



DIGITAL AUDIENCE PROFILE

ADVERTISE WITH ENR

Engineering News-Record provides the engineering and construction news, analysis, commentary and data that construction industry professionals need to do their jobs more effectively. ENR reports on the top design firms, both architects and engineers, and the top construction companies as well as projects in the United States and around the world.

www.enr.com



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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

Engineering News-Record (ENR) is geared towards professionals in the buildings and infrastructure markets, regionally, nationally and globally.

517,911 Total Audience Reach **87,136** Unique Active Audience **79%** Engaged

Core Channels

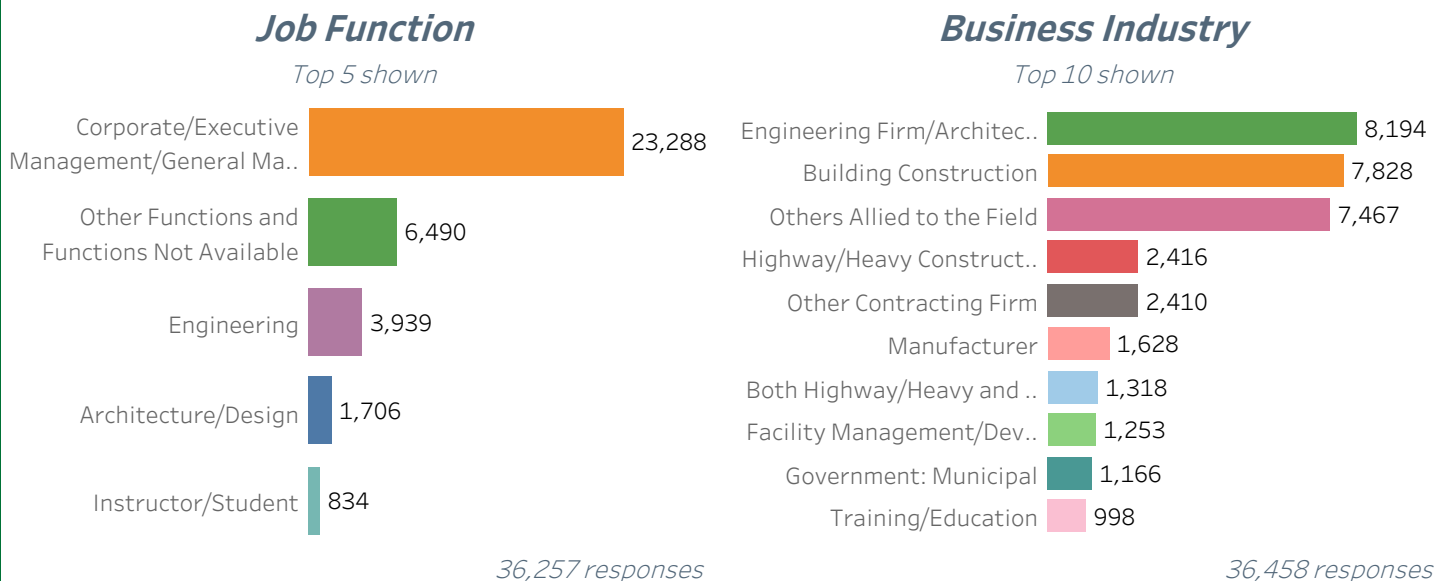
	Total Channel Audience	Unique to Channel	
Website	259,868	18,350	
Magazine	25,207	6,948	
Newsletter	42,328	14,860	

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

Additional Channels

651 Webinar Average Registrants **5,866** Unique Event Registrants **8,797** Standard eBlast Delivery **190,508** Social Media Total Followers

Demographics





Time Frame - Monthly

- 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
Magazine	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



Magazine - Summary



Total Qualified

24,245



Total Qualified Print

8,637



Total Qualified Digital

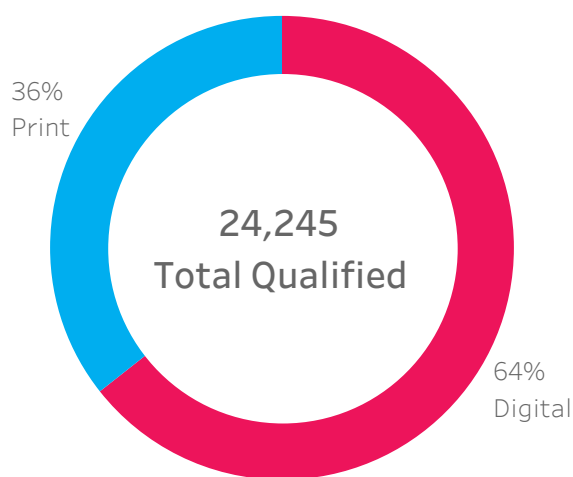
15,617



% Request

100%

Delivery Format



Total Qualified Paid and Non-Paid Circulation

Subscription Type	Total Qualified
Paid	18,235
Non-Paid	6,010

May include < 0.5% multi-copy sales



Magazine - Digital Edition Summary



Total Subscribers

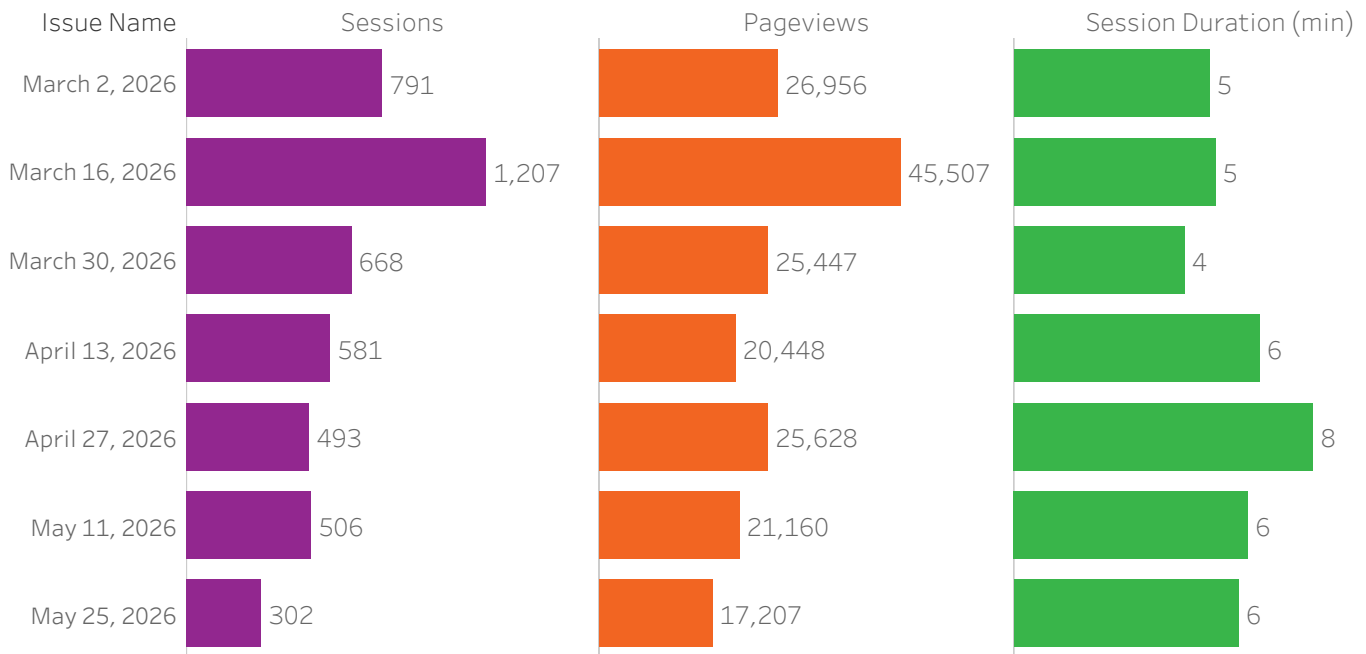
15,645



Average Issue Pageviews

26,050

Activity by Digital Edition Issue



Digital Edition Notification Email Metrics

Issue Name	Sends	Unique Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
March 2, 2026	2	16,455	5,876	35.7%	291	1.8%
March 16, 2026	2	16,235	5,023	30.9%	314	1.9%
March 30, 2026	2	15,923	5,259	33.0%	244	1.5%
April 13, 2026	2	16,132	5,426	33.6%	268	1.7%
April 27, 2026	2	15,964	5,625	35.2%	395	2.5%
May 11, 2026	2	15,738	5,760	36.6%	358	2.3%
May 25, 2026	2	15,921	5,969	37.5%	384	2.4%

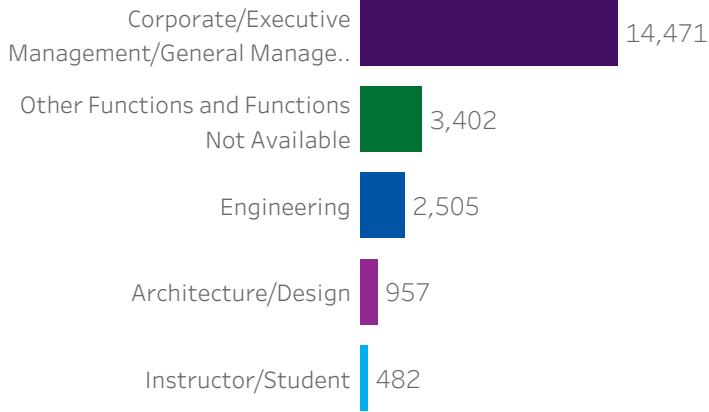
* Due to Apple Mail Privacy enabled on user devices, open rates may be inflated as of November 2021. Clicks are not impacted.



