



DIGITAL AUDIENCE PROFILE

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PCI Magazine serves the global coatings industry by offering technical solutions for coatings, inks and adhesives formulators and manufacturers with content focusing on cutting-edge research papers and bylined articles that are pertinent to the R&D sector, in addition to current news articles, market reports, case histories and interviews.

www.pcimag.com



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**BNP Media Inc.**

Birmingham, MI

Alliance for Audited Media has reviewed the BNP Media audience and media management technology platform and Digital Audience Profile reporting solution for conformance to generally accepted information security management and reporting standards.

Our examination was performed in accordance with generally accepted information security management and reporting standards. Our examination included reviews of Platform Technology, Data Life Cycle Management, System Monitoring, Access Controls, Software Development Life Cycle, Media Production, Media Distribution, Audience Data, Documentation, Reporting, and Disclosures. The examination included those procedures we considered necessary in the circumstances to obtain a reasonable basis for rendering our opinion.

Based on our review, we are not aware of any material modifications that should be made to the BNP Media audience and media management platform and Digital Audience Profile reporting solution for recording, processing, and reporting audience and media data.

The accreditation of the BNP Media audience and media management technology platform and Digital Audience Profile reporting solution is as of December 31, 2023.

This report is intended solely for use by the management of BNP Media and its customers.

Alliance for Audited Media

Alliance for Audited Media

March 31, 2024



Audience Profile

Total Audience

PCI-PAINT & COATINGS INDUSTRY is intended for those formulators and manufacturers of paint and/or coatings, printing inks and adhesives/sealants.

111,327 Total Audience Reach **22,863** Unique Active Audience **79%** Engaged

Core Channels

	Total Channel Audience	Unique to Channel	
Website	28,884	3,656	
eMagazine	12,683	2,534	
Newsletter	13,426	2,830	

■ Unique to Channel
 ■ Active in 2 Channels
 ■ Active in all 3 Channels
 ■ Website Unknown Users

Additional Channels

441 Webinar Average Registrants **383** Unique Event Registrants **11,690** Standard eBlast Delivery **56,334** Social Media Total Followers

Demographics

Job Function

Top 10 shown

Research & Development	6,930
Sales & Marketing	3,602
Corporate/Executive Man..	2,941
Other Job Function	1,729
Manufacturing/Operation..	1,423
Chemistry/Formulation	1,365
Purchasing	318
Industrial Finishing	57
Paint Contractor	45
Refinishing	23

18,433 responses

Business Industry

Top 5 shown

Manufacturers	8,283
Suppliers to Manufacturers	4,215
Other Allied Businesses	3,431
Coatings End User/Applicator/Finisher	1,159
Distributor	1,049

18,137 responses



Time Frame - As of Last day of Month shown

- **Total Audience:**
Total Audience Reach: Reflects the combined exposure across Website, Newsletter, Social Media Followers, and eMagazine channels. Counts are cumulative and may include overlap between platforms. Only where applicable, also includes Continuing Education user counts.
- **Unique Active Audience:** Number of unique active customers with known first-party data active within product specific time frames for all products.
Engaged: Number of engaged customers with known first-party data within product specific time frames for all products.
** Product-specific time frames for each Channel may be found in Table A.*

Core Channels

The three core channels are Website, Newsletter, and eMagazine.

- **Total Channel Audience:** Total number of customers for specified product.
- **Unique to Channel:** Number of unique customers active only in specified channel.
- **Active in 2 Channels:** Number of unique customers active in two channels. Examples: A customer is active within Website and Newsletter channels but not eMagazine. Or a customer is active within Newsletter and eMagazine channels but not the Website.
- **Active in all 3 Channels:** Number of unique customers active in all three channels.
- **Website Unknown Users:** Number of total users who visited the website within the specified time frame who are not accounted for in the BNP Media database. The number of Unique Website Users may be higher than shown due to the number of unknown users.

Additional Channels

Additional channels may include Webinars, Events, Continuing Education (CE), eBlast, Social Media.

- **Webinar Average Registrants (if applicable):** Average registrants per webinar.
- **Unique Event Registrants (if applicable):** Average registrants per event.
- **CE Active Registered Users (if applicable):** Total active registered users for the Continuing Education Center.
- **Standard eBlast Delivery (sponsored only):** Delivery count of a typical eBlast within the last 3 months.
- **Social Media Total Followers (if applicable):** Follower counts by channel for the most recent month.

Demographics

- **Job Function:** Top job functions of the Unique Active Audience.
- **Business Industry:** Top business industries of the Unique Active Audience.

Table A

* BNP Media uses a proprietary algorithm to calculate the number of active and engaged users for each channel based on the time frames listed in the table below.

	Active Criteria	Engaged Criteria
Website	6 Months	6 Months
Newsletter	Included in most recent list	6 Months
eMagazine	Included in most recent list	12 Months
Webinar	12 Months	18 Months
Event	18 Months	18 Months
Continuing Education	13 Months	13 Months
eBlast	Included in most recent list	6 Months



eMagazine - Summary



Total Subscribers

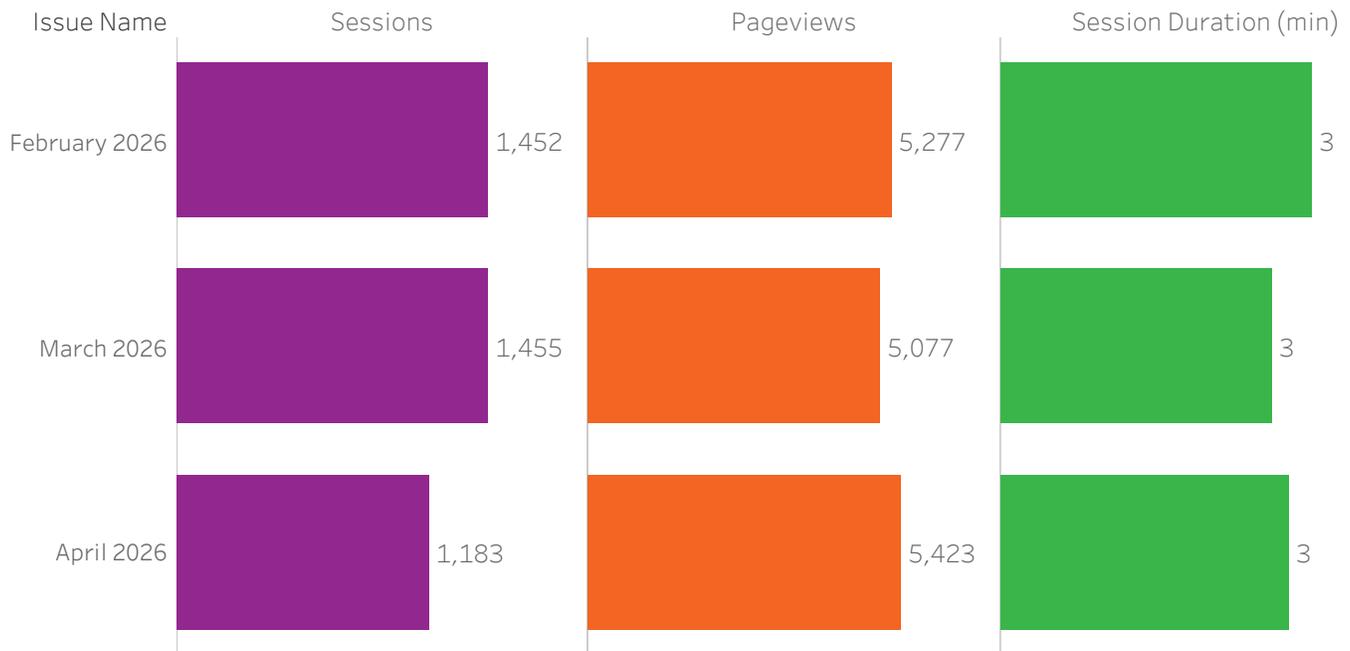
12,095



Average Issue Pageviews

5,259

Activity by eMagazine Issue



eMagazine Notification Email Metrics

Issue Name	Sends	Unique Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
February 2026	4	12,733	5,157	40.5%	1,300	5.4%
March 2026	4	12,565	5,019	39.9%	841	3.5%
April 2026	4	12,197	4,790	39.3%	697	3.0%

* Due to Apple Mail Privacy enabled on user devices, open rates may be inflated as of November 2021. Clicks are not impacted.



