

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.

BNP Media, Inc.
2401 W. Big Beaver Road
Suite 700
Troy, MI 48084-3333
Tel. No.: (248) 362-3700
Fax No.: (248) 362-0317
www.esmagazine.com



Scan for Publisher's contact information

ENGINEERED SYSTEMS is a B2B brand with an editorial focus providing practical, energy-efficient solutions for mechanical engineering projects (for renovation or new construction) and providing new ideas to help commercial, institutional, industrial and government buildings achieve LEED and Energy Star certification.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

ENGINEERED SYSTEMS MAGAZINE



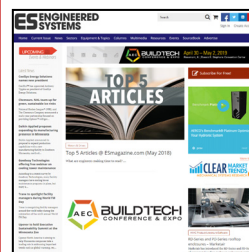
6 issues in the period
40,200 average circulation

ENGINEERED SYSTEMS E-NEWSLETTER



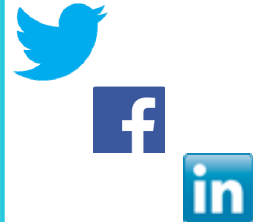
6 issued in the period
13,473 average per occurrence

ENGINEERED SYSTEMS WEBSITE



6,826 average users

ENGINEERED SYSTEMS SOCIAL MEDIA



3,408 Twitter followers
1,528 Facebook likes
802 LinkedIn group members

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
ENGINEERED SYSTEMS MAGAZINE (6 issues in the period)	40,197	3	40,200
a. Print	27,251	3	27,254
b. Digital	12,946	-	12,946
1. Requested	12,943	-	12,943
2. Non-Requested	3	-	3
ENGINEERED SYSTEMS E-NEWSLETTER			
The Production Line (6 issued in the period)	13,473	-	13,473
ENGINEERED SYSTEMS WEBSITE (Monthly Users with 16,455 average Pageviews)	6,826	-	6,826
ENGINEERED SYSTEMS SOCIAL MEDIA			
a. Twitter followers	*3,408	-	*3,408
b. Facebook likes	*1,528	-	*1,528
c. LinkedIn group members	*802	-	*802

*Social Media claims are cumulative figures, not averages.

FIELD SERVED

ENGINEERED SYSTEMS serves facility engineering/in-house engineering for: commercial/industrial/institutional firms: government agency, mechanical engineering, electrical engineering, operating engineering, systems engineering, other engineering firms, architectural/design firms, consulting engineering firms, control contracting/systems integration and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients of **ENGINEERED SYSTEMS** have a primary job function of engineering for mechanical systems design/specification; engineering for maintenance/repair operations (MRO); facility engineering; or other engineering. Also qualified are recipients with other functions or functions not available.

PURPOSE

Included herein is a supplementary analysis of recipients who responded to the question "Do you influence the design, specification or purchase of mechanical systems and/or components?"; an analysis of the types of facilities in which respondents perform their work and an analysis of the equipment designed, installed, operated or maintained.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	11
Advertiser and Agency	2,083
Allocated for Trade Shows and Conventions	-
All Other	1,187
TOTAL	3,281

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	40,200	100.0	40,197	100.0	3	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,200	100.0	40,197	100.0	3	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Total Qualified
January	27,902	12,298	40,200
February	27,959	12,241	40,200
March	27,264	12,936	40,200
April	27,027	13,173	40,200
May	26,731	13,469	40,200
June	26,641	13,559	40,200

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2018

This issue is equal to the average of the other 5 issues reported in Paragraph 2.

Primary Business	Total Qualified	Percent of Total	Print	Digital	CLASSIFICATION BY PRIMARY JOB FUNCTION				
					Engineering for Mechanical Systems Design/Specification	Engineering for Maintenance/Repair Operations (MRO)	Facility Engineering	Other Engineering	Other Functions and Functions Not Available
Facility Engineering/In-House Engineering for: Commercial/Industrial/Institutional Firm: Government Agency, Mechanical Engineering, Electrical Engineering, Operating Engineering, Systems Engineering, Other Engineering Firm and Architectural/Design Firm	24,404	60.7	15,993	8,411	11,115	4,804	5,802	2,683	-
Consulting Engineering Firm	14,076	35.0	9,533	4,543	7,151	874	2,194	3,857	-
Control Contracting/Systems Integration	1,720	4.3	1,115	605	877	368	291	184	-
Others Allied to the Field	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,200	100.0	26,641	13,559	19,143	6,046	8,287	6,724	-
PERCENT	100.0		66.3	33.7	47.6	15.1	20.6	16.7	-

SUPPLEMENTARY DATA FOR ISSUE OF JUNE 2018

This is an analysis of 38,250 or 95.2% of recipients who responded to the question "Do you influence the design, specification or purchase of mechanical systems and/or components?" See the link to the questionnaire used to elicit this data on the back page of this report. This data is reported for statistical and marketing purposes only.