Magazine - Subscriber Demographics & Locations

Demographic - Job Function

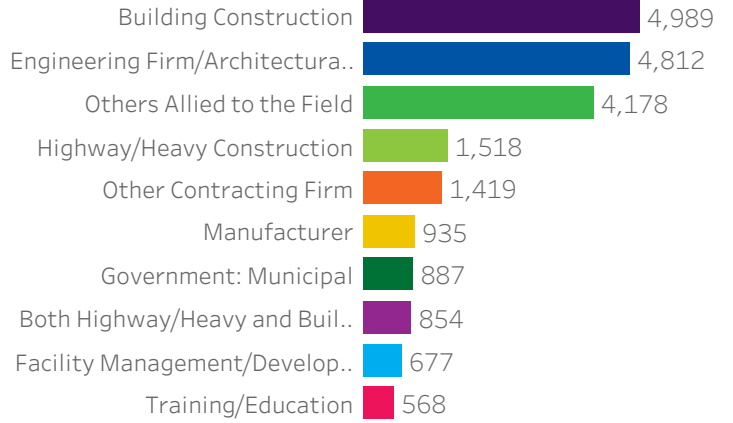
Top 5 Shown



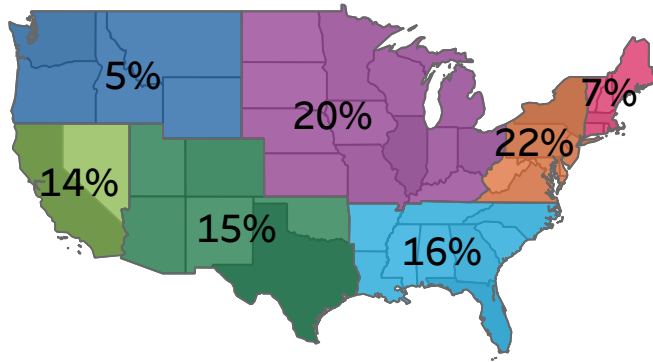
21,817 or 90% of subscribers with responses

Demographic - Business/Industry

Top 10 Shown

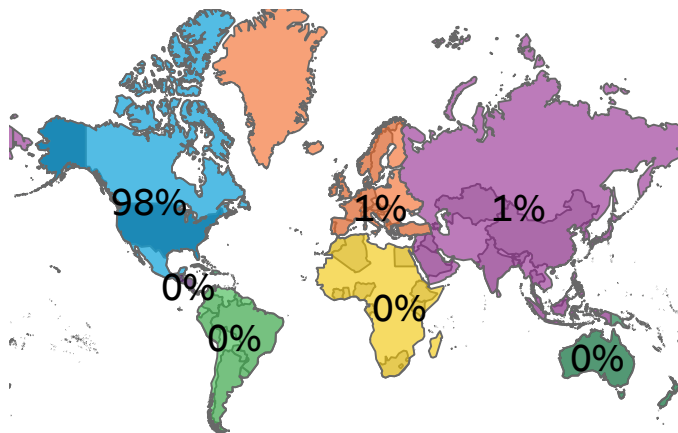
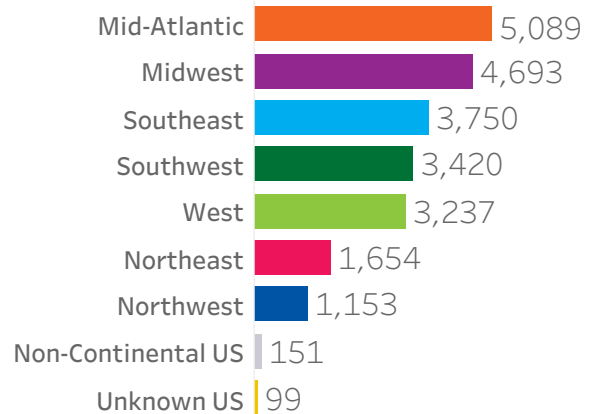


21,907 or 90% of subscribers with responses



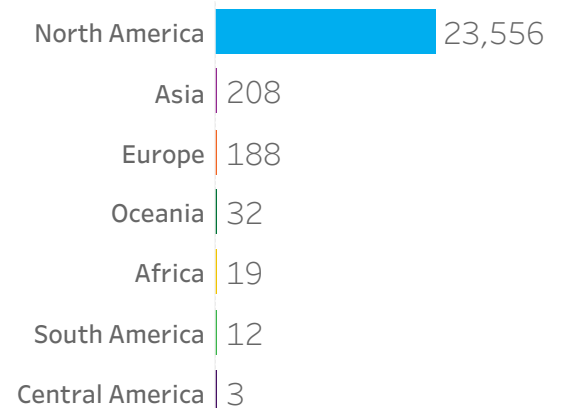
96% of subscribers are located in the US

Unique Subscribers by Region



3% of subscribers are located internationally

Unique Subscribers by Region



Time Frame

Most recent issue

KPIs

- **Total Qualified:** Total average number of subscribers who have met the business and/or function qualification parameters of the magazine.
- **Total Qualified Print:** The average number of qualified subscribers who have requested a print edition.
- **Total Qualified Digital:** The average number of qualified subscribers who have requested a digital edition.
- **Total Qualified Both:** The average number of qualified subscribers who have requested both a print and digital edition.
- **% Request:** Percentage of average qualified subscribers who have requested the magazine.

Delivery Format

- **Total Qualified:** Total average number of subscribers who have met the business and/or function qualification parameters of the magazine for the time frame shown.
- **Print:** The percentage of the average total qualified subscribers, requesting a print edition.
- **Digital:** The percentage of the average total qualified subscribers, requesting a digital edition.
- **Both:** The percentage of the average total qualified subscribers, requesting both a print and digital edition.

Total Qualified Paid and Non-Paid Circulation

- **Paid Subscriptions:** Total number of qualified subscribers who have paid for the magazine.
- **Non-Paid Subscriptions:** The number of qualified subscribers who have met the business and/or function qualification parameters of the magazine and who have not paid for the magazine.

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 digital editions.

Activity by Digital Edition Issue

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

Digital Edition Notification Email Metrics

- **Monthly Sends:** Total number of notification emails deployed per issue.
- **Delivered:** Number of unique email subscriber addresses digital edition 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 - Engagement



Active Unique Recipients

42,328



% of Recipients Engaged

85%



Sends per Month

51

Recipient Activity by Newsletter Over the Last 3 Months

Newsletter Name	Average Delivered	Engagement Data
ENR Alert Breaking News	14,023	6,748 * Unique Opens - Single Send Avg (48%) 8,298 * Total Engaged Recipients (60%)
ENR Insider	13,486	6,326 * Unique Opens - Single Send Avg (47%) 10,651 * Total Engaged Recipients (81%)
ENR FutureTech	13,596	6,691 * Unique Opens - Single Send Avg (49%) 9,886 * Total Engaged Recipients (72%)
ENR News Alert	12,855	6,249 * Unique Opens - Single Send Avg (49%) 12,103 * Total Engaged Recipients (97%)
ENR Contractor Business Strategy	11,724	5,886 * Unique Opens - Single Send Avg (50%) 7,825 * Total Engaged Recipients (66%)
ENR Energy	11,619	5,718 * Unique Opens - Single Send Avg (49%) 7,579 * Total Engaged Recipients (65%)
ENR Workforce Today	11,247	5,595 * Unique Opens - Single Send Avg (50%) 7,507 * Total Engaged Recipients (66%)
ENR Risk Review	10,380	5,211 * Unique Opens - Single Send Avg (50%) 7,695 * Total Engaged Recipients (73%)
ENR Infrastructure Intel	9,793	4,717 * Unique Opens - Single Send Avg (48%) 7,344 * Total Engaged Recipients (72%)
ENR Rankings Review	7,258	3,398 * Unique Opens - Single Send Avg (47%) 6,122 * Total Engaged Recipients (81%)
ENR East Insider	6,909	3,489 * Unique Opens - Single Send Avg (50%) 4,999 * Total Engaged Recipients (72%)
ENR West Insider	6,152	2,877 * Unique Opens - Single Send Avg (47%) 4,353 * Total Engaged Recipients (70%)
ENR Texas & Southeast Insider	6,041	3,085 * Unique Opens - Single Send Avg (51%) 4,593 * Total Engaged Recipients (76%)
ENR Midwest Insider	3,929	2,013 * Unique Opens - Single Send Avg (51%) 3,040 * Total Engaged Recipients (77%)
ENR Mountain States & Southwest Insider	3,921	1,966 * Unique Opens - Single Send Avg (50%) 2,882 * Total Engaged Recipients (73%)

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



Newsletters - Activity



Active Unique Recipients

42,328



% of Recipients Engaged

85%



Sends per Month

51

Newsletter Activity Averages

Newsletter Name	Monthly Sends	Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
ENR Alert Breaking News	0.7	14,023	6,748	48.1%	489	3.5%
ENR Insider	4.3	13,486	6,326	46.9%	601	4.5%
ENR FutureTech	2.0	13,596	6,691	49.2%	250	1.8%
ENR News Alert	21.3	12,855	6,249	48.6%	676	5.3%
ENR Contractor Business Strategy	1.0	11,724	5,886	50.2%	531	4.5%
ENR Energy	1.0	11,619	5,718	49.2%	316	2.7%
ENR Workforce Today	1.0	11,247	5,595	49.7%	439	3.9%
ENR Risk Review	2.0	10,380	5,211	50.2%	460	4.4%
ENR Infrastructure Intel	2.0	9,793	4,717	48.2%	435	4.4%
ENR Rankings Review	4.3	7,258	3,398	46.8%	223	3.1%
ENR East Insider	2.0	6,909	3,489	50.5%	237	3.4%
ENR West Insider	2.3	6,152	2,877	46.8%	265	4.3%
ENR Texas & Southeast Insider	2.3	6,041	3,085	51.1%	275	4.6%
ENR Midwest Insider	2.3	3,929	2,013	51.2%	227	5.8%
ENR Mountain States & Southwest Insider	2.0	3,921	1,966	50.1%	151	3.9%

