ROOFING CONTRACTOR

NOW INCLUDES **ROOFING SUPPLY PRO**

DIGITAL AUDIENCE PROFILE

ADVERTISE WITH *ROOFING CONTRACTOR*

Roofing Contractor is the most trusted source for roofing industry news and information. From the basics such as steep and low-slope roofs to the advanced topics of cool roofing, green roofs, rooftop solar and shingle recycling, we have it all. *Roofing Contractor* is the go-to source for successful roofing professionals.

www.roofingcontractor.com

550 W Merrill St, Suite 200, Birmingham, MI 48009

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

Roofing Contractor serves roofing contractors, distributors, wholesalers and other industry professionals.

158,573
Total Audience Reach

35,013
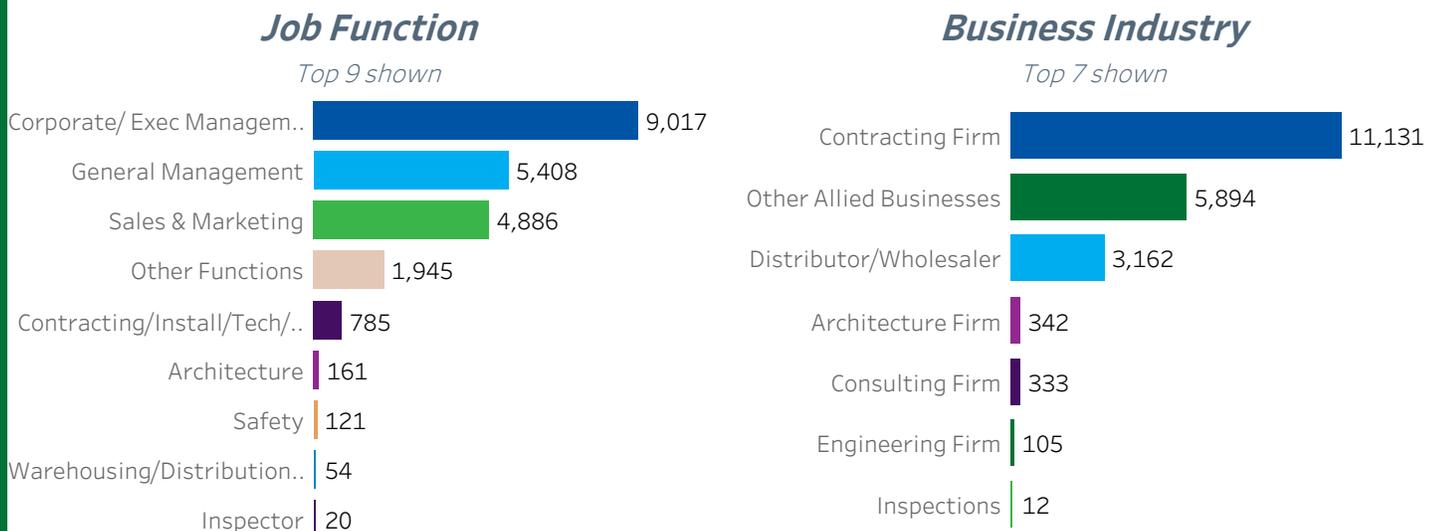Unique Active Audience

75%
Engaged

Core Channels

	Total Channel Audience	Unique to Channel	
Website	53,843	3,258	
eMagazine	21,860	9,671	
Newsletter	15,780	2,821	

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

Additional Channels

238
Webinar Average Registrants

410
Unique Event Registrants

15,174
Standard eBlast Delivery

67,090
Social Media Total Followers

Demographics

Job Function
Top 9 shown

Corporate/ Exec Managem..	9,017
General Management	5,408
Sales & Marketing	4,886
Other Functions	1,945
Contracting/Install/Tech/..	785
Architecture	161
Safety	121
Warehousing/Distribution..	54
Inspector	20

22,397 responses

Business Industry
Top 7 shown

Contracting Firm	11,131
Other Allied Businesses	5,894
Distributor/Wholesaler	3,162
Architecture Firm	342
Consulting Firm	333
Engineering Firm	105
Inspections	12

20,979 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.

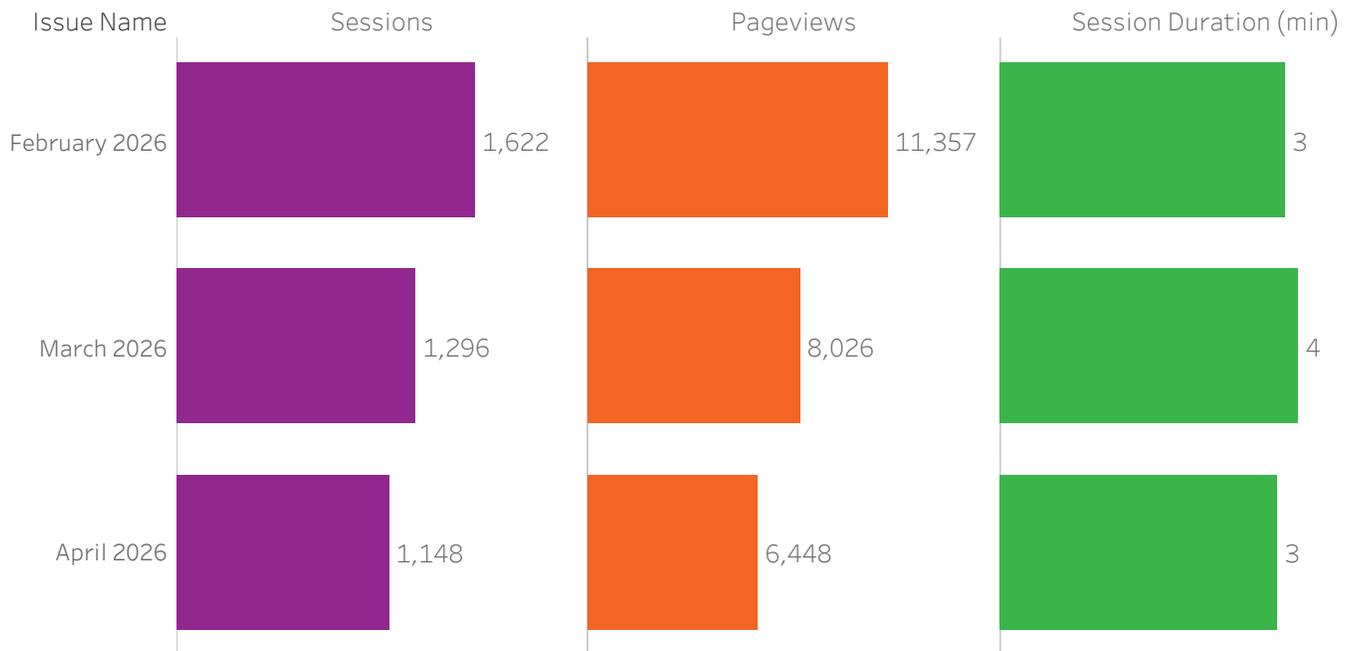|	*Active Criteria*	*Engaged Criteria*
Website	6 Months	6 Months
Newsletter	Included in most recent list	6 Months
eMagazine	Included in most recent list	12 Months
Webinar	12 Months	18 Months
Event	18 Months	18 Months
Continuing Education	13 Months	13 Months
eBlast	Included in most recent list	6 Months

eMagazine - Summary

Total Subscribers

21,345

Average Issue Pageviews
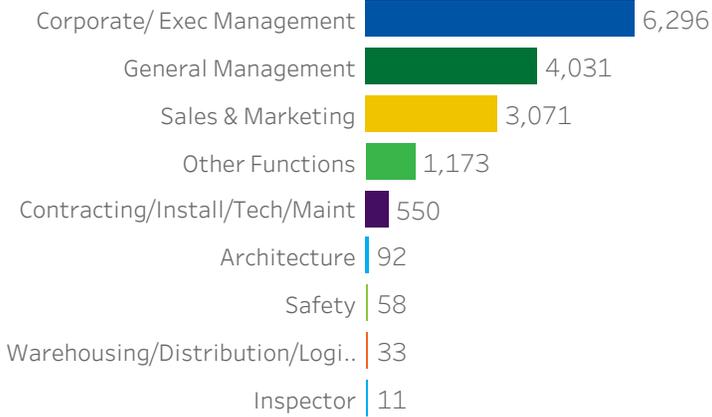
8,610

Activity by eMagazine Issue

Issue Name	Sessions	Pageviews	Session Duration (min)
February 2026	1,622	11,357	3
March 2026	1,296	8,026	4
April 2026	1,148	6,448	3

eMagazine Notification Email Metrics

Issue Name	Sends	Unique Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
February 2026	4	19,420	9,188	47.3%	604	1.6%
March 2026	4	19,350	8,820	45.6%	663	1.8%
April 2026	4	21,495	10,356	48.2%	620	1.5%

