



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

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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





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

155,446 Total Audience Reach

32,701 Unique Active Audience

72% Engaged

Core Channels

	Total Channel Audience	Unique to Channel	
Website	55,836	4,249	
eMagazine	20,962	8,093	
Newsletter	14,799	2,395	
			

Additional Channels

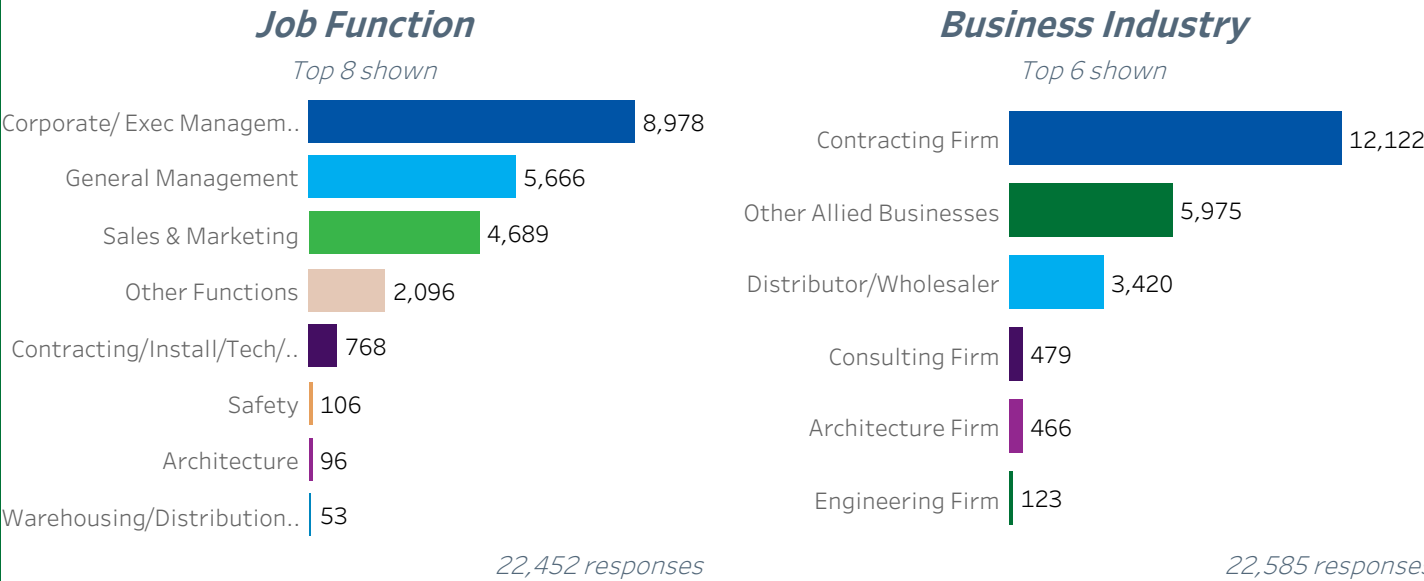
247 Webinar Average Registrants

678 Unique Event Registrants

15,526 Standard eBlast Delivery

63,849 Social Media Total Followers

Demographics





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

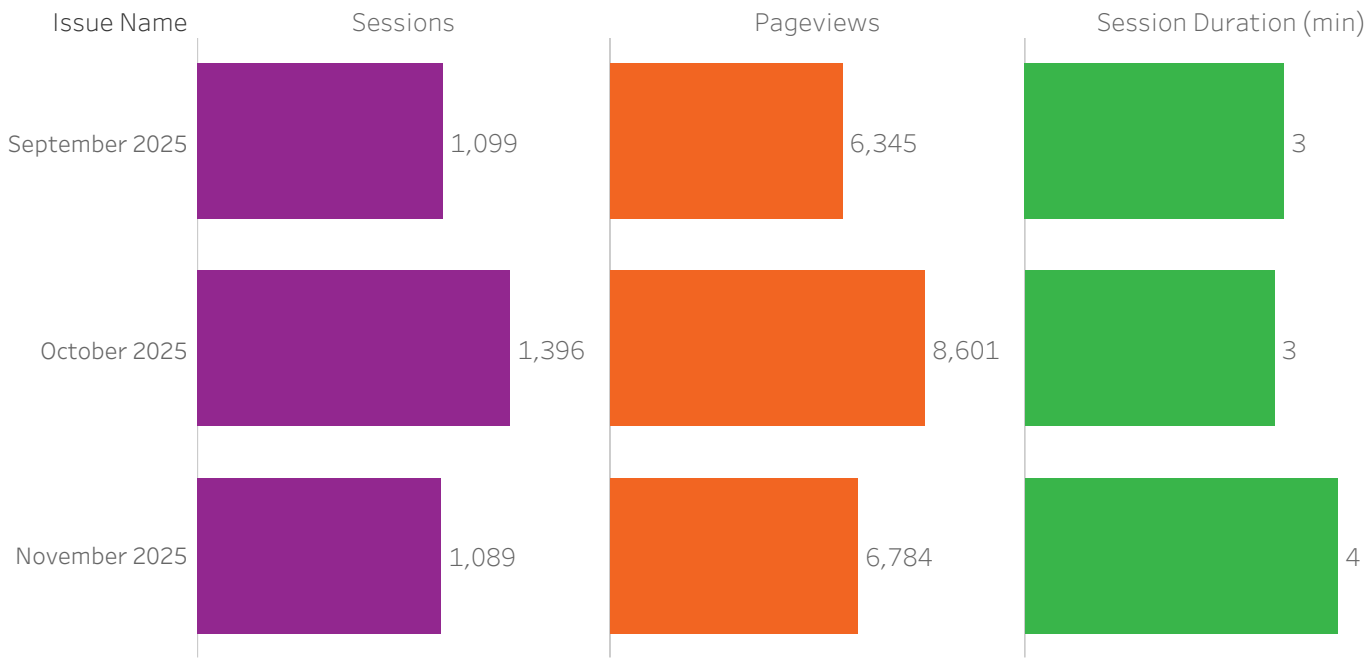
19,257



Average Issue Pageviews

7,243

Activity by eMagazine Issue



eMagazine Notification Email Metrics

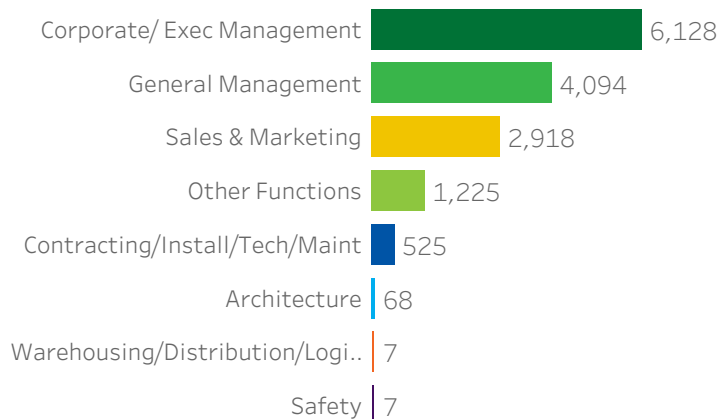
Issue Name	Sends	Unique Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
September 2025	4	19,830	10,355	52.2%	425	1.1%
October 2025	4	19,764	10,035	50.8%	571	1.5%
November 2025	4	19,640	9,458	48.2%	363	0.9%

* 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

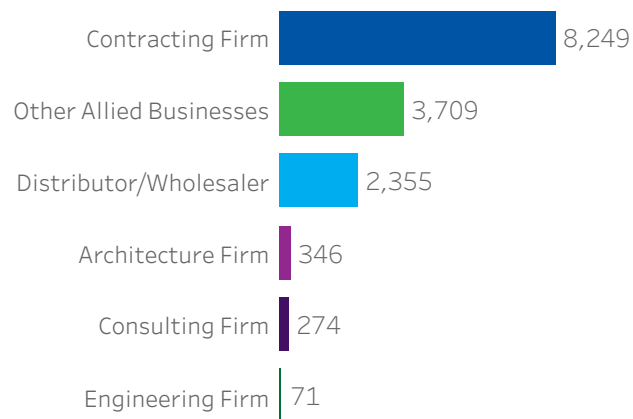
Top 8 Shown



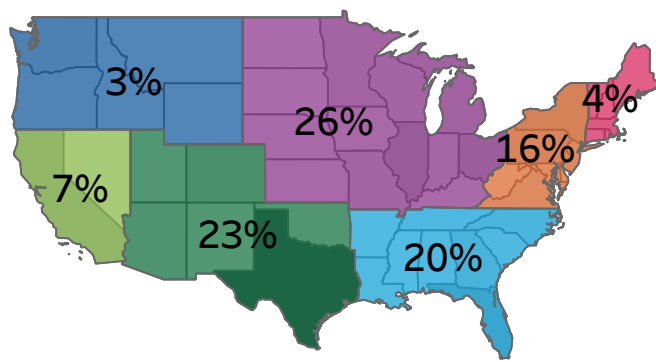
14,972 or 78% of subscribers with responses

