of total monthly pageviews on the website.

Web Visitors

- **Monthly Users:** Total number of users per month who have had at least one session on the website.
- **Sessions:** Total number of sessions per month: A session is anytime a user has interacted with the website.
- **Pageviews:** Total number of pageviews per month.

Activity by eNewsletter

- **Delivered:** The average number of emails delivered.
- **Unique Opens, Single Send Avg:** The average number of unique opens* per eNewsletter sent.
- **Total Engaged Subscribers:** The number of unique subscribers who have opened* one or more of the delivered emails.

Continuing Education by Industry (Brands sharing data)

- **CE Center: Architectural Record and Building Enclosure**
Includes limited courses from: CSTD, FCI, Floor Trends, Restoration & Remediation, Stone World, Tile and Walls & Ceilings
- **Engineering Center: Engineered Systems and Mission Critical**
Includes limited courses from: ACHR News, ENR, pm Engineer and The Driller
- **Safety Center: ISHN**
- **Thermal Center: Forge, Industrial Heating, Process Cooling and Process Heating**

*Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.



Continuing Education (CE) Center Courses & Tests Audience Glossary

UNDERSTANDING CE CENTER COURSES & TESTS AUDIENCE DASHBOARD

Time Frame

12 Months

KPIs

- **Total Tests Taken:** The number of tests taken.
- **Total Certificates Issued:** Total certificates issued through all course formats to users.
- **Number of Active Courses:** Total number of available courses active.

Registered User Course Interactions

- **Course Views:** Total number of courses viewed online.
- **Certificate Issued:** Total number of certificated issued.
- **Viewed Courses Only:** Total number of courses viewed with no follow-up.
- **Incomplete Tests:** Total number of tests started, but not completed.
- **Failed Tests:** Total number of tests not passed.

Certificates by Registered Users

- **Breakdown:** Total number of certificates issued to registered users from 1 to 10+.

Top 5 Courses

- **Course Titles:** Top 5 courses by number of certificates issued.
- **Registered Users:** Number of unique registered users who viewed the course and/or received a certificate.
- **Total Certificates Issued:** Total number of certificates issued to registered users for this course.