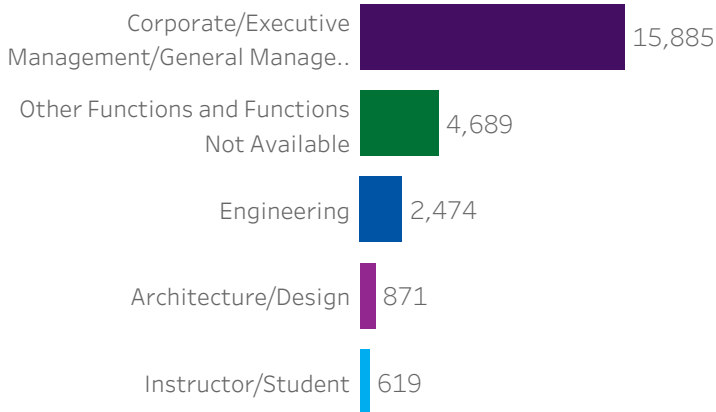
* Due to Apple Mail Privacy enabled on user devices, open rates may be inflated as of November 2021. Clicks are not impacted.



Newsletters - Recipient Demographics & Locations

Demographic - Job Function

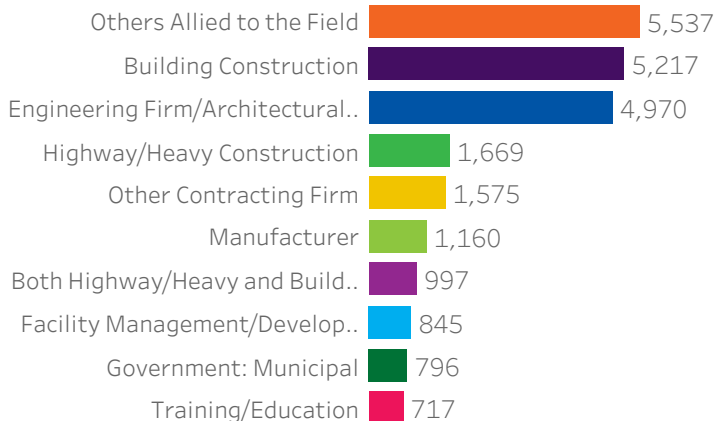
Top 5 Shown



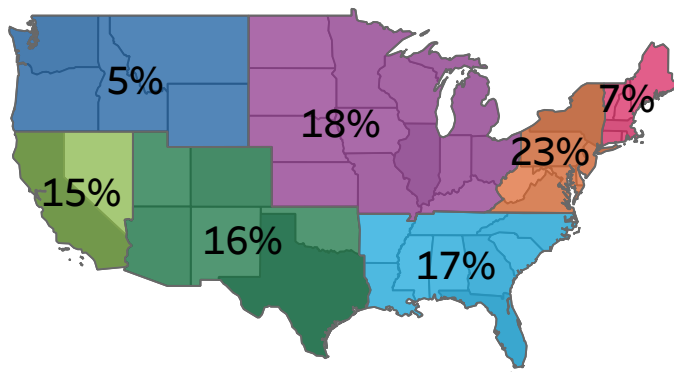
24,532 recipients with responses

Demographic - Business/Industry

Top 10 Shown

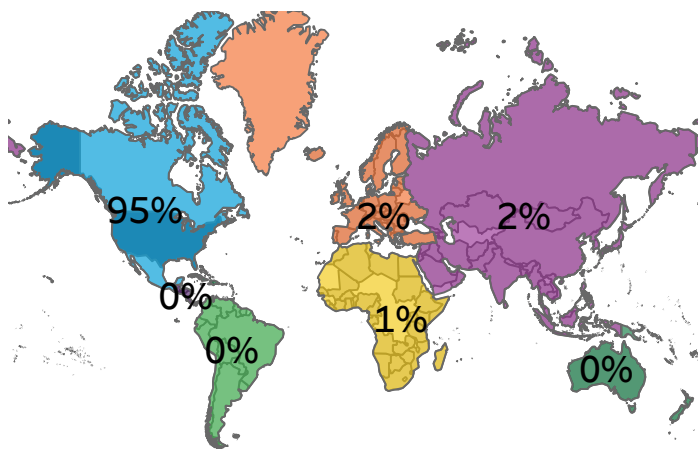
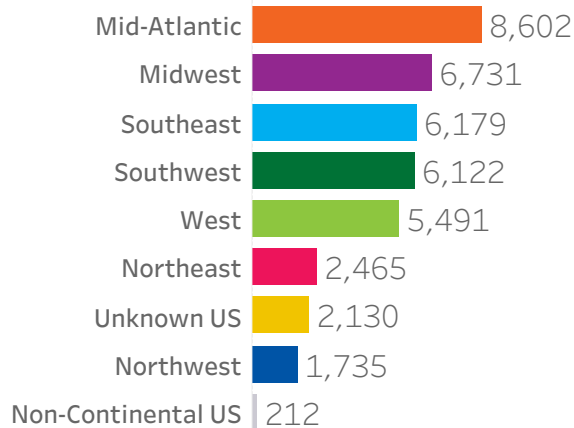