Demographic - Job Function

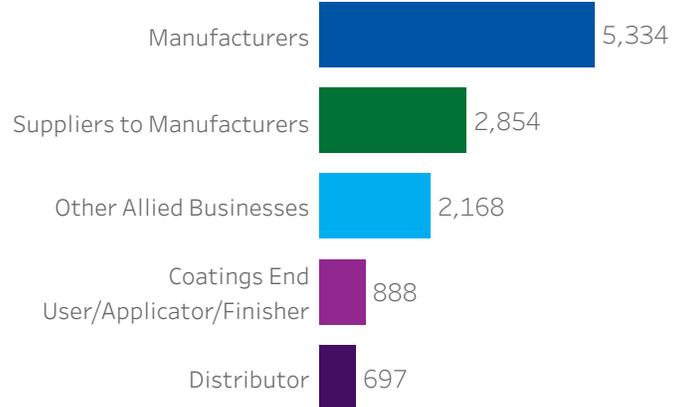
Top 10 Shown



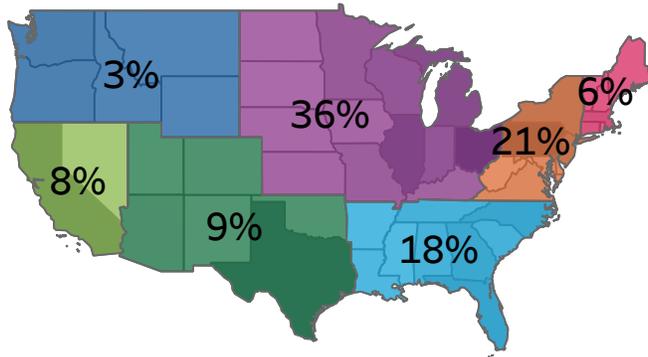
11,957 or 100% of subscribers with responses

Demographic - Business/Industry

Top 5 Shown

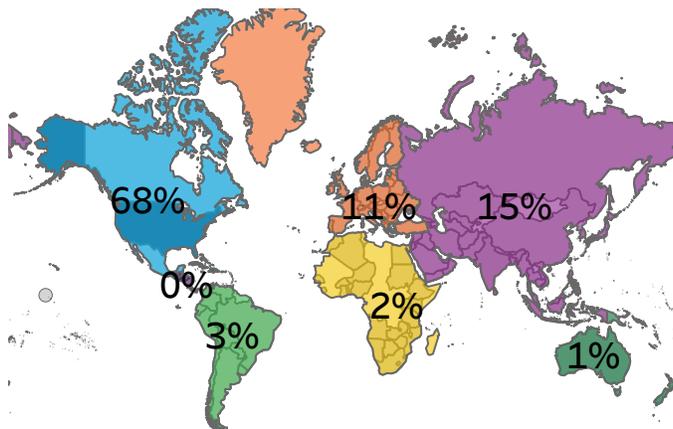
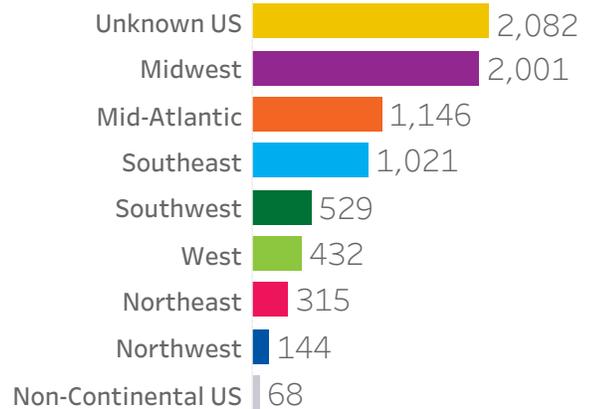


11,941 or 99% of subscribers with responses



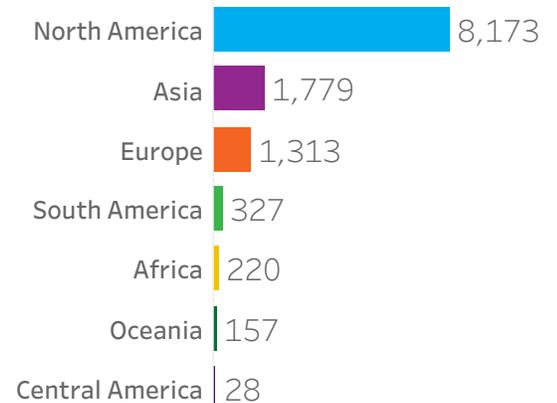
64% of subscribers are located in the US

Unique Subscribers by Region



36% of subscribers are located internationally

Unique Subscribers by Region



Time Frame

3 months

KPIs

- **Total Qualified Subscribers:** Active digital subscribers as of the most recent issue.
- **Average Issue Pageviews:** The average monthly pageviews on the eMagazines.

Activity by eMagazine Issue

- **Issue Date:** eMagazine issue date.
- **Sessions:** Number of times users interacted with the eMagazine. Sessions are terminated after 30 minutes of inactivity.
- **Session Duration (min):** The average session length.
- **Pageviews:** The total number of eMagazine pageviews.

eMagazine Notification Email Metrics

- **Monthly Sends:** Total number of notification emails deployed per issue.
- **Delivered:** Number of unique email subscriber addresses eMagazine notification emails were delivered to for this issue.
- **Unique Opens:** Number of unique subscriber email addresses who opened any notification email for this issue.
- **Open Rate:** Ratio of unique Opens to Delivered.
- **Total Clicks:** Number of subscribers who clicked a link within a particular notification email.
- **CTR:** Click Through Rate is the percentage of subscribers who click on a link within the notification email.



Newsletters



Active Unique Recipients

13,426



% of Recipients Engaged

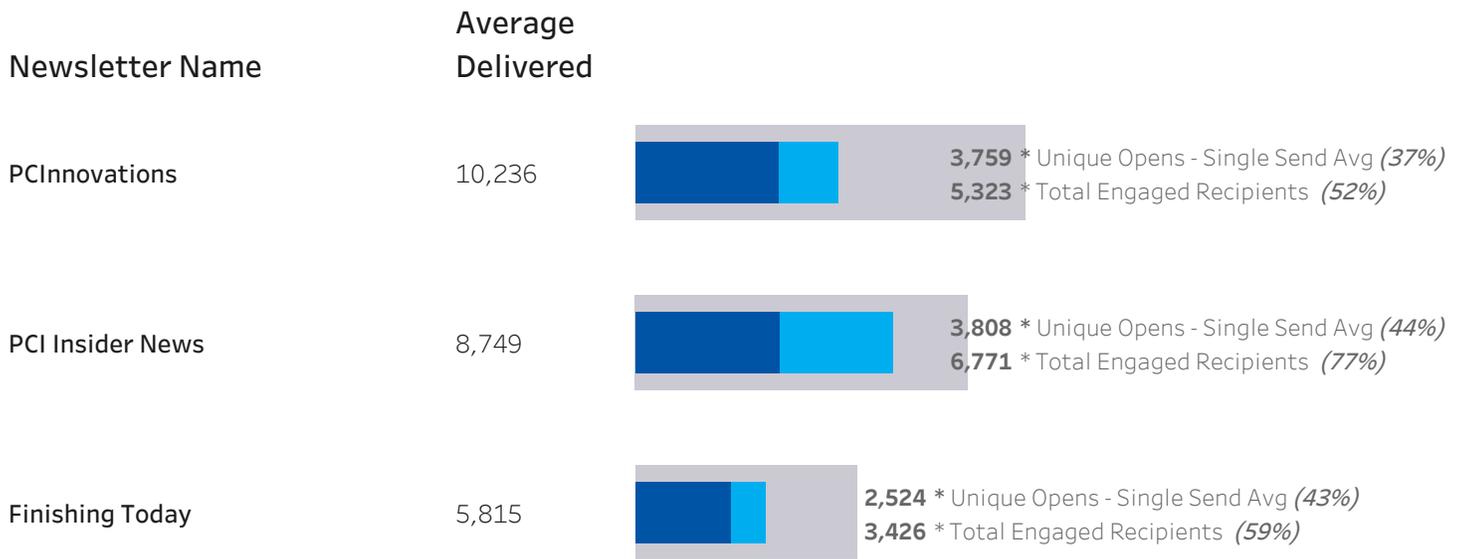
69%



Sends per Month

6

Recipient Activity by Newsletter Over the Last 3 Months



Engaged Recipient: Any recipient who opened at least one email of this type in the report time frame.

■ Unique Opens - Single Send Avg
 ■ Unique Opens - All Sends
 ■ Delivered

Newsletter Activity Averages

Newsletter Name	Monthly Sends	Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
PCInnovations	1.0	10,236	3,759	36.7%	222	2.2%
PCI Insider News	4.3	8,749	3,808	43.5%	596	6.8%
Finishing Today	1.0	5,815	2,524	43.4%	238	4.1%

* Due to Apple Mail Privacy enabled on user devices, open rates may be inflated as of November 2021. Clicks are not impacted.