Webinars



Unique
Registrants

2,084



Unique
Attendees

1,246



Registrant
Attendance
Rate

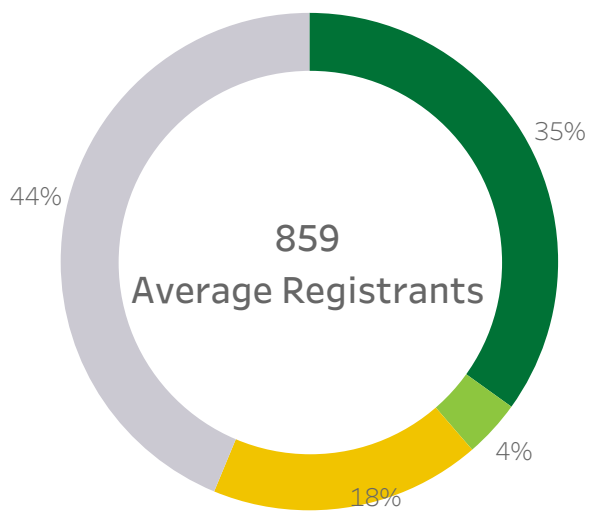
60%



Average
Attendees per
Webinar

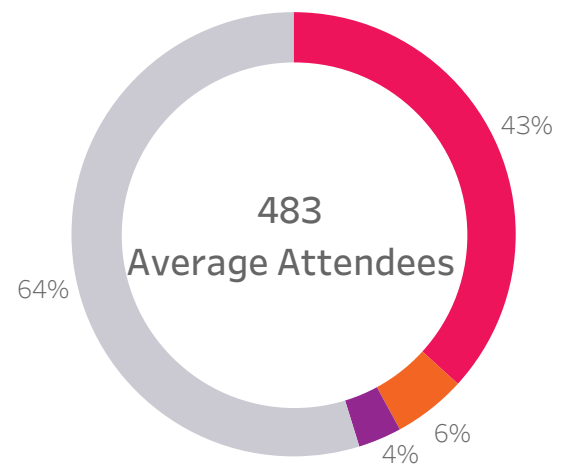
483

Registrant Breakdown



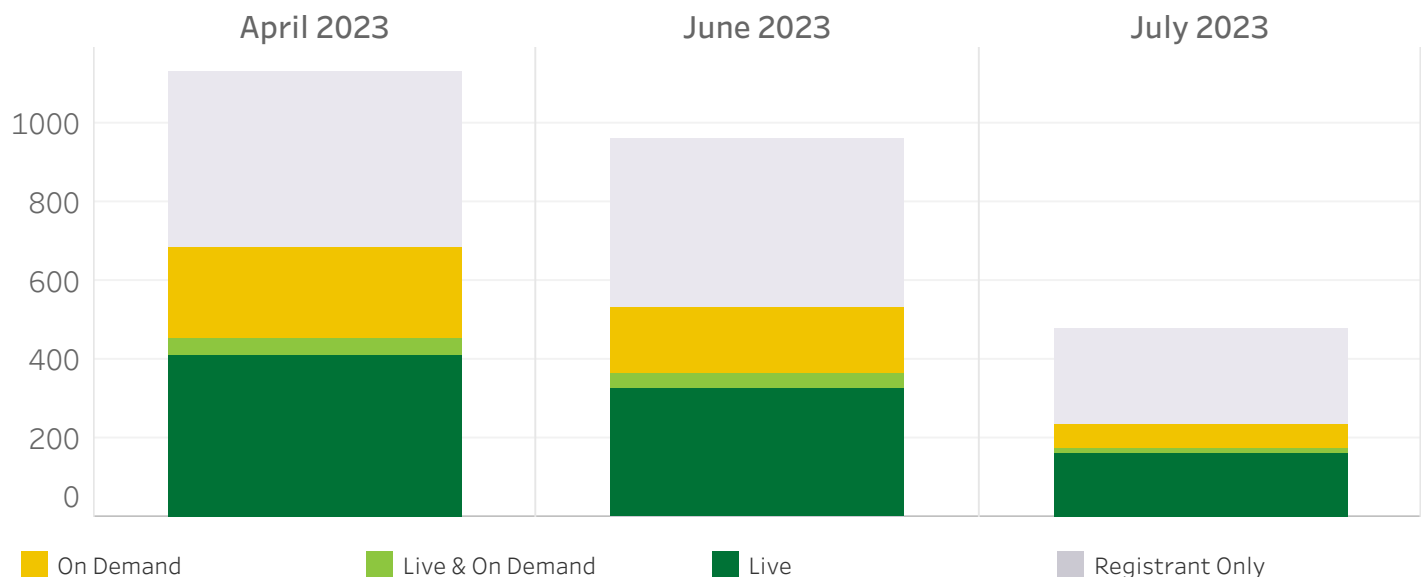
Live
On Demand
Live & On Demand
Registrant Only

