



# 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](http://www.roofingcontractor.com)



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

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## Accreditation Report



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 April 30, 2026.

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

*Alliance for Audited Media*

Alliance for Audited Media  
May 29, 2026



## Audience Profile

### Total Audience

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

**154,717** Total Audience Reach      **34,070** Unique Active Audience      **75%** Engaged

### Core Channels

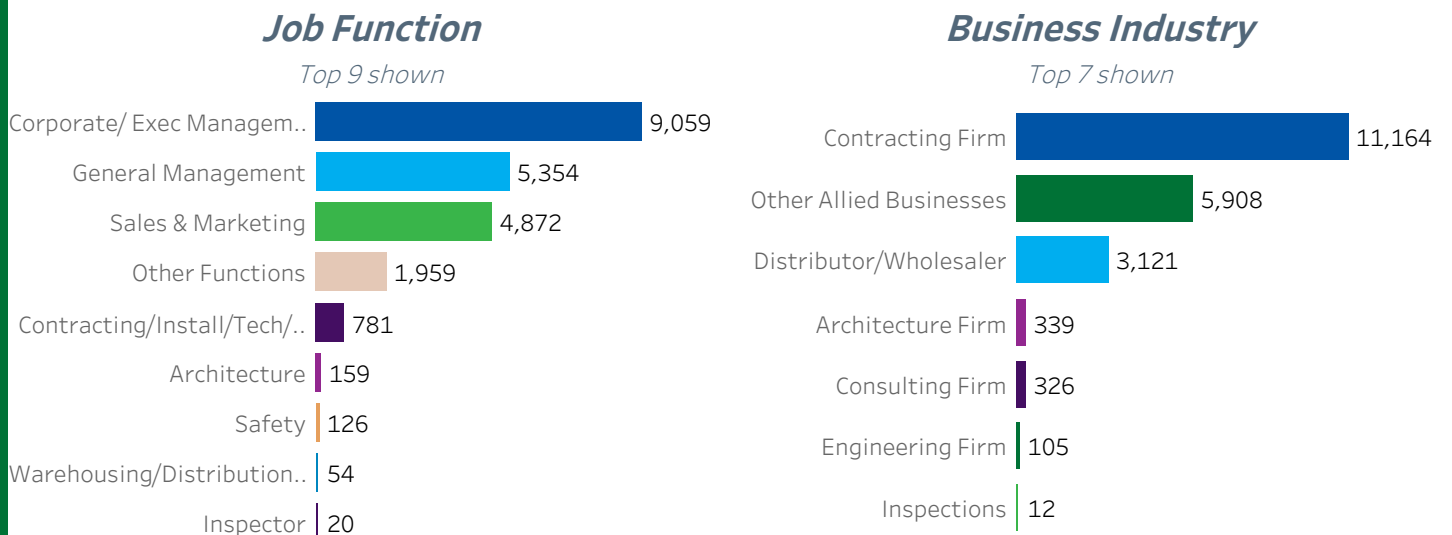
	Total Channel Audience	Unique to Channel	
Website	50,063	3,120	
eMagazine	21,553	9,544	
Newsletter	15,558	2,827	

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

### Additional Channels

**276** Webinar Average Registrants      **413** Unique Event Registrants      **15,153** Standard eBlast Delivery      **67,543** Social Media Total Followers

### Demographics



22,384 responses

20,975 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

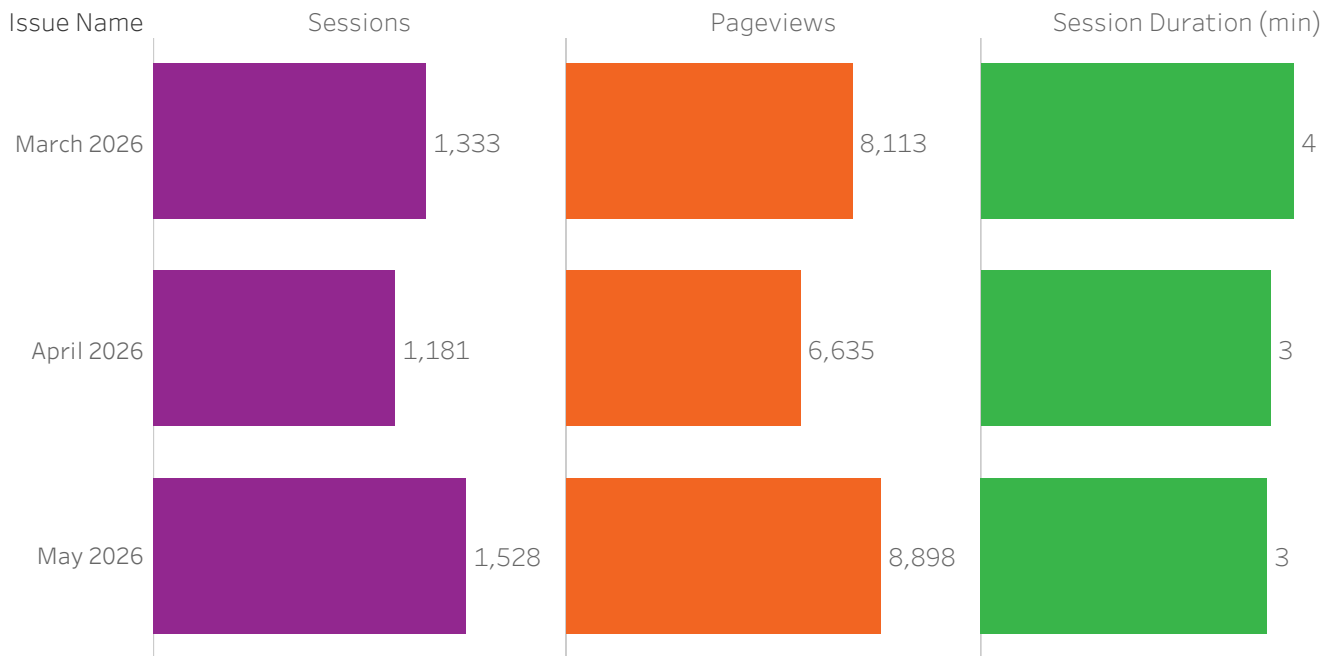
**21,040**



Average Issue Pageviews

**7,882**

### Activity by eMagazine Issue



### eMagazine Notification Email Metrics

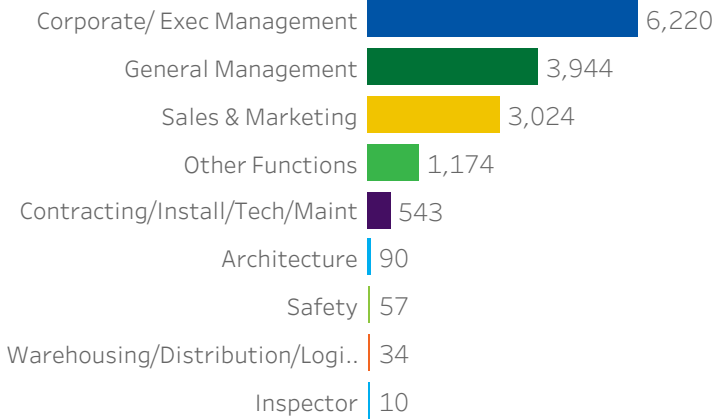
Issue Name	Sends	Unique Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
March 2026	4	19,357	8,824	45.6%	664	1.8%
April 2026	4	21,503	10,379	48.3%	624	1.5%
May 2026	4	21,184	10,065	47.5%	666	1.6%

