ES ENGINEERED SYSTEMS Media Statement

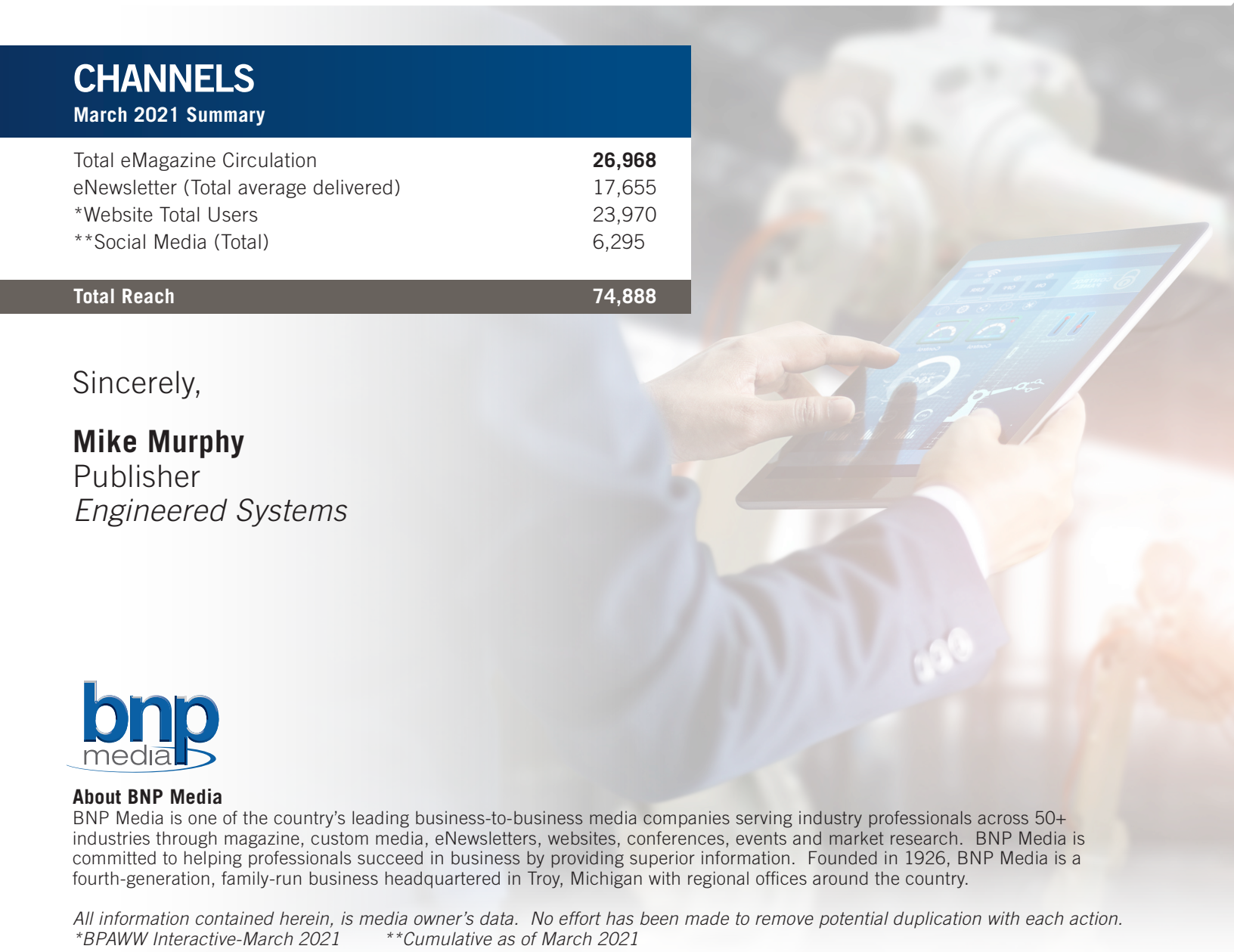
March 2021

Engineered Systems has 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.

Publisher's Note:
It's my pleasure to share with you our most recent data findings from what is known as our Media Statement. This statement contains information we have gathered from 2021 Q1 reporting. As this statement may contain information you use to make your ad buying decisions, I want to assure you to the best of our ability, in a world where data changes rapidly, this Statement is accurate as of March 2021. Thank you for considering ***Engineered Systems***.

CHANNELS
March 2021 Summary

Total eMagazine Circulation	**26,968**
eNewsletter (Total average delivered)	17,655
*Website Total Users	23,970
**Social Media (Total)	6,295
Total Reach	**74,888**



Sincerely,

Mike Murphy
Publisher
Engineered Systems

About BNP Media
BNP Media is one of the country's leading business-to-business media companies serving industry professionals across 50+ industries through magazine, custom media, eNewsletters, websites, conferences, events and market research. BNP Media is committed to helping professionals succeed in business by providing superior information. Founded in 1926, BNP Media is a fourth-generation, family-run business headquartered in Troy, Michigan with regional offices around the country.