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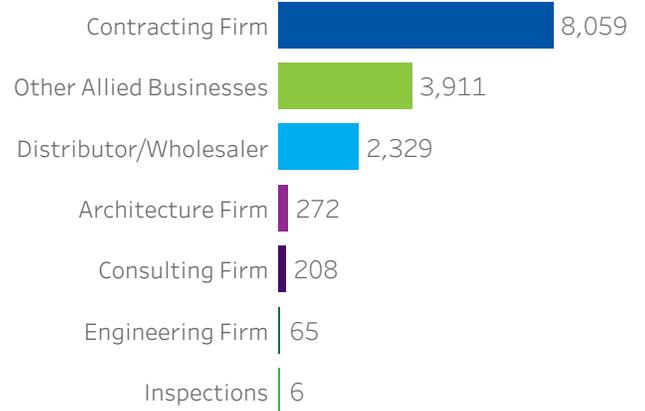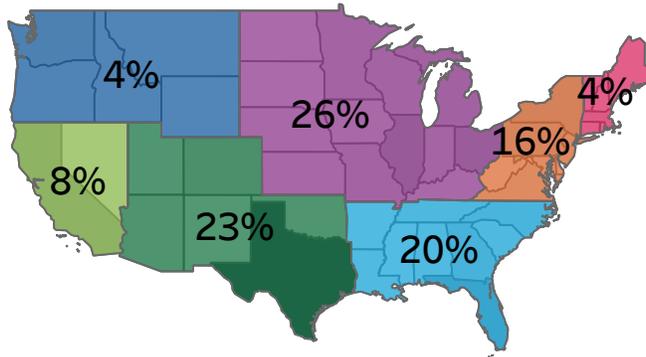
Demographic - Job Function

Top 9 Shown

Job Function	Count
Corporate/ Exec Management	6,296
General Management	4,031
Sales & Marketing	3,071
Other Functions	1,173
Contracting/Install/Tech/Maint	550
Architecture	92
Safety	58
Warehousing/Distribution/Logi..	33
Inspector	11

15,315 or 72% of subscribers with responses

Demographic - Business/Industry

Top 7 Shown

Business/Industry	Count
Contracting Firm	8,059
Other Allied Businesses	3,911
Distributor/Wholesaler	2,329
Architecture Firm	272
Consulting Firm	208
Engineering Firm	65
Inspections	6

14,850 or 70% of subscribers with responses

4%
4%
8%
26%
16%
23%
20%

Unique Subscribers by Region

Region	Count
Midwest	4,182
Unknown US	3,753
Southwest	3,691
Southeast	3,185
Mid-Atlantic	2,490
West	1,292
Northeast	634
Northwest	588
Non-Continental US	119

94% of subscribers are located in the US

96%
0%
0%
1%
0%
1%
0%

Unique Subscribers by Region

Region	Count
North America	20,495
Asia	287
Europe	254
Oceania	81
South America	67
Africa	38
Central America	18
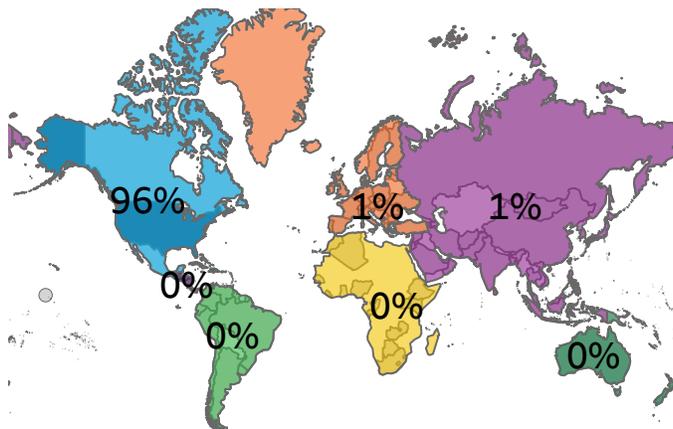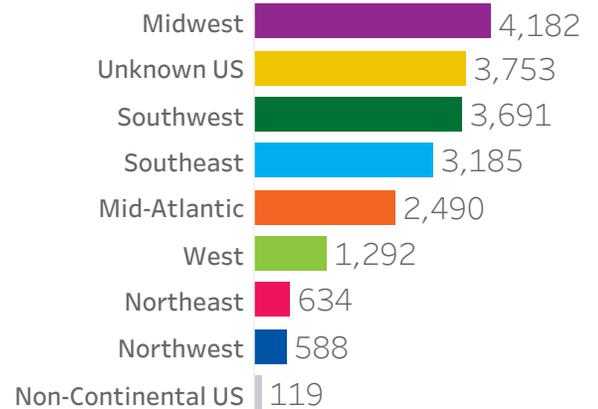
6% of subscribers are located internationally
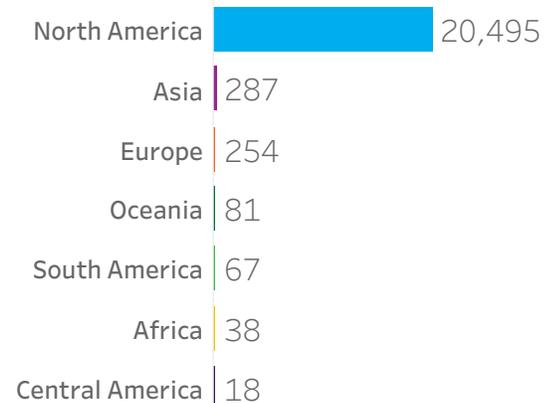
Time Frame
3 months

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.

Active Unique Recipients
15,780

% of Recipients Engaged
80%

Sends per Month
9

Recipient Activity by Newsletter Over the Last 3 Months

Newsletter Name	Average Delivered	
Roofing Contractor Newsletter	13,722	**6,519** * Unique Opens - Single Send Avg *(48%)* **11,228** * Total Engaged Recipients *(80%)*
Roofing Supply Report	2,405	**1,268** * Unique Opens - Single Send Avg *(53%)* **1,873** * Total Engaged Recipients *(77%)*
Safety Advisor	2,031	**964** * Unique Opens - Single Send Avg *(47%)* **1,349** * Total Engaged Recipients *(64%)*
Techos y Más	867	**373** * Unique Opens - Single Send Avg *(43%)* **625** * Total Engaged Recipients *(69%)*

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

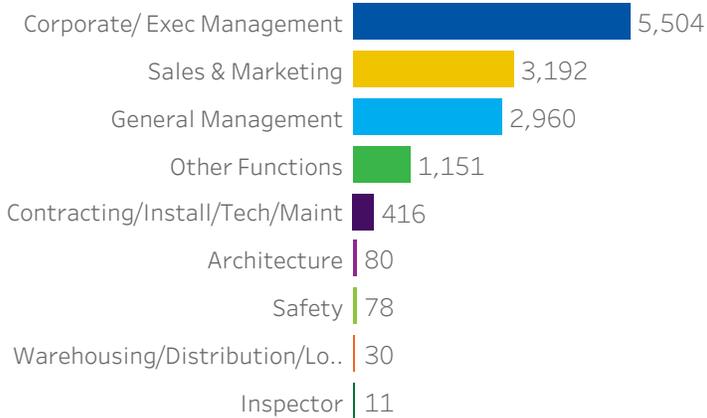| Newsletter Name	Monthly Sends	Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
Roofing Contractor Newsletter	4.3	13,722	6,519	47.5%	483	3.5%
Roofing Supply Report	2.0	2,405	1,268	52.7%	228	9.5%
Safety Advisor	1.0	2,031	964	47.5%	142	7.0%
Techos y Más	2.0	867	373	43.0%	19	2.2%

* 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 9 Shown

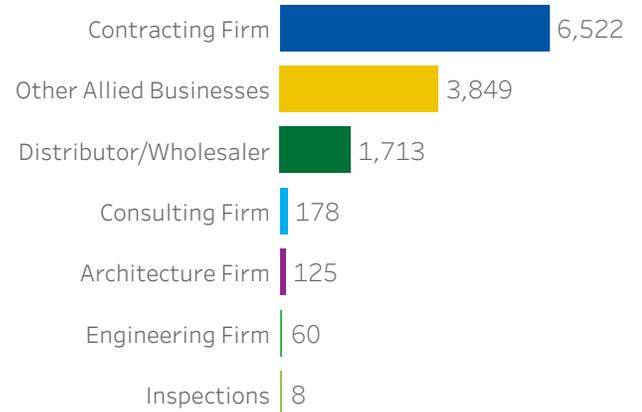| Job Function	Count
Corporate/ Exec Management	5,504
Sales & Marketing	3,192
General Management	2,960
Other Functions	1,151
Contracting/Install/Tech/Maint	416
Architecture	80
Safety	78
Warehousing/Distribution/Lo..	30
Inspector	11

13,420 recipients with responses

Demographic - Business/Industry

Top 7 Shown

Business/Industry	Count
Contracting Firm	6,522
Other Allied Businesses	3,849
Distributor/Wholesaler	1,713
Consulting Firm	178
Architecture Firm	125
Engineering Firm	60
Inspections	8