Demographic - Business/Industry

Top 6 Shown

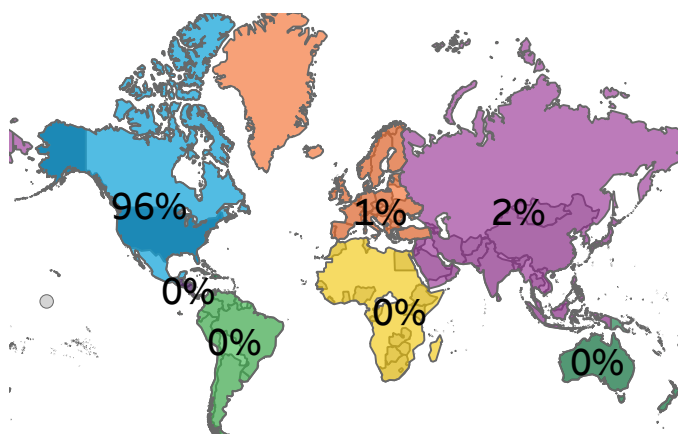
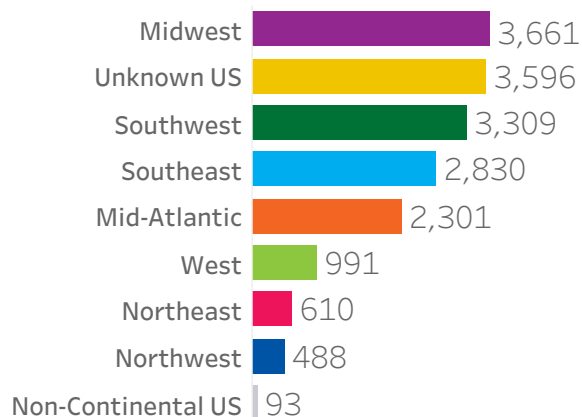


15,004 or 78% of subscribers with responses



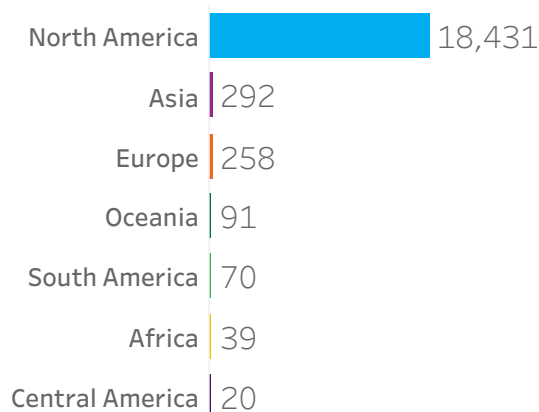
93% of subscribers are located in the US

Unique Subscribers by Region



7% 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

14,799



% of Recipients Engaged

83%



Sends per Month

9

Recipient Activity by Newsletter Over the Last 3 Months

Newsletter Name	Average Delivered	
Roofing Contractor Newsletter	12,590	 6,480 * Unique Opens - Single Send Avg (51%) 10,672 * Total Engaged Recipients (83%)
Roofing Supply Report	2,312	 1,203 * Unique Opens - Single Send Avg (52%) 1,761 * Total Engaged Recipients (76%)
Safety Advisor	2,053	 1,034 * Unique Opens - Single Send Avg (50%) 1,347 * Total Engaged Recipients (66%)
Techos y Más	735	 364 * Unique Opens - Single Send Avg (50%) 567 * Total Engaged Recipients (77%)

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

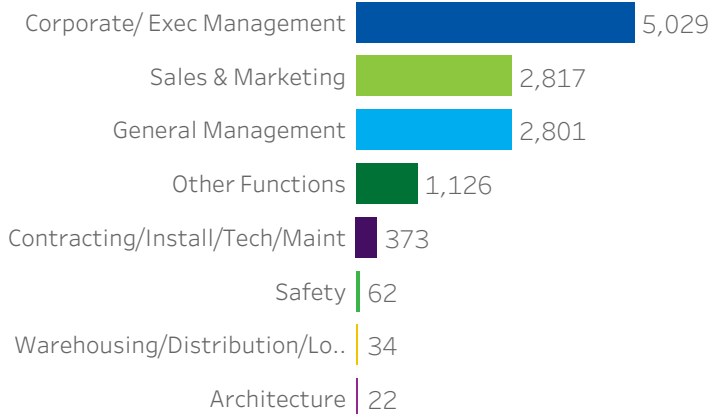
Newsletter Activity Averages

Newsletter Name	Monthly Sends	Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
Roofing Contractor Newsletter	4.3	12,590	6,480	51.5%	594	4.7%
Roofing Supply Report	2.0	2,312	1,203	52.0%	196	8.5%
Safety Advisor	1.0	2,053	1,034	50.3%	111	5.4%
Techos y Más	2.0	735	364	49.5%	21	2.9%

* 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**

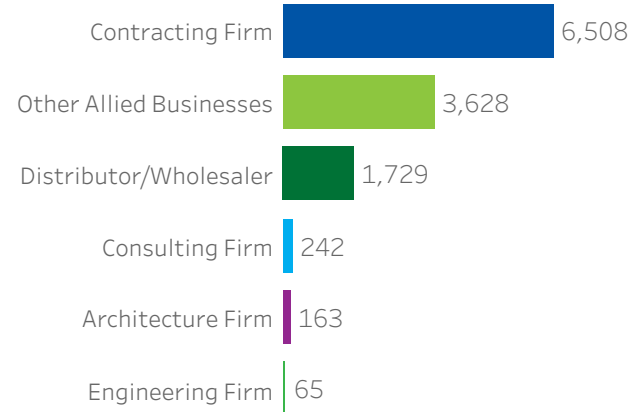
Top 8 Shown



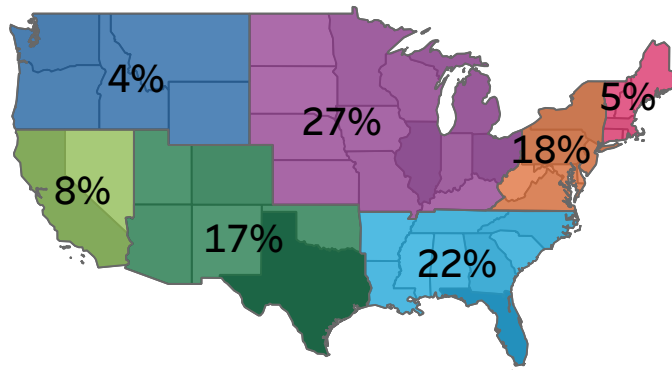
12,264 recipients with responses

Demographic - Business/Industry

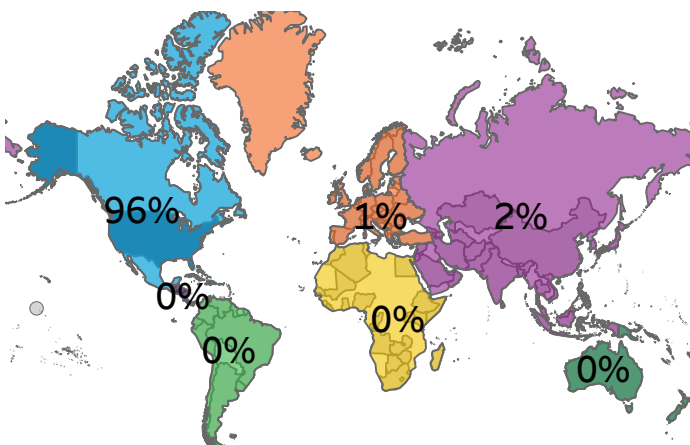
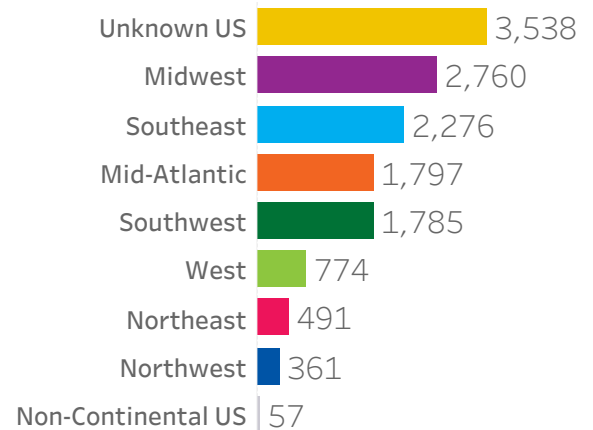
Top 6 Shown



