

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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**CONTRACT** magazine is dedicated to commercial interior design and architecture, connecting professionals and covering projects, products and practice issues that set the standards in the industry. Established in 1960, Contract publishes features on outstanding workplace, hospitality, healthcare, retail, education, civic and performing arts environments; coverage of commercial interior products and product development trends; as well as in-depth stories on emerging business and technical trends impacting design. Industry news, profiles of leading designers, and coverage of major industry events are also key elements of our tailored content for design professionals.

### FIELD SERVED

**CONTRACT** serves the commercial and institutional interior design and architecture field. Also qualified are IIDA Professional Members and NEOCON 2015 attendees.

### DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include Architects, Interior/Associate Designers, Facility Planners/Managers, Project Managers/Coordinators, Buyers/Purchasing Executives, Industrial Designers, Real Estate Managers, Consultants, and others allied to the field.

## CHANNELS

### CONTRACT MAGAZINE



5 Issues in the period  
30,000 average circulation

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>CONTRACT MAGAZINE</b> (5 issues in the period)	30,000	-	30,000

### AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	143
Advertiser and Agency	529
Allocated for Trade Shows and Conventions	1,800
All Other	1,249
<b>TOTAL</b>	<b>3,721</b>

### 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	24,772	82.6	24,772	82.6	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	5,228	17.4	5,228	17.4	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,000</b>	<b>100.0</b>	<b>30,000</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

### 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Total Qualified
January	30,000
March	30,000
April	30,000
May	30,000
June	30,000

### 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

This issue is equal to the average of the other 4 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
Architectural Firms	12,872	42.9
Interior Design Firms/Design/Build Firms	9,513	31.7
Corporate/Institutional Firms (Note 1)	3,350	11.2
IIDA Professional Members/NEOCON Attendees	4,265	14.2
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	

Note 1: Corporate Headquarters, Educational Institutions/Libraries, Real Estate Management Firms, Government Agencies, Hotels/Motels, Healthcare Facilities, Shopping Centers/Retail Management, Restaurant/Restaurant Chain HQ, Banks/Finance/Insurance, Transportation/Communication, Sport/Recreation Facilities and Other Allied to Field.

JOB TITLE	TOTAL QUALIFIED	PERCENT OF TOTAL
Interior/Associate Designer, Industrial Designer, Project Manager/Coordinator	14,782	49.2
Architect	8,866	29.6
Facilities Planner/Manager, Real Estate Manager, Buyer/Purchasing Executive	1,099	3.7
IIDA Professional Members/NEOCON Attendees	3,602	12.0
Other Titles including Consultants and Others Allied to Field	1,651	5.5
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016**

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	<b>18,190</b>	<b>2,986</b>	-	<b>21,176</b>	<b>70.6</b>
II. Request from recipient's company:	<b>20</b>	-	-	<b>20</b>	<b>0.1</b>
III. *Membership Benefit:	<b>5,348</b>	-	-	<b>5,348</b>	<b>17.8</b>
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	<b>3,456</b>	-	-	<b>3,456</b>	<b>11.5</b>
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	3,456	-	-	3,456	11.5
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>27,014</b>	<b>2,986</b>	-	<b>30,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>90.0</b>	<b>10.0</b>	-	<b>100.0</b>	

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016**

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	60		Kentucky	206	
New Hampshire	88		Tennessee	440	
Vermont	62		Alabama	247	
Massachusetts	770		Mississippi	122	
Rhode Island	79		<b>EAST SO. CENTRAL</b>	<b>1,015</b>	<b>3.4</b>
Connecticut	345		Arkansas	113	
<b>NEW ENGLAND</b>	<b>1,404</b>	<b>4.7</b>	Louisiana	281	
New York	3,735		Oklahoma	266	
New Jersey	745		Texas	1,968	
Pennsylvania	915		<b>WEST SO. CENTRAL</b>	<b>2,628</b>	<b>8.8</b>
<b>MIDDLE ATLANTIC</b>	<b>5,395</b>	<b>18.0</b>	Montana	71	
Ohio	991		Idaho	85	
Indiana	516		Wyoming	32	
Illinois	2,355		Colorado	594	
Michigan	970		New Mexico	117	
Wisconsin	757		Arizona	478	
<b>EAST NO. CENTRAL</b>	<b>5,589</b>	<b>18.6</b>	Utah	206	
Minnesota	616		Nevada	315	
Iowa	306		<b>MOUNTAIN</b>	<b>1,898</b>	<b>6.3</b>
Missouri	579		Alaska	51	
North Dakota	38		Washington	691	
South Dakota	46		Oregon	408	
Nebraska	195		California	3,456	
Kansas	256		Hawaii	132	
<b>WEST NO. CENTRAL</b>	<b>2,036</b>	<b>6.8</b>	<b>PACIFIC</b>	<b>4,738</b>	<b>15.8</b>
Delaware	41		<b>UNITED STATES</b>	<b>29,812</b>	<b>99.4</b>
Maryland	482		U.S. Territories	31	
Washington, DC	391		Canada	153	
Virginia	720		Mexico	-	
West Virginia	35		Other International	-	
North Carolina	773		APO/FPO	4	
South Carolina	276				
Georgia	911				
Florida	1,480				
<b>SOUTH ATLANTIC</b>	<b>5,109</b>	<b>17.0</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,000</b>	<b>100.0</b>

## ADDITIONAL DATA

### PARAGRAPH 3b:

Membership Benefit includes 1 source of circulation for a quantity of 5,348 copies or 17.8%, including IIDA, the International Interior Design Association. The IIDA includes a subscription to Contract Magazine with all professional associate memberships.

Other sources include 1 source of circulation for a quantity of 3,456 copies or 11.5%, including attendees to NeoCon. Neocon targets Architecture and Design Professionals.

### PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Joanne Wheatley, VP  
John Rouse, 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 18, 2016
State	New York
County	New York
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#### 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.