Newsletters - Recipient Demographics & Locations

Demographic - Job Function

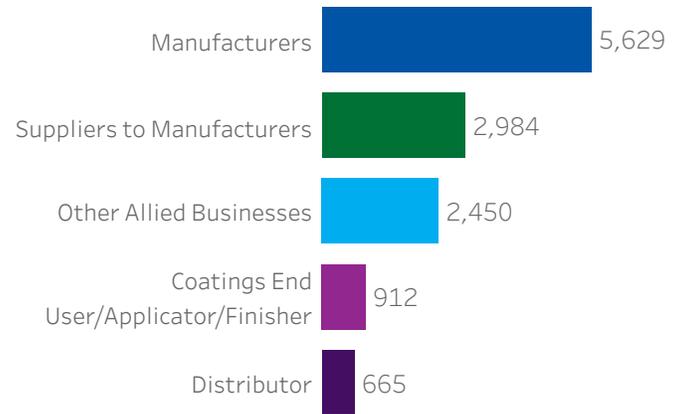
Top 10 Shown



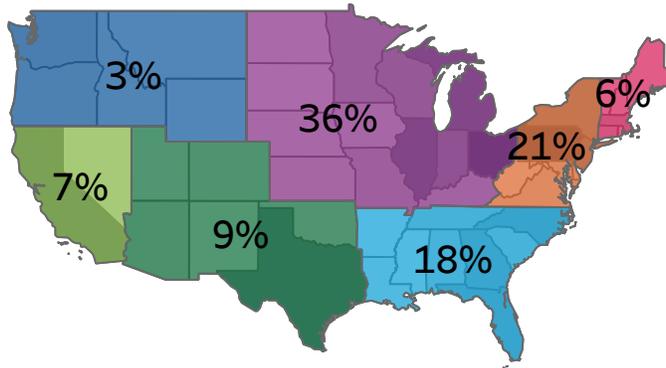
12,939 recipients with responses

Demographic - Business/Industry

Top 5 Shown

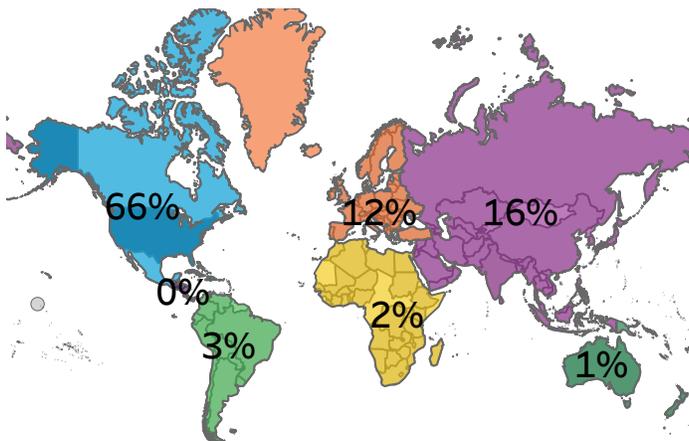
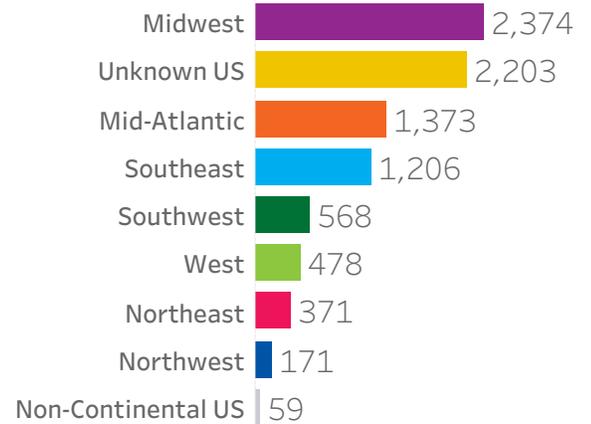


12,638 recipients with responses



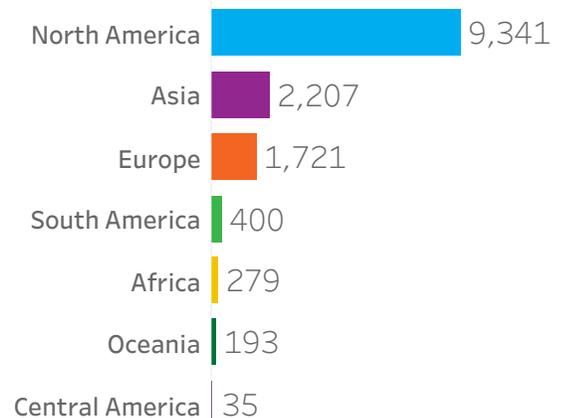
62% of recipients are located in the US

Unique Recipients by Region



38% of recipients are located internationally

Unique Recipients by Region





Time Frame

3 Months

KPIs

- **Active Unique Recipients:** Number of unique email addresses that received any brand Newsletter in the 3-month period.
- **% of Recipients Engaged:** Percent of recipients who opened* any Newsletter.
- **Sends / Month:** Total Newsletters sent per month.

Recipient Activity by Newsletter

- **Average Delivered:** The average number of emails delivered per Newsletter.
- **Unique Opens, Single Send Avg:** Average unique opens* (uniqueness calculated for each email sent) for all emails sent.
- **Total Engaged Recipients:** Number of unique Recipients who have opened* one or more of the delivered emails.

Newsletter Activity Averages

- **Monthly Sends:** Total number of Newsletters deployed per month.
- **Delivered:** Average number of eMails, per Newsletter, deployed per month.
- **Unique Opens:** Average number of unique Recipients (delivered) who opened* a particular Newsletter.
- **Open Rate:** The ratio of Unique Opens* to Delivered.
- **Total Clicks:** Average number of recipients who clicked a link within a particular Newsletter.
- **CTR:** Click Through Rate is the percentage of recipients who click on a link within the Newsletter.

**Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.*



Website - www.pcimag.com



Average Monthly Users

34,056



Average Monthly Sessions

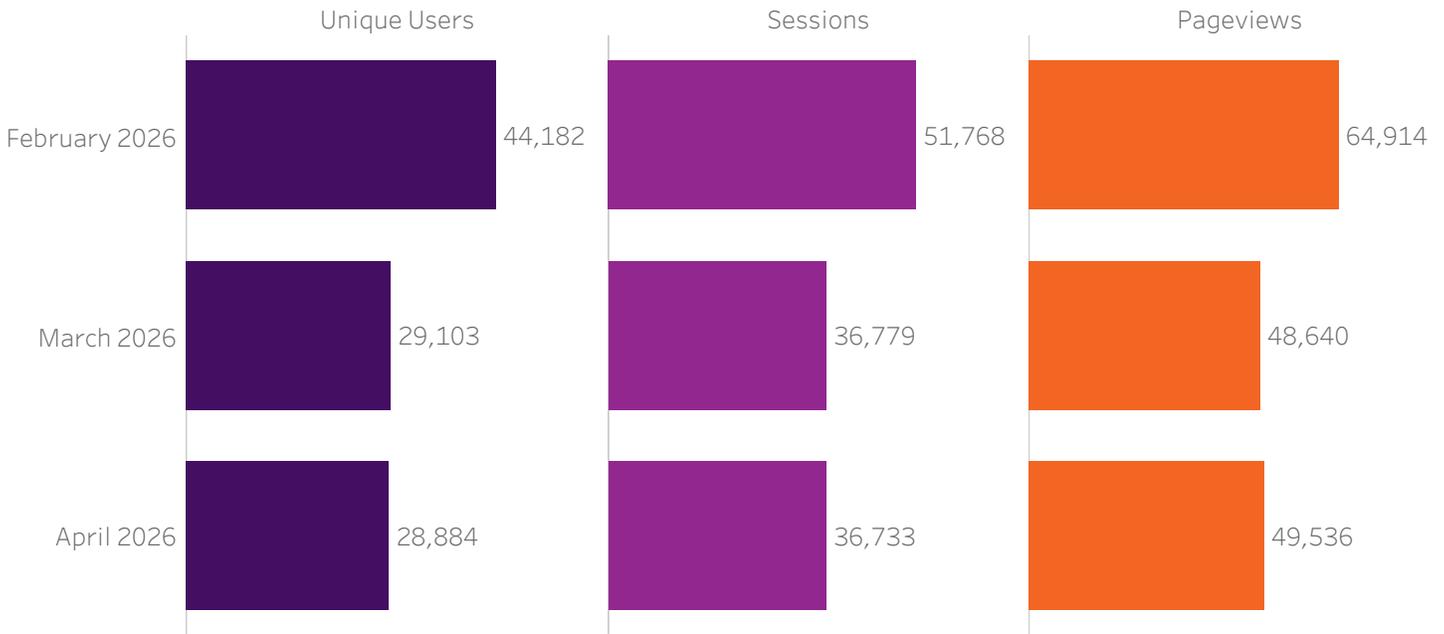
41,760



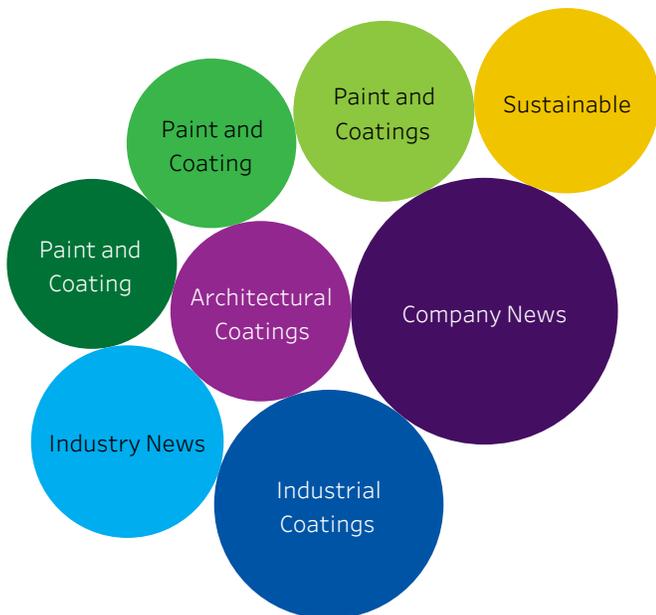
Average Monthly Pageviews

54,363

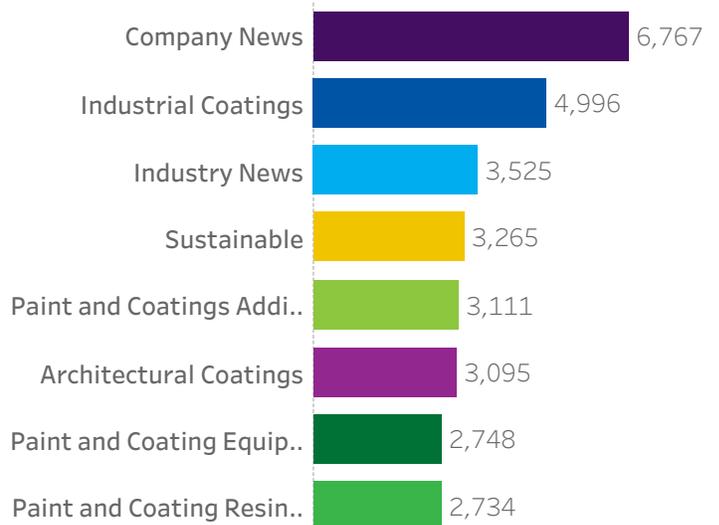
Monthly Website Statistics



Top 8 Content Topics Viewed



Average Monthly Pageviews





Website - Known User Activity



Active Registered Users

5,791



Active Known Users

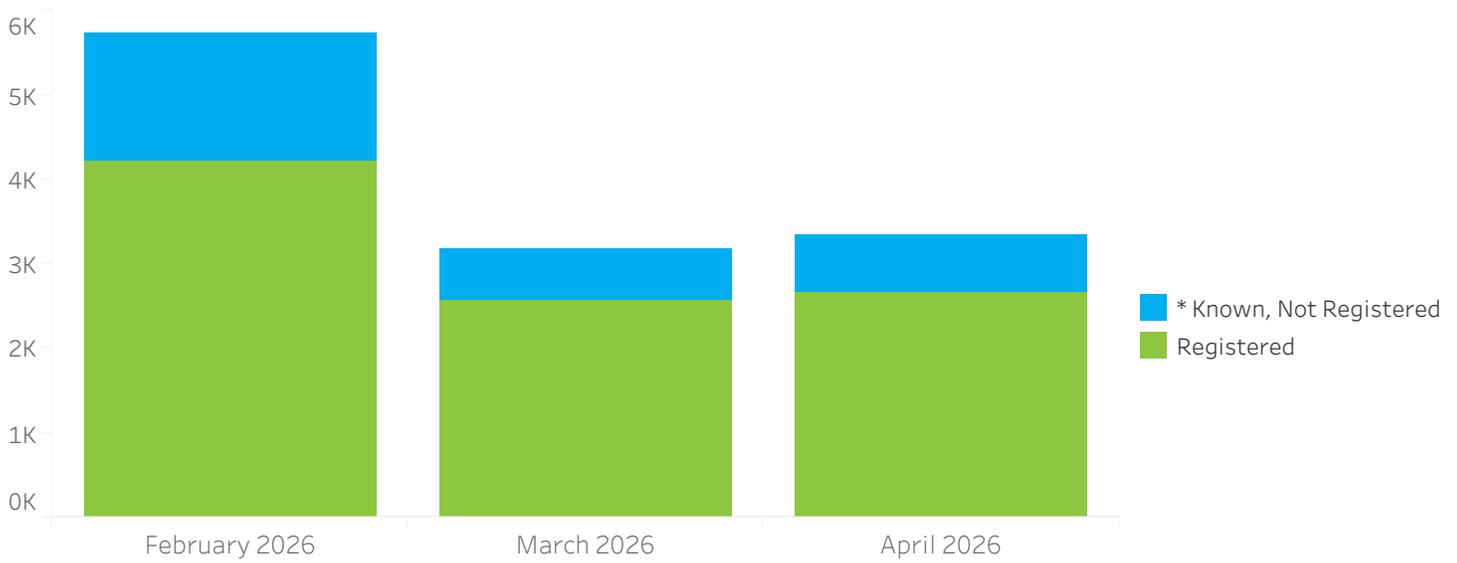
7,690



Average Visits per User

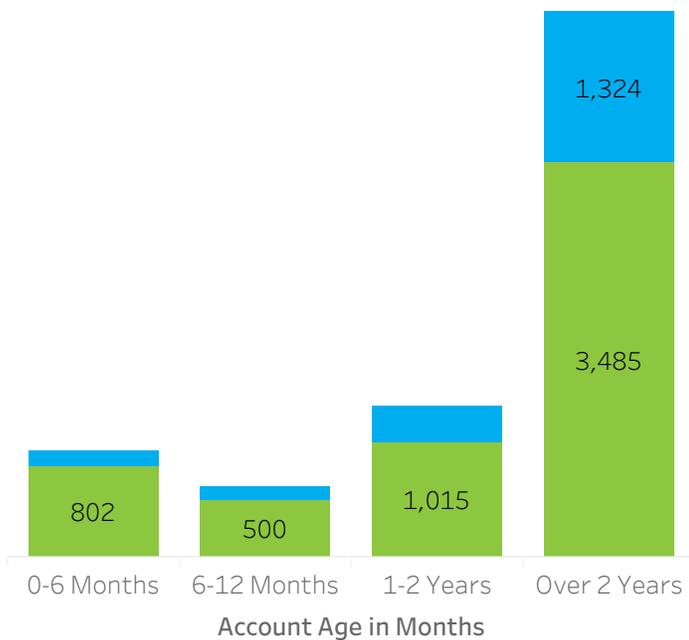
15.3

Website Users

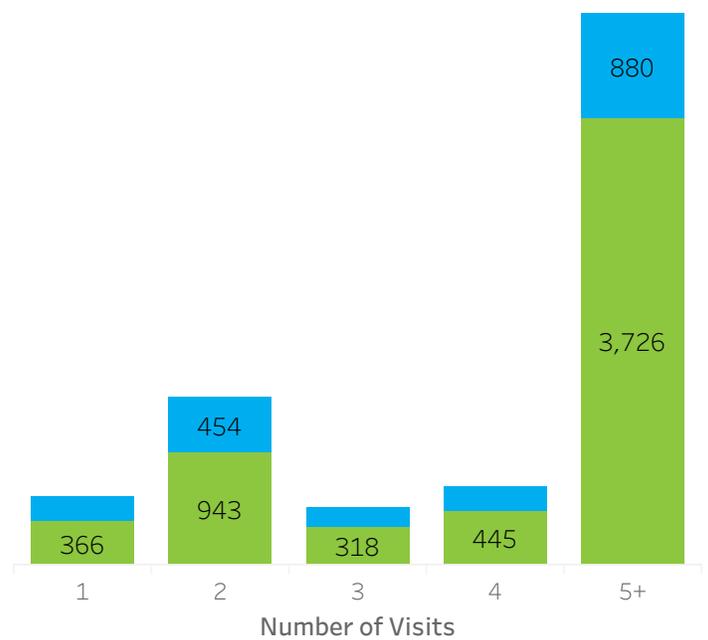


* Users that are identified in the BNP Media database but are not registered with this website