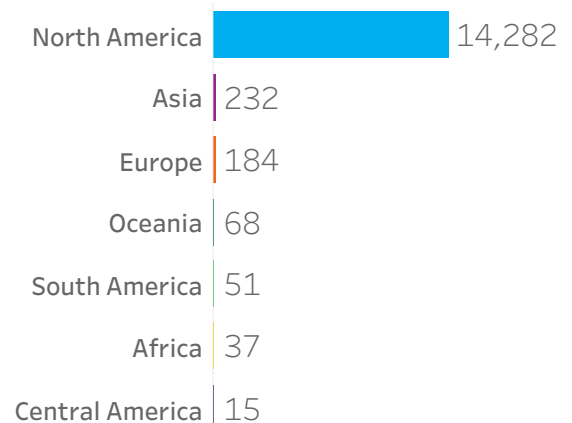
12,335 recipients with responses



93% of recipients are located in the US

Unique Recipients by Region

7% of recipients are located internationally

Unique Recipients by Region



Newsletter Audience Glossary

UNDERSTANDING NEWSLETTER AUDIENCE DASHBOARD

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.roofingcontractor.com



Average Monthly
Users

54,095



Average Monthly
Sessions

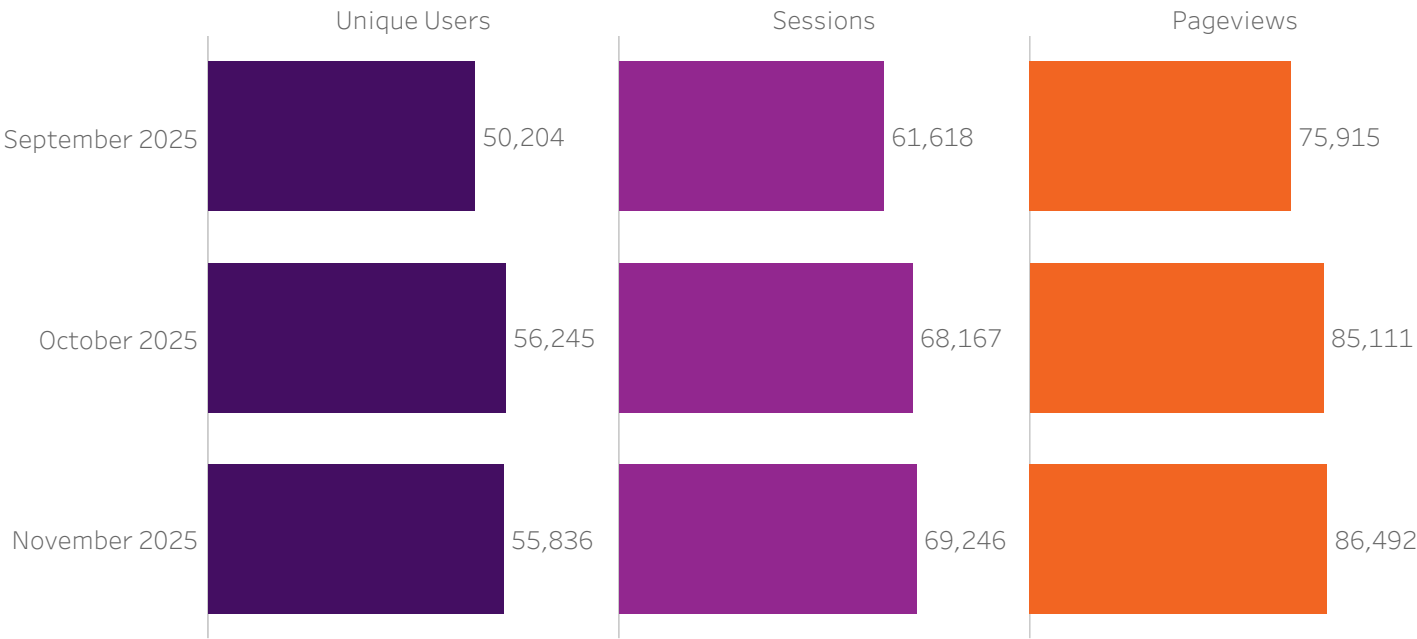
66,344



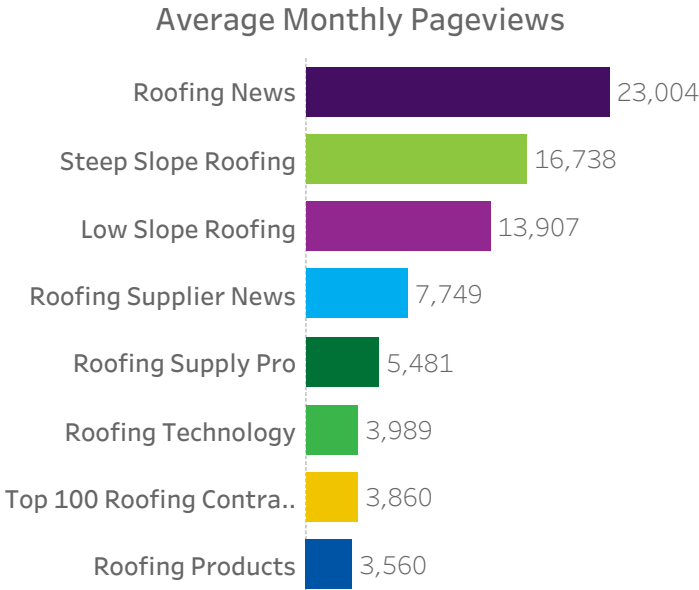
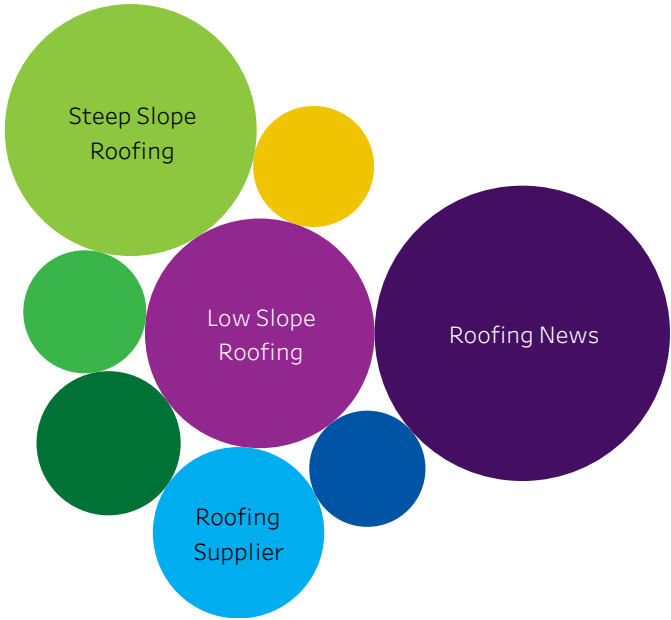
Average Monthly
Pageviews

