

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 2016 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
CONTRACT MAGAZINE (5 issues in the period)	30,000	-	30,000

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	135
Advertiser and Agency	568
Allocated for Trade Shows and Conventions	428
All Other	1,061
TOTAL	2,192

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	24,893	83.0	24,893	83.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	5,107	17.0	5,107	17.0	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,000	100.0	30,000	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Total Qualified
July	30,000
September	30,000
October	30,000
November	30,000
December	30,000

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 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	13,332	44.5
Interior Design Firms/Design/Build Firms	9,245	30.8
Corporate/Institutional Firms (Note 1)	2,651	8.8
IIDA Professional Members/NEOCON Attendees	4,772	15.9
TOTAL QUALIFIED CIRCULATION	30,000	100.0
PERCENT	100.0	

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	13,842	46.1
Architect	9,091	30.3
Facilities Planner/Manager, Real Estate Manager, Buyer/Purchasing Executive	1,044	3.5
IIDA Professional Members/NEOCON Attendees	5,326	17.8
Other Titles including Consultants and Others Allied to Field	697	2.3
TOTAL QUALIFIED CIRCULATION	30,000	100.0
PERCENT	100.0	

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

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	18,577	2,993	-	21,570	71.9
II. Request from recipient's company:	57	4	-	61	0.2
III. *Membership Benefit:	5,119	-	-	5,119	17.1
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	3,250	-	-	3,250	10.8
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	3,250	-	-	3,250	10.8
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	27,003	2,997	-	30,000	100.0
PERCENT	90.0	10.0	-	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	60		Kentucky	217	
New Hampshire	80		Tennessee	431	
Vermont	70		Alabama	253	
Massachusetts	743		Mississippi	123	
Rhode Island	88		EAST SO. CENTRAL	1,024	3.4
Connecticut	344		Arkansas	110	
NEW ENGLAND	1,385	4.6	Louisiana	269	
New York	3,543		Oklahoma	252	
New Jersey	742		Texas	2,002	
Pennsylvania	931		WEST SO. CENTRAL	2,633	8.8
MIDDLE ATLANTIC	5,216	17.4	Montana	68	
Ohio	986		Idaho	87	
Indiana	493		Wyoming	33	
Illinois	2,269		Colorado	585	
Michigan	975		New Mexico	116	
Wisconsin	711		Arizona	517	
EAST NO. CENTRAL	5,434	18.1	Utah	241	
Minnesota	628		Nevada	335	
Iowa	296		MOUNTAIN	1,982	6.6
Missouri	585		Alaska	47	
North Dakota	41		Washington	721	
South Dakota	69		Oregon	394	
Nebraska	185		California	3,406	
Kansas	269		Hawaii	141	
WEST NO. CENTRAL	2,073	6.9	PACIFIC	4,709	15.7
Delaware	43		UNITED STATES	29,653	98.8
Maryland	480		U.S. Territories	37	
Washington, DC	361		Canada	296	
Virginia	710		Mexico	-	
West Virginia	39		Other International	12	
North Carolina	757		APO/FPO	2	
South Carolina	334				
Georgia	963				
Florida	1,510				
SOUTH ATLANTIC	5,197	17.3			
			TOTAL QUALIFIED CIRCULATION	30,000	100.0

ADDITIONAL DATA

PARAGRAPH 3b:

Membership Benefit includes 1 source of circulation for a quantity of 5,119 copies or 17.1%, 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 3,250 copies or 10.8%, 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
Karen Donaghy, 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	January 17, 2017
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About BPA Worldwide:

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