12,455 recipients with responses

Unique Recipients by Region

Region	Count
Unknown US	3,978
Midwest	3,049
Southeast	2,441
Southwest	2,155
Mid-Atlantic	1,896
West	856
Northeast	493
Northwest	457
Non-Continental US	60

94% of recipients are located in the US

Unique Recipients by Region

Region	Count
North America	15,862
Asia	215
Europe	192
Oceania	68
South America	50
Africa	36
Central America	13
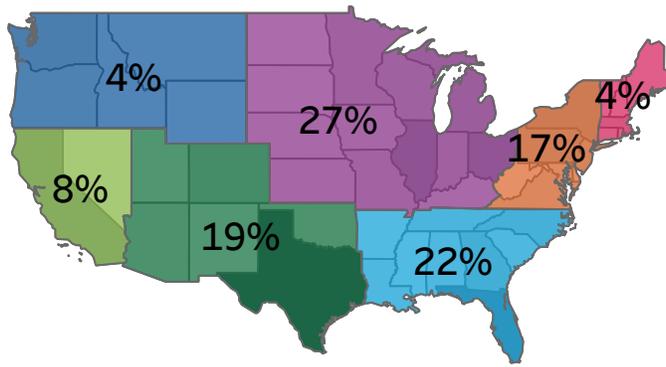
6% of recipients are located internationally
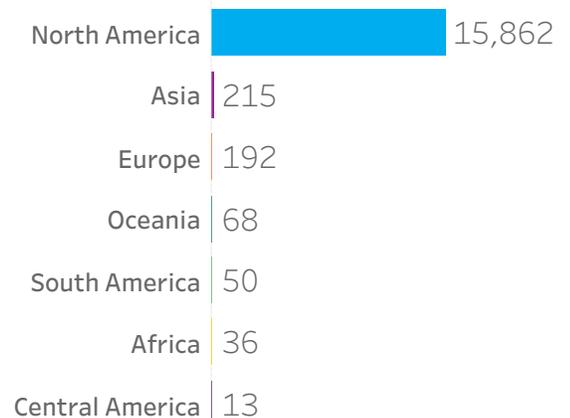
Time Frame
3 Months

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.

Average Monthly Users
55,746

Average Monthly Sessions
65,874

Average Monthly Pageviews
78,351

Monthly Website Statistics

	Unique Users	Sessions	Pageviews
February 2026	56,012	66,644	80,407
March 2026	57,383	67,732	81,104
April 2026	53,843	63,247	73,542
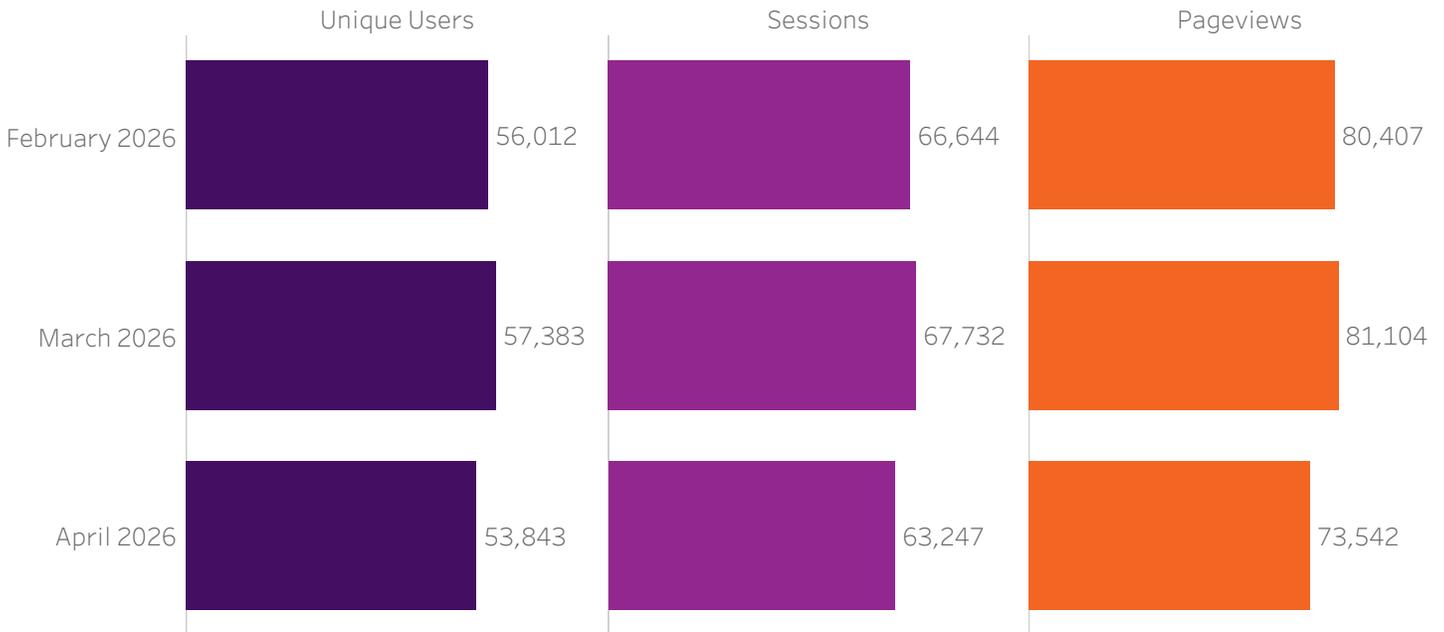
Top 8 Content Topics Viewed

Steep Slope Roofing

Low Slope Roofing

Roofing News

Roofing Supply Pro

Roofing Supplier

Average Monthly Pageviews

Topic	Pageviews
Roofing News	23,661
Steep Slope Roofing	14,998
Low Slope Roofing	13,189
Roofing Supply Pro	7,044
Roofing Supplier News	6,807
Roofing Products	4,444
Roofing Technology	3,762
Top 100 Roofing Contra..	3,272
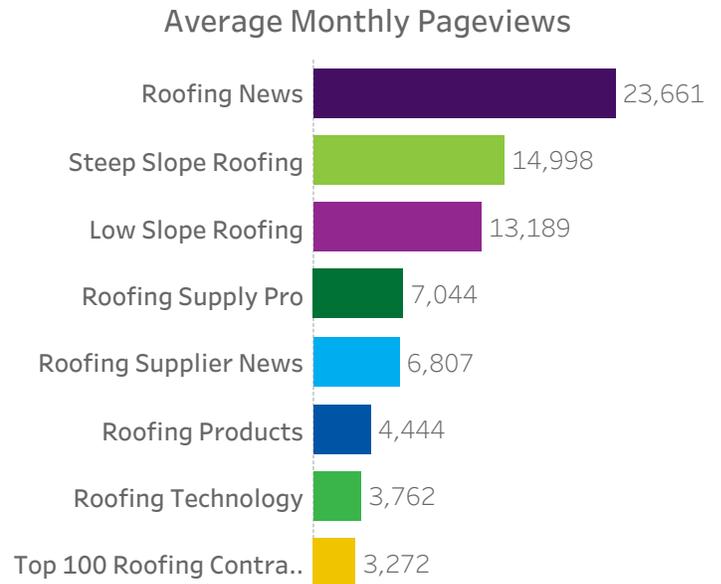
Website - Known User Activity

