

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 recognized by interior design firms as the industry's leading monthly publication dedicated to the commercial interior design industry. Contract provides full editorial coverage of corporate interior design, upcoming interior design trends, and office design ideas to help keep your business on the leading edge of the industry. Other relevant design markets include retail design, healthcare design, educational design, institutional design, and sustainable design practices and green design strategies.

FIELD SERVED

CONTRACT serves the commercial and institutional interior design and architecture field. Also qualified are IIDA Professional Members and NEOCON 2014 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	195
Advertiser and Agency	635
Allocated for Trade Shows and Conventions	1,760
All Other	1,275
TOTAL	3,865

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	26,490	88.3	26,490	88.3	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	3,510	11.7	3,510	11.7	-	-
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

2015 Issue	Total Qualified
January\February	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 2015
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	12,525	41.8
Interior Design Firms/Design/Build Firms	9,972	33.2
Corporate/Institutional Firms (Note 1)	2,520	8.4
IIDA Professional Members/NEOCON Attendees	4,983	16.6
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/Financial Institutions, 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	14,919	49.7
Architect	9,550	31.8
Facilities Planner/Manager, Real Estate Manager, Buyer/Purchasing Executive	935	3.1
IIDA Professional Members/NEOCON Attendees	3,862	12.9
Other Titles including Consultants and Others Allied to Field	734	2.5
TOTAL QUALIFIED CIRCULATION	30,000	100.0
PERCENT	100.0	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	18,590	2,964	-	21,554	71.8
II. Request from recipient's company:	-	-	-	-	-
III. *Membership Benefit:	5,115	-	-	5,115	17.1
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	3,331	-	-	3,331	11.1
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	3,331	-	-	3,331	11.1
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	27,036	2,964	-	30,000	100.0
PERCENT	90.1	9.9	-	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	67		Kentucky	213	
New Hampshire	79		Tennessee	491	
Vermont	63		Alabama	266	
Massachusetts	753		Mississippi	113	
Rhode Island	82		EAST SO. CENTRAL	1,083	3.6
Connecticut	344		Arkansas	120	
NEW ENGLAND	1,388	4.6	Louisiana	281	
New York	2,865		Oklahoma	259	
New Jersey	738		Texas	1,928	
Pennsylvania	913		WEST SO. CENTRAL	2,588	8.6
MIDDLE ATLANTIC	4,516	15.1	Montana	77	
Ohio	931		Idaho	80	
Indiana	484		Wyoming	34	
Illinois	2,410		Colorado	582	
Michigan	928		New Mexico	127	
Wisconsin	719		Arizona	495	
EAST NO. CENTRAL	5,472	18.3	Utah	197	
Minnesota	632		Nevada	276	
Iowa	283		MOUNTAIN	1,868	6.2
Missouri	556		Alaska	51	
North Dakota	44		Washington	657	
South Dakota	46		Oregon	406	
Nebraska	216		California	3,531	
Kansas	246		Hawaii	131	
WEST NO. CENTRAL	2,023	6.7	PACIFIC	4,776	15.9
Delaware	46		UNITED STATES	28,924	96.4
Maryland	482		U.S. Territories	50	
Washington, DC	367		Canada	247	
Virginia	714		Mexico	176	
West Virginia	38		Other International	597	
North Carolina	730		APO/FPO	6	
South Carolina	269				
Georgia	918				
Florida	1,646				
SOUTH ATLANTIC	5,210	17.4			
			TOTAL QUALIFIED CIRCULATION	30,000	100.0

ADDITIONAL DATA

PARAGRAPH 3b:

Membership Benefit includes 1 source of circulation for a quantity of 5,115 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 3,331 copies or 11.1%, including attendees to NeoCon 2014. 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.

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About BPA Worldwide:

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