All information contained herein, is media owner's data. No effort has been made to remove potential duplication with each action.
**BPAWW Interactive-March 2021 **Cumulative as of March 2021*

Who Can You Reach:

eMagazine Audience Demographics - March 2021 Summary

Business by Function

			PRIMARY FUNCTION					
Primary Business	**TOTAL**	**Percent**	Engineering for Mechanical Systems Design/ Specification	Engineering for Maintenance/ Repair Operations (MRO)	Facility Engineering	Engineering Management	Other Engineering (Includes Engineering)	Other Functions
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	16,470	61.1%	6,426	2,796	3,143	2,758	1,175	172
Consulting Engineering Firm	8,723	32.4%	4,266	550	1,134	1,778	909	86
Control Contracting/ Systems Integration	1,208	4.5%	476	224	163	184	103	58
Others Allied Business'	537	2.0%	151	46	61	1	67	211
TOTAL CIRCULATION	**26,938**	**100.0%**	**11,319**	**3,616**	**4,501**	**4,721**	**2,254**	**527**
PERCENT	**100.0%**		**42.0%**	**13.4%**	**16.7%**	**17.5%**	**8.4%**	**2.0%**

Supplemental Data: Facility/Business

	25,667 or 95.3%	PRIMARY BUSINESS			
TYPE OF FACILITY	**RESPONDENTS FOR THE QUESTION "ON WHICH TYPES OF FACILITIES DO YOU PERFORM YOUR WORK?"**	Facility Engineering/In-House Engineering for:*	Consulting Engineering Firm	Control Contracting/ Systems Integration	Other
Hospital/Health Care	10,800	5,825	4,049	632	294
Education (K-12)	9,220	4,904	3,505	532	279
Education (College/University)	10,244	5,543	3,823	583	295
Hotel/Motel/Resort	7,994	4,222	3,060	468	244
Government/Municipality/Military Building	**11,725**	**6,429**	**4,397**	**595**	**304**
Restaurant/Fast Food	**6,872**	**3,694**	**2,636**	**357**	**185**
Supermarket/Convenience Store	**5,420**	**2,896**	**2,080**	**303**	**141**
Retail/Chain Store/Mall	**6,382**	**3,310**	**2,482**	**405**	**185**
Manufacturing Facility/Industrial Plant	**10,479**	**5,773**	**3,806**	**615**	**285**
Commercial Building	**12,653**	**6,840**	**4,760**	**737**	**316**
Prison/Correctional Facility	**4,321**	**2,159**	**1,671**	**305**	**186**
Assembly: Arena/Theater/Convention Center	**5,126**	**2,560**	**2,019**	**358**	**189**
Data Center	**3,100**	**3,200**	**2,258**	**432**	**210**
Other	**1,304**	**731**	**499**	**46**	**28**

*Commercial/Industrial/Institutional Firm: Government Agency, Mechanical Engineering, Electrical Engineering, Operating Engineering, Systems Engineering, Other Engineering Firm and Architectural/Design Firm

Supplemental Data: Equipment Designed, Installed, Operated or Maintained

EQUIPMENT DESIGNED, INSTALLED, OPERATED OR MAINTAINED	20,466 or 76.0% RESPONDENTS	PERCENT OF TOTAL
Air Conditioning	15,196	56.4%
Heating - Air	13,547	50.3%
Heating - Hydronic (Wet)	11,956	43.0%
Heating - Steam	10,325	38.3%
Refrigeration	10,933	40.6%
Insulation (Duct & Pipe)	10,421	38.7%
Ventilation	12,534	46.5%
Sensors, Monitors, Transmitters	10,620	39.4%
Building Automation Systems/Energy Management Systems/ Lighting Control Systems	11,808	43.8%
Pumping, Piping & Valves	11,609	43.1%
Water Heaters	9,667	35.9%
Smoke & Fire Control (Dampers, Louvers & Ducts)	9,287	34.5%
Motors & Drives	9,458	35.1%
Humidification, Dehumidification	8,399	31.2%