\* 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

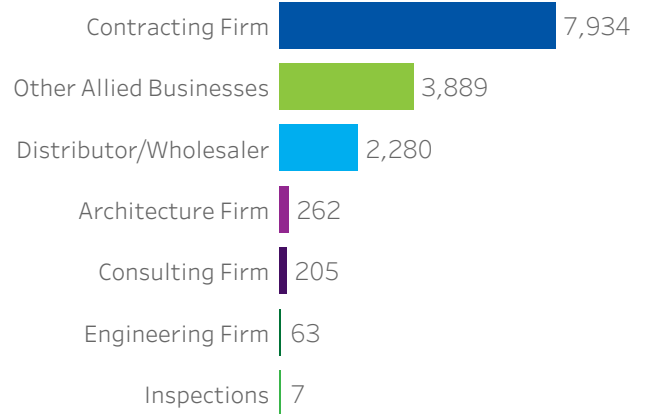
Top 9 Shown



15,096 or 72% of subscribers with responses

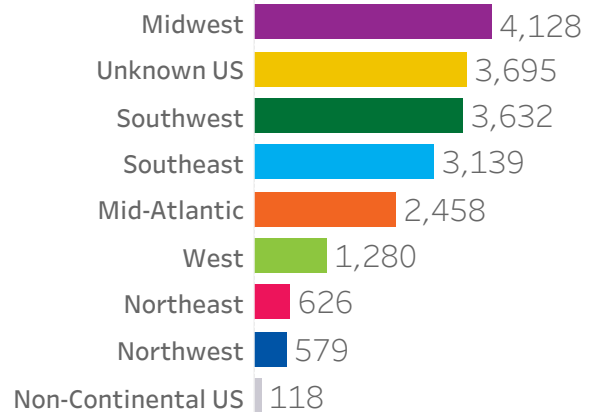
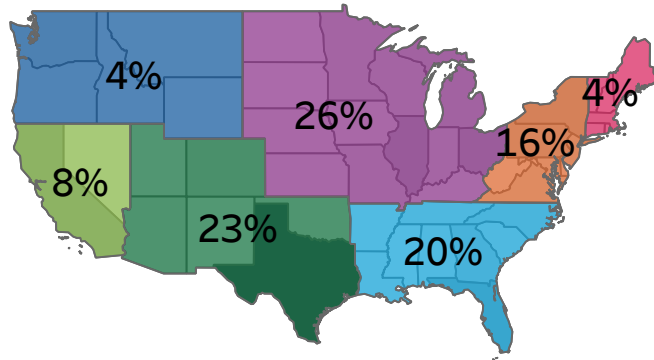
### Demographic - Business/Industry

Top 7 Shown



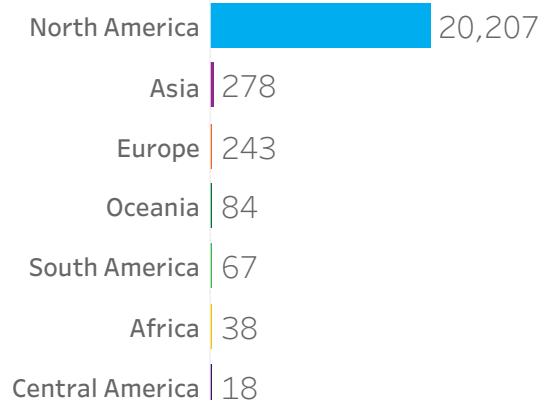
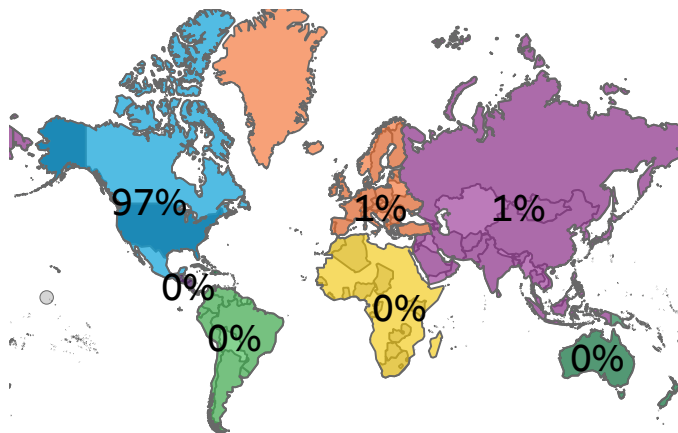
14,640 or 70% of subscribers with responses

### Unique Subscribers by Region



94% of subscribers are located in the US

### Unique Subscribers by Region



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.



## Newsletters



Active Unique Recipients

**15,558**



% of Recipients Engaged

**80%**



Sends per Month

**9**

### Recipient Activity by Newsletter Over the Last 3 Months

Newsletter Name	Average Delivered	Engagement Data
Roofing Contractor Newsletter	13,920	<p>6,625 * Unique Opens - Single Send Avg (48%) 11,070 * Total Engaged Recipients (79%)</p>
Roofing Supply Report	2,398	<p>1,251 * Unique Opens - Single Send Avg (52%) 1,855 * Total Engaged Recipients (77%)</p>
Safety Advisor	2,064	<p>1,020 * Unique Opens - Single Send Avg (49%) 1,369 * Total Engaged Recipients (65%)</p>
Techos y Más	889	<p>381 * Unique Opens - Single Send Avg (43%) 610 * Total Engaged Recipients (68%)</p>

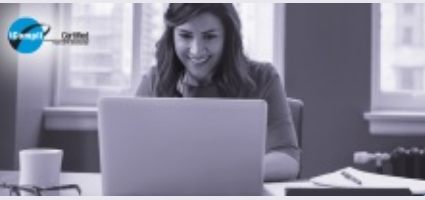
**Engaged Recipient:** Any recipient who opened at least one email of this type in the report time frame.

■ 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	13,920	6,625	47.6%	493	3.5%
Roofing Supply Report	2.0	2,398	1,251	52.2%	219	9.1%
Safety Advisor	1.0	2,064	1,020	49.4%	143	6.9%
Techos y Más	2.0	889	381	42.8%	15	1.7%

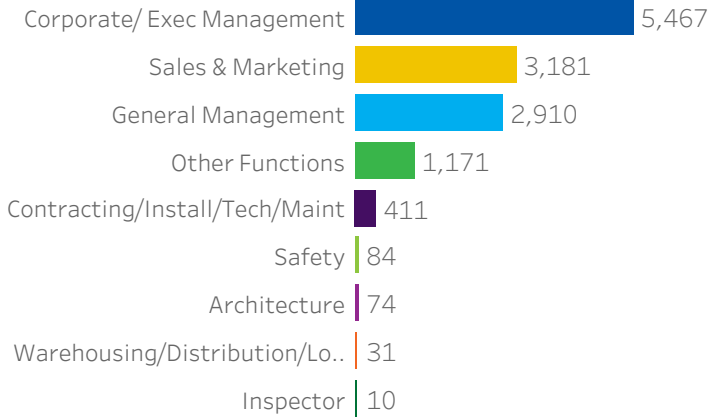
\* Due to Apple Mail Privacy enabled on user devices, open rates may be inflated as of November 2021. Clicks are not impacted.