24,686 recipients with responses



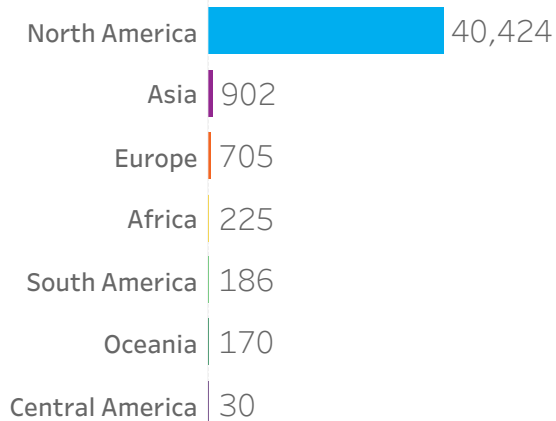
93% of recipients are located in the US

Unique Recipients by Region



7% of recipients are located internationally

Unique Recipients by Region





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.enr.com



Average Monthly Users

266,278



Average Monthly Sessions

340,371



Average Monthly Pageviews

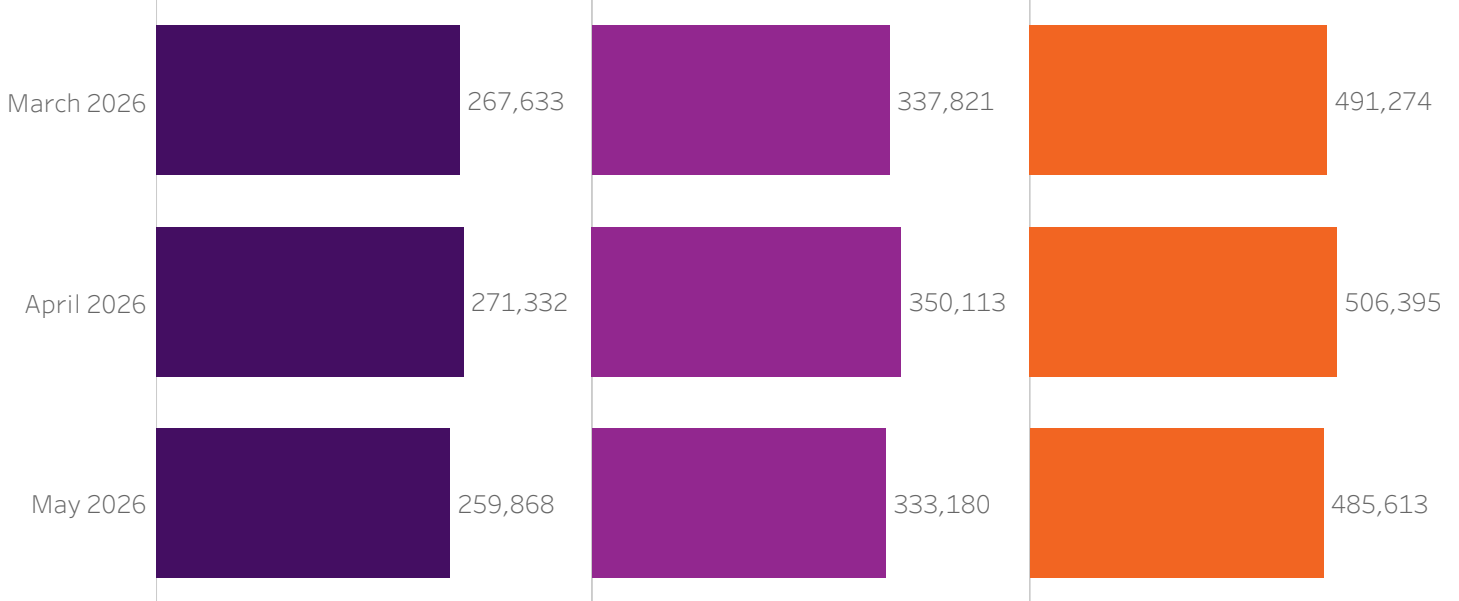
494,427

Monthly Website Statistics

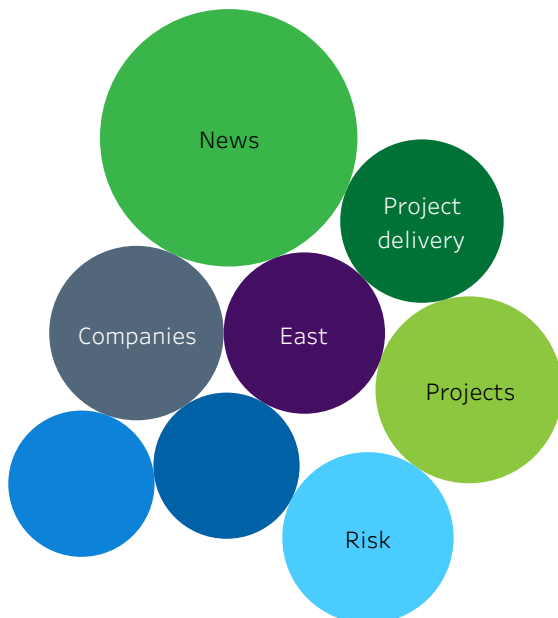
Unique Users

Sessions

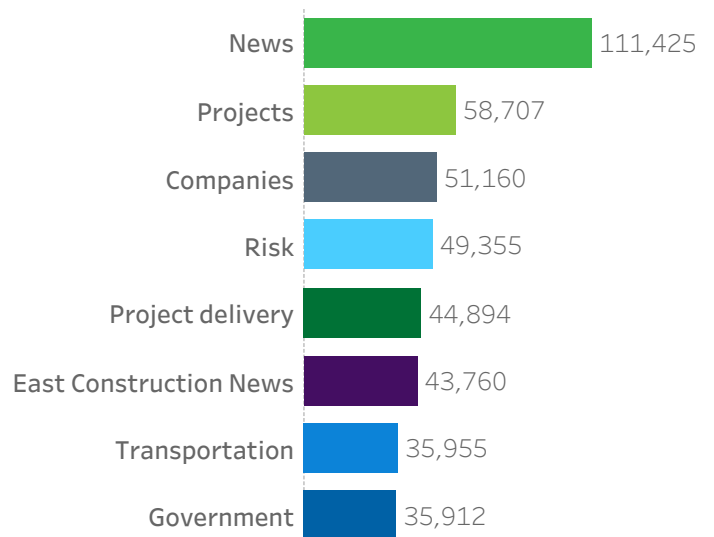
Pageviews



Top 8 Content Topics Viewed



Average Monthly Pageviews





Website - Known User Activity



Active Registered Users

9,101



Active Known Users

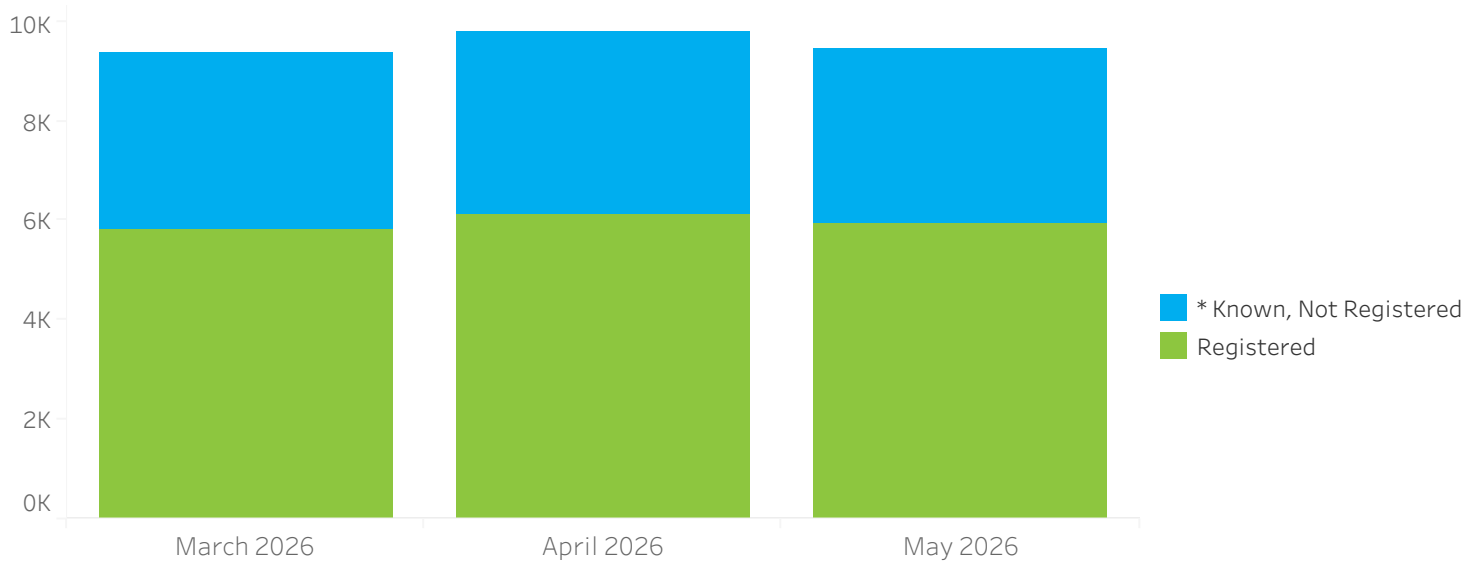
14,516



Average Visits per User

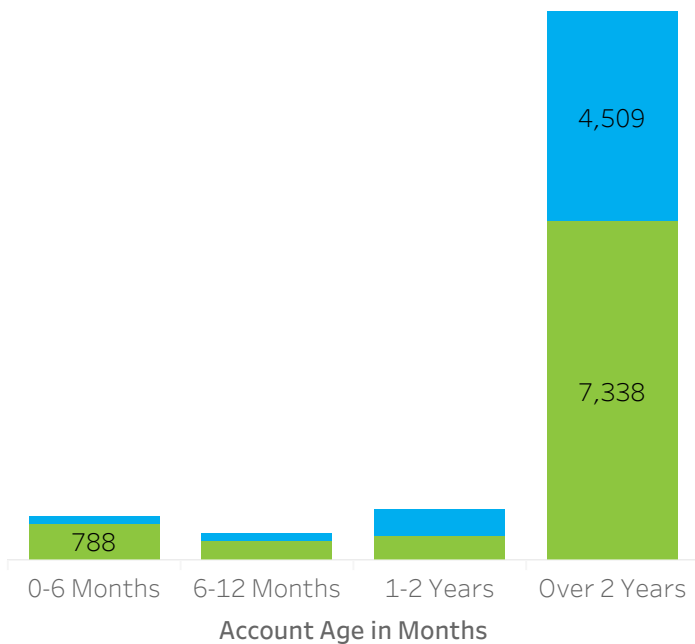
38.5

Website Users

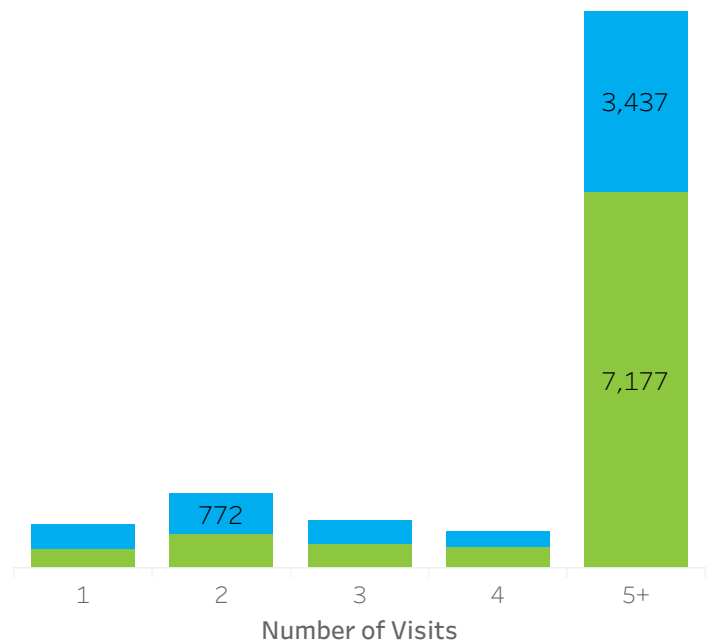


* Users that are identified in the BNP Media database but are not registered with this website