Active Registered Users
5,216

Active Known Users
6,778

Average Visits per User
15.9

Website Users
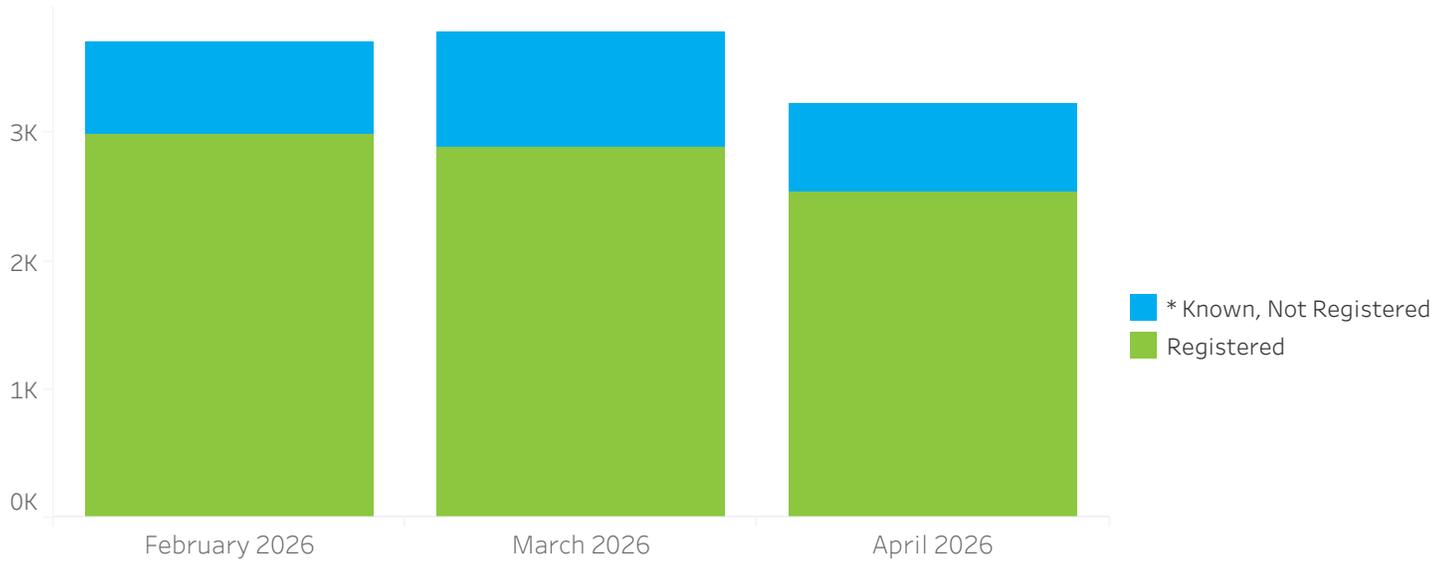
- 3K
- 2K
- 1K
- 0K

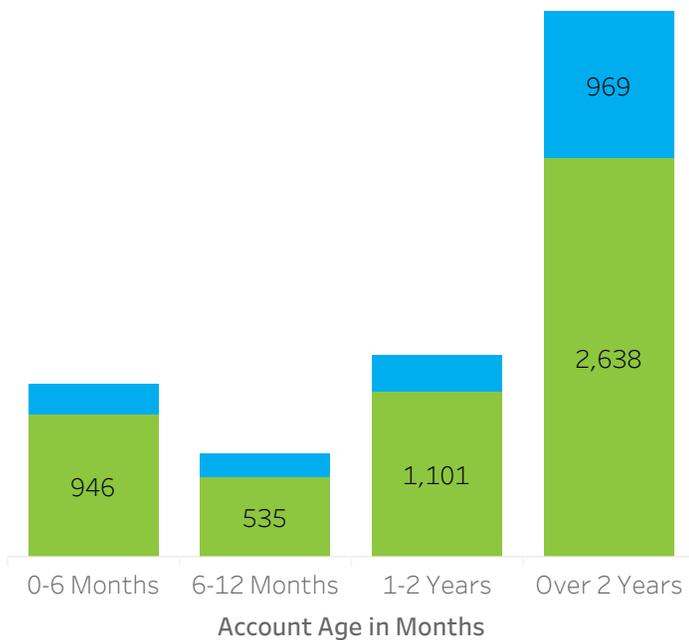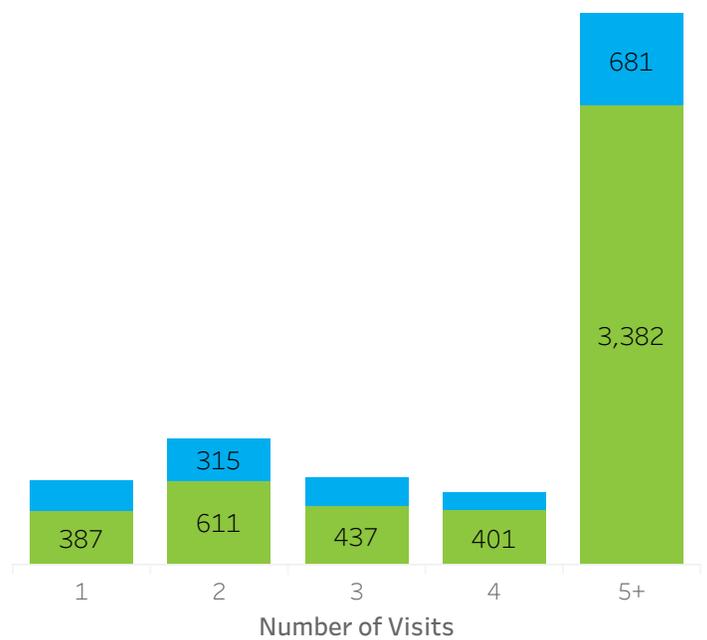February 2026   March 2026   April 2026

■ * Known, Not Registered
■ Registered

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

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Known Users by Account Age

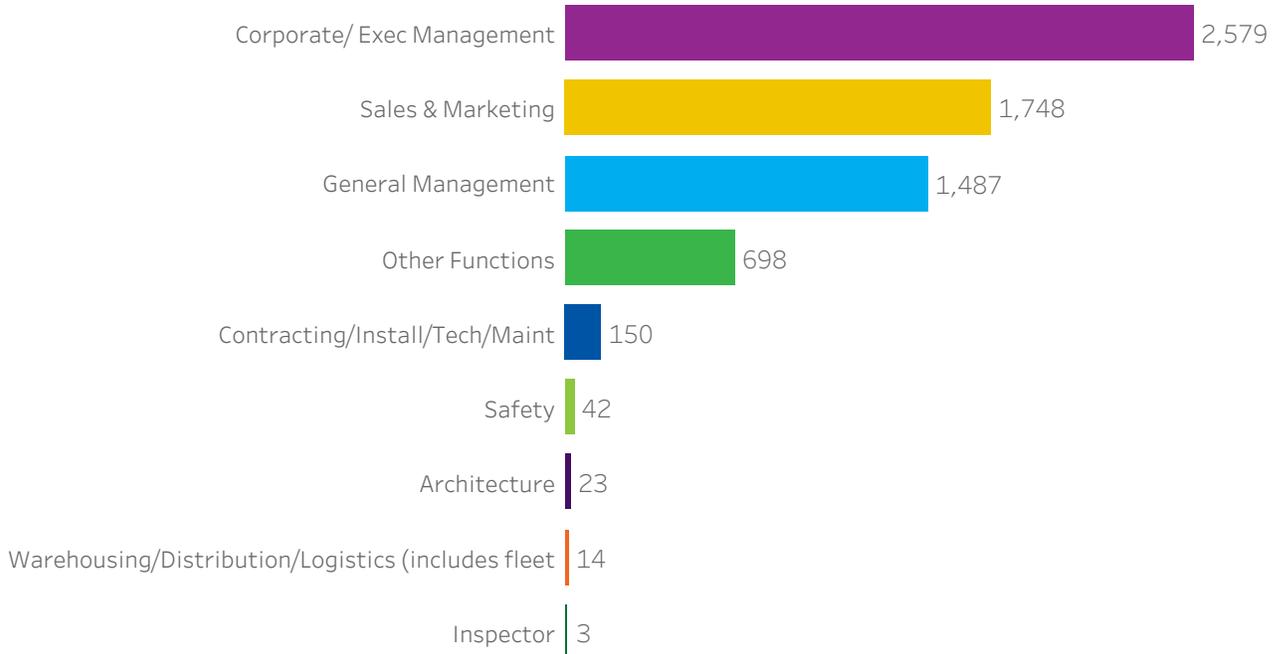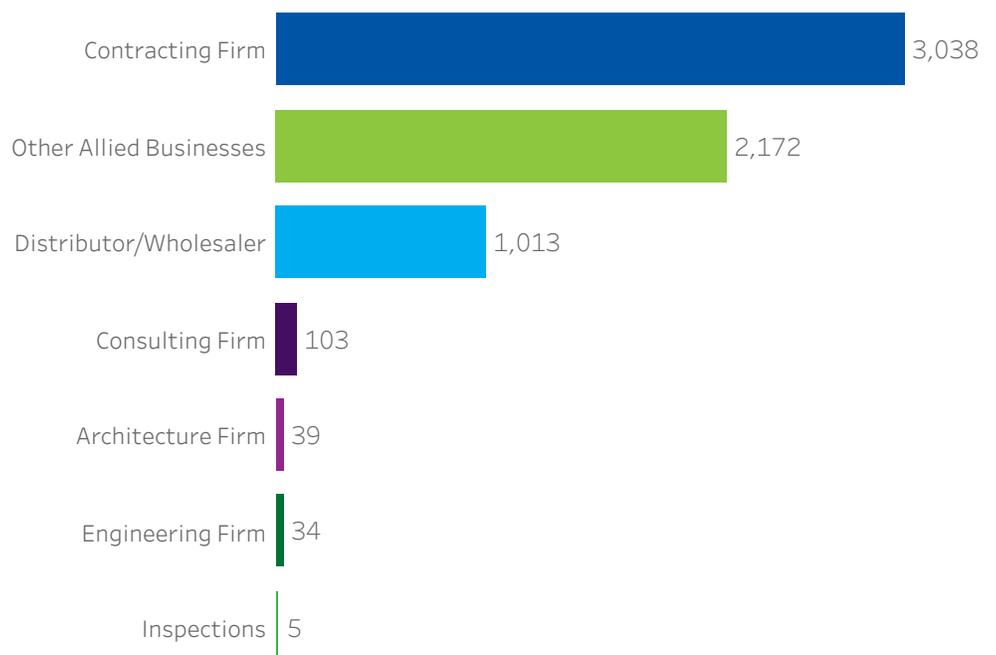|	
0-6 Months	946
6-12 Months	535
1-2 Years	1,101
Over 2 Years	2,638 / 969