## Newsletters - Recipient Demographics & Locations

### Demographic - Job Function

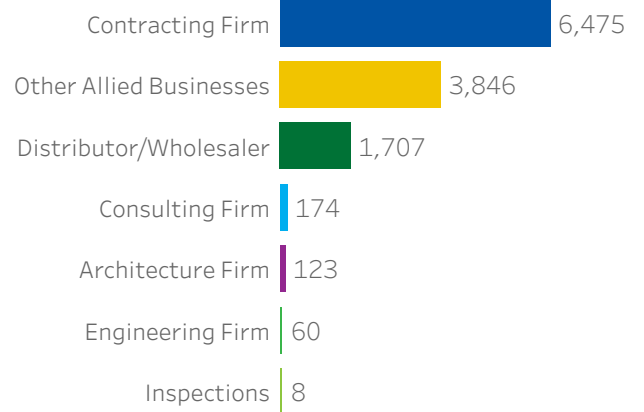
Top 9 Shown



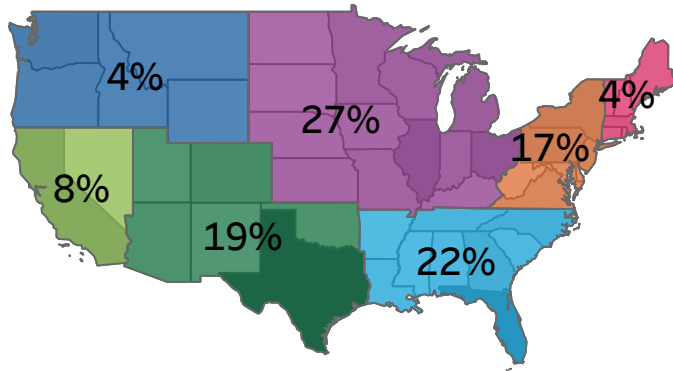
13,338 recipients with responses

### Demographic - Business/Industry

Top 7 Shown

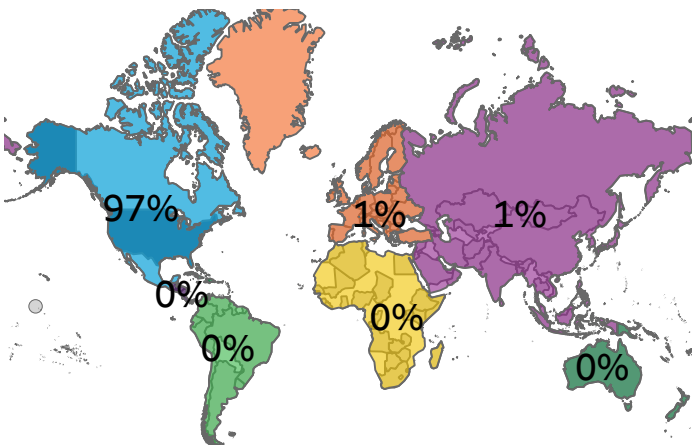
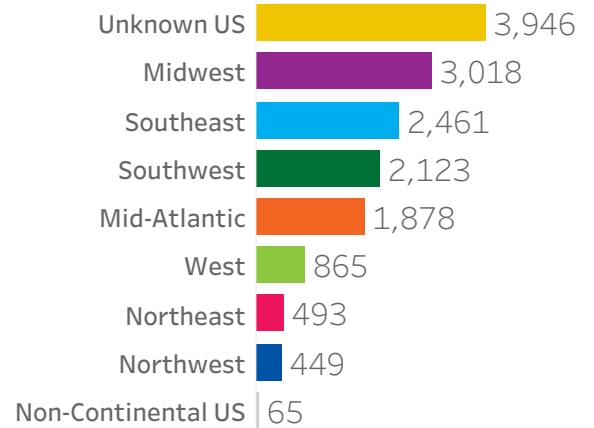


12,392 recipients with responses



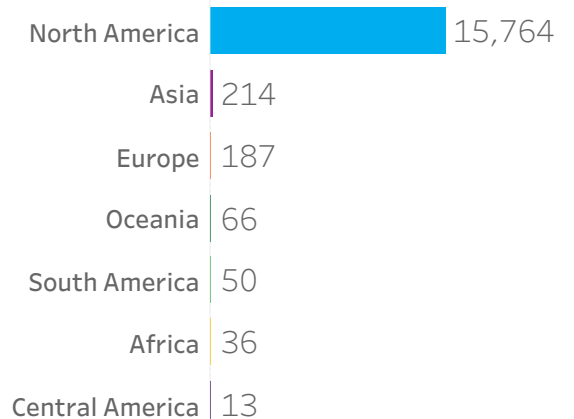
94% of recipients are located in the US

### Unique Recipients by Region



6% 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.roofingcontractor.com](http://www.roofingcontractor.com)