Known Users by Account Age



Known Users by Visit Frequency





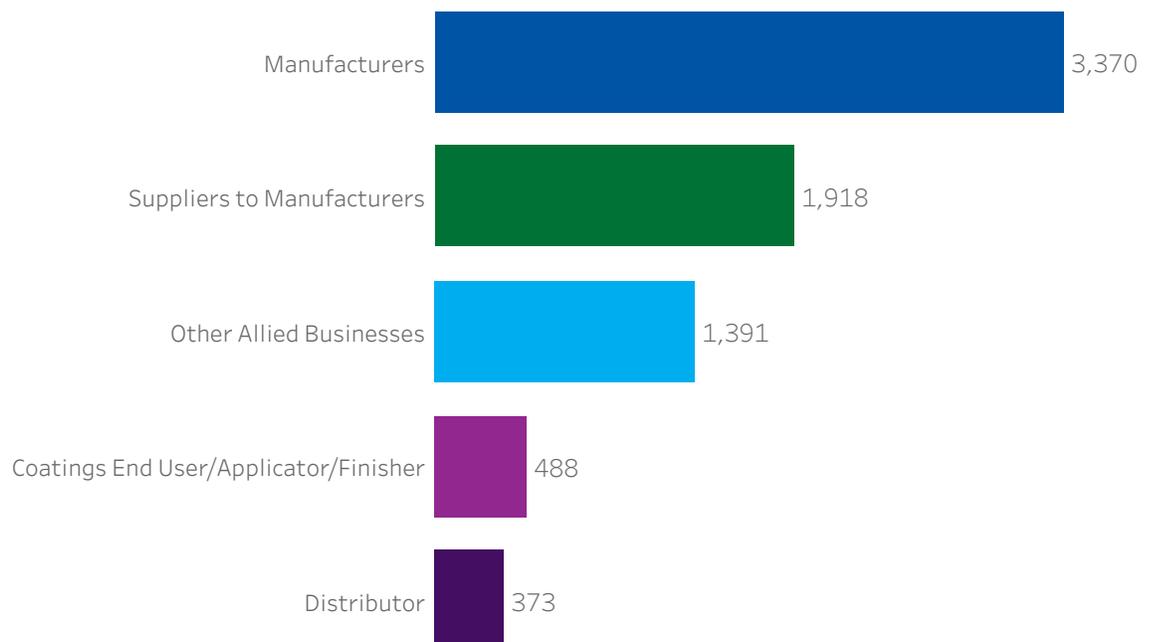
Website - User Demographics

Demographic - Job Function *Top 10 Shown*



7,632 or 99% of users with responses

Demographic - Business/Industry *Top 5 Shown*



7,540 or 98% of users with responses



Website - User Locations



% of Users Based in US

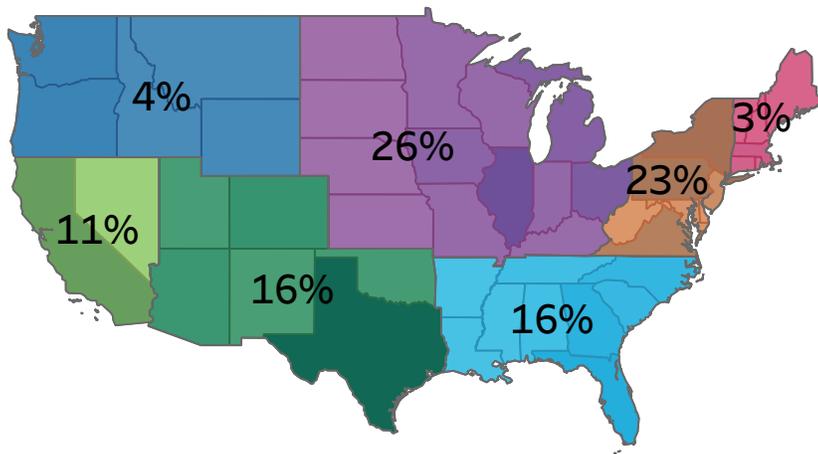
65%



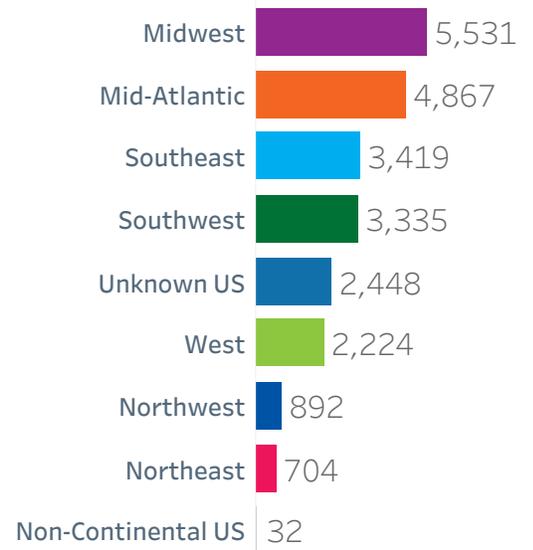
Average Monthly Users Based in US

23,452

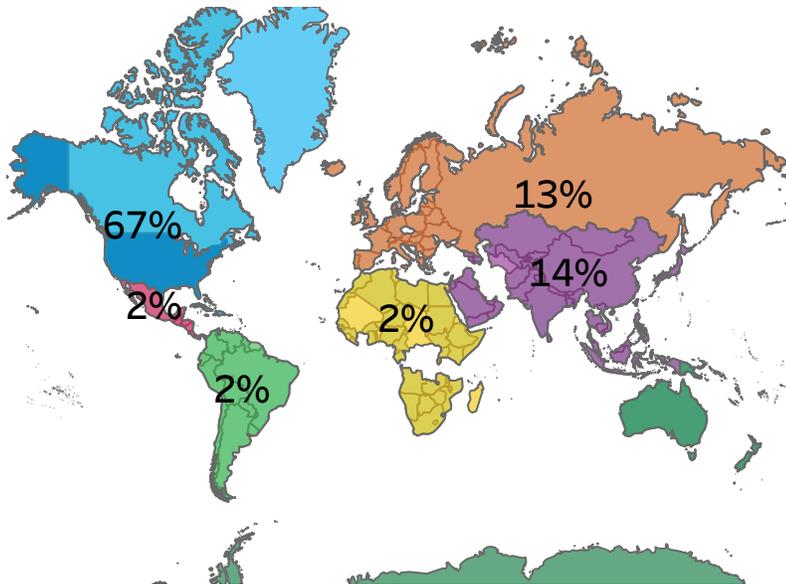
Geographic - US Regions



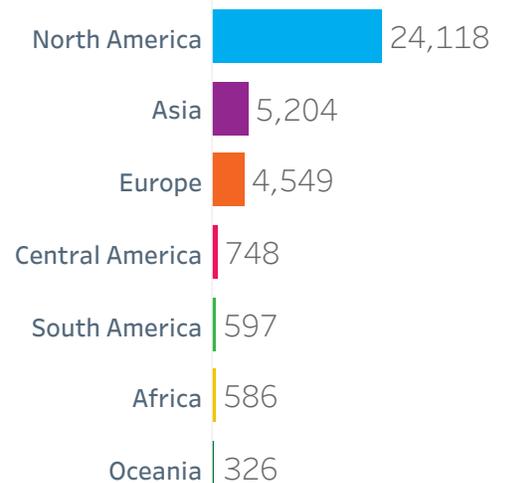
Unique Users by Region



Geographic - World Regions



Unique Users by Region



Time Frame

3-months

User Classifications

- **Registered:** Users that have completed the registration form for this website.
- **Known, Not Registered:** Users that are identified in the BNP Media database but are not registered with this website.

KPIs

- **Active Registered Users:** Number of unique users who registered on the website, at any time, and visited the website within the 3-month time frame.
- **Active Known Users:** Number of unique users with known first-party data, regardless of website registration status, who visited the website within the 3-month time frame.
- **Average Visits per User:** The ratio of visits, by known users, to the number of known users.

Web Users

- Number of users who were active on the website each month, colored by user classification.

Known Users by Account Age

- Number of users who visited the website within the 3-month time frame and have been in the BNP Media database for the account age listed, colored by user classification.

Known Users by Visit Frequency

- Number of times users visited the website within the 3-month time frame, colored by user classification.

Time Frame

3-months

KPIs

- **Average Monthly Users:** Average number of monthly users who have had at least one session on the website.
- **Average Monthly Sessions:** Average number of monthly sessions on the website. A session is anytime a user has interacted with the website.
- **Average Monthly Pageviews:** Average number of total monthly pageviews on the website.

Web Visitors

- **Users:** Number of Users per month.
- **Sessions:** Number of times users interacted with the digital edition. Sessions are terminated after 30 minutes of inactivity.
- **Pageviews:** Number of Pageviews per month.

Top 8 Content Topics

- Average monthly pageviews for the top 8 content topics on the website.



Sponsored eBlasts



Total Average Delivered

12,053



% of Recipients Engaged

58%



Sends per Month

8

Activity by eBlast

Sponsorship
Type

Avg
Delivered

Exclusive

11,830



3,408 * Unique Opens - Single Send Avg (29%)

8,698 * Total Engaged Subscribers (61%)

Multi-Sponsored

12,561



3,674 * Unique Opens - Single Send Avg (29%)

9,064 * Total Engaged Subscribers (48%)

Engaged Subscriber: Any subscriber who opened at least one email of this type in the report time frame.

Unique Recipients

Unique Opens - Single Send Avg

Unique Opens - All Sends

eBlast Activity Averages

eBlast Name	Sponsorship Type	Monthly Sends	Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
Paint & Coatings Industry	Exclusive	5.3	11,830	3,408	28.8%	196	1.7%
	Multi-Sponsored	2.3	12,561	3,674	29.2%	174	1.4%

* Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.



Sponsored eBlasts - Recipient Demographics & Locations

Demographic - Job Function

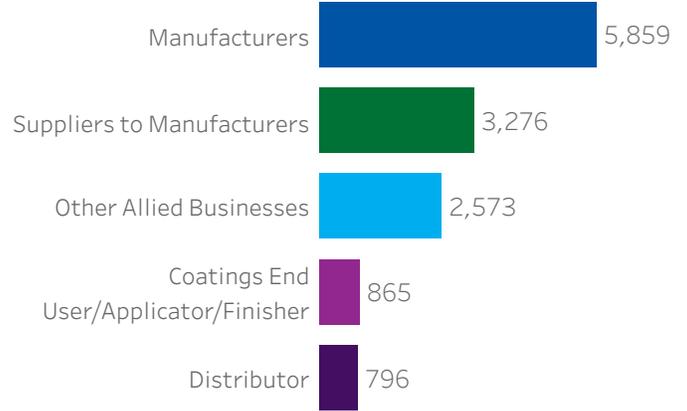
Top 10 Shown



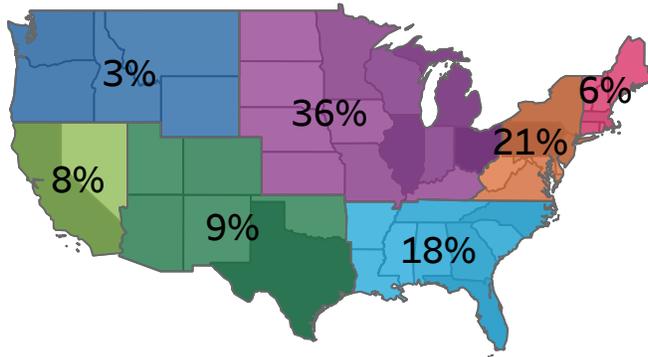
13,541 or 70% of recipients with responses

Demographic - Business/Industry

Top 5 Shown

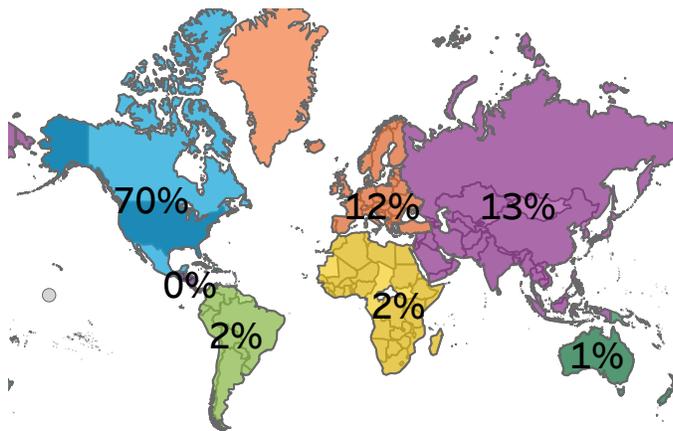
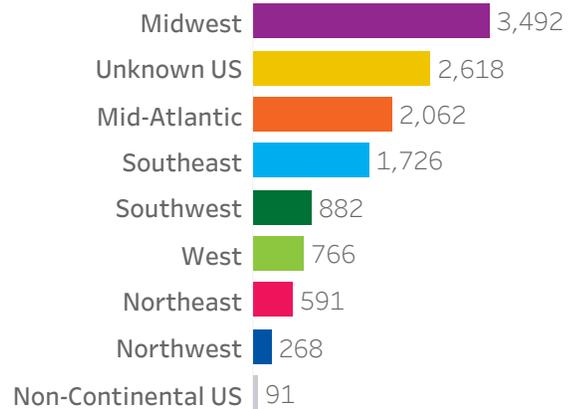


13,369 or 69% of recipients with responses



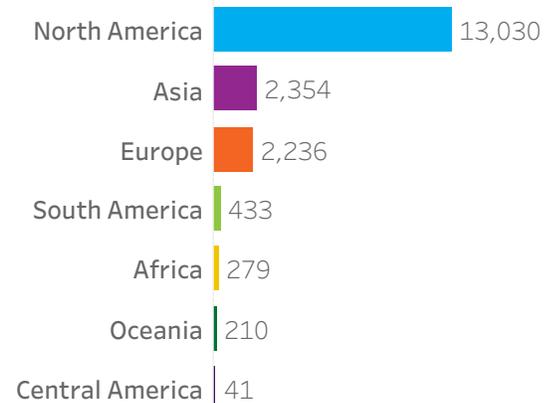
67% of recipients are located in the US

Unique Recipients by Region



33% of recipients are located internationally

Unique Recipients by Region



Time Frame

3 Months

KPIs

- **Total Average Delivered:** The number of eBlasts (Advertising emails) delivered, excluding bounces.
- **% of Recipients Engaged:** The percentage of recipients who have opened* an eBlast.
- **Sends per Month:** The average number of delivered Advertising eBlasts per month.