Account Age in Months

Known Users by Visit Frequency

Number of Visits	
1	387
2	611 / 315
3	437
4	401
5+	3,382 / 681

Number of Visits

Demographic - Job Function   *Top 9 Shown*

Job Function	Value
Corporate/ Exec Management	2,579
Sales & Marketing	1,748
General Management	1,487
Other Functions	698
Contracting/Install/Tech/Maint	150
Safety	42
Architecture	23
Warehousing/Distribution/Logistics (includes fleet	14
Inspector	3

6,744 or 99% of users with responses

Demographic - Business/Industry   *Top 7 Shown*

Business/Industry	Value
Contracting Firm	3,038
Other Allied Businesses	2,172
Distributor/Wholesaler	1,013
Consulting Firm	103
Architecture Firm	39
Engineering Firm	34
Inspections	5

6,404 or 94% of users with responses

% of Users Based in US

91%
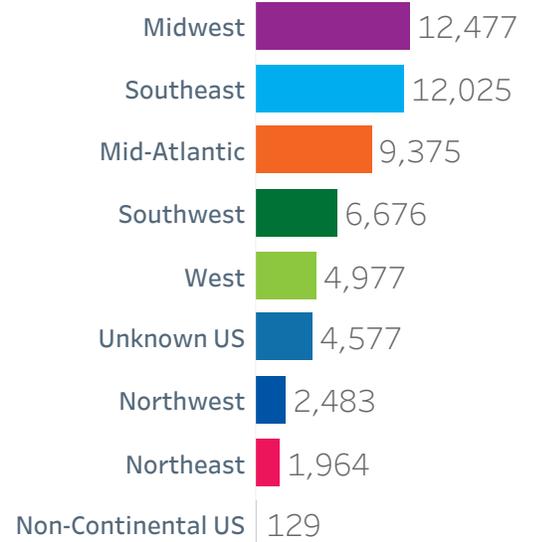
Average Monthly Users Based in US

54,683

Geographic - US Regions

Unique Users by Region

Region	Users
Midwest	12,477
Southeast	12,025
Mid-Atlantic	9,375
Southwest	6,676
West	4,977
Unknown US	4,577
Northwest	2,483
Northeast	1,964
Non-Continental US	129
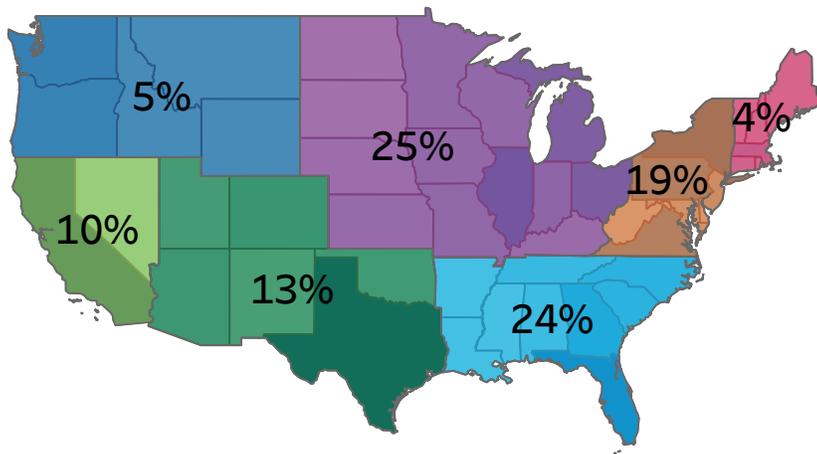
Geographic - World Regions

Unique Users by Region

Region	Users
North America	55,845
Asia	1,907
Europe	1,231
Central America	369
Africa	207
South America	150
Oceania	130
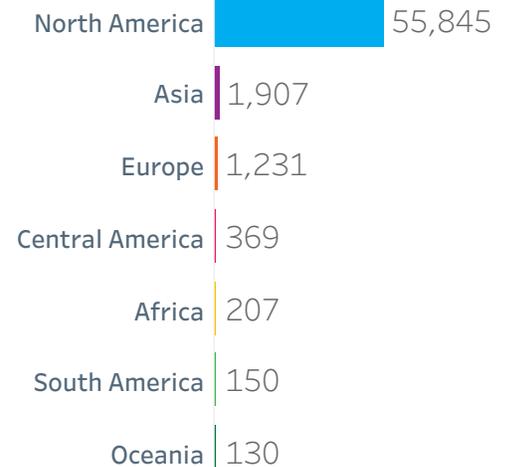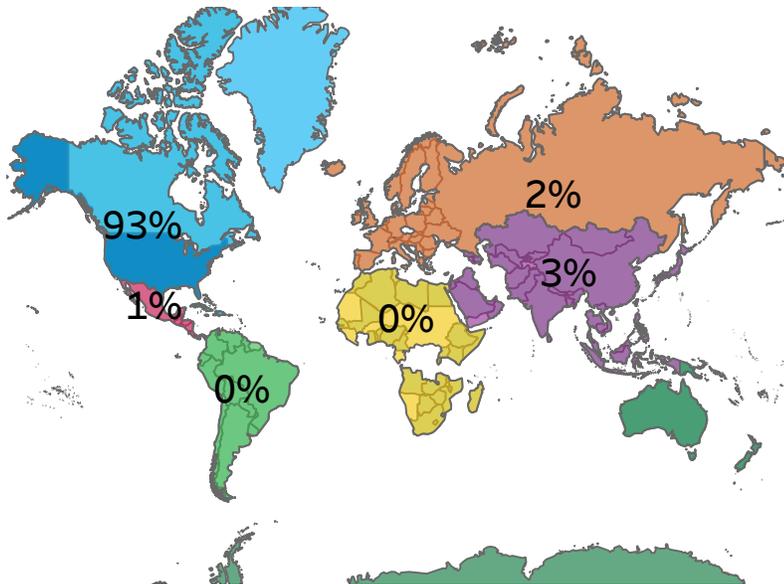
Time Frame
3-months

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
14,441

% of Recipients Engaged
75%

Sends per Month
13

Activity by eBlast

Sponsorship Type	Avg Delivered
Exclusive	14,691
Multi-Sponsored	13,636

Exclusive
5,702 * Unique Opens - Single Send Avg *(39%)*
15,637 * Total Engaged Subscribers *(73%)*

Multi-Sponsored
5,533 * Unique Opens - Single Send Avg *(41%)*
10,790 * Total Engaged Subscribers *(59%)*

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

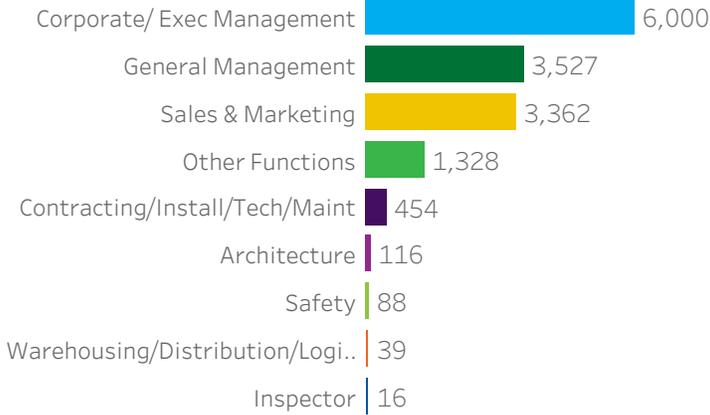| eBlast Name	Sponsorship Type	Monthly Sends	Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
Roofing Contractor	Exclusive	9.7	14,691	5,702	38.8%	154	1.1%
	Multi-Sponsored	3.0	13,636	5,533	40.6%	130	1.0%

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

Demographic - Job Function

Top 9 Shown

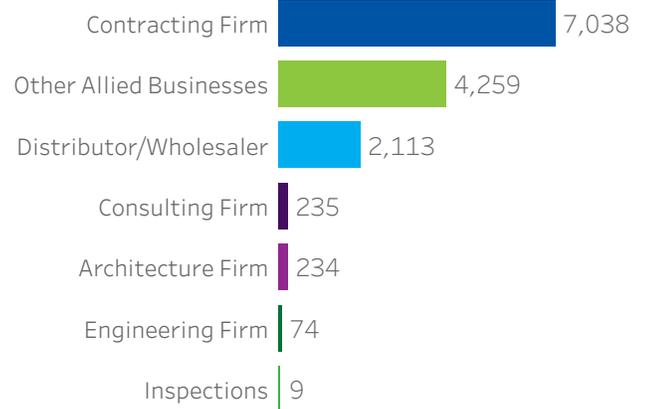| Job Function	Count
Corporate/ Exec Management	6,000
General Management	3,527
Sales & Marketing	3,362
Other Functions	1,328
Contracting/Install/Tech/Maint	454
Architecture	116
Safety	88
Warehousing/Distribution/Logi..	39
Inspector	16