82,506

Monthly Website Statistics



Top 8 Content Topics Viewed





Website - Known User Activity



Active Registered Users

5,662



Active Known Users

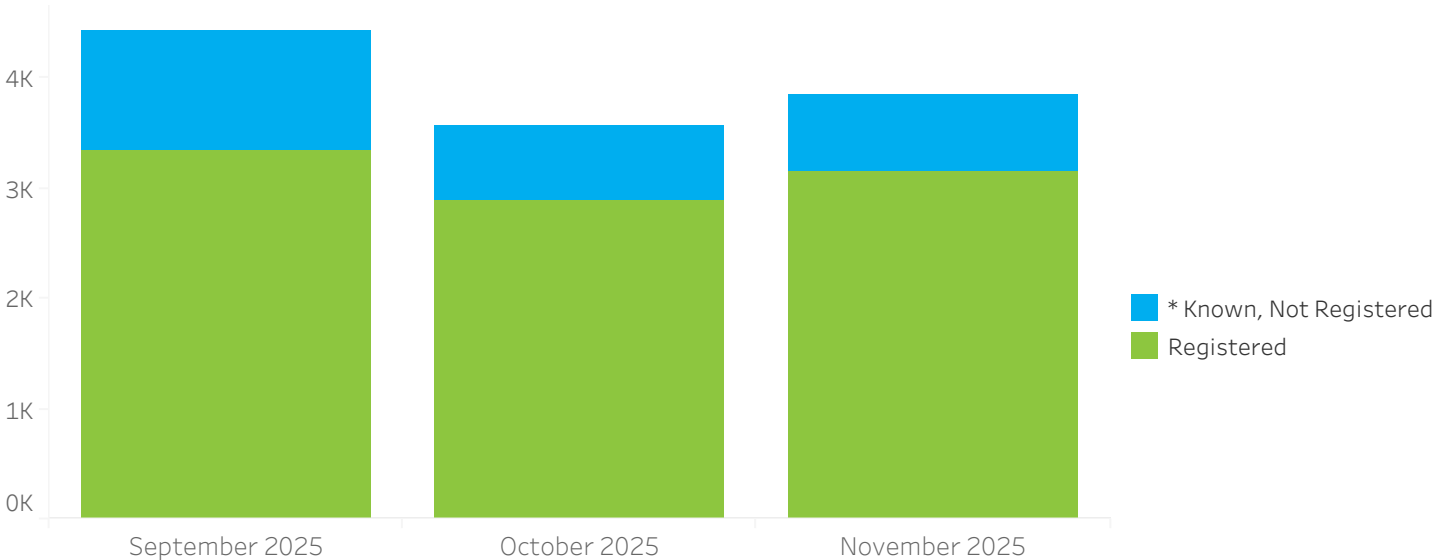
7,275



Average Visits per User

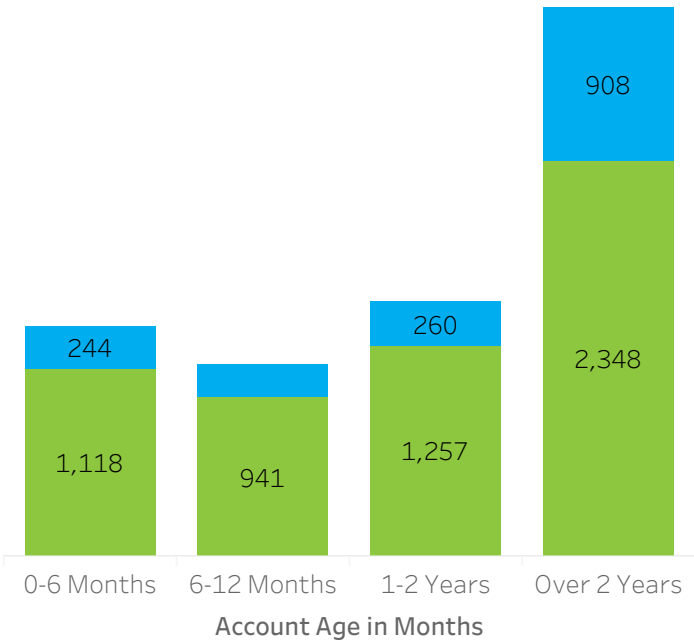
16.3

Website Users

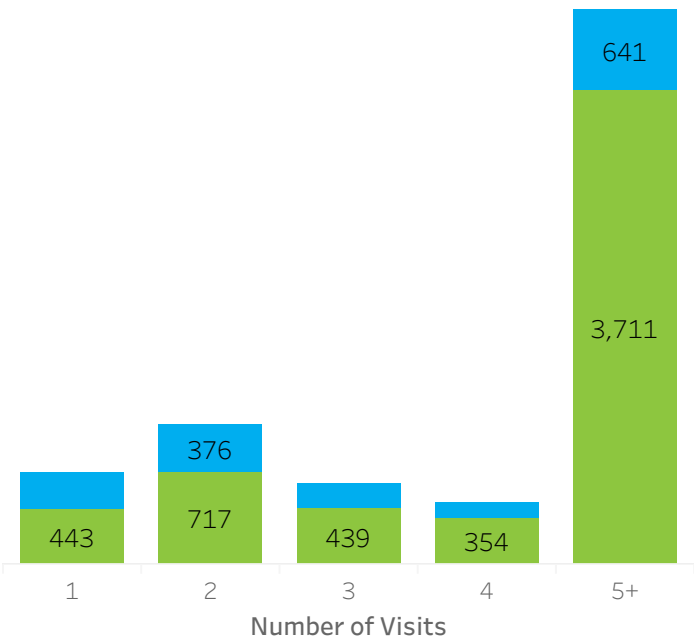


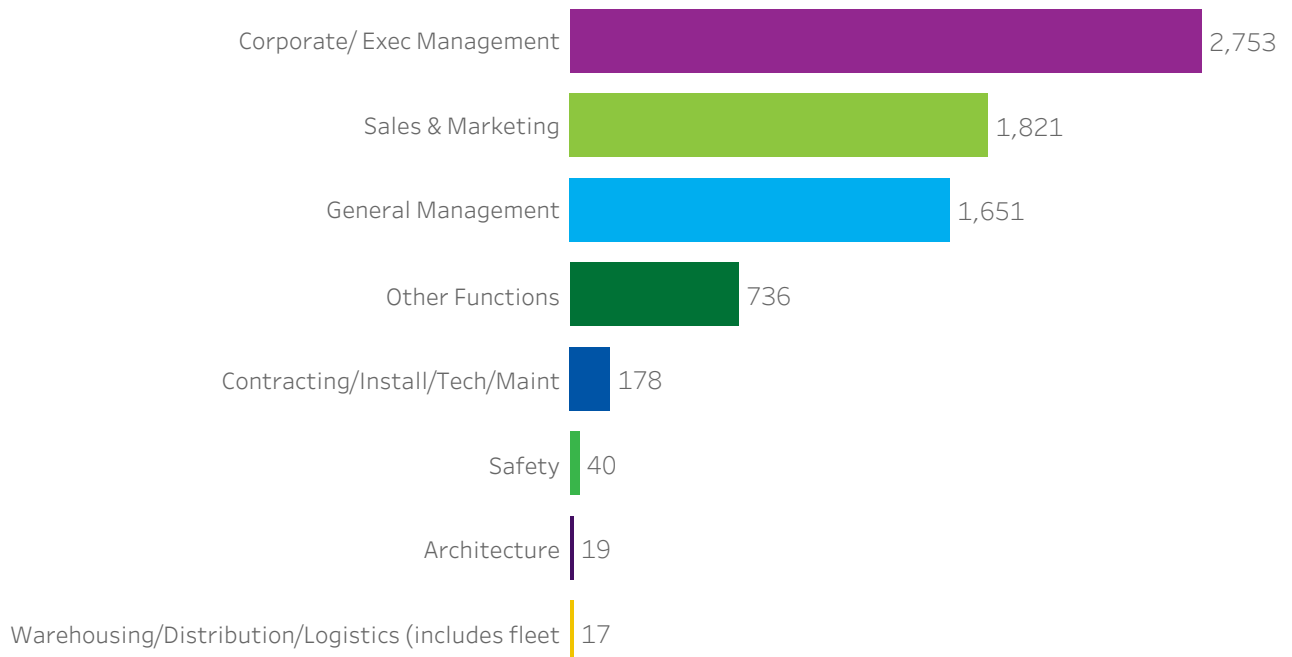
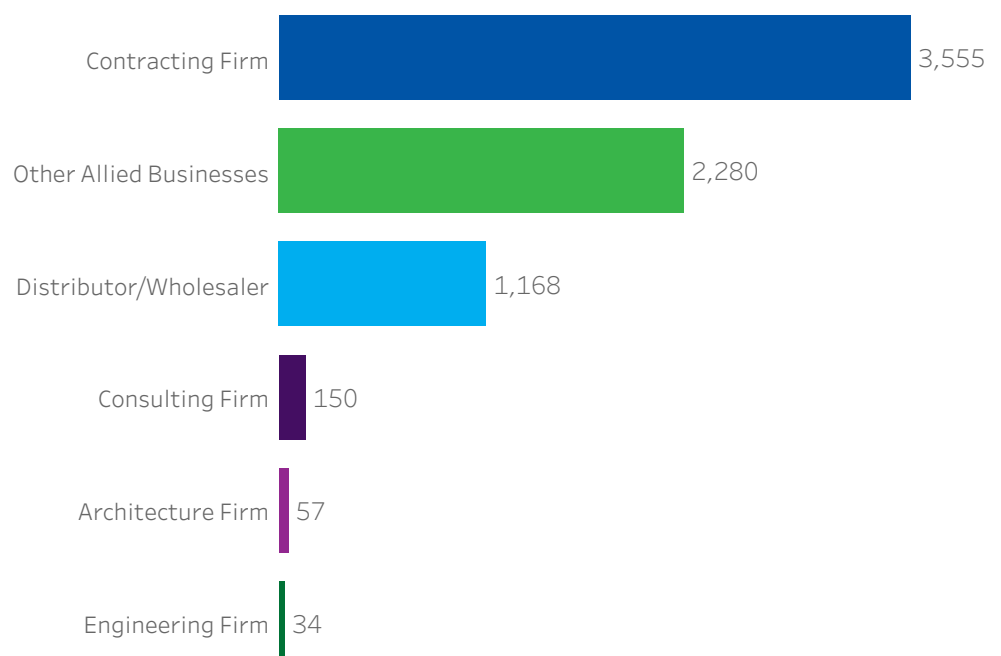
* Users that are identified in the BNP Media database but are not registered with this website