Activity by eBlast

- **Exclusive Sponsorship Type:** Single advertiser.
- **Multi-Sponsored Sponsorship Type:** Multiple advertisers.
- **Average Delivered:** The average number of emails delivered per eBlast.
- **Unique Opens, Single Send Avg:** The average unique opens* (uniqueness calculated for each email sent) for all emails sent.
- **Total Engaged Subscribers:** The number of unique recipients who have opened* one or more of the delivered emails.

eBlast Activity Averages

- **Monthly Sends:** Total number of eBlasts deployed per month.
- **Delivered:** Average number of eMails, per eBlast, deployed per month.
- **Unique Opens:** The average number of unique recipients (delivered) who opened* a particular eBlast.
- **Open Rate:** The ratio of Unique Opens* to Delivered.
- **Total Clicks:** Average number of recipients who clicked a link within a particular eBlast.
- **CTR:** Click Through Rate is the percentage of recipients who click on a link within the eBlast.

**Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.*



Social Media



Total Social Media Followers

56,334



Engagements

6,459

Followers by Channel



Total Engagements



162

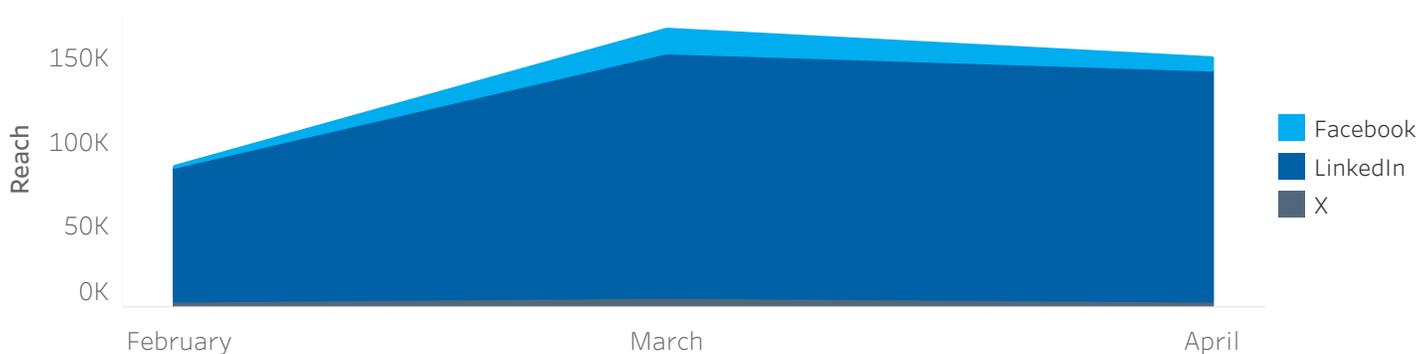


234



6,063

Reach by Month





Time Frame

3 Months

KPIs

- **Total Social Media Followers:** The total number of social media followers per brand, as of the report date (not unique across all channels).
- **Engagements:** The reactions, comments, and shares on a post. Clicks are not included.

Followers by Channel

- Breakdown of followers by the specific social network.
- Followers is the total number who have followed the brand.

Total Engagements

- Total engagements by social network.

Reach by Month

- Breakdown by social network of the total reach by month.
- Reach is the number of individual users a post reached.



Events



Total Registrants

397



Total Events Annually

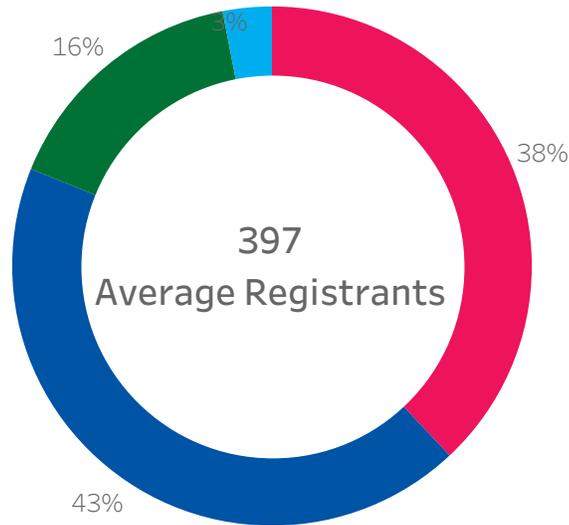
1



Average Registrants per Event

397

Registrant Types



- Attendee
- Exhibitor/Sponsor

- Speaker
- Staff

Event Registration

Coating Trends & Technologies

September 3, 2025



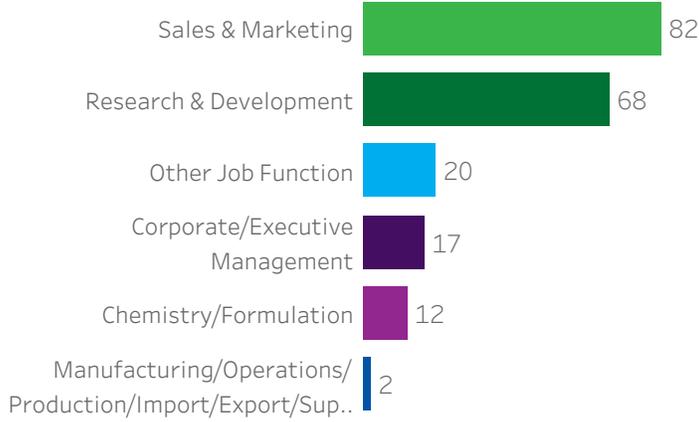
397 Registrants



Events - Registrant Demographics & Locations

Demographic - Job Function

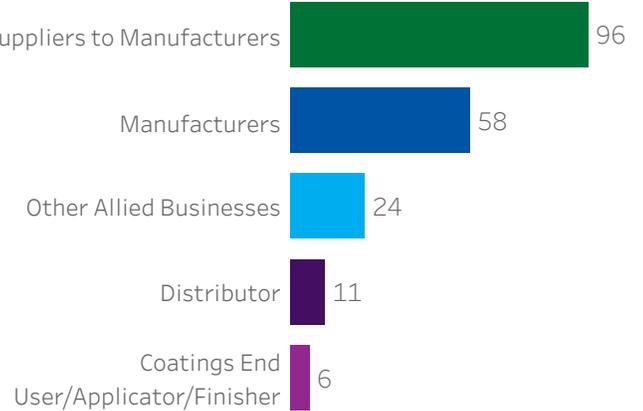
Top 6 Shown



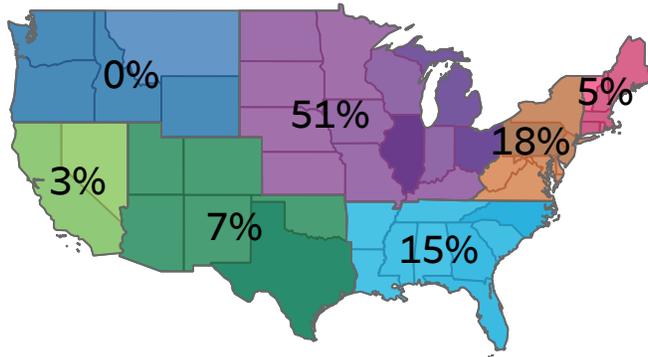
201 or 51% of registrants with responses

Demographic - Business/Industry

Top 5 Shown

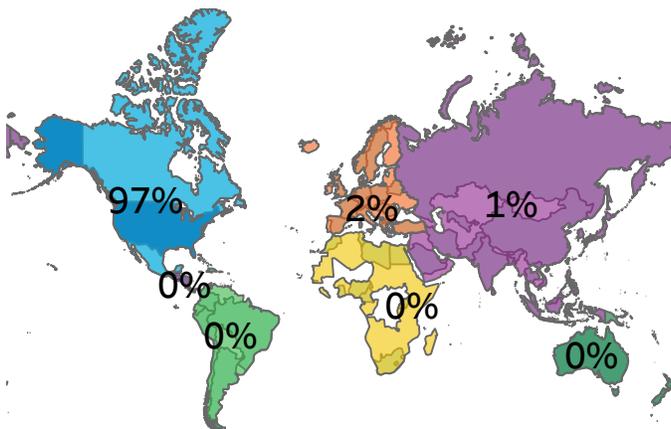
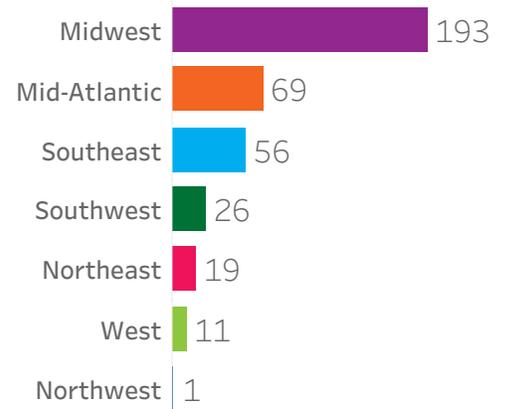


195 or 49% of registrants with responses



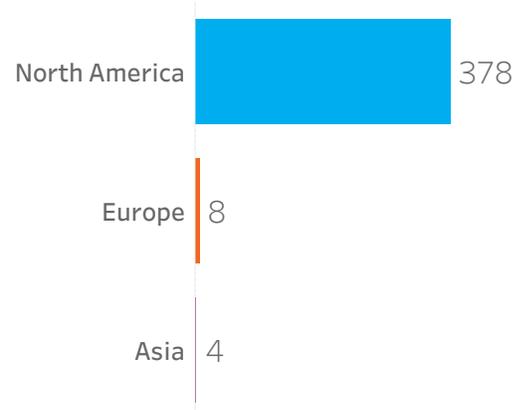
96% of registrants are located in the US

Unique Registrants by Region



4% of registrants are located internationally

Unique Registrants by Region



Time Frame

Annual

KPIs

- **Unique Registrant:** The number of unique registrants across all events.
- **Total Events Annually:** The number of events held annually per brand.
- **Average Registrants per Event:** The average number of registrants per event.