14,930 or 71% of recipients with responses

Demographic - Business/Industry

Top 7 Shown

Business/Industry	Count
Contracting Firm	7,038
Other Allied Businesses	4,259
Distributor/Wholesaler	2,113
Consulting Firm	235
Architecture Firm	234
Engineering Firm	74
Inspections	9

13,962 or 66% of recipients with responses
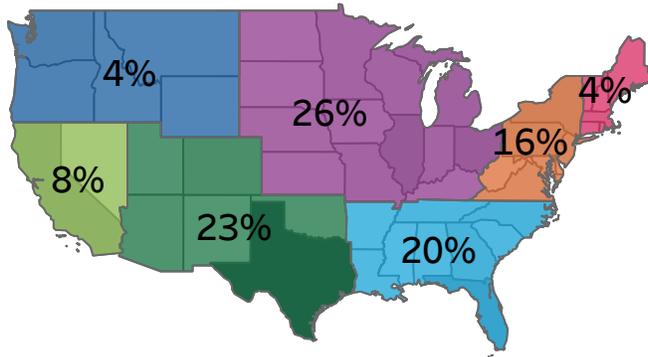
Unique Recipients by Region

Region	Count
Unknown US	4,433
Midwest	4,063
Southwest	3,557
Southeast	3,099
Mid-Atlantic	2,497
West	1,220
Northeast	652
Northwest	583
Non-Continental US	100

95% of recipients are located in the US

Unique Recipients by Region

Region	Count
North America	20,576
Europe	214
Asia	197
South America	68
Oceania	63
Africa	30
Central America	17
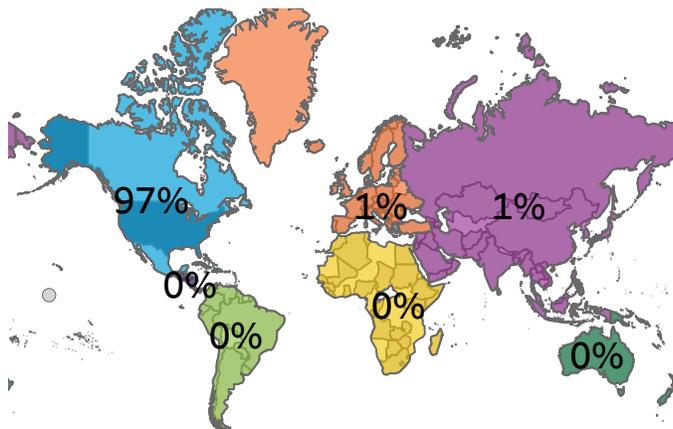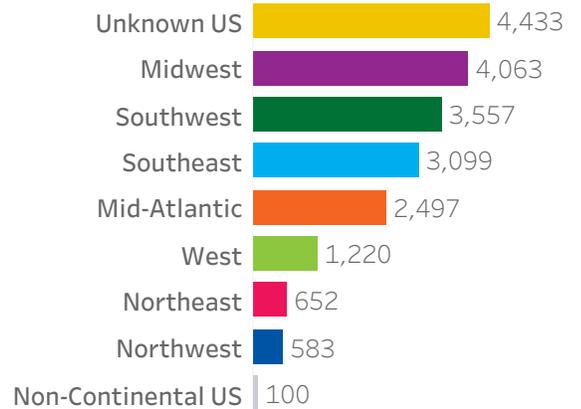
5% of recipients are located internationally
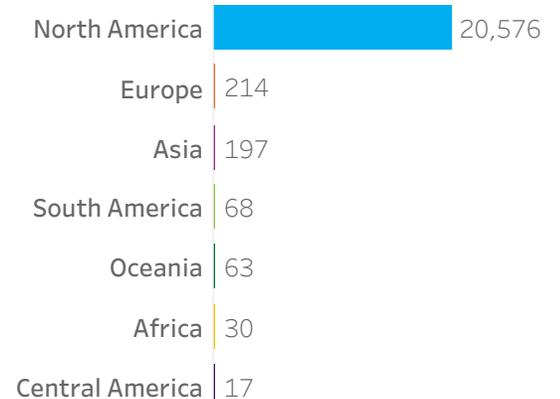
Time Frame
3 Months

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
67,090

Engagements
7,008

Followers by Channel

Channel	Followers
LinkedIn	26,863
X	20,445
Facebook	18,285
Instagram	1,497

Total Engagements

Facebook	1,394	X	918
LinkedIn	3,591	Instagram	1,105

Reach by Month

Legend:
- Facebook
- Instagram
- LinkedIn
- X

Y-axis: Reach (0K, 50K, 100K)
X-axis: February, March, April
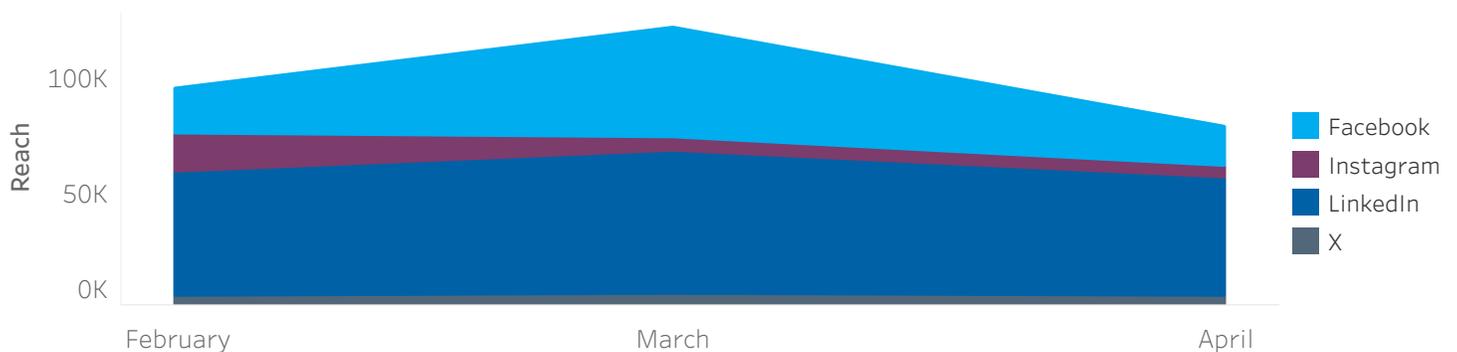
Time Frame
3 Months

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.
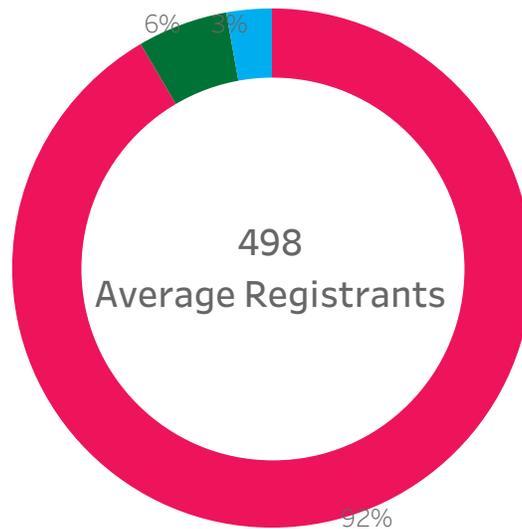
Events

Total Registrants	Total Events Annually	Average Registrants per Event
498	**1**	**498**

Registrant Types

6%   3%

498
Average Registrants

92%

- Attendee
- Speaker
- Staff

Event Registration

Best of Success   December 3, 2025   498 Registrants

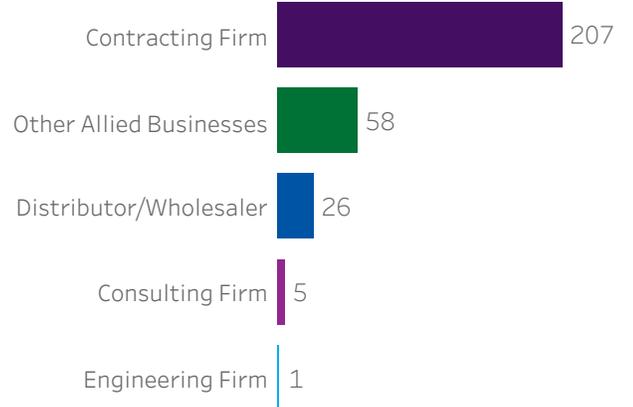# Events - Registrant Demographics & Locations
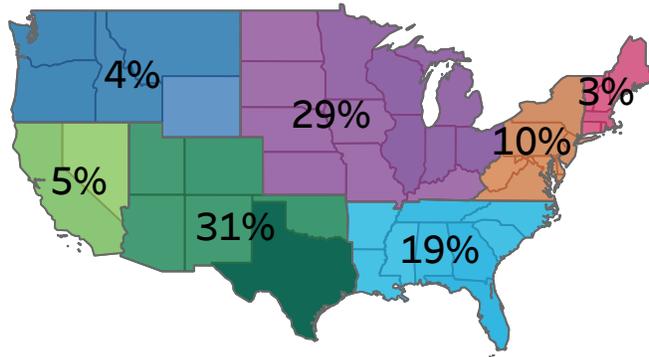
Demographic - Job Function