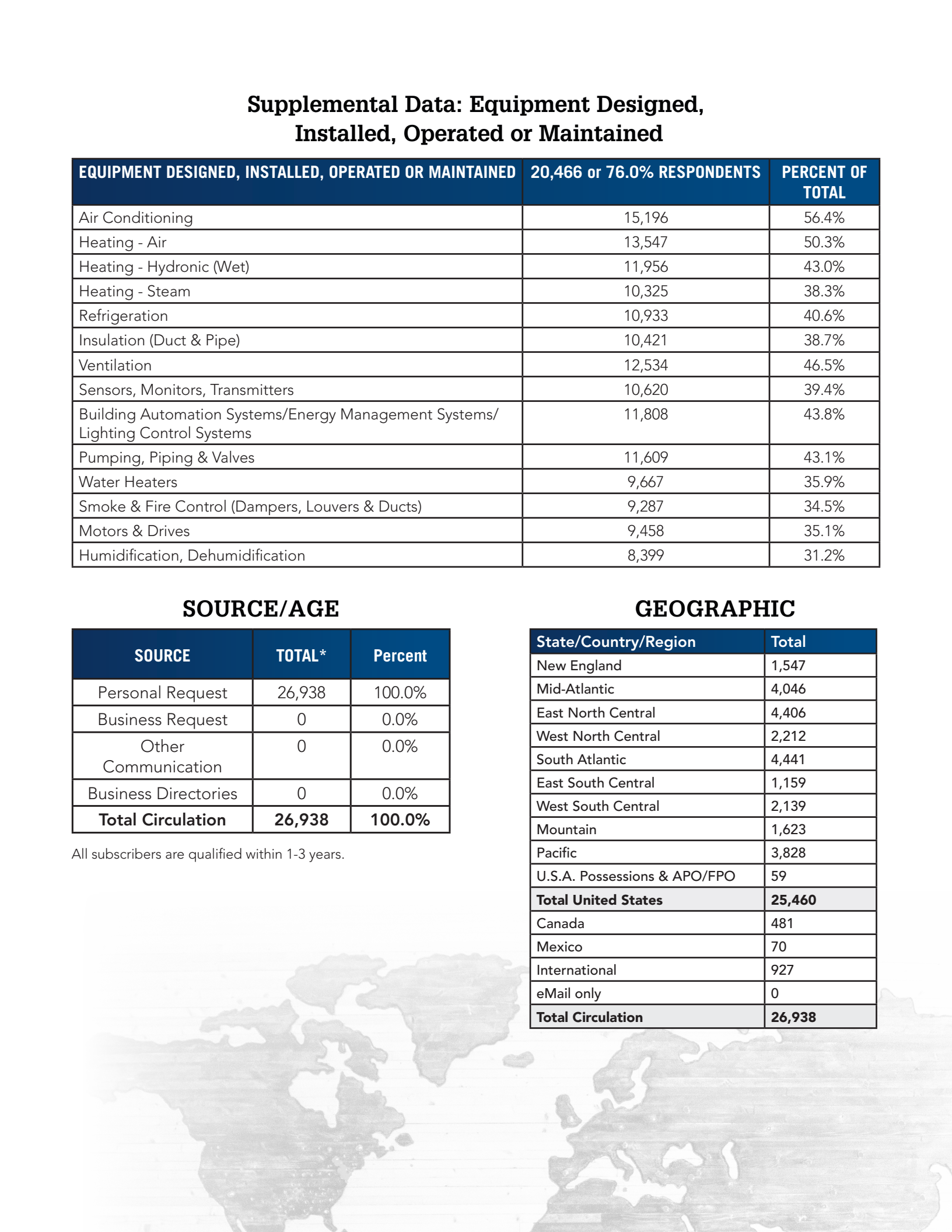
SOURCE/AGE

SOURCE	TOTAL*	Percent
Personal Request	26,938	100.0%
Business Request	0	0.0%
Other Communication	0	0.0%
Business Directories	0	0.0%
Total Circulation	**26,938**	**100.0%**

All subscribers are qualified within 1-3 years.

GEOGRAPHIC

State/Country/Region	Total
New England	1,547
Mid-Atlantic	4,046
East North Central	4,406
West North Central	2,212
South Atlantic	4,441
East South Central	1,159
West South Central	2,139
Mountain	1,623
Pacific	3,828
U.S.A. Possessions & APO/FPO	59
Total United States	**25,460**
Canada	481
Mexico	70
International	927
eMail only	0
Total Circulation	**26,938**



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Audience Touchpoints - March 2021 Summary

*Total eNewsletters

17,655
TOTAL AVERAGE DELIVERED - MARCH 2021

***The Production Line: 7,912**
(12 issues per year)

***HVAC Headlines: 9,743**
(24 issues per year)

eMagazine Circulation

12 ISSUES PER YEAR

26,938
MARCH 2021 ISSUE

SOCIAL MEDIA
(Twitter, LinkedIn, Facebook)

3,670	929	1,696

6,295***

**Page Views
45,280

**Sessions
28,334

**Total Users
23,970

**Average Session Duration
0:01:06

**BPAWW Interactive - March 2021
***Cumulative as of March 2021