Known Users by Account Age



Known Users by Visit Frequency



**Website** - User Demographics**Demographic - Job Function** *Top 8 Shown**7,215 or 99% of users with responses***Demographic - Business/Industry** *Top 6 Shown**7,244 or 100% of users with responses*



Website - User Locations



% of Users Based in US

90%

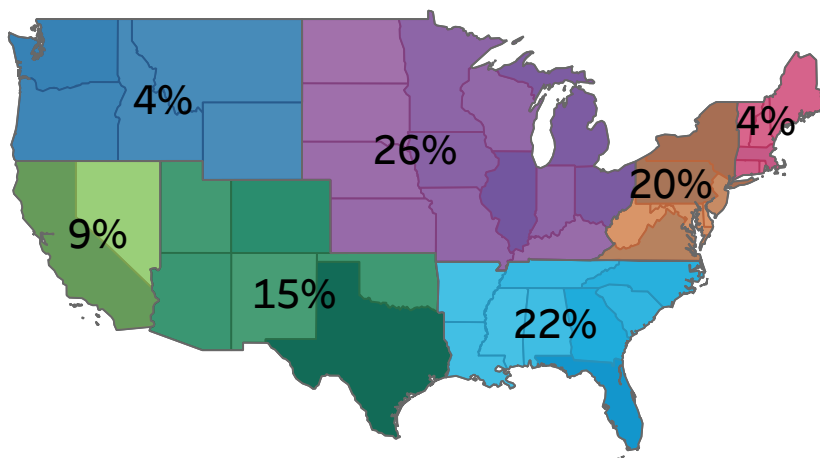


Average Monthly Users Based in US

51,429

Geographic - US Regions

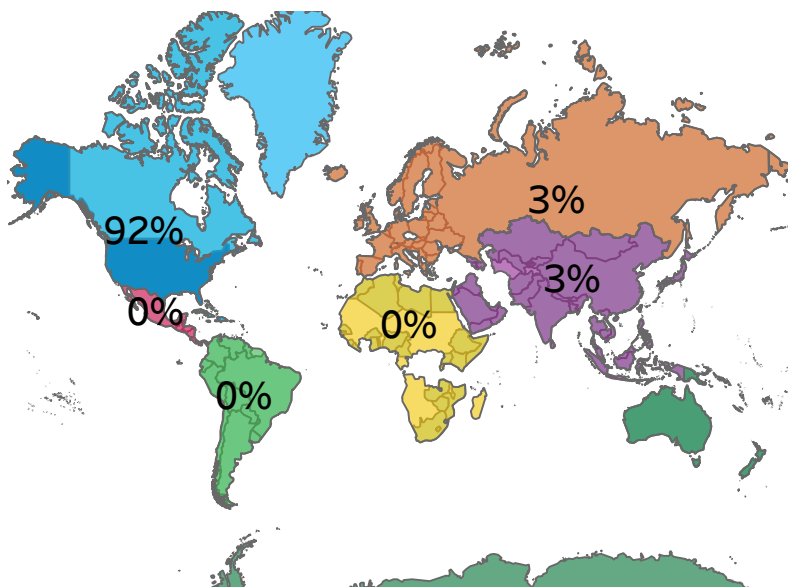
Unique Users by Region



Midwest	12,911
Southeast	11,036
Mid-Atlantic	10,150
Southwest	7,608
West	4,739
Northeast	2,100
Northwest	1,948
Unknown US	807
Non-Continental US	130

Geographic - World Regions

Unique Users by Region



North America	52,539
Europe	1,953
Asia	1,947
Central America	223
Africa	182
South America	153
Oceania	146