Attendee Engagement Breakdown



Answered Surveys
Repeat Viewer
Multiple Engagements
Viewed Only

Registration & Attendance Analysis

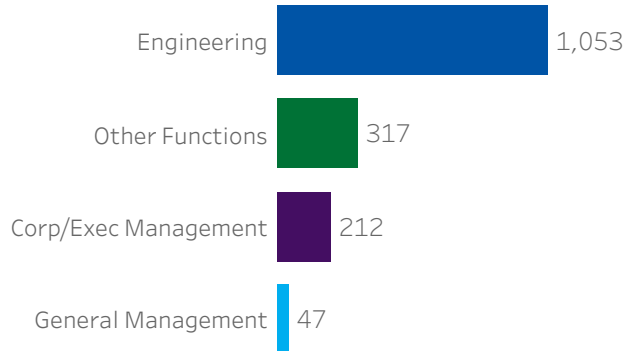




Webinars - Registrant Demographics & Locations

Demographic - Job Function

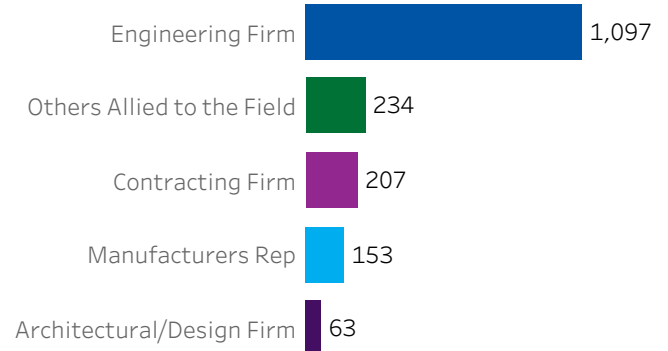
Top 4 Shown



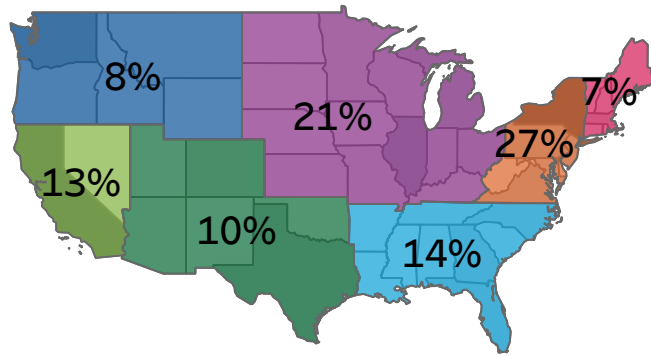
1,629 or 78% of registrants with responses

Demographic - Business/Industry

Top 5 Shown

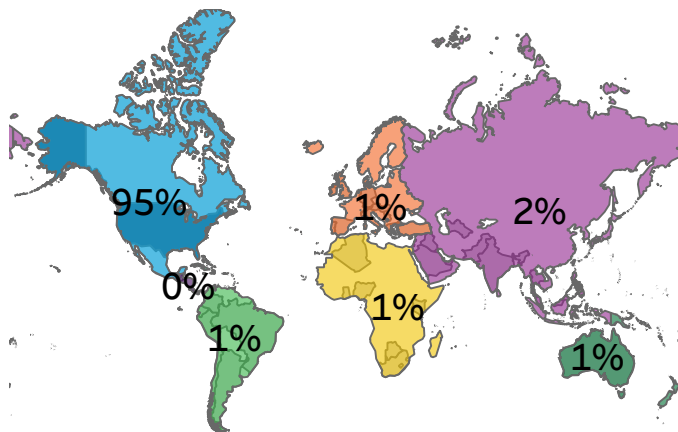
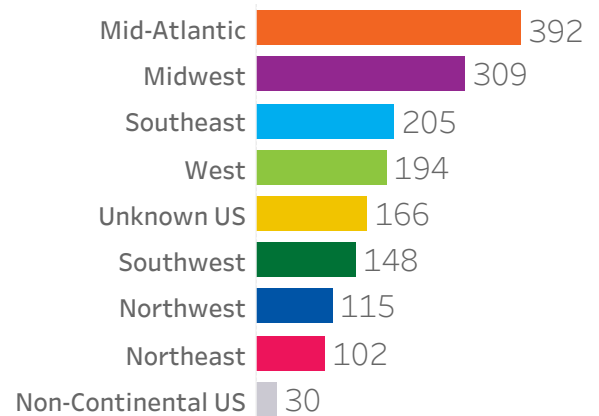


1,754 or 84% of registrants with responses



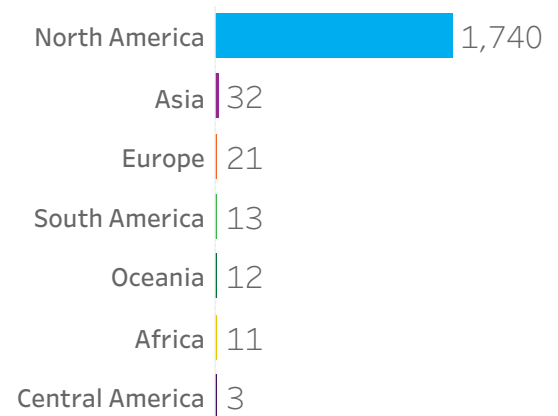
91% of registrants are located in the US

Unique Registrants by Region



9% of registrants are located internationally

Unique Registrants by Region



Time Frame

3 months. If there were less than 5 webinars in the most recent 3 months, the time frame is extended (up to 1 year) to include the 5 most recent webinars.