Average Monthly Users

**53,763**



Average Monthly Sessions

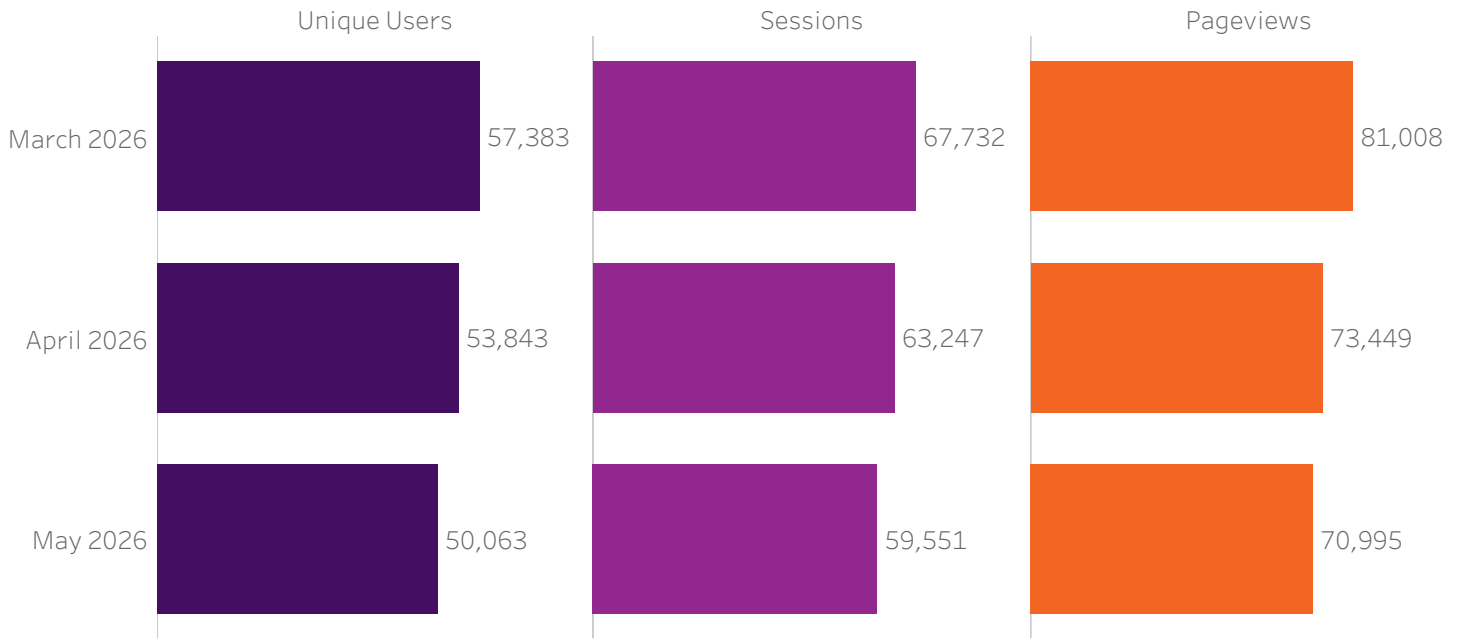
**63,510**



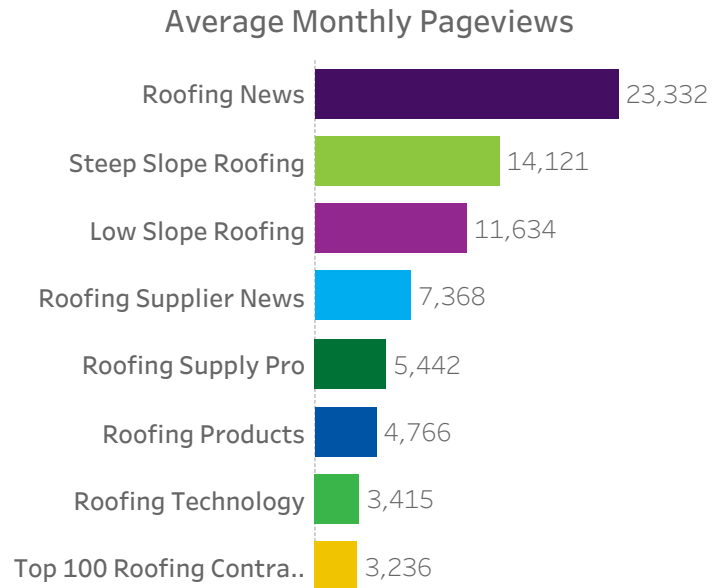
Average Monthly Pageviews

**75,151**

### Monthly Website Statistics



### Top 8 Content Topics Viewed





## Website - Known User Activity



Active Registered Users

**5,095**



Active Known Users

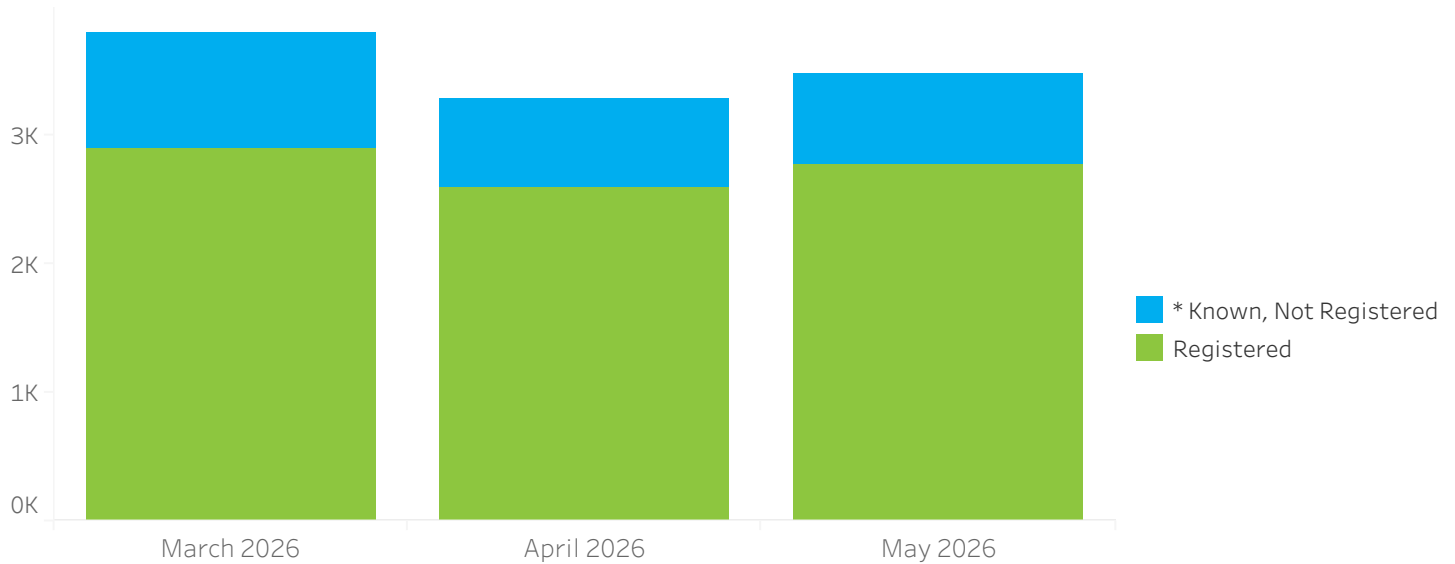
**6,619**



Average Visits per User

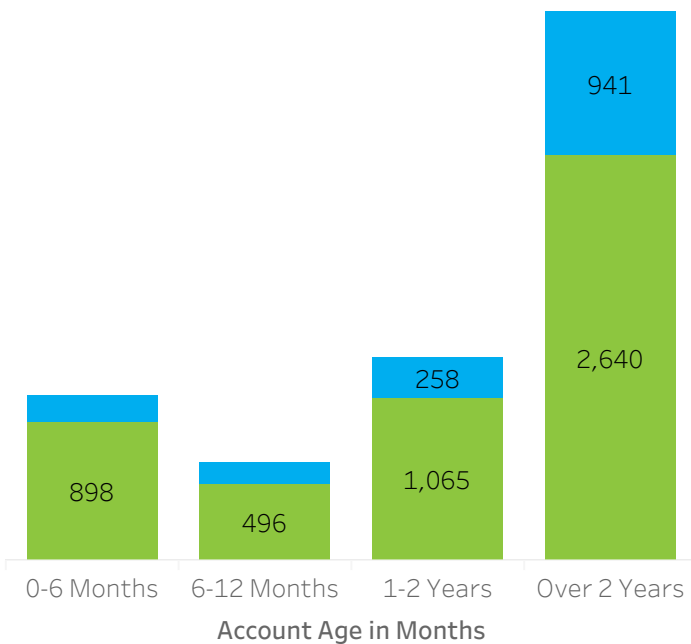
**16.0**

### Website Users

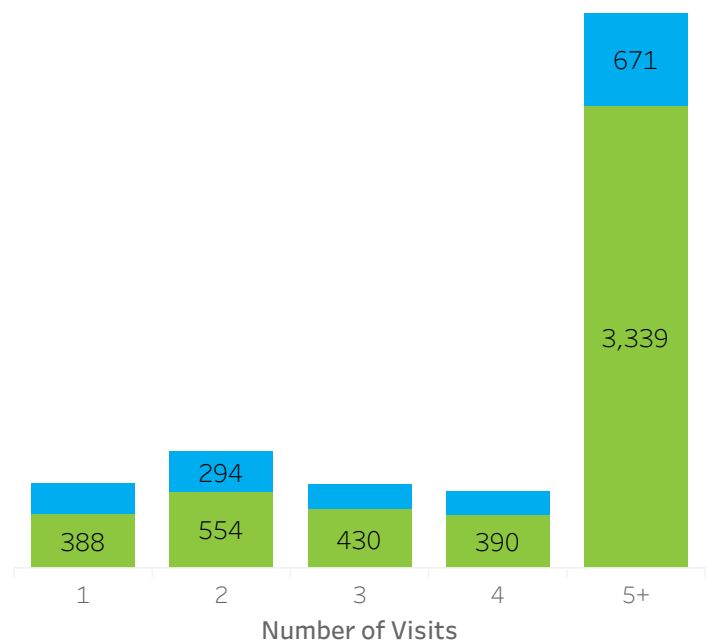


\* Users that are identified in the BNP Media database but are not registered with this website