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

14,119



% of Recipients Engaged

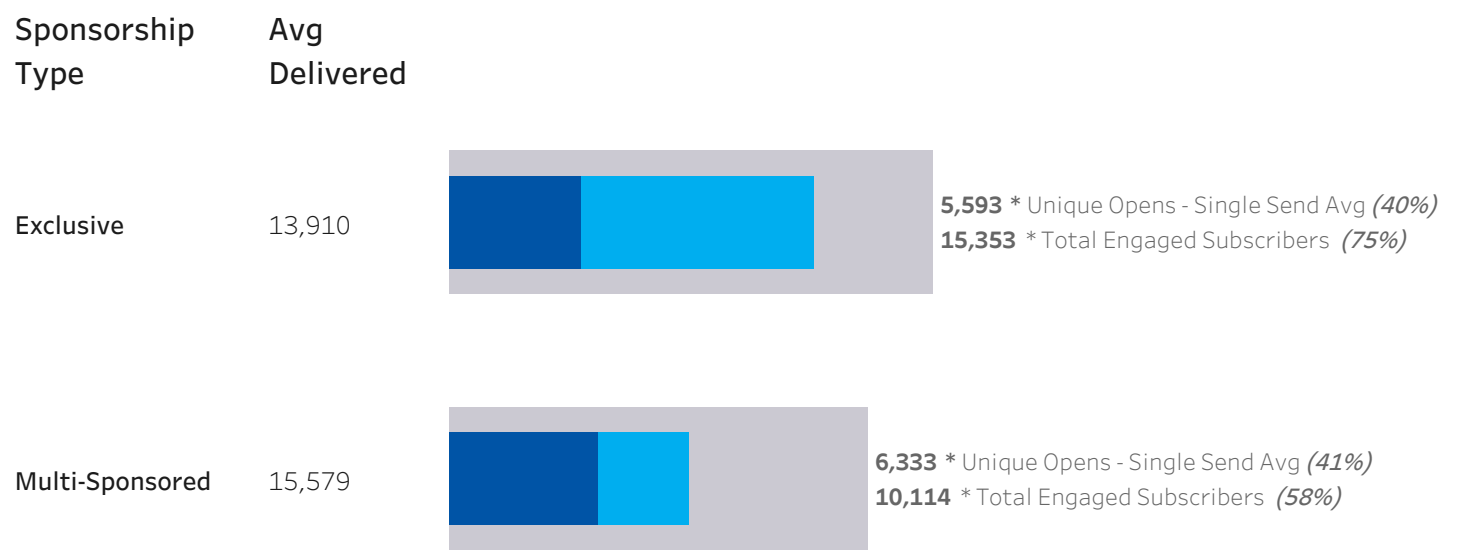
76%



Sends per Month

19

Activity by eBlast



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

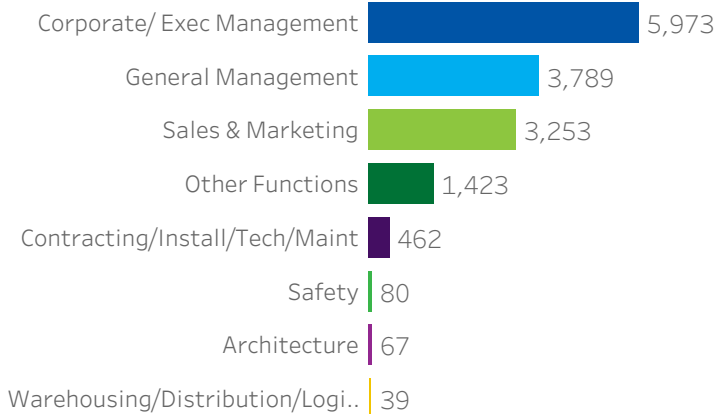
eBlast Activity Averages

eBlast Name	Sponsorship Type	Monthly Sends	Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
Roofing Contractor	Exclusive	16.3	13,910	5,593	40.2%	120	0.9%
	Multi-Sponsored	2.3	15,579	6,333	40.7%	84	0.5%

* 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**

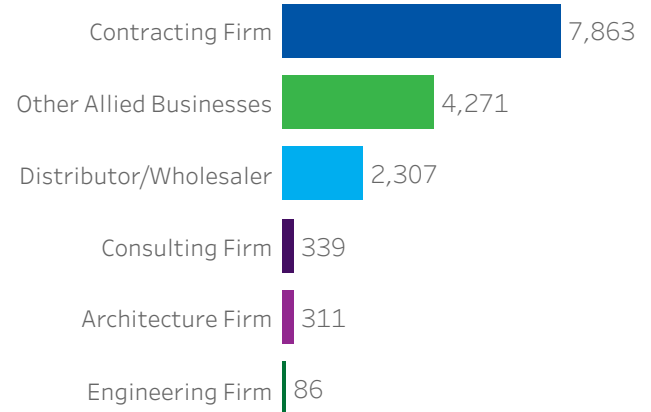
Top 8 Shown



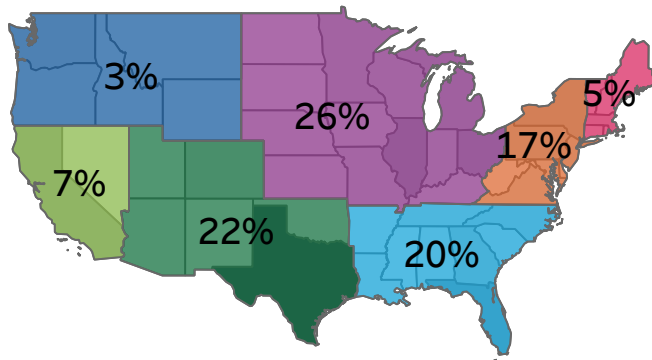
15,086 or 74% of recipients with responses

Demographic - Business/Industry

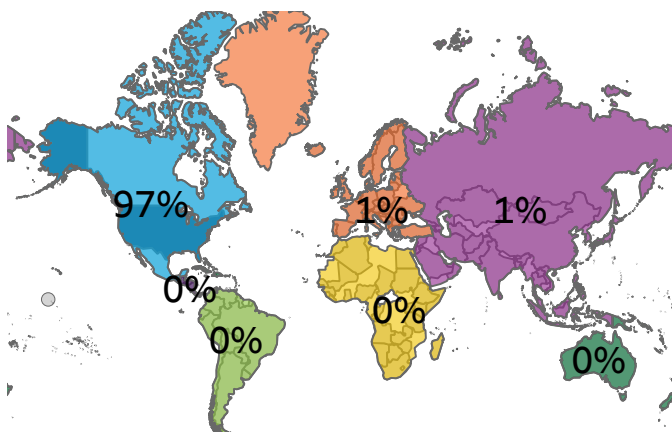
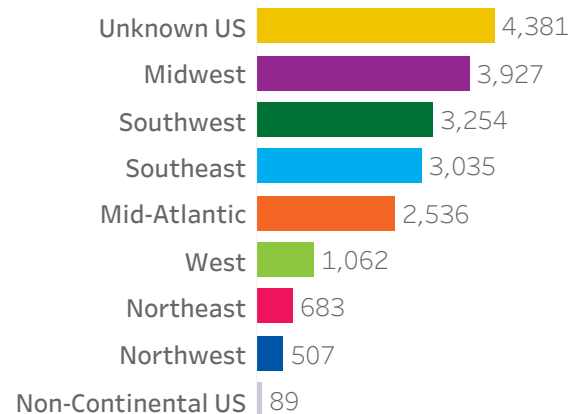
Top 6 Shown



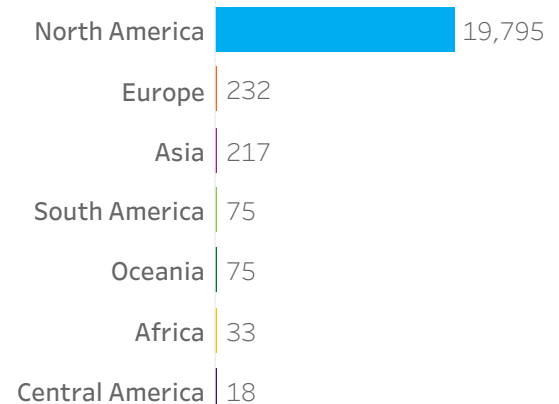
15,177 or 74% of recipients with responses