KPIs

- **Unique Registrants:** The number of unique registrants across all webinars.
- **Unique Attendees:** The number of unique attendees across all webinars.
- **Registrant Attendance Rate:** The ratio of average attendance to average registration.
- **Average Attendees per Webinar:** The average number of attendees per webinar.

Registrant Breakdown

- **Average Registrants:** The average number of registrants per webinar.
- **Registrant Only:** Percentage of average registrants who did not attend webinar.
- **Live:** Percentage of average registrants who attended the live webinar.
- **On Demand:** Percentage of average registrants who viewed the webinar at a later date than the live webinar.
- **Live & On Demand:** Percentage of average registrants who attended the webinar live and viewed the webinar at a later date.

Attendee Engagement Breakdown

- **Attendees:** Average number of attendees per webinar.
- **Answered a Survey:** Percent of average attendees who responded to a survey question within a webinar.
- **Downloaded Documents:** Percent of average attendees who downloaded a document within a webinar.
- **Multiple Engagements:** Percent of average attendees who responded more than once and/or in more than one way, within a webinar.
- **Repeat Viewer:** Percent of average attendees who viewed a webinar several times.
- **Answered Polls:** Percent of average attendees who responded to a poll question within a webinar.
- **Viewed Only:** Percent of average attendees who only viewed a webinar.

Registration & Attendance Analysis

- Number of unique registrants and attendees per webinar, colored by the type of viewing engagement.

Time Frame

See product specific glossary page

Demographic - Job Function

- Number of customers identified by Job Functions reported.

Demographic - Business/Industry

- Number of customers identified by Business & Industry reported.

Geographic - US Regions

- **Mid-Atlantic:** Delaware, Maryland, New Jersey, New York, Pennsylvania, Virginia, Washington D.C. and West Virginia
- **Midwest:** Indiana, Illinois, Wisconsin, Minnesota, Iowa, Kansas, Kentucky, Michigan, Missouri, Nebraska, North Dakota, Ohio and South Dakota
- **West:** California and Nevada
- **Southeast:** Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee
- **Southwest:** Arizona, Colorado, New Mexico, Oklahoma, Texas and Utah
- **Northeast:** Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont
- **Northwest:** Idaho, Montana, Oregon, Washington and Wyoming
- **Non-Continental US:** Alaska, American Samoa, APO/FPO, Guam, Hawaii, Northern Mariana Island, Puerto Rico and U.S. Virgin Islands

Geographic - World Regional

- **North America:** Canada, Mexico and U.S.A.
- **Asia:** Continent of Asia, including Asia minor and Middle East
- **Europe:** Continental European nations (including United Kingdom and Ireland)
- **Oceania:** Australia, New Zealand and surrounding Pacific Island nations
- **South America:** Continental South American nations
- **Africa:** Continental African nations
- **Central America:** Costa Rica, Guatemala, Honduras, Panama and Nicaragua

Audience Profile Glossary

DEMOGRAPHICS APPENDIX (JOB FUNCTION)

Display Name

Included Demographics

Corp/Exec Management

Corporate/Executive Management

Engineering

Eng for Maintenance/ (MRO)

Eng for Mech Syst Design/Spec

Engineering

Facility Engineering

Other Engineering

General Management

General Management

Other Functions

Consulting

Estimating

Must Pay

Need More Information

Operations

Other

Purchasing

Sales & Marketing

Tech/Mech/Install/Journeyman

Audience Profile Glossary

DEMOGRAPHICS APPENDIX (BUSINESS INDUSTRY)