### Known Users by Account Age



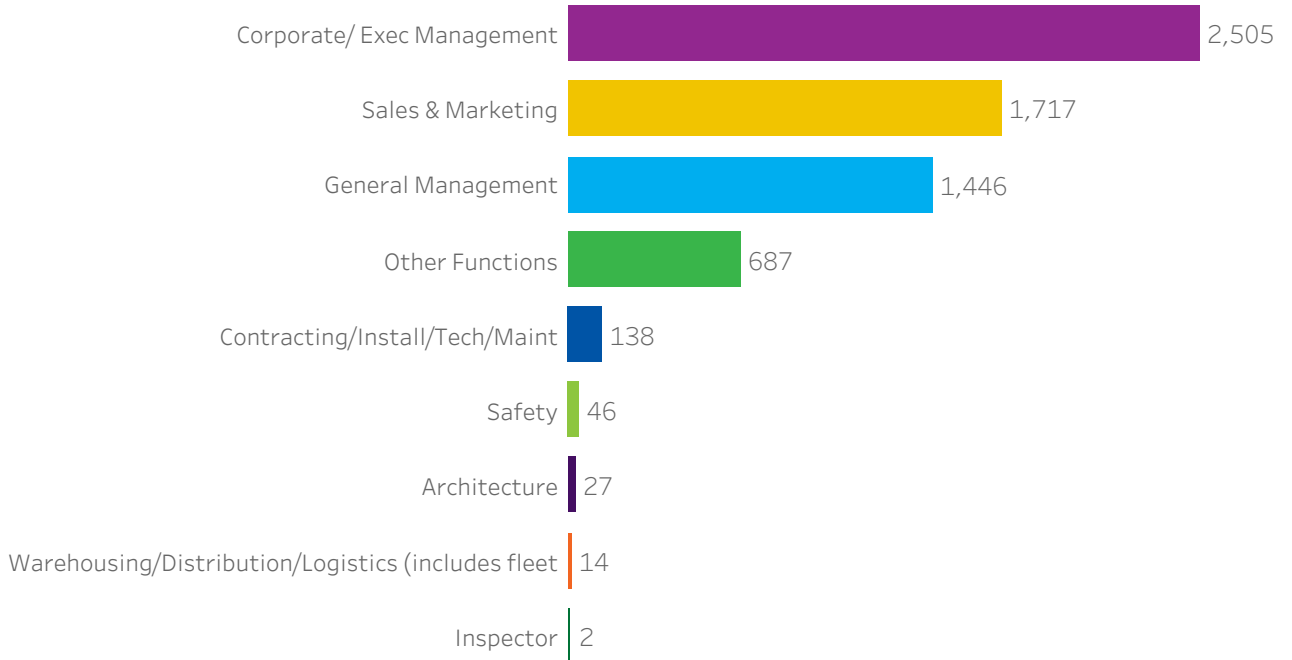
### Known Users by Visit Frequency





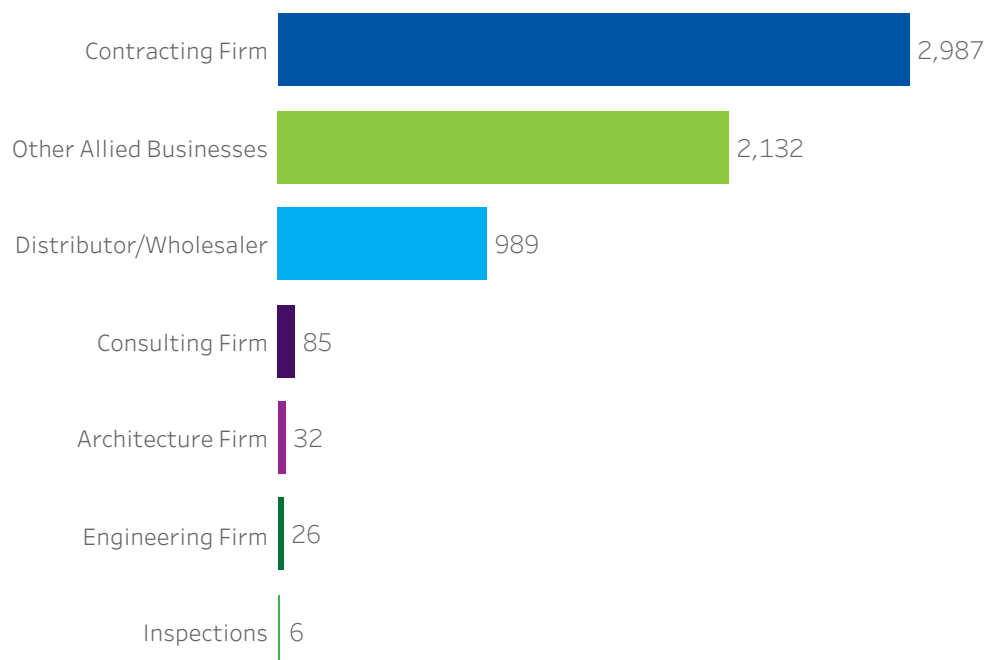
## Website - User Demographics

### Demographic - Job Function *Top 9 Shown*



6,582 or 99% of users with responses

### Demographic - Business/Industry *Top 7 Shown*



6,257 or 95% of users with responses



## Website - User Locations



% of Users Based in US

**91%**

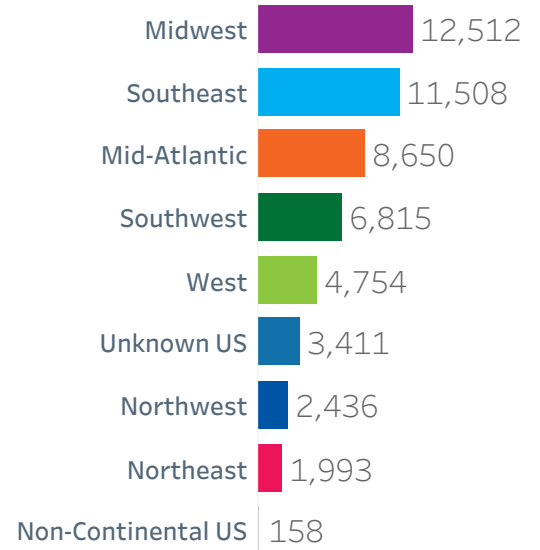
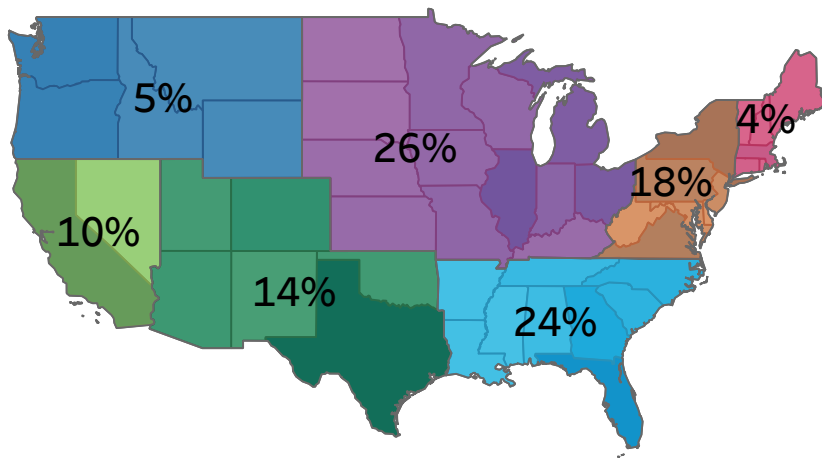


Average Monthly Users Based in US

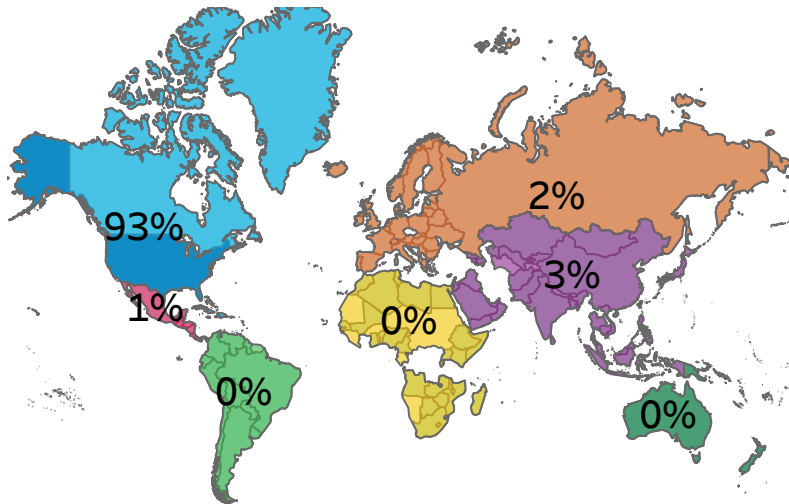
**52,236**

### Geographic - US Regions

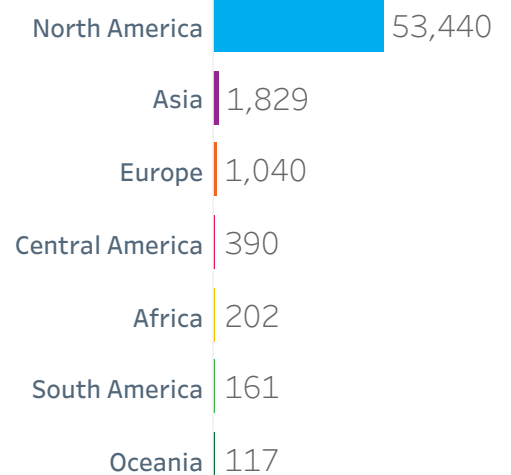
#### Unique Users by Region



### 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

**14,407**



% of Recipients Engaged

**75%**



Sends per Month

**13**

### Activity by eBlast

Sponsorship  
Type

Avg  
Delivered

Exclusive

14,660



5,791 \* Unique Opens - Single Send Avg (40%)  
15,409 \* Total Engaged Subscribers (74%)

Multi-Sponsored

13,396



5,420 \* Unique Opens - Single Send Avg (40%)  
10,655 \* Total Engaged Subscribers (58%)

**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	10.7	14,660	5,791	39.5%	143	1.0%
	Multi-Sponsored	2.7	13,396	5,420	40.5%	121	0.9%

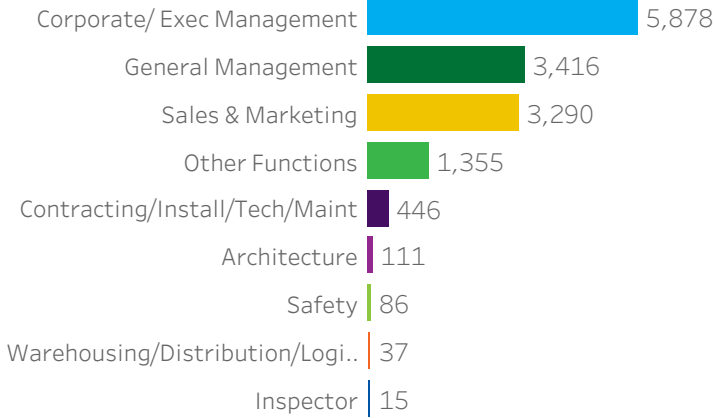
\* Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.