Registrant Types

- **Average Registrants:** Average number of registrants per event.
- **Attendee:** Average percentage of registrants who registered as an attendee only.
- **Speaker:** Average percentage of registrants who registered as a speaker.
- **Exhibitor/Sponsor:** Average percentage of registrants who registered as an exhibitor/sponsor.

Event Registration

- **Events:** Annual Events listed by date.
- **Registrants:** Total Registrants listed per Event.



Webinars



Unique Registrants

1,597



Unique Attendees

865



Registrant Attendance Rate

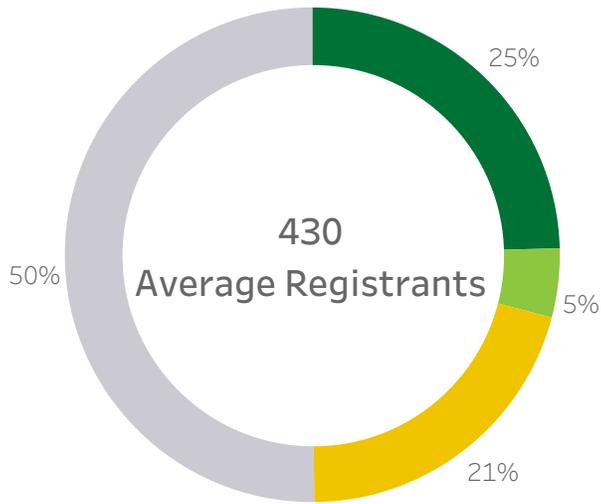
54%



Average Attendees per Webinar

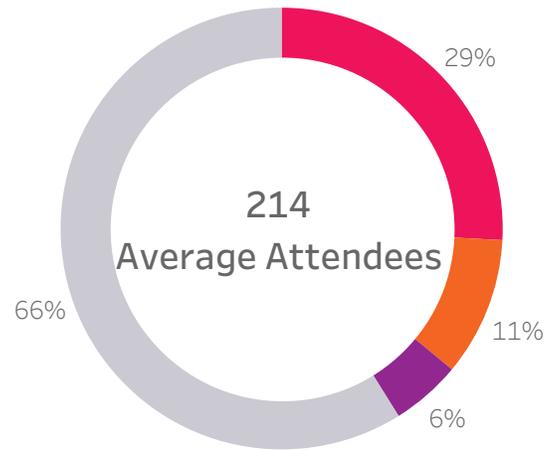
214

Registrant Breakdown



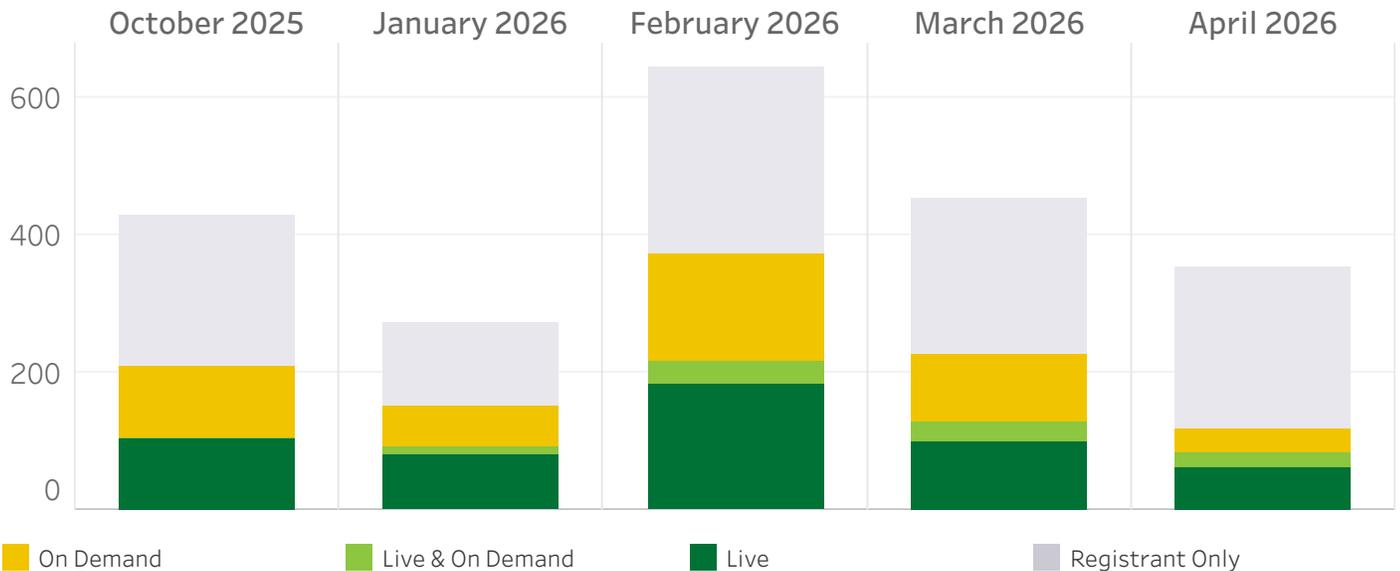
- Live
- On Demand
- Live & On Demand
- Registrant Only

Attendee Engagement Breakdown



- Answered Surveys
- Repeat Viewer
- Multiple Engagements
- Viewed Only

Registration & Attendance Analysis



* All data is calculated from the 5 most recent webinars



Webinars - Registrant Demographics & Locations

Demographic - Job Function

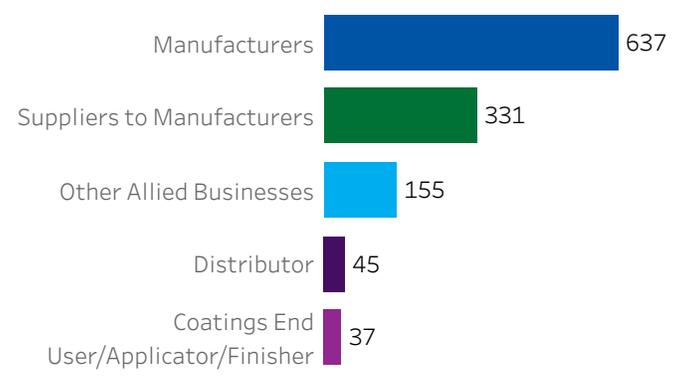
Top 9 Shown



1,217 or 76% of registrants with responses

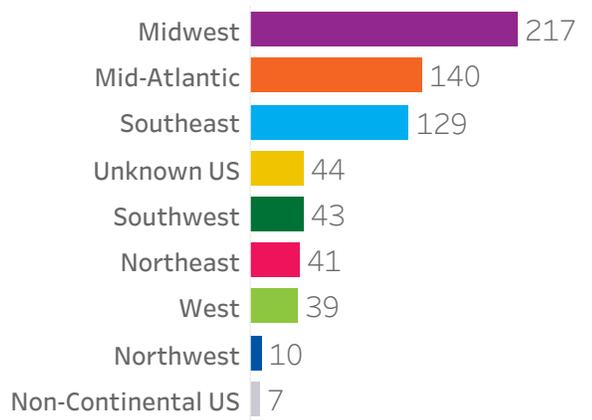
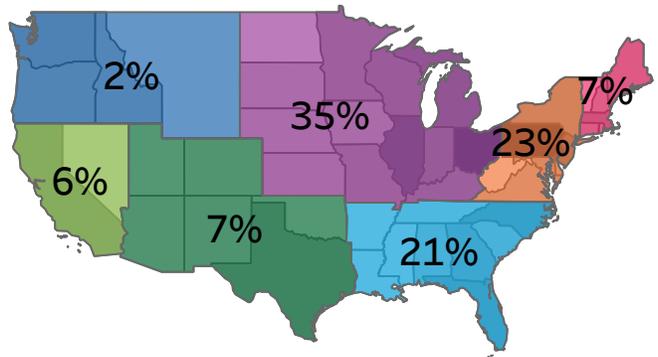
Demographic - Business/Industry

Top 5 Shown



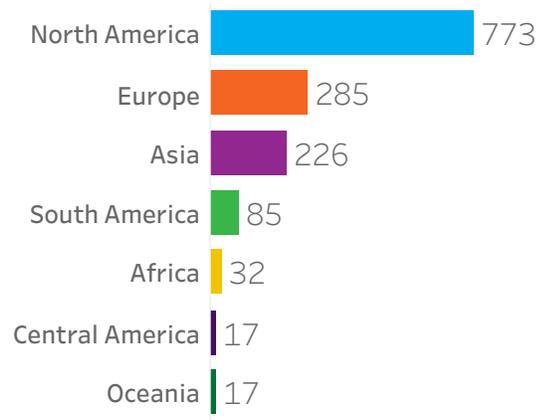
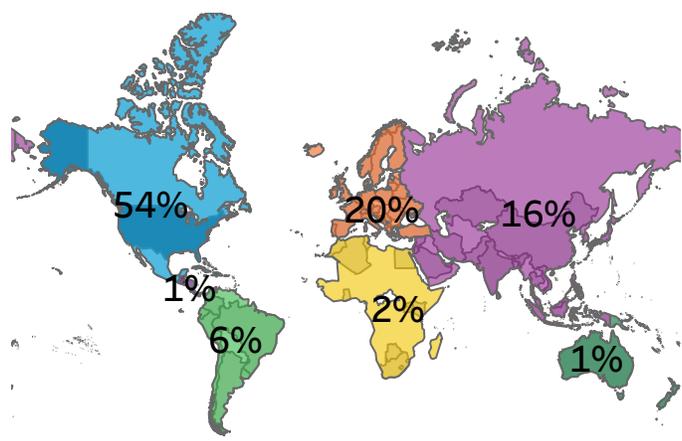
1,205 or 75% of registrants with responses

Unique Registrants by Region



47% of registrants are located in the US

Unique Registrants by Region



53% of registrants are located internationally

* All data is calculated from the 5 most recent webinars

Time Frame

3 months. If there were less than 5 webinars in the most recent 3 months, the time frame is extended (up to 1 year) to include the 5 most recent webinars.