95% of recipients are located in the US

Unique Recipients by Region

5% 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

63,849



Engagements

9,400

Followers by Channel



Total Engagements



2,877



820

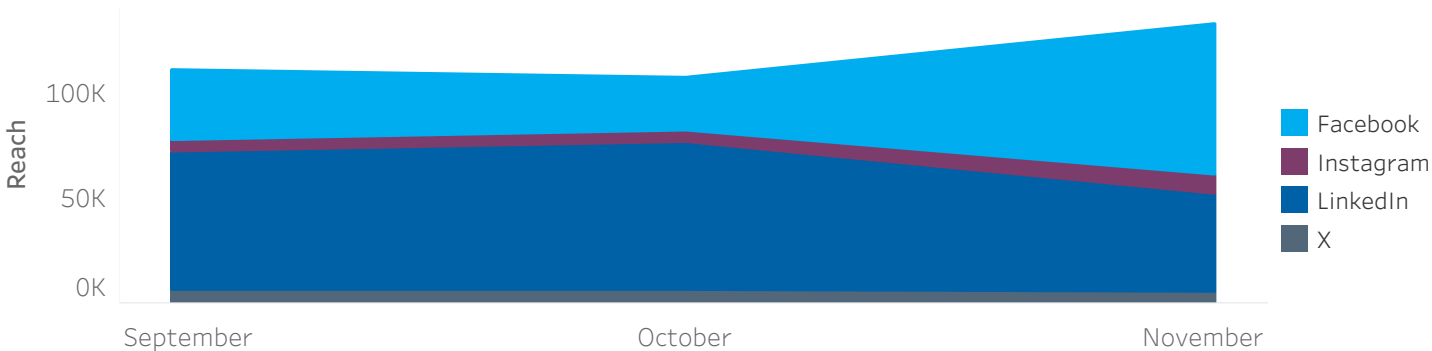


3,944



1,759

Reach by Month





Social Media Audience Glossary

UNDERSTANDING SOCIAL MEDIA AUDIENCE DASHBOARD

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

365



Total Events Annually

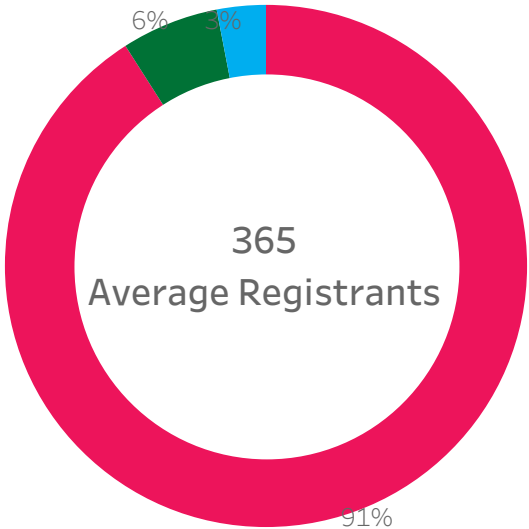
1



Average Registrants per Event

365

Registrant Types



Attendee
Speaker

Staff

Event Registration

Best of Success

December 4, 2024



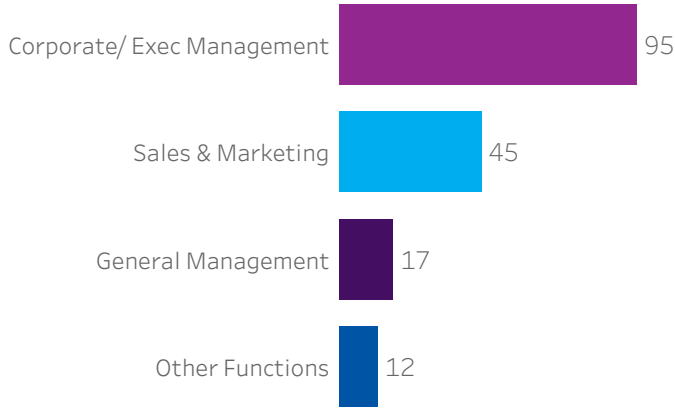
365 Registrants



Events - Registrant Demographics & Locations

Demographic - Job Function

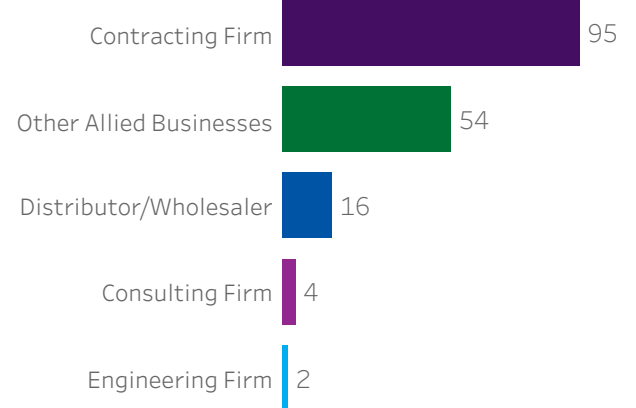
Top 4 Shown



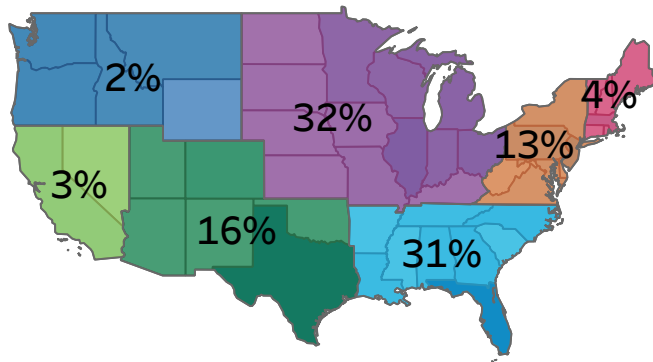
169 or 46% of registrants with responses

Demographic - Business/Industry

Top 5 Shown

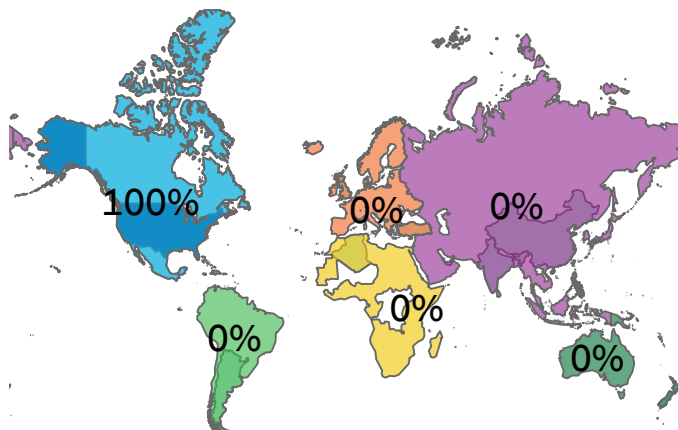
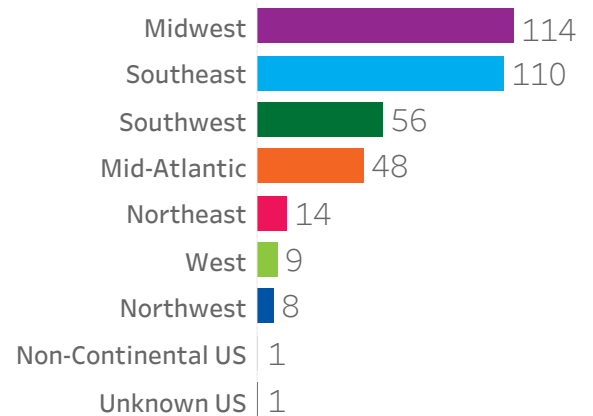


171 or 47% of registrants with responses



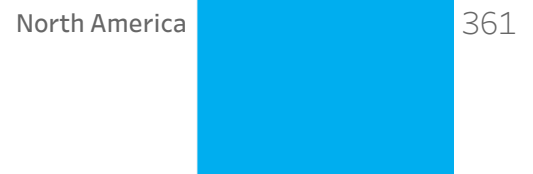
100% of registrants are located in the US