**Sponsored eBlasts** - Recipient Demographics & Locations

**Demographic - Job Function**

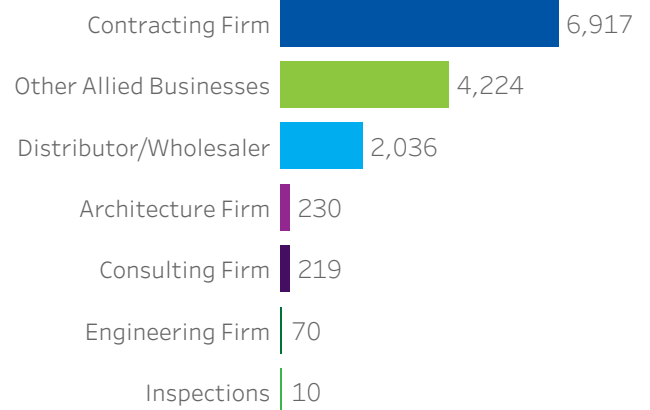
Top 9 Shown



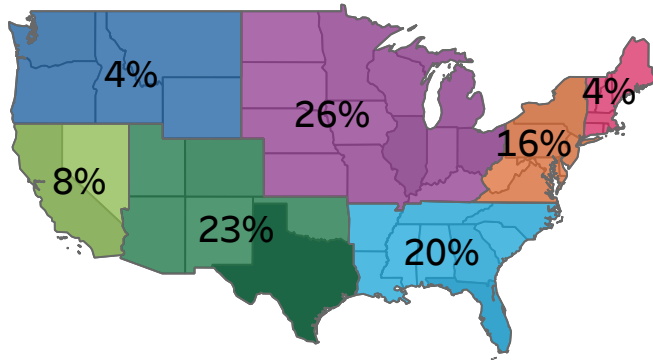
14,634 or 71% of recipients with responses

**Demographic - Business/Industry**

Top 7 Shown

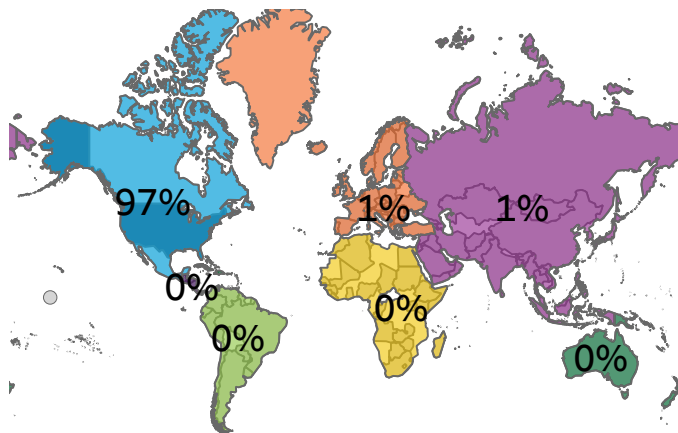
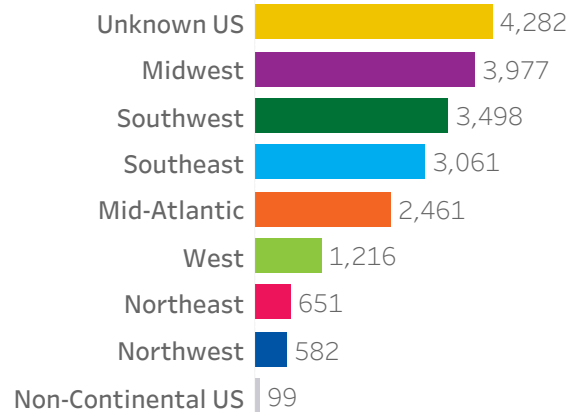