Display Name

Included Demographics

Architectural/Design Firm

Architectural/Design Firm

Contracting Firm

Contracting Firm

Drain & Sewer Contracting Firm

Drilling/Well Services

Facility/Maintenance Contracting

HVACR

Hydronic/Radiant Heating

Mechanical Contracting Firm

Other Contracting Firm

Plumbing Contracting Firm

Solar/Thermal

Engineering Firm

Consulting Engineering Firm

Controls Contracting/Systems Integration

Electrical Engineering

Engineering Firm

Facility Engineering/In-House Engineering

Mechanical Engineering

Operating Engineering

Other Engineering (please specify)

Systems Engineering

Manufacturers Rep

Manufacturers Rep

Others Allied to the Field

Consulting Firm

Distributor

Facility Management

Manufacturer

Must Pay

Need More Information

Other (please specify)

Wholesaler

BNP Customer Database - omeda.com

Primary source of record for all first party customer data and activities including: Subscriber Registrations, Demographics, Physical Addresses, Business & Job Function Demographic responses, Product Subscriptions, Email Deployments, Website Visits, eMagazine Visits, Digital Edition Visits.

*Usage by Report Section***Audience Profile**

- **Unique Active Customers**
- **Print Magazine, Digital Edition, eMagazine:** Subscriber Counts
- **eNewsletter:** Recipients, Engagement, Sends
- **eBlasts:** Delivered, Engagement, Sends
- **Website:** Active Registrants
- **Demographics:** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- **Locations:** Locations of known customers with first party address data

Magazine/eMagazine

- **Magazine Summary:** All data
- **eMagazine/Digital Edition Summary:** Total Qualified Subscribers, Notification eMail Metrics
- **Demographics:** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- **Locations:** Locations of known customers with first party address data

eNewsletters

- **All Pages:** All data

Website

- **Known User Activity:** All data
- **User Demographics:** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*

eBlasts

- **All Pages:** All data

Continuing Education

- **Websites & eNews:** eNews Delivery, Activity by eNewsletter
- **Demographics:** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- **Locations:** Locations of known customers with first party address data

Events

- **Demographics:** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- **Locations:** Locations of known customers with first party address data

Webinars

- **Demographics:** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- **Locations:** Locations of known customers with first party address data

Google Analytics - google.com/analytics

Web Analytics service offered by Google that tracks and reports website traffic. Used to track all usage (known & anonymous) across websites, eMagazines, Digital Editions, Continuing Education.

Usage by Report Section

Audience Profile

- **Website:** Average Monthly Users, Average Monthly Pageviews
- **Continuing Education:** Monthly Website Pageviews

eMagazine/Magazine

- **eMagazine/Digital Edition Summary:** Issue Pageviews, Sessions, Session Duration

Website

- **Website Overview:** Website Users, Sessions, Pageviews, Top Content Topics
- **User Locations:** Website User Locations

Continuing Education

- **Websites & eNews:** Monthly Website Pageviews, All Website Visitors data

Falcon Social Media Platform - falcon.io

Single platform management and analytics for Facebook, Twitter, Instagram, LinkedIn accounts. falcon.io

Usage by Report Section

Audience Profile

- **Social Media:** Follower Count by Channel



Audience Profile Appendix

DATA SOURCE REFERENCE (PAGE 3)

Social Media

- **All Pages:** All data

Building Media Inc. - buildingmedia.com

Developer of innovative online learning management programs and e-Learning courseware built exclusively for the construction community. Hosts and manages Continuing Education Centers.

Usage by Report Section

Audience Profile

- **Continuing Education:** Active Registered Users

Continuing Education

- **Websites & eNews:** Active Registered Users
- **CE Courses & Tests:** All data

Aventri - aventri.com

Event Management Platform used to process registration and administration of in person, virtual and hybrid events.

Usage by Report Section

Audience Profile

- **Events:** Average Attendees per Event

Events

- **Event Overview:** All data

Intrado - intrado.com

Webinar and interactive media platform. Technology and administration of Webinars.

Usage by Report Section

Audience Profile

- **Webinars:** Average Registrants, Average Attendees

Webinars

- **Webinars Overview:** All data