Analysis of Respondents' Personal Influence: Design, Specification or Purchase of Mechanical Systems and/or Components	Total Qualified	Percent of Total	Print	Digital	ANALYSIS BY PRIMARY BUSINESS			
					Facility Engineering/In-House Engineering for: Commercial/Industrial/Institutional Firm: Government Agency, Mechanical Engineering, Electrical Engineering, Operating Engineering, Systems Engineering, Other Engineering Firm and Architectural/Design Firm	Consulting Engineering Firm	Control Contracting/Systems Integration	Other
Question: Do you influence the design, specification or purchase of mechanical systems and/or components?								
Recipients who replied : YES	32,929	81.9	21,089	11,840	21,101	10,316	1,512	-
Recipients who replied: NO	5,321	13.2	3,602	1,719	3,176	1,949	196	-
Non-respondents	1,950	4.9	1,950	-	127	1,811	12	-
TOTAL QUALIFIED CIRCULATION	40,200	100.0	26,641	13,559	24,404	14,076	1,720	-

SUPPLEMENTARY DATA FOR ISSUE OF JUNE 2018

This is an analysis of 37,859 or 94.2% respondents by Primary Business by type of facilities in which respondents perform their work (See the link to the questionnaire used to elicit this data on the back page of this report). Since any one respondent may have checked more than one response, the totals for each of these type of facilities should not be added together as the total may exceed the total circulation. This data is presented for statistical and marketing purposes only.

Type of Facility	Respondents for the question "in which types of facilities do you perform your work?"	Percent of Total	Print	Digital	ANALYSIS BY PRIMARY BUSINESS			
					Facility Engineering/In-House Engineering for: Commercial/Industrial/Institutional Firm: Government Agency Mechanical Engineering, Electrical Engineering, Operating Engineering, Systems Engineering, Other Engineering and Architectural/Design Firm	Consulting Engineering Firm	Control Contracting/Systems Integration	Other
Hospital/Health Care	18,299	45.5	11,609	6,690	10,450	6,595	1,254	-
Education (K-12)	16,742	41.6	10,844	5,898	9,417	6,158	1,167	-
Education (College/University)	18,061	44.9	11,444	6,617	10,256	6,621	1,184	-
Hotel/Motel/Resort	13,916	34.6	8,973	4,943	7,676	5,239	1,001	-
Government/Municipality/Military Building	19,707	49.0	12,588	7,119	11,267	7,194	1,246	-
Restaurant/Fast Food	13,170	32.8	8,686	4,484	7,482	4,896	792	-
Supermarket/Convenience Store	10,606	26.4	6,932	3,674	5,919	4,035	652	-
Retail/Chain Store/Mall	12,771	31.8	8,358	4,413	7,058	4,847	866	-
Manufacturing Facility/Industrial Plant	19,418	48.3	12,436	6,982	10,896	7,223	1,299	-
Commercial Building	21,573	53.7	13,885	7,688	12,330	7,755	1,488	-
Prison/Correctional Facility	10,630	26.4	6,803	3,827	5,883	3,941	806	-
Assembly: Arena/Theater/Convention Center	12,054	30.0	7,646	4,408	6,651	4,536	867	-
Data Center	13,487	33.5	8,276	5,211	7,699	4,805	983	-
Other	2,319	5.8	1,484	835	1,405	796	118	-

SUPPLEMENTARY DATA FOR ISSUE OF JUNE 2018

This is an analysis of 34,703 recipients or 86.3% who responded to the question "Check ALL equipment areas listed below that your firm designs, installs, operates or maintains? (Select ALL that apply)" See the link to the questionnaire used to elicit this data on the back page of this report. Since any one respondent may have checked more than one response, the totals for each of these products should not be added together as the total may exceed the total circulation. This data is presented for statistical and marketing purposes only.

Equipment, designed, installed, operated or maintained	Respondents	Percent of Total
Air Conditioning	25,918	64.5
Heating - Air	24,180	60.1
Heating - Hydronic (Wet)	20,830	51.8
Heating - Steam	18,284	45.5
Refrigeration	19,579	48.7
Insulation (Duct & Pipe)	19,799	49.3
Ventilation	22,875	56.9
Sensors, Monitors, Transmitters	21,361	53.1
Building Automation Systems/Energy Management Systems/Lighting Control Systems	23,263	57.9
Pumping, Piping & Valves	23,311	58.0
Smoke & Fire Control (Dampers, Louvers & Ducts)	19,652	48.9
Water Heaters	20,744	51.6
Motors & Drives	20,498	51.0
Humidification, Dehumidification	19,123	47.6

ADDITIONAL DATA FOR ISSUE OF JUNE 2018
ANALYSIS OF THE QUESTION: ARE YOU A MANAGER?