Unique Registrants by Region



0% 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

875



Unique
Attendees

422



Registrant
Attendance
Rate

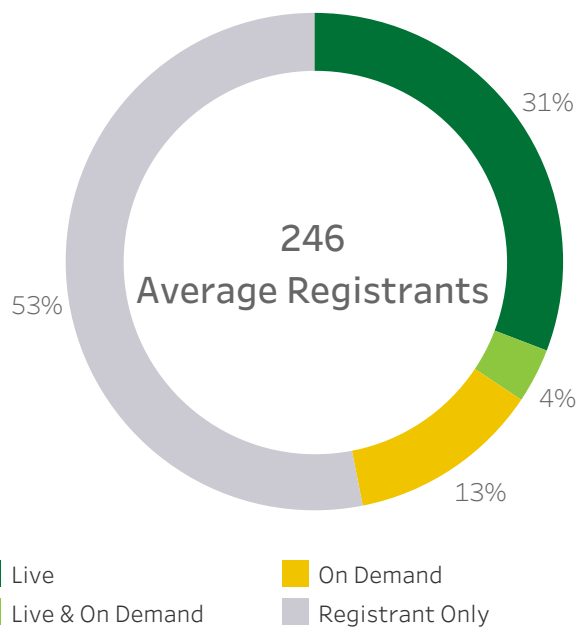
48%



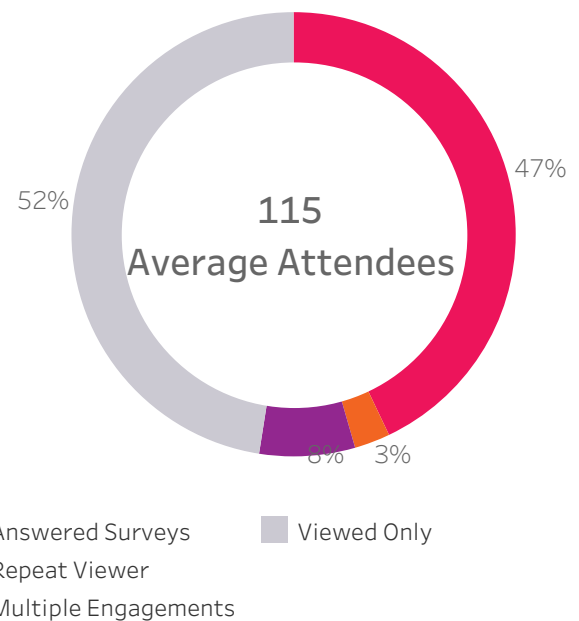
Average
Attendees per
Webinar

115

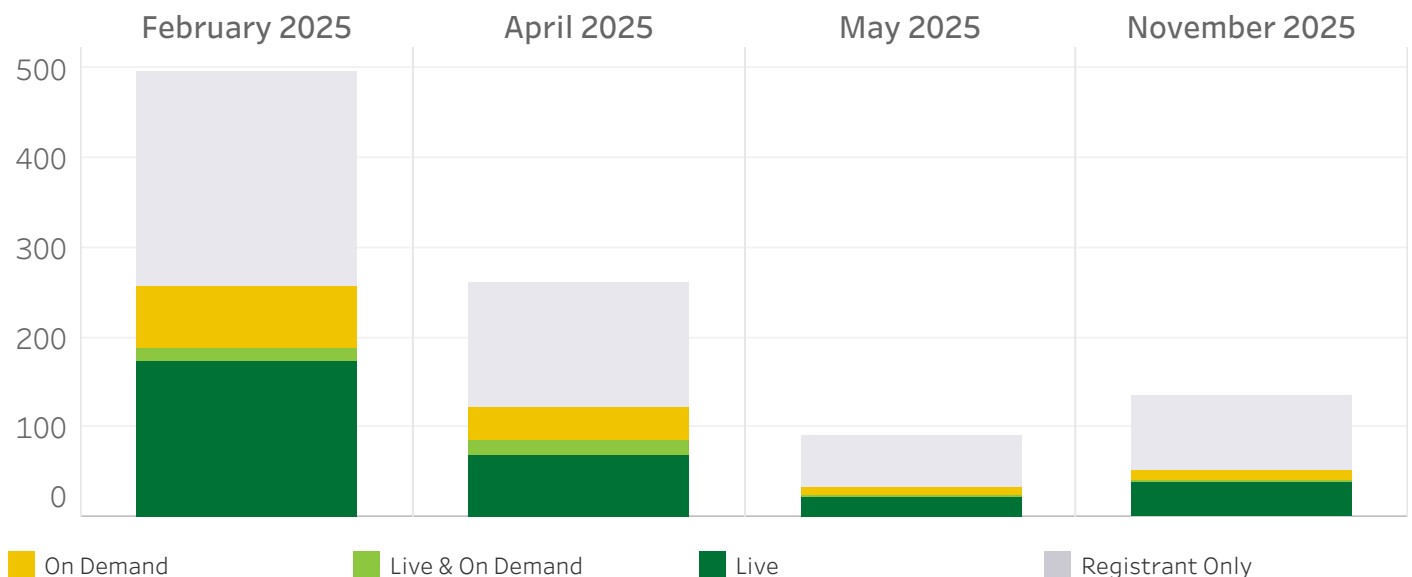
Registrant Breakdown



Attendee Engagement Breakdown

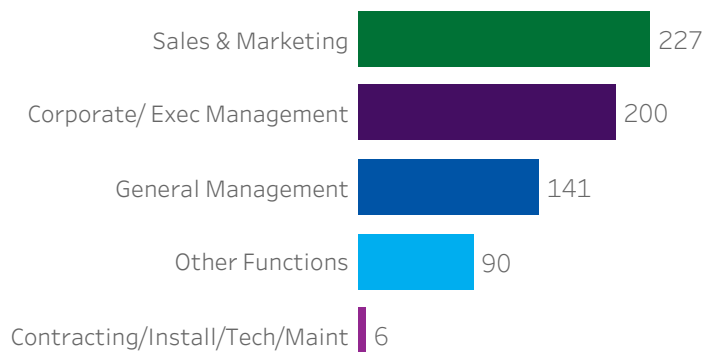


Registration & Attendance Analysis



**Webinars - Registrant Demographics & Locations****Demographic - Job Function**

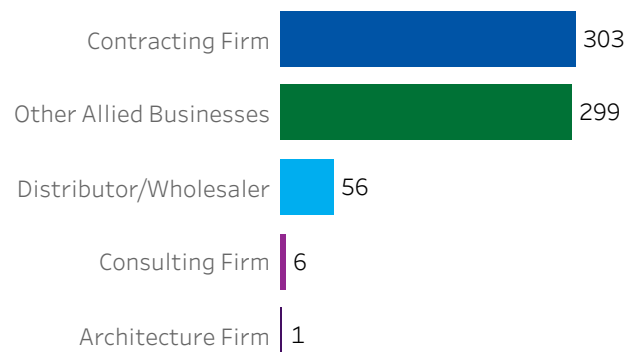
Top 5 Shown



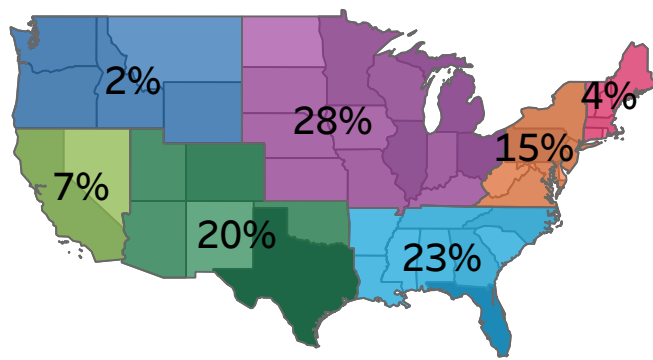
664 or 76% of registrants with responses

Demographic - Business/Industry

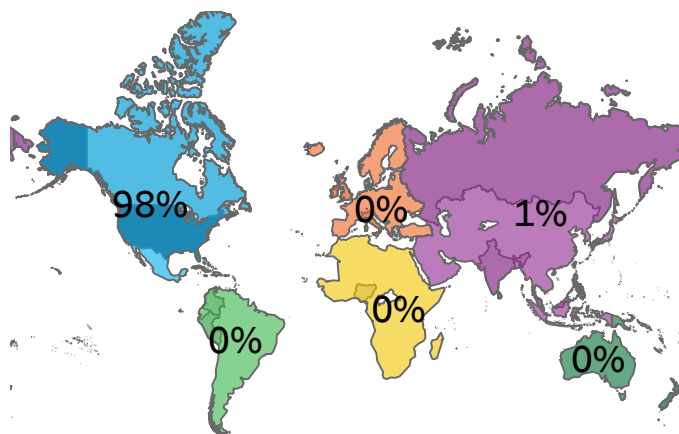
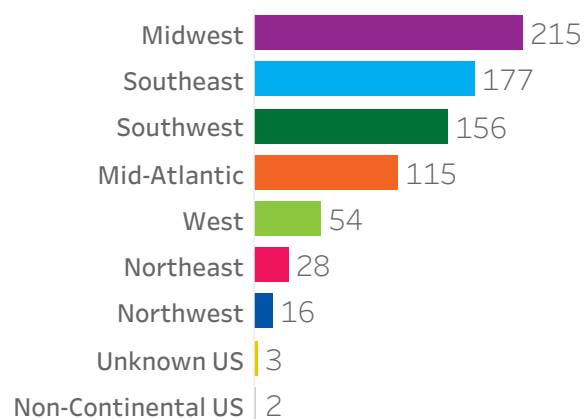
Top 5 Shown



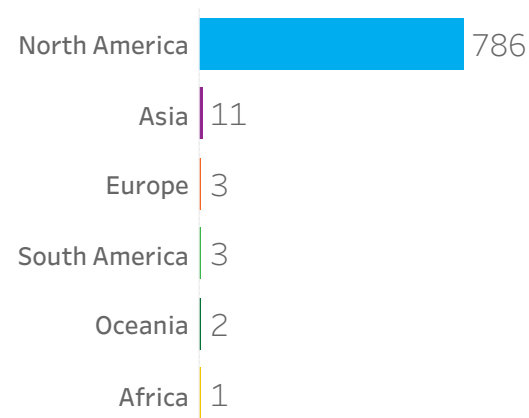
665 or 76% of registrants with responses



95% of registrants are located in the US

Unique Registrants by Region

5% of registrants are located internationally

Unique Registrants by Region

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
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
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

Audience Profile Glossary

DEMOGRAPHICS APPENDIX (BUSINESS INDUSTRY)

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

Other Allied Businesses

Associations/Libraries

Facility Management/Development

General

Government

Government: Municipal

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
- **eNewsletter:** 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

eNewsletters

- **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 & eNews:** eNews Delivery, Activity by eNewsletter
- **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 & eNews:** 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



Audience Profile Appendix

DATA SOURCE REFERENCE (PAGE 3)

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 & eNews:** 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