Known Users by Account Age



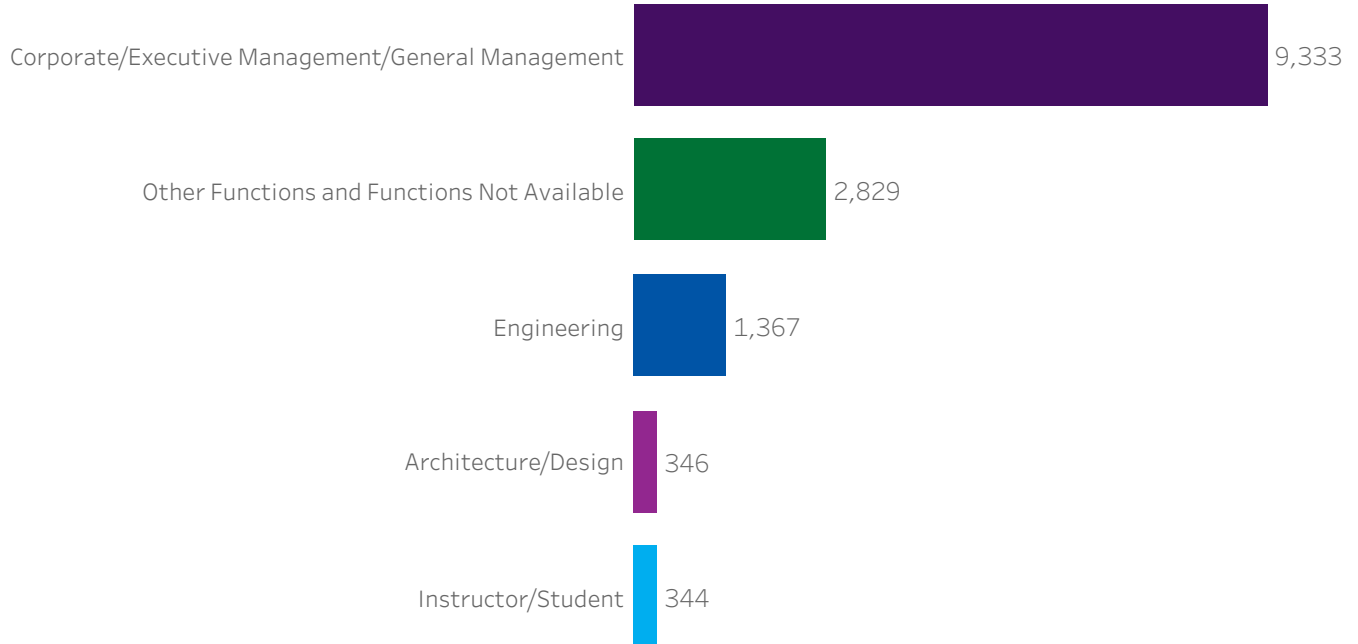
Known Users by Visit Frequency





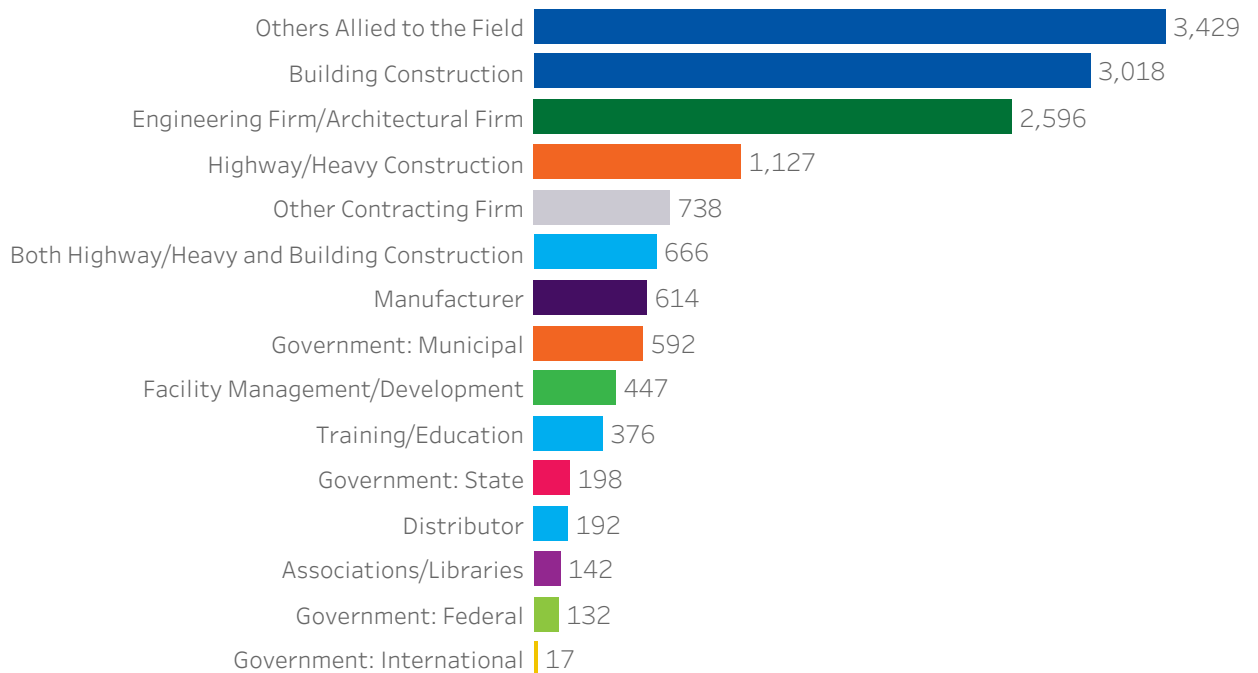
Website - User Demographics

Demographic - Job Function *Top 5 Shown*



14,219 or 98% of users with responses

Demographic - Business/Industry *Top 15 Shown*



14,284 or 98% of users with responses



Website - User Locations



% of Users Based in US

88%

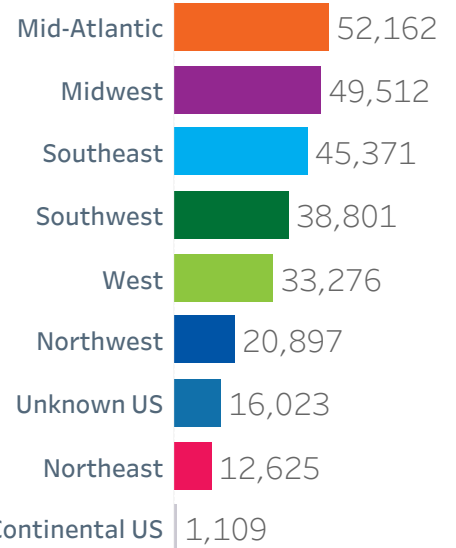
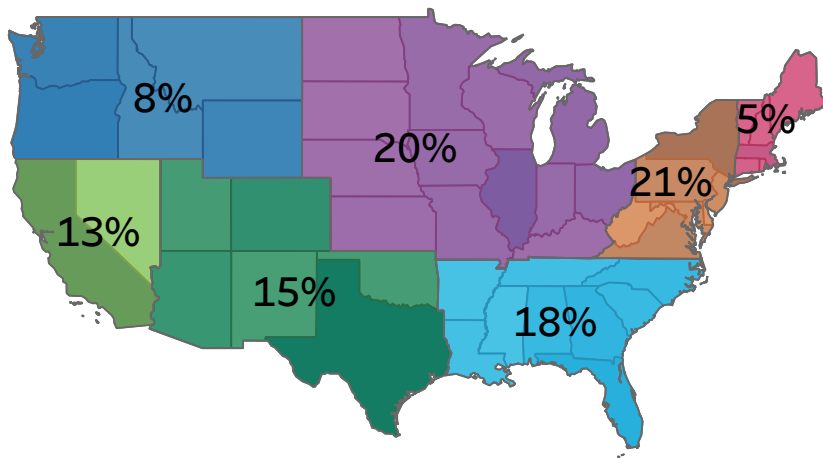


Average Monthly Users Based in US

269,777

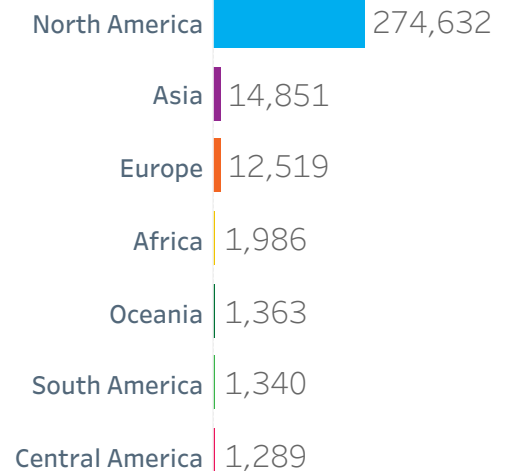
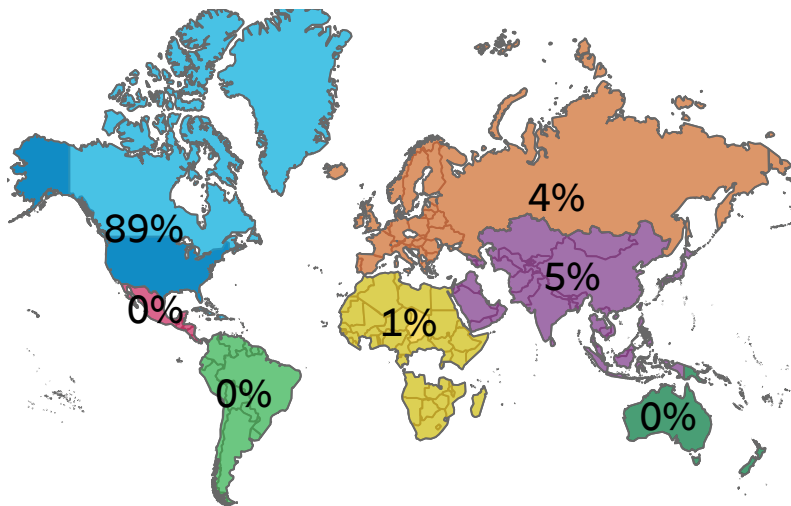
Geographic - US Regions

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

11,831



% of Recipients Engaged

60%



Sends per Month

12

Activity by eBlast

Sponsorship
Type

Avg
Delivered

Exclusive

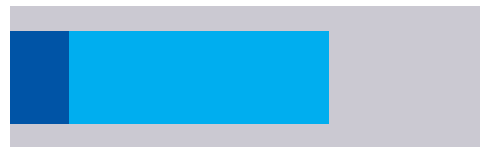
14,153



5,613 * Unique Opens - Single Send Avg (40%)
22,026 * Total Engaged Subscribers (55%)

Multi-Sponsored

10,171



3,906 * Unique Opens - Single Send Avg (38%)
21,128 * Total Engaged Subscribers (53%)

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
Engineering News Record	Exclusive	5.0	14,153	5,613	39.7%	148	1.0%
	Multi-Sponsored	7.0	10,171	3,906	38.4%	104	1.0%

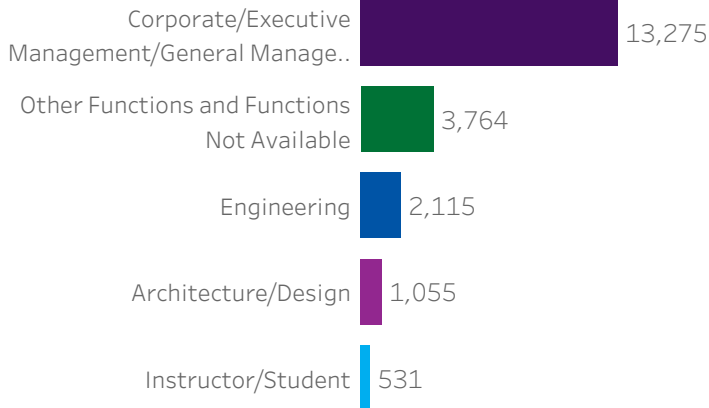
* Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.