13,706 or 66% of recipients with responses



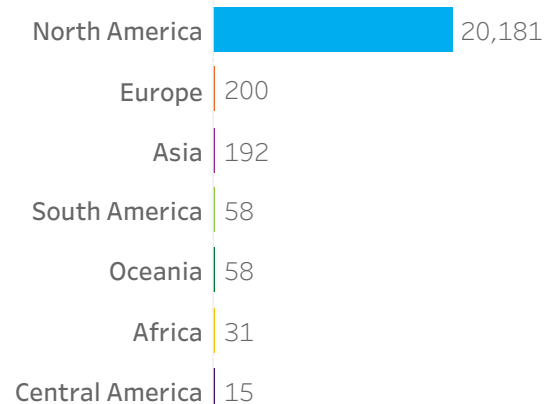
96% of recipients are located in the US

**Unique Recipients by Region**



4% 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

**67,543**



Engagements

**7,433**

### Followers by Channel



### Total Engagements



1,505



927

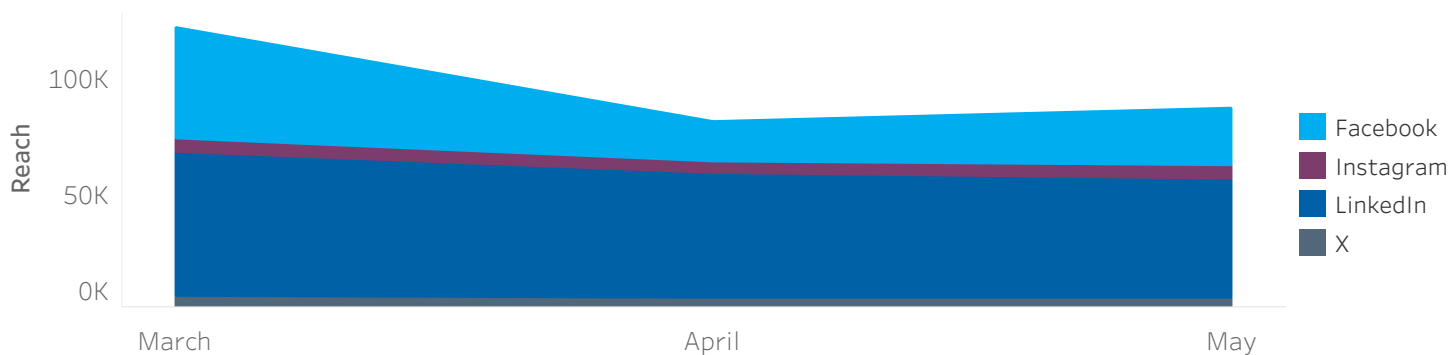


3,836



1,165

### 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

**499**



Total Events Annually

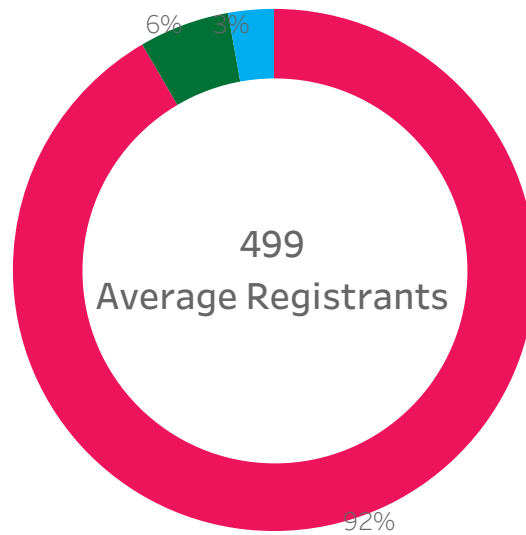
**1**



Average Registrants per Event

**499**

## Registrant Types



- Attendee
- Speaker

- Staff

## Event Registration

Best of Success

December 3, 2025



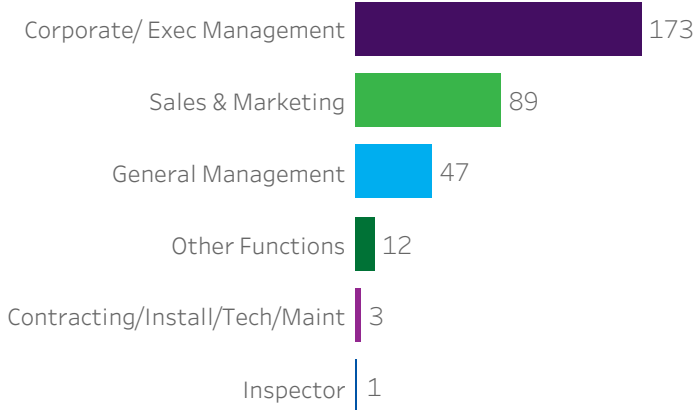
499 Registrants



# Events - Registrant Demographics & Locations

## Demographic - Job Function

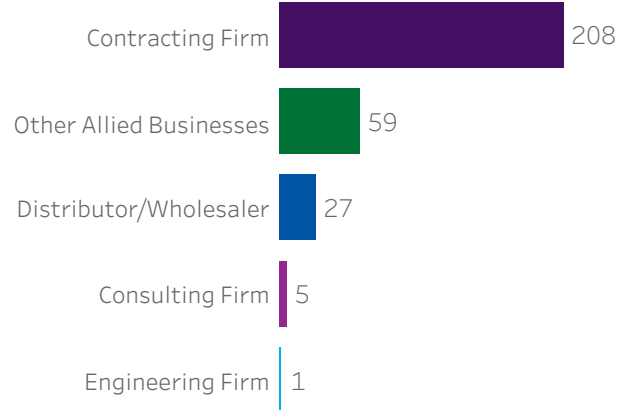
Top 6 Shown



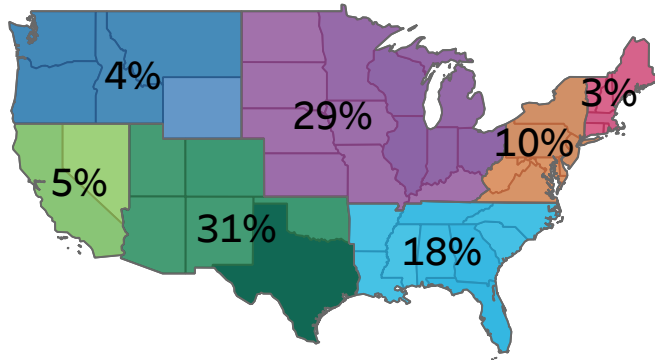
325 or 65% of registrants with responses

## Demographic - Business/Industry

Top 5 Shown

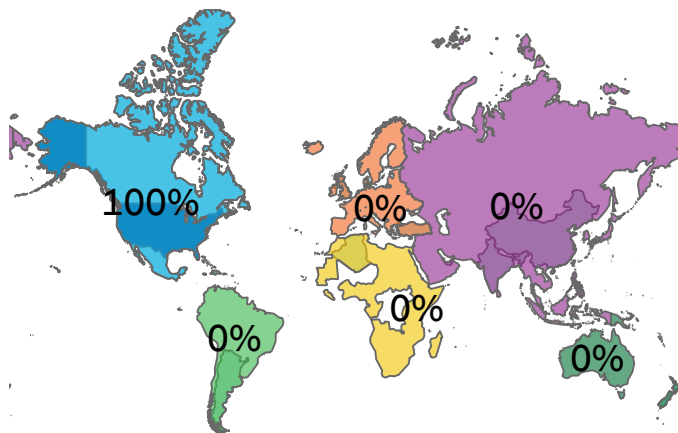
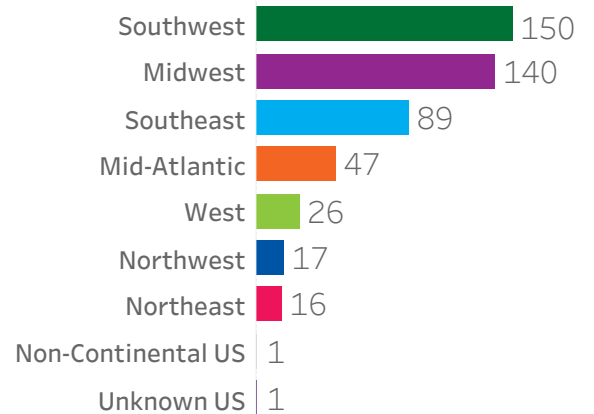


300 or 60% of registrants with responses



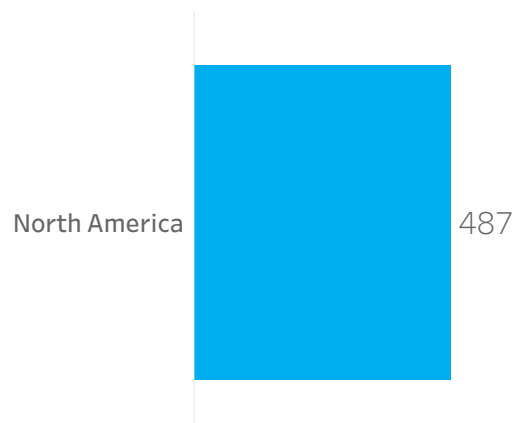
100% of registrants are located in the US