Are you a manager?	Total Qualified	Percent of Total Qualified	Print	Digital
Yes	29,540	73.5	19,491	10,049
No	8,710	21.7	5,200	3,510
No Answer	1,950	4.8	1,950	-
TOTAL QUALIFIED CIRCULATION	40,200	100.0	26,641	13,559

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2018

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Year	3 Year				
I. Direct Request:	30,210	8,040	-	24,691	13,559	38,250	95.1
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	1,950	-	-	1,950	-	1,950	4.9
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	32,160	8,040	-	26,641	13,559	40,200	100.0
PERCENT	80.0	20.0	-	66.3	33.7	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2018

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	26,641	13,559	40,200	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	26,641	13,559	40,200	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2018*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	169	48	217		Kentucky	277	122	399	
New Hampshire	149	63	212		Tennessee	408	179	587	
Vermont	87	30	117		Alabama	284	112	396	
Massachusetts	756	274	1,030		Mississippi	104	54	158	
Rhode Island	112	32	144		EAST SO. CENTRAL	1,073	467	1,540	3.8
Connecticut	432	175	607		Arkansas	133	62	195	
NEW ENGLAND	1,705	622	2,327	5.8	Louisiana	246	93	339	
New York	2,223	873	3,096		Oklahoma	242	108	350	
New Jersey	881	377	1,258		Texas	1,528	790	2,318	
Pennsylvania	1,521	569	2,090		WEST SO. CENTRAL	2,149	1,053	3,202	8.0
MIDDLE ATLANTIC	4,625	1,819	6,444	16.0	Montana	135	57	192	
Ohio	1,125	464	1,589		Idaho	126	57	183	
Indiana	531	208	739		Wyoming	50	24	74	
Illinois	1,411	651	2,062		Colorado	466	209	675	
Michigan	773	365	1,138		New Mexico	129	47	176	
Wisconsin	726	314	1,040		Arizona	369	183	552	
EAST NO. CENTRAL	4,566	2,002	6,568	16.3	Utah	211	115	326	
Minnesota	646	277	923		Nevada	165	84	249	
Iowa	317	128	445		MOUNTAIN	1,651	776	2,427	6.1
Missouri	555	271	826		Alaska	107	52	159	
North Dakota	95	48	143		Washington	628	277	905	
South Dakota	92	38	130		Oregon	358	203	561	
Nebraska	240	100	340		California	2,797	1,501	4,298	
Kansas	289	119	408		Hawaii	136	88	224	
WEST NO. CENTRAL	2,234	981	3,215	8.0	PACIFIC	4,026	2,121	6,147	15.3
Delaware	71	29	100		UNITED STATES	26,559	11,951	38,510	95.8
Maryland	613	274	887		U.S. Territories	75	68	143	
Washington, DC	124	95	219		Canada	1	648	649	
Virginia	780	335	1,115		Mexico	-	54	54	
West Virginia	87	35	122		Other International	1	835	836	
North Carolina	667	290	957		APO/FPO	5	3	8	
South Carolina	258	121	379						
Georgia	682	333	1,015						
Florida	1,248	598	1,846						
SOUTH ATLANTIC	4,530	2,110	6,640	16.5					
					TOTAL QUALIFIED CIRCULATION	26,641	13,559	40,200	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2018	The Production Line
January	12,668
February	11,899
March	13,048
April	14,444
May	14,473
June	14,305
AVERAGE:	13,473

The Production Line (6 issued in the period)

WEBSITE CHANNEL

WWW.ESMAGAZINE.COM

2018	Pageviews	Sessions	Users	Average Session Duration
January	15,312	7,533	6,504	1:27
February	13,412	6,976	6,016	1:33
March	19,762	9,347	7,928	1:40
April	16,778	8,597	7,360	1:33
May	18,150	8,161	6,863	1:56
June	15,317	7,632	6,282	1:34
AVERAGE:	16,455	8,041	6,826	1:37

January – June 2018 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.




Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

SOCIAL MEDIA CHANNEL

Engineered Systems Social Media

2018	 Twitter followers http://twitter.com/esmagazine	 Facebook likes* http://www.facebook.com/EngineeredSystems	 LinkedIn group members https://www.linkedin.com/groups/1978961/profile
Beginning Balance:	3,321	1,520	787
January	3,351	1,529	788
February	3,360	1,529	788
March	3,363	1,531	795
April	3,375	1,531	795
May	3,386	1,531	795
June	3,408	1,528	802

*Due to a technical issue, May 2018 data for Facebook repeats April 2018.

ADDITIONAL DATA

MAGAZINE:

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the Field Served and Definition of Recipient Qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 1,950 copies or 4.9%.

FOR SAMPLE OF QUALIFICATION FORM USED BY PUBLICATION, PLEASE VISIT THE FOLLOWING LINK:

www.esmagazine.com/subscribe?

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, Website, and Social Media are not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

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

Catherine M. Ronan, Corporate Audience Audit Manager

Rita M. Fomina, Corporate Strategy Director

(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 3, 2018

State Michigan

County Oakland

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Type BSJ

ID Number E045B0J8

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 for the latest audit reports, membership information and publishing and advertising industry news.