Sponsored eBlasts - Recipient Demographics & Locations

Demographic - Job Function

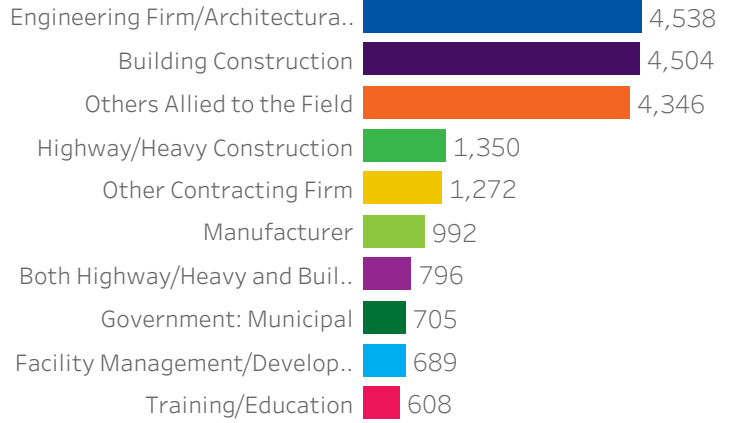
Top 5 Shown



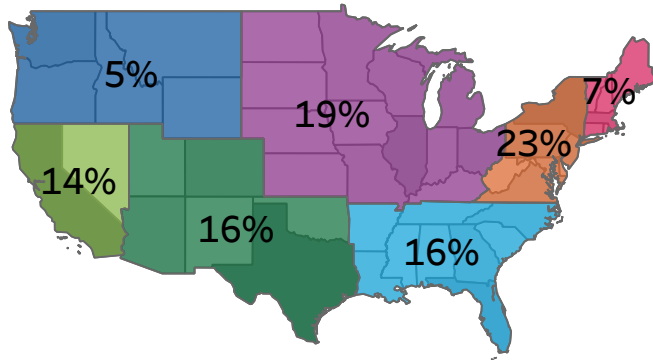
20,740 or 49% of recipients with responses

Demographic - Business/Industry

Top 10 Shown

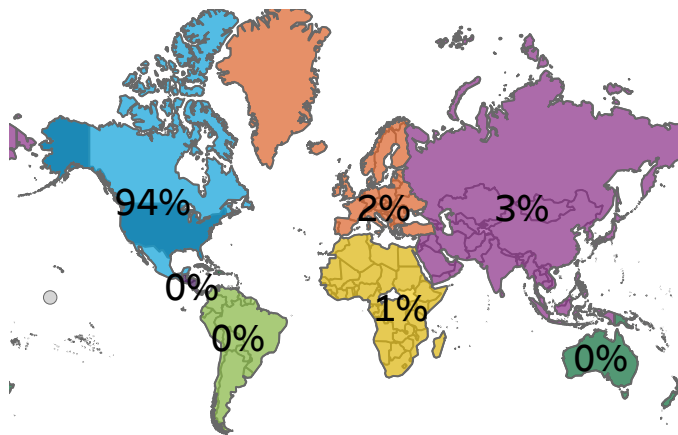
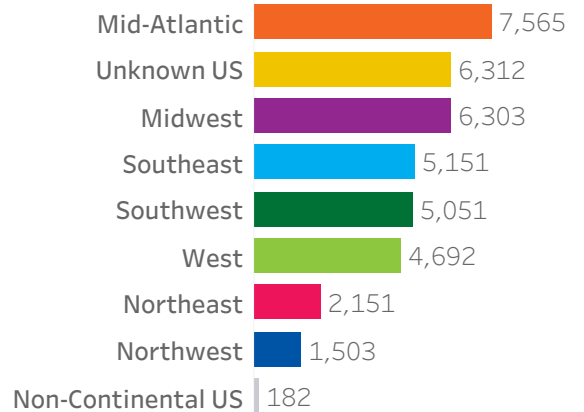