KPIs

- **Unique Registrants:** The number of unique registrants across all webinars.
- **Unique Attendees:** The number of unique attendees across all webinars.
- **Registrant Attendance Rate:** The ratio of average attendance to average registration.
- **Average Attendees per Webinar:** The average number of attendees per webinar.

Registrant Breakdown

- **Average Registrants:** The average number of registrants per webinar.
- **Registrant Only:** Percentage of average registrants who did not attend webinar.
- **Live:** Percentage of average registrants who attended the live webinar.
- **On Demand:** Percentage of average registrants who viewed the webinar at a later date than the live webinar.
- **Live & On Demand:** Percentage of average registrants who attended the webinar live and viewed the webinar at a later date.

Attendee Engagement Breakdown

- **Attendees:** Average number of attendees per webinar.
- **Answered a Survey:** Percent of average attendees who responded to a survey question within a webinar.
- **Downloaded Documents:** Percent of average attendees who downloaded a document within a webinar.
- **Multiple Engagements:** Percent of average attendees who responded more than once and/or in more than one way, within a webinar.
- **Repeat Viewer:** Percent of average attendees who viewed a webinar several times.
- **Answered Polls:** Percent of average attendees who responded to a poll question within a webinar.
- **Viewed Only:** Percent of average attendees who only viewed a webinar.

Registration & Attendance Analysis

- Number of unique registrants and attendees per webinar, colored by the type of viewing engagement.



Time Frame

See product specific glossary page

Demographic - Job Function

- Number of customers identified by Job Functions reported.

Demographic - Business/Industry

- Number of customers identified by Business & Industry reported.

Geographic - US Regions

- **Mid-Atlantic:** Delaware, Maryland, New Jersey, New York, Pennsylvania, Virginia, Washington D.C. and West Virginia
- **Midwest:** Indiana, Illinois, Wisconsin, Minnesota, Iowa, Kansas, Kentucky, Michigan, Missouri, Nebraska, North Dakota, Ohio and South Dakota
- **West:** California and Nevada
- **Southeast:** Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee
- **Southwest:** Arizona, Colorado, New Mexico, Oklahoma, Texas and Utah
- **Northeast:** Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont
- **Northwest:** Idaho, Montana, Oregon, Washington and Wyoming
- **Non-Continental US:** Alaska, American Samoa, APO/FPO, Guam, Hawaii, Northern Mariana Island, Puerto Rico and U.S. Virgin Islands

Geographic - World Regional

- **North America:** Canada, Mexico and U.S.A.
- **Asia:** Continent of Asia, including Asia minor and Middle East
- **Europe:** Continental European nations (including United Kingdom and Ireland)
- **Oceania:** Australia, New Zealand and surrounding Pacific Island nations
- **South America:** Continental South American nations
- **Africa:** Continental African nations
- **Central America:** Costa Rica, Guatemala, Honduras, Panama and Nicaragua

Audience Profile Glossary

DEMOGRAPHICS APPENDIX (JOB FUNCTION)

Display Name	Included Demographics
Chemistry/Formulation	Chemistry/Formulation
Corporate/Executive Management	Corporate/Executive Mgt
Industrial Finishing	Industrial Finishing
Manufacturing/Operations/Production/Import/Export/Supply Chain ..	Manuf/Oper/Prod/ImpRt/ExpRt/SuppChainMgt
Other Job Function	Application Engineering Consulting Engineering Design Engineering Design Management Engineering Environmental Lab/R&D Engineering Logistics. Distribution. Import/Export. Operation Manufacturing Engineering MUST PAY NEED MORE INFO Other Process Engineering Production Engineering Quality Engineering Quality Management Safety Technical Engineering
Paint Contractor	Paint Contractor
Purchasing	Purchasing
Refinishing	Refinishing
Research & Development	Research & Development
Sales & Marketing	Sales & Marketing

Audience Profile Glossary

DEMOGRAPHICS APPENDIX (BUSINESS INDUSTRY)

Display Name

Included Demographics

Coatings End User/Applicator/Finisher

Coatings End User/Applicator/Finisher

Distributor

Distributor

Manufacturers

Adhesives/Sealants Formulator/Manufacturer

Paint/Coatings Formulator/Manufacturer

Printing Ink Formulator/Manufacturer

Other Allied Businesses

Adhesives/Sealants

Adhesives/Sealants Products (tapes, labels)

Advanced Ceramics

Building Materials and Construction

Ceramic, Glass, Decorating

Coatings

Construction

Consumer Goods

Contract Manufacturing

Cosmetics/Fragrances

Electrical Equipment, Appliances & Components

Engineering & Consulting Firms

Fabricated Metal Products

Finishing (paint & other)

Floor & Wall Tile

Government

Industrial

Machinery

Miscellaneous Manufacturing

Motor Vehicle, Body, Trailers, Parts

MUST PAY

NEED MORE INFO

OEM

Other

Other Adhesives/Sealants Formulator/Manufacturer

Other Ceramic, Glass, Decorating

Other Miscellaneous Manufacturing

Other Supplier (specify)

Plastics & Rubber

Primary Metals

Producers, Distribution of Equipment, Materials &

Product Assembly

Product Development & Industrial Design Firm

Research & Development Services

Supplier

Test & Measurement Equipment

Textile Mill Products

Wholesaler/Retailer

Wood, Pulp/Paper & Allied Products

Suppliers to Manufacturers

Chemicals/Raw Materials Supplier

Equipment Supplier

Packaging/Containers Supplier

BNP Customer Database - omeda.com

Primary source of record for all first party customer data and activities including: Subscriber Registrations, Demographics, Physical Addresses, Business & Job Function Demographic responses, Product Subscriptions, Email Deployments, Website Visits, eMagazine Visits, Digital Edition Visits.

Usage by Report Section

Audience Profile

- **Unique Active Customers**
- **Print Magazine, Digital Edition, eMagazine:** Subscriber Counts
- **Newsletter:** Recipients, Engagement, Sends
- **eBlasts:** Delivered, Engagement, Sends
- **Website:** Active Registrants
- **Demographics:** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- **Locations:** Locations of known customers with first party address data

Magazine/eMagazine

- **Magazine Summary:** All data
- **eMagazine/Digital Edition Summary:** Total Qualified Subscribers, Notification eMail Metrics
- **Demographics:** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- **Locations:** Locations of known customers with first party address data

Newsletters

- **All Pages:** All data

Website

- **Known User Activity:** All data
- **User Demographics:** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*

eBlasts

- **All Pages:** All data

Continuing Education

- **Websites & Newsletter:** Newsletter Delivery, Activity by Newsletter
- **Demographics:** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- **Locations:** Locations of known customers with first party address data

Events

- **Demographics:** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- **Locations:** Locations of known customers with first party address data

Webinars

- **Demographics:** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- **Locations:** Locations of known customers with first party address data

Google Analytics - google.com/analytics

Web Analytics service offered by Google that tracks and reports website traffic. Used to track all usage (known & anonymous) across websites, eMagazines, Digital Editions, Continuing Education.

Usage by Report Section

Audience Profile

- **Website:** Average Monthly Users, Average Monthly Pageviews
- **Continuing Education:** Monthly Website Pageviews

eMagazine/Magazine

- **eMagazine/Digital Edition Summary:** Issue Pageviews, Sessions, Session Duration

Website

- **Website Overview:** Website Users, Sessions, Pageviews, Top Content Topics
- **User Locations:** Website User Locations

Continuing Education

- **Websites & Newsletter:** Monthly Website Pageviews, All Website Visitors data

Falcon Social Media Platform - falcon.io

Single platform management and analytics for Facebook, Twitter, Instagram, LinkedIn accounts. falcon.io

Usage by Report Section

Audience Profile

- **Social Media:** Follower Count by Channel

Social Media

- **All Pages:** All data

Building Media Inc. - *buildingmedia.com*

Developer of innovative online learning management programs and e-Learning courseware built exclusively for the construction community. Hosts and manages Continuing Education Centers.

Usage by Report Section

Audience Profile

- **Continuing Education:** Active Registered Users

Continuing Education

- **Websites & Newsletter:** Active Registered Users
- **CE Courses & Tests:** All data

Aventri - *aventri.com*

Event Management Platform used to process registration and administration of in person, virtual and hybrid events.

Usage by Report Section

Audience Profile

- **Events:** Average Attendees per Event

Events

- **Event Overview:** All data

Intrado - *intrado.com*

Webinar and interactive media platform. Technology and administration of Webinars.

Usage by Report Section

Audience Profile

- **Webinars:** Average Registrants, Average Attendees

Webinars

- **Webinars Overview:** All data