Top 6 Shown

Job Function	Value
Corporate/ Exec Management	171
Sales & Marketing	88
General Management	48
Other Functions	11
Contracting/Install/Tech/Maint	3
Inspector	1
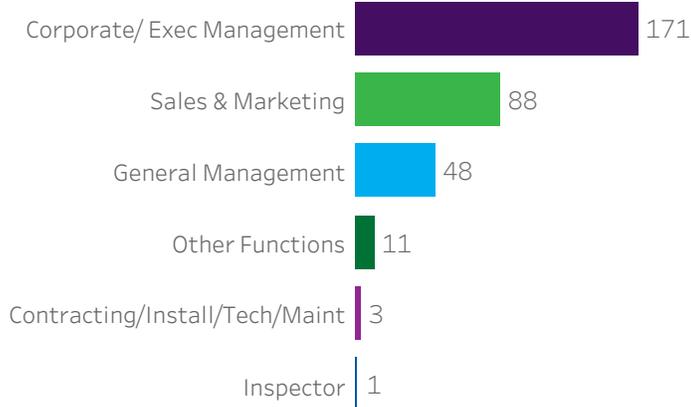
322 or 65% of registrants with responses

Demographic - Business/Industry

Top 5 Shown

Business/Industry	Value
Contracting Firm	207
Other Allied Businesses	58
Distributor/Wholesaler	26
Consulting Firm	5
Engineering Firm	1

297 or 60% of registrants with responses

Unique Registrants by Region

4%
29%
3%
10%
5%
31%
19%

Region	Value
Southwest	150
Midwest	140
Southeast	90
Mid-Atlantic	47
West	25
Northwest	17
Northeast	16
Non-Continental US	1

100% of registrants are located in the US

Unique Registrants by Region

100%
0%
0%
0%
0%
0%

Region	Value
North America	486
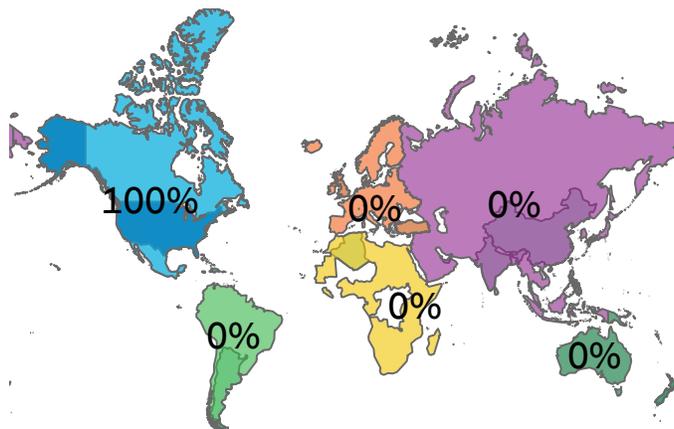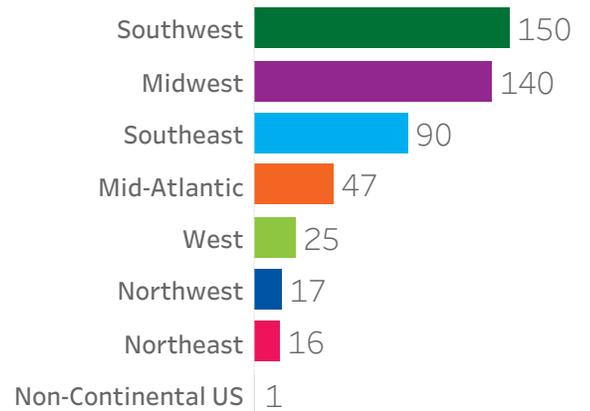
0% of registrants are located internationally
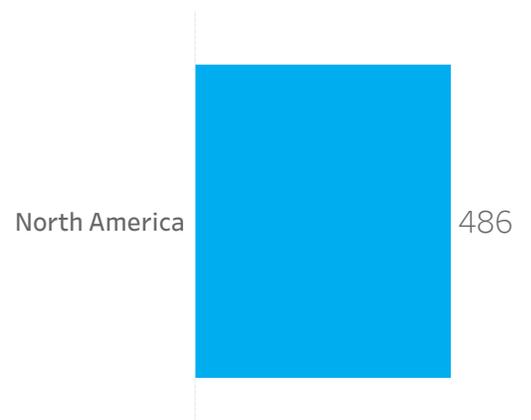
Time Frame
Annual

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

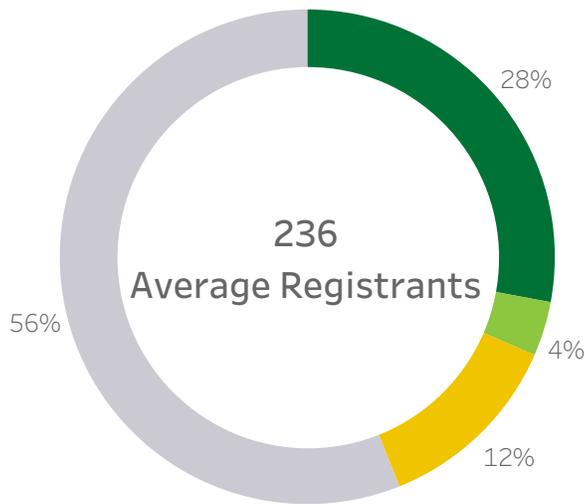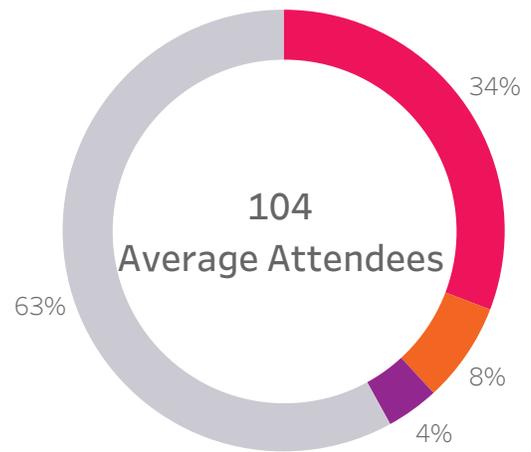| Unique Registrants	Unique Attendees	Registrant Attendance Rate	Average Attendees per Webinar
1,008	**465**	**46%**	**104**

Registrant Breakdown

236
Average Registrants

- 28%
- 4%
- 12%
- 56%

Legend:
- Live
- On Demand
- Live & On Demand
- Registrant Only

Attendee Engagement Breakdown

104
Average Attendees

- 34%
- 8%
- 4%
- 63%

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

Registration & Attendance Analysis

	May 2025	November 2025	February 2026	March 2026	April 2026

Legend:
- On Demand
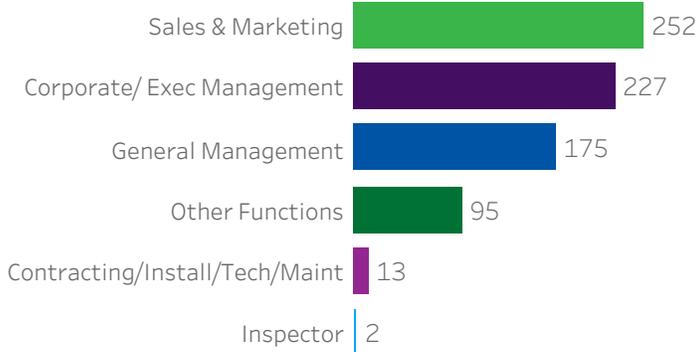- Live & On Demand
- Live
- Registrant Only
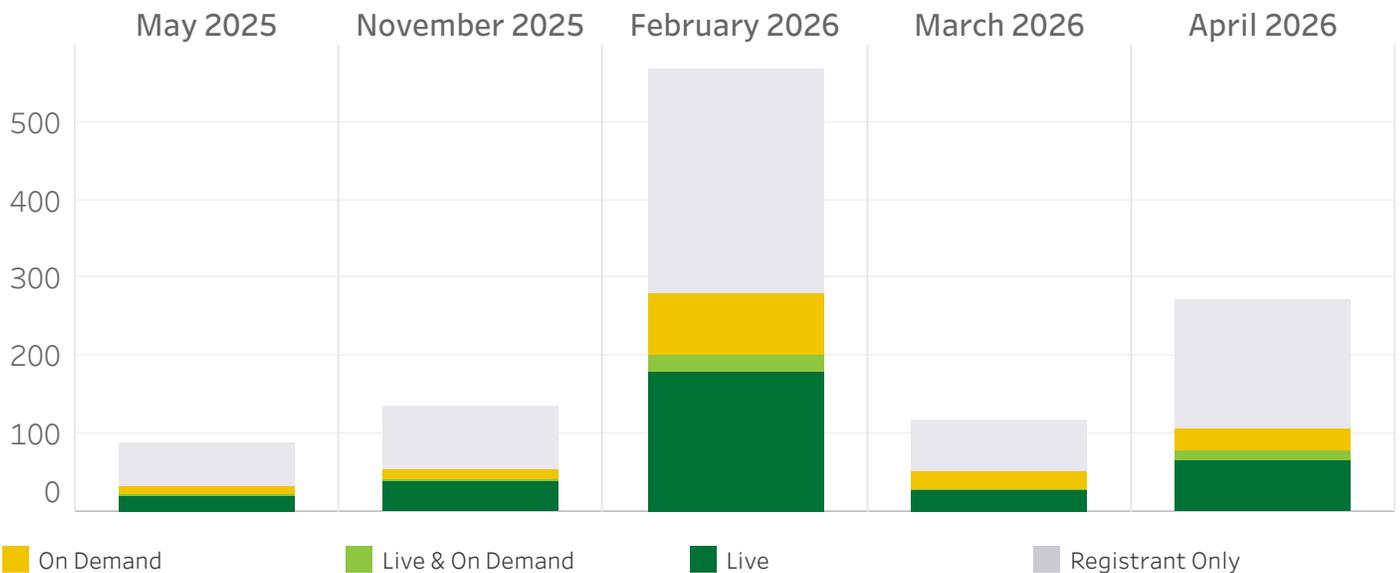
* All data is calculated from the 5 most recent webinars