20,792 or 49% of recipients with responses



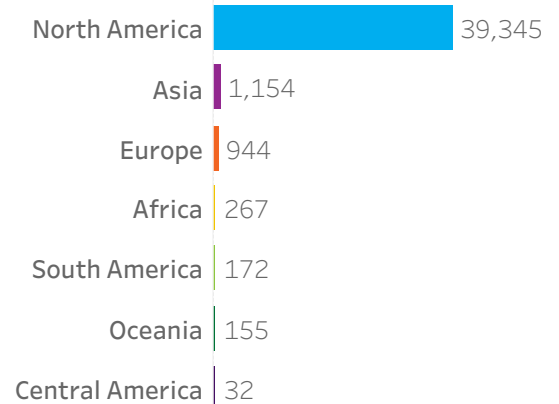
92% of recipients are located in the US

Unique Recipients by Region



8% 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

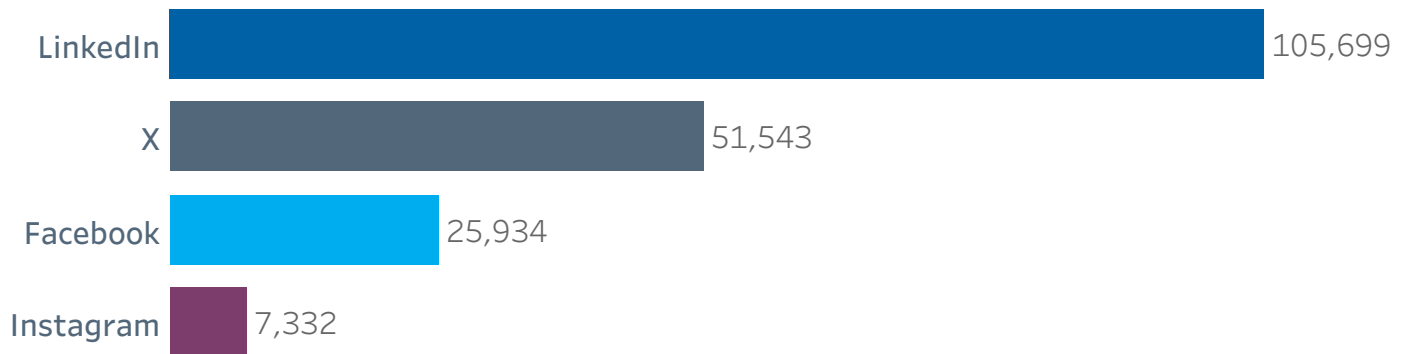
190,508



Engagements

24,213

Followers by Channel



Total Engagements



1,779



333

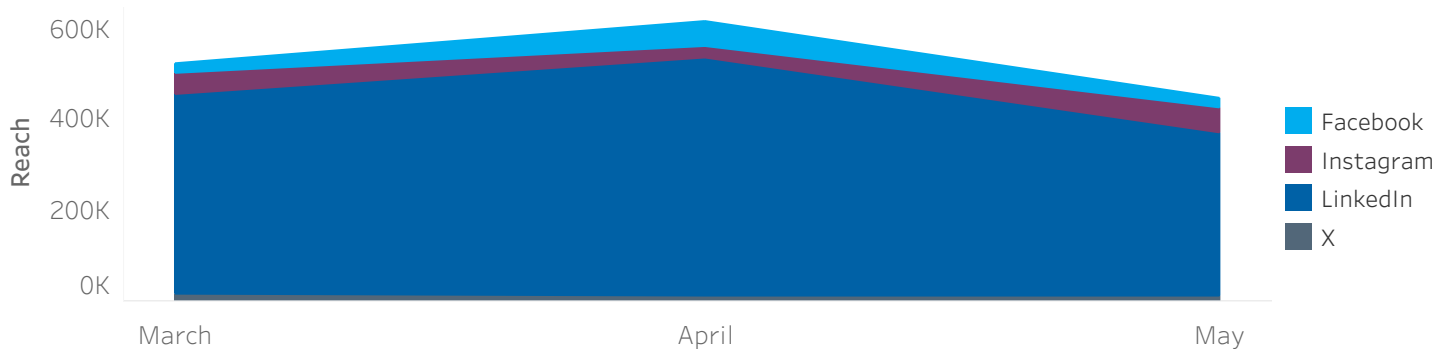


20,048



2,053

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

6,126



Total Events Annually

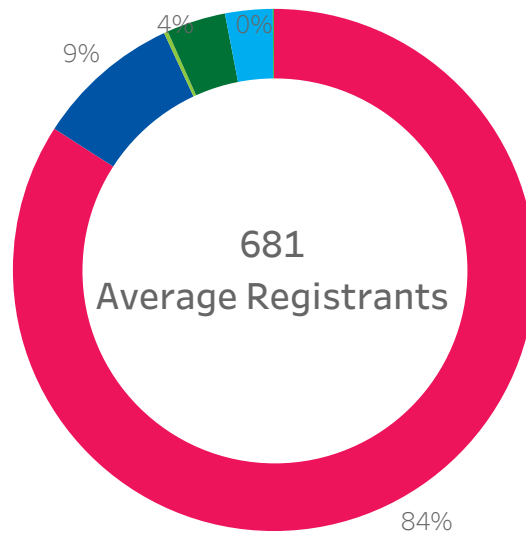
9



Average Registrants per Event

681

Registrant Types



Attendee
Exhibitor/Sponsor

Press
Speaker

Staff
Student

Event Registration

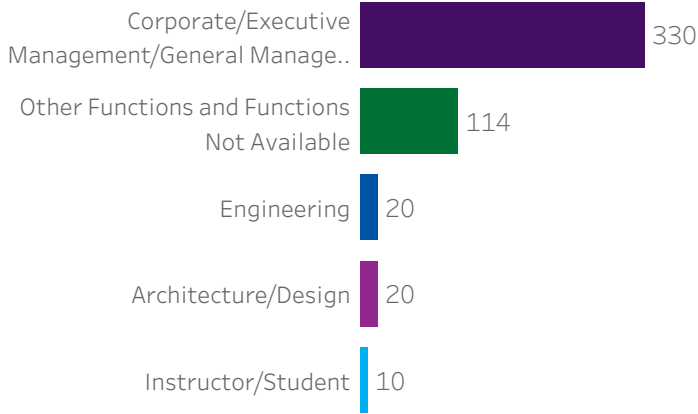
ENR Emerging Leaders Forum	March 18, 2024	140 Registrants
Groundbreaking Women In Construction E..	February 24, 2025	321 Registrants
Groundbreaking Women In Construction	June 8, 2025	612 Registrants
Port Authority of New York & New Jersey	September 15, 2025	408 Registrants
ENR Regional Best Projects	October 16, 2025	2,805 Registrants
Seattle Infrastructure Forum	October 20, 2025	428 Registrants
LA Infrastructure Forum	November 3, 2025	366 Registrants
ENR Award of Excellence	March 26, 2026	416 Registrants
ENR FutureTech	May 4, 2026	630 Registrants



Events - Registrant Demographics & Locations

Demographic - Job Function

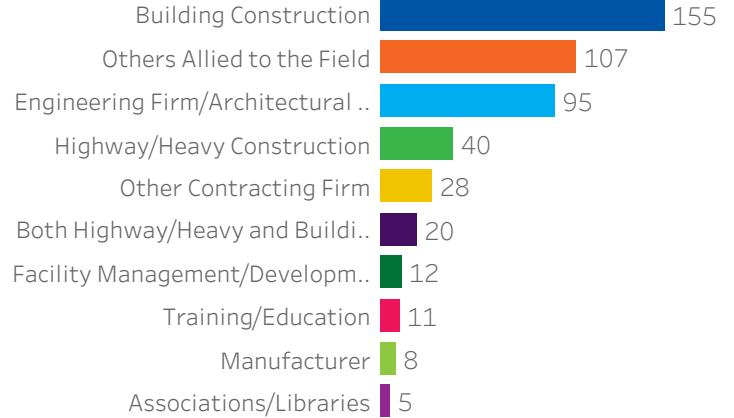
Top 5 Shown



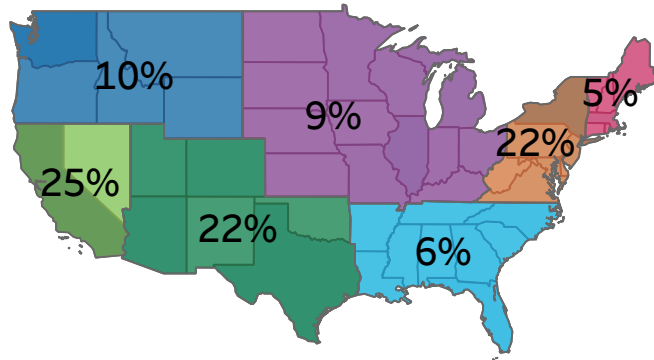
494 or 8% of registrants with responses

Demographic - Business/Industry

Top 10 Shown

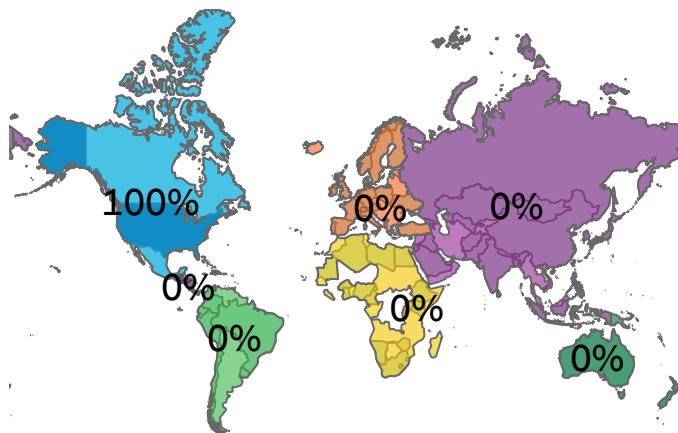
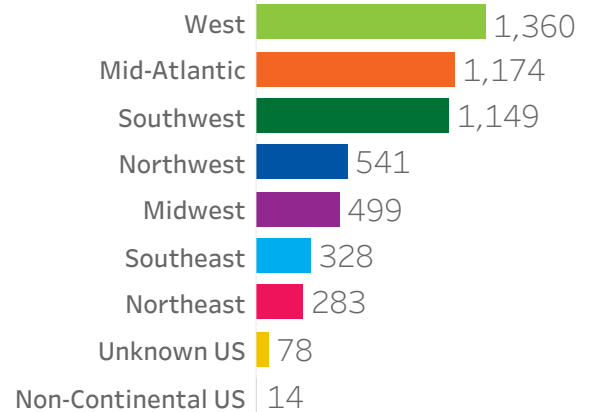


492 or 8% of registrants with responses



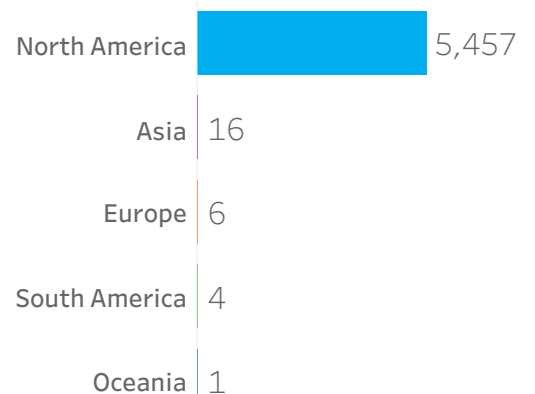
99% of registrants are located in the US