## 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

**940**



Unique Attendees

**450**



Registrant Attendance Rate

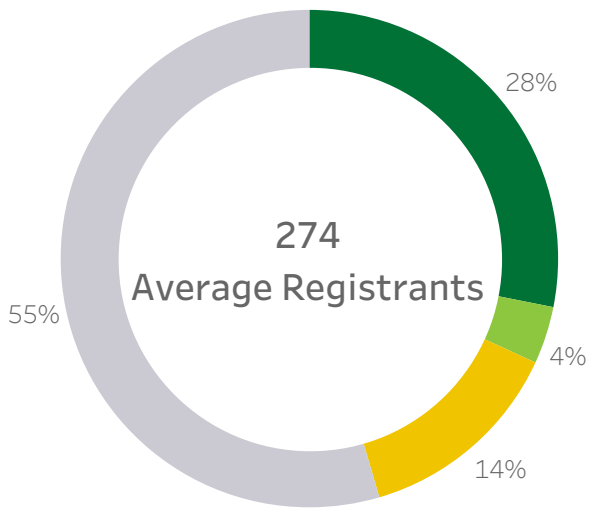
**48%**



Average Attendees per Webinar

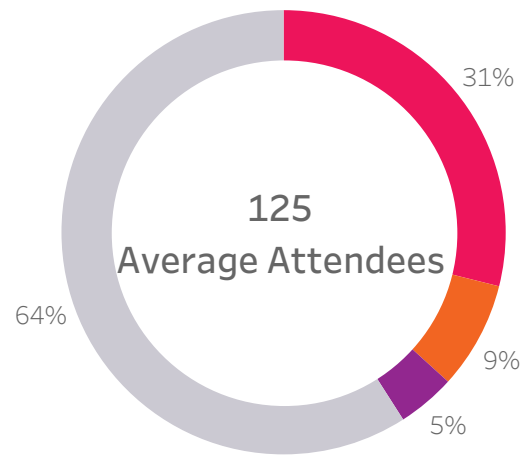
**125**

## Registrant Breakdown



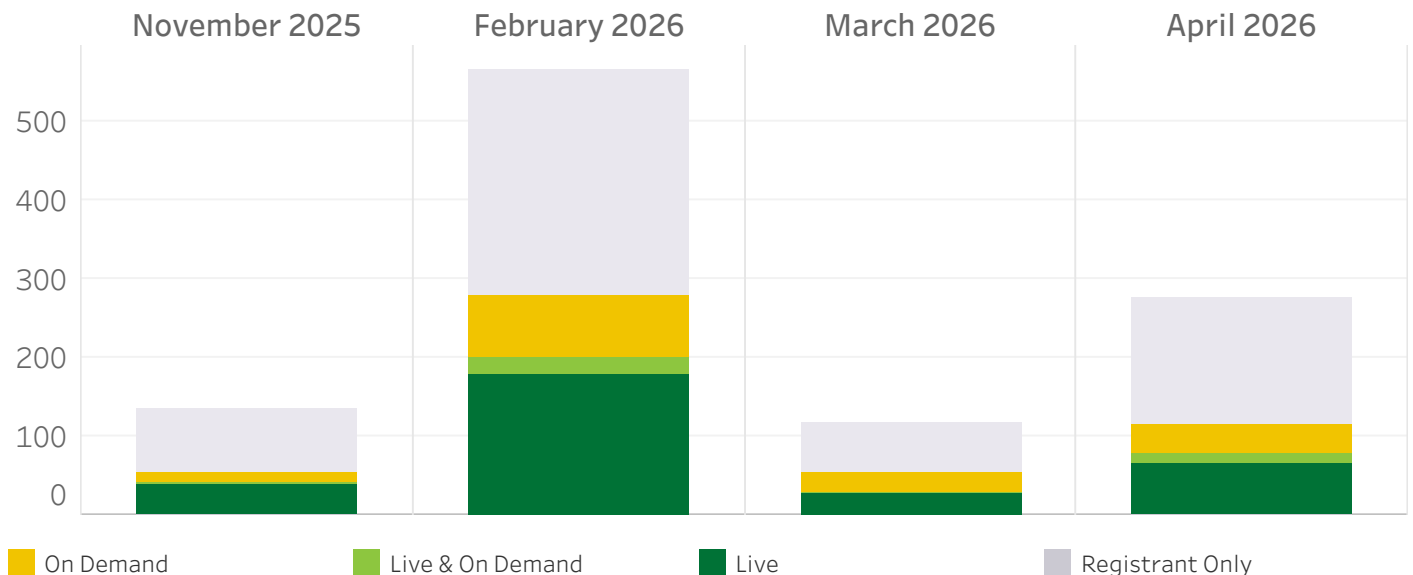
- Live
- On Demand
- Live & On Demand
- Registrant Only

## Attendee Engagement Breakdown



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

## Registration & Attendance Analysis



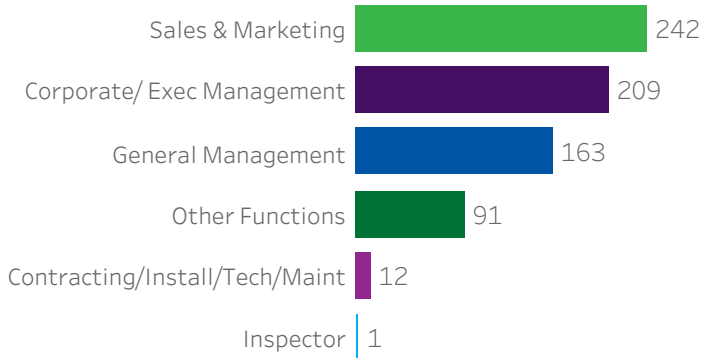
\* All data is calculated from the 4 most recent webinars



## Webinars - Registrant Demographics & Locations

### Demographic - Job Function

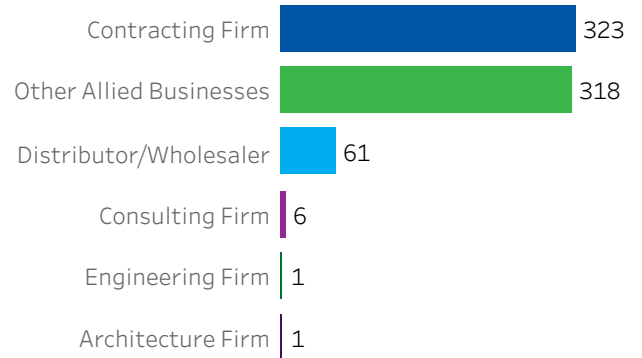
Top 6 Shown



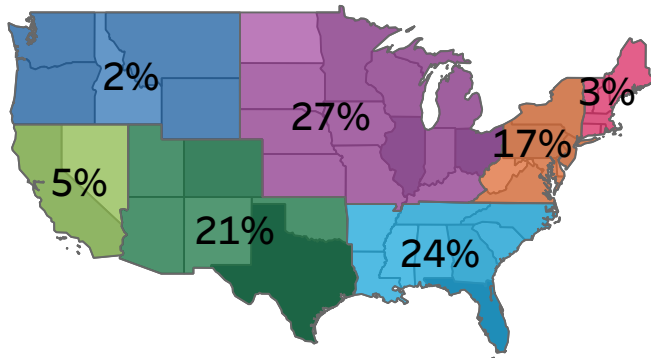
718 or 76% of registrants with responses

### Demographic - Business/Industry

Top 6 Shown

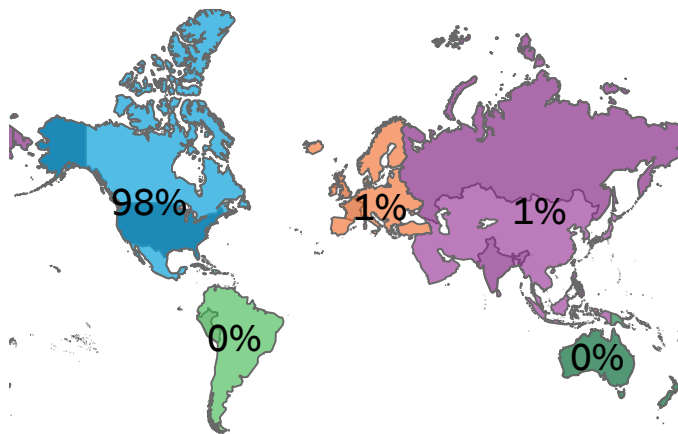
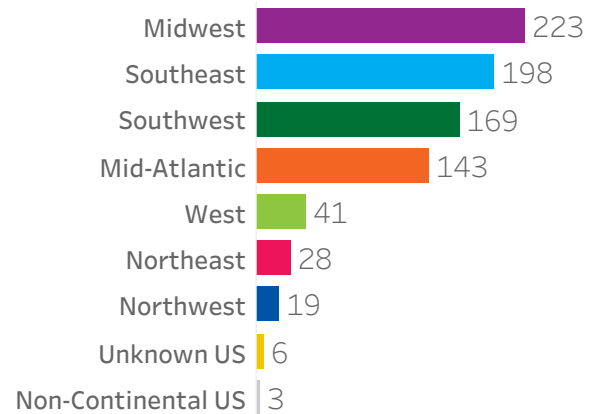


710 or 76% of registrants with responses



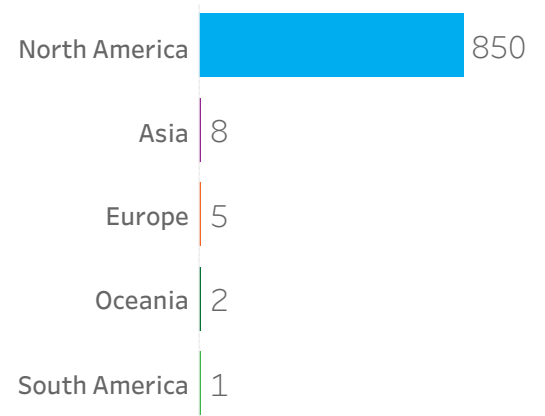
96% of registrants are located in the US

### Unique Registrants by Region



4% of registrants are located internationally

### Unique Registrants by Region



## Time Frame

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
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

## 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

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](https://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](https://falcon.io)

Single platform management and analytics for Facebook, Twitter, Instagram, LinkedIn accounts. [falcon.io](https://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](http://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](http://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](http://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