

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	-
Advertiser and Agency	484
Allocated for Trade Shows and Conventions	1,265
All Other	1,039
TOTAL	2,788

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	24,957	83.2	24,957	83.2	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	5,043	16.8	5,043	16.8	-	-
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

2017 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 2017
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	13,215	44.1
Interior Design Firms/Design/Build Firms	9,283	30.9
Corporate/Institutional Firms (Note 1)	2,809	9.4
IIDA Professional Members/NEOCON Attendees	4,693	15.6
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/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	13,901	46.3
Architect	9,049	30.2
Facilities Planner/Manager, Real Estate Manager, Buyer/Purchasing Executive	1,086	3.6
IIDA Professional Members/NEOCON Attendees	5,227	17.4
Other Titles including Consultants and Others Allied to Field	737	2.5
TOTAL QUALIFIED CIRCULATION	30,000	100.0
PERCENT	100.0	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

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 MAY 2017

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	60		Kentucky	218	
New Hampshire	77		Tennessee	431	
Vermont	69		Alabama	250	
Massachusetts	750		Mississippi	120	
Rhode Island	87		EAST SO. CENTRAL	1,019	3.4
Connecticut	343		Arkansas	110	
NEW ENGLAND	1,386	4.6	Louisiana	268	
New York	3,487		Oklahoma	246	
New Jersey	742		Texas	1,996	
Pennsylvania	938		WEST SO. CENTRAL	2,620	8.7
MIDDLE ATLANTIC	5,167	17.2	Montana	67	
Ohio	981		Idaho	87	
Indiana	490		Wyoming	31	
Illinois	2,248		Colorado	595	
Michigan	986		New Mexico	119	
Wisconsin	716		Arizona	511	
EAST NO. CENTRAL	5,421	18.1	Utah	234	
Minnesota	629		Nevada	330	
Iowa	298		MOUNTAIN	1,974	6.6
Missouri	594		Alaska	46	
North Dakota	41		Washington	724	
South Dakota	71		Oregon	397	
Nebraska	187		California	3,406	
Kansas	272		Hawaii	139	
WEST NO. CENTRAL	2,092	7.0	PACIFIC	4,712	15.7
Delaware	44		UNITED STATES	29,635	98.8
Maryland	497		U.S. Territories	39	
Washington, DC	364		Canada	312	
Virginia	720		Mexico	-	
West Virginia	39		Other International	12	
North Carolina	753		APO/FPO	2	
South Carolina	342				
Georgia	960				
Florida	1,525				
SOUTH ATLANTIC	5,244	17.5			
			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 July 24, 2017

State New York

County New York

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Type BD

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About BPA Worldwide:

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