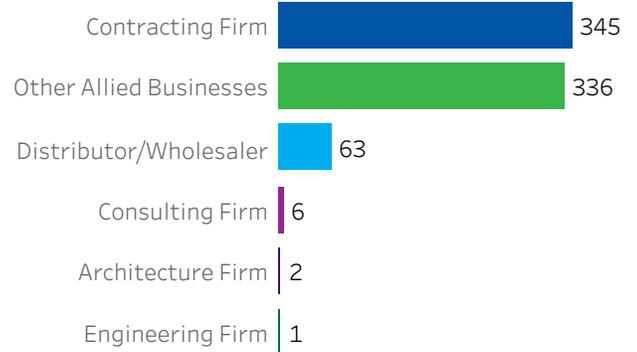# Webinars - Registrant Demographics & Locations

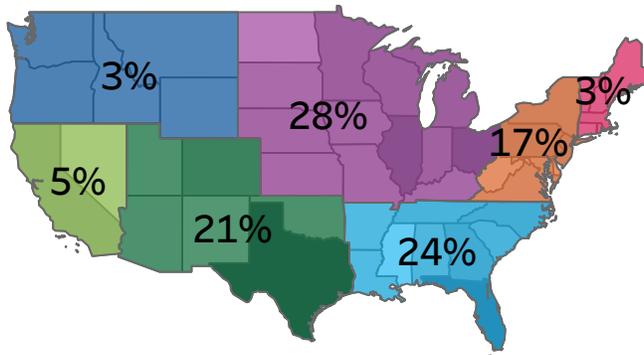## Demographic - Job Function

Top 6 Shown

Job Function	Count
Sales & Marketing	252
Corporate/ Exec Management	227
General Management	175
Other Functions	95
Contracting/Install/Tech/Maint	13
Inspector	2

764 or 76% of registrants with responses

Demographic - Business/Industry

Top 6 Shown

Business/Industry	Count
Contracting Firm	345
Other Allied Businesses	336
Distributor/Wholesaler	63
Consulting Firm	6
Architecture Firm	2
Engineering Firm	1

753 or 75% of registrants with responses

Unique Registrants by Region

US map percentages: 3% (Northwest), 5% (West), 28% (Midwest), 21% (Southwest), 24% (Southeast), 17% (Mid-Atlantic), 3% (Northeast)

Region	Count
Midwest	240
Southeast	206
Southwest	185
Mid-Atlantic	145
West	45
Northeast	28
Northwest	22
Unknown US	6
Non-Continental US	3

95% of registrants are located in the US

Unique Registrants by Region

World map percentages: 97% (North America), 0% (South America), 1% (Europe), 0% (Africa), 1% (Asia), 0% (Oceania)

Region	Count
North America	901
Asia	11
Europe	7
Oceania	4
South America	3
Africa	1

5% of registrants are located internationally

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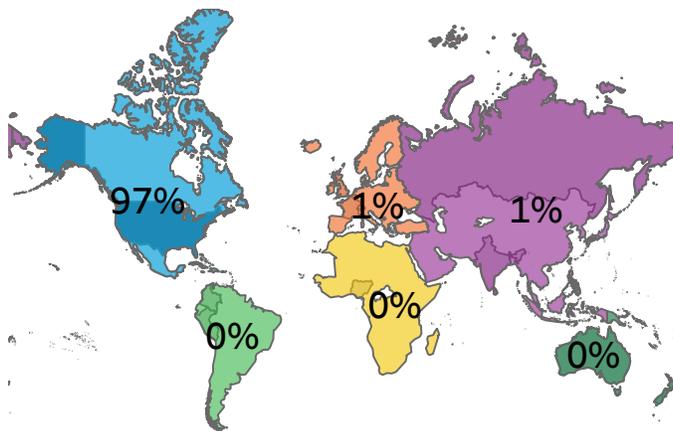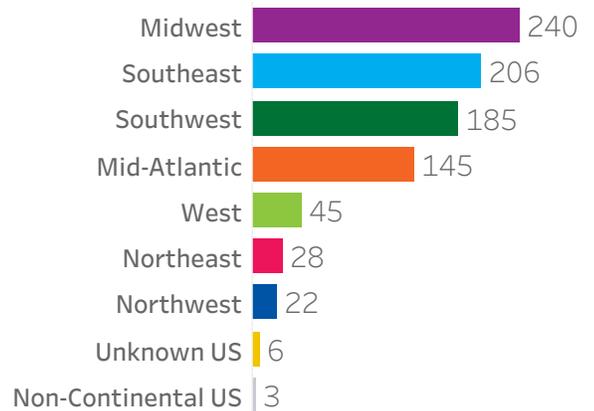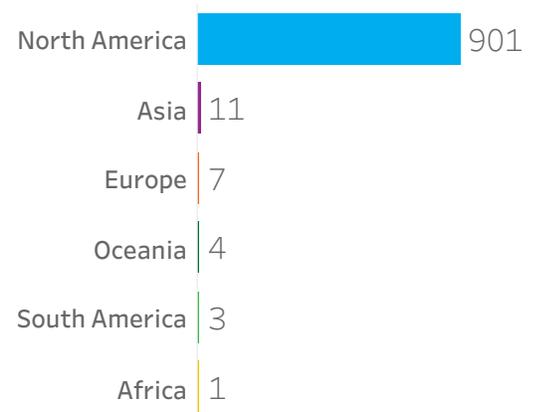
Time Frame
3 months. If there were less than 5 webinars in the most recent 3 months, the time frame is extended (up to 1 year) to include the 5 most recent webinars.

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 attended 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)
- *Oceana:* 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

Display Name	Included Demographics
Architecture	Architecture
Contracting/Install/Tech/Maint	Contracting/Install/Tech/Maint
Corporate/ Exec Management	Corporate / Executive Management (Owner Partner
General Management	General Management (Project Manager Facility/Buil
Inspector	Inspector
Other Functions	Consultant
	Design
	Draftsperson/Technical Staff
	Engineering
	Instructor
	Must Pay
	Other
	Purchasing/Credit Manager
	Student
	Surveying/Geomatics
Safety	Safety
Sales & Marketing	Sales & Marketing
Warehousing/Distribution/Logistics (includes fleet	Warehousing/Distribution/Logistics (includes fleet

Display Name	Included Demographics
Architecture Firm	Architecture Firm
Consulting Firm	Consulting Firm
Contracting Firm	Building Service
	Construction
	Contracting Firm
	Mold Remediation
	Other Contracting Firm
	Remodeling
	Restoration
	Roofing Contracting Firm
	Wall. Framing/Ceiling
Distributor/Wholesaler	Distributor
	Wholesaler
Engineering Firm	Consulting Engineering
	Engineering Firm
	Other Engineering Firm
	Specifying Engineering/Specifying Writing
Inspections	Inspections
Other Allied Businesses	Associations/Libraries
	Facility Management/Development
	General
	GIS/Mapping
	Government
	Government/Military Facility
	Home Improvement Center/Building Supp
	Interior Design Firm
	Manufacturer
	Manufacturers Rep
	Must Pay
	Old Code ab
	Other
	Other Facility Management/Development
	Public Relations/Advertising Agency
	Retailer
	Stone Fabrication
	Training/Education

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

REV 120321

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 & Newsleter:* 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