Unique Registrants by Region



1% 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

3,939



Unique Attendees

1,999



Registrant Attendance Rate

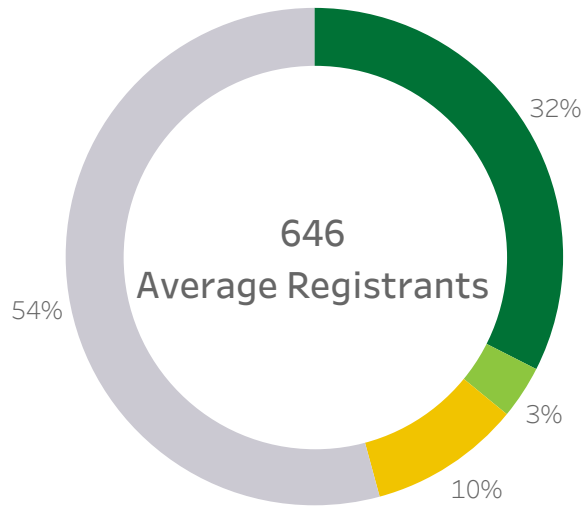
51%



Average Attendees per Webinar

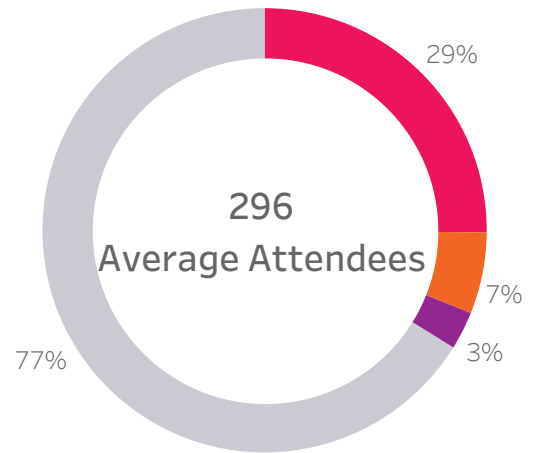
296

Registrant Breakdown



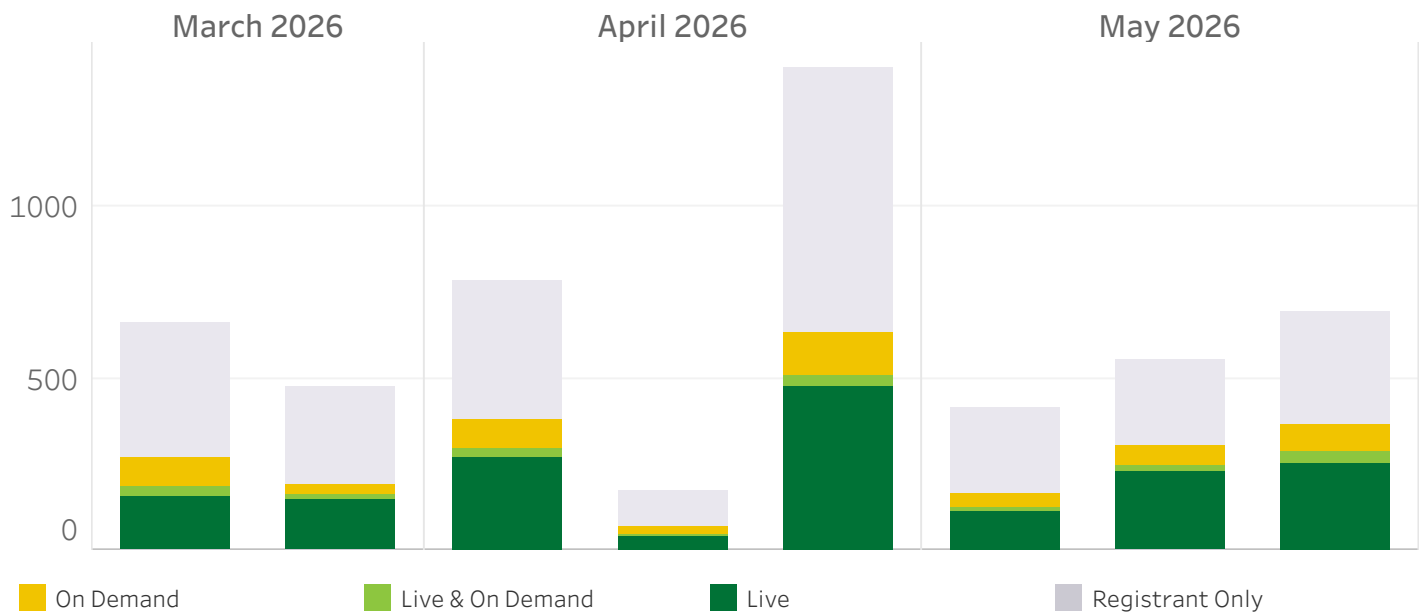
- Live
- On Demand
- Live & On Demand
- Registrant Only

Attendee Engagement Breakdown



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

Registration & Attendance Analysis

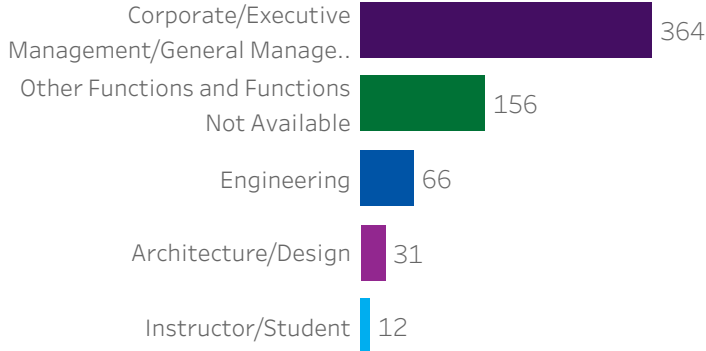




Webinars - Registrant Demographics & Locations

Demographic - Job Function

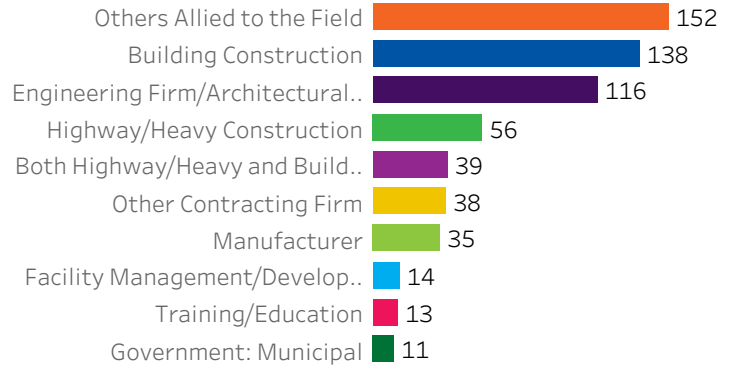
Top 5 Shown



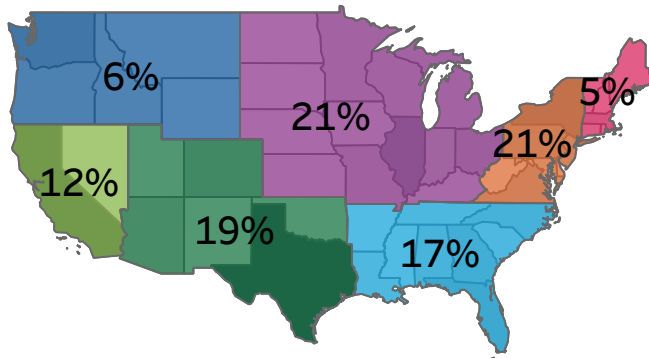
629 or 16% of registrants with responses

Demographic - Business/Industry

Top 10 Shown

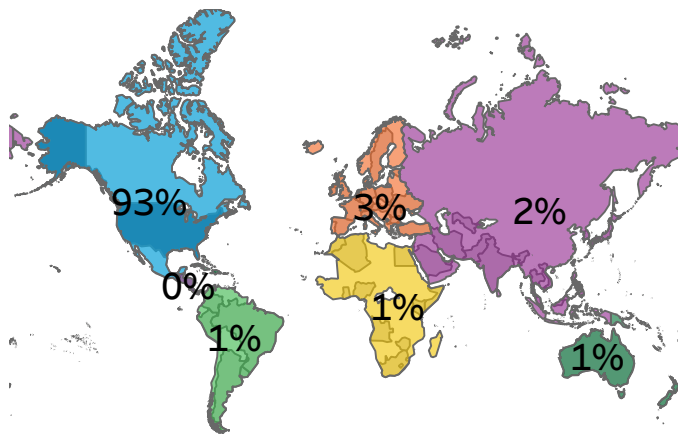
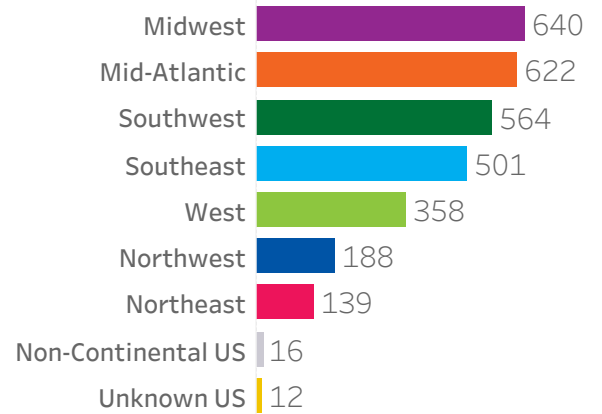


638 or 16% of registrants with responses



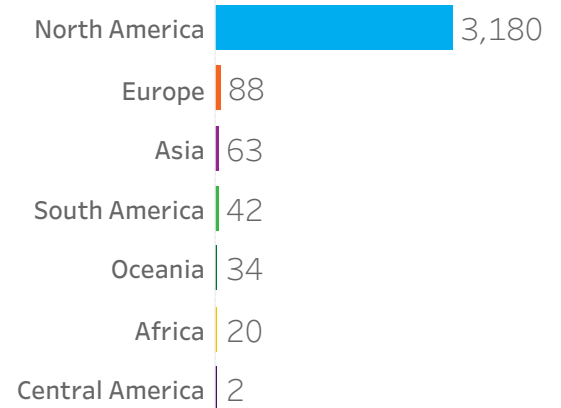
89% of registrants are located in the US

Unique Registrants by Region



11% 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/Design

Architecture

Design

Corporate/Executive Management/General Management

Corporate/Executive Management

General Management

Engineering

Engineering

Instructor/Student

Instructor

Student

Other Functions and Functions Not Available

Consulting

Contracting

None of the Above

OLD-Purchasing

OLD-Sales & Marketing

OLD-Surveying/Geomatics

Other (please specify)

Audience Profile Glossary

DEMOGRAPHICS APPENDIX (BUSINESS INDUSTRY)

Display Name	Included Demographics
Associations/Libraries	Associations/Libraries
Both Highway/Heavy and Building Construction	Both Highway/Heavy and Building Construction
Building Construction	Building Construction
Distributor	Distributor
Engineering Firm/Architectural Firm	Architecture Firm Engineering Firm OLD-Consulting/Engineering
Facility Management/Development	Owners/Facility Management/Development
Government: Federal	Government: Federal
Government: International	Government: International
Government: Municipal	Government: Municipal
Government: State	Government: State
Highway/Heavy Construction	Highway/Heavy Construction
Manufacturer	Manufacturer
Other Contracting Firm	OLD-Contracting Firm Other Contracting
Others Allied to the Field	Consulting Firm None of the Above OLD-Interior Design Firm OLD-Retailer OLD-Surveying OLD-Utilities Other (please specify)
Training/Education	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

Social Media

- **All Pages:** All data

Building Media Inc. - *buildingmedia.com*

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

Usage by Report Section

Audience Profile

- **Continuing Education:** Active Registered Users

Continuing Education

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

Aventri - *aventri.com*

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

Usage by Report Section

Audience Profile

- **Events:** Average Attendees per Event

Events

- **Event Overview:** All data

Intrado - *intrado.com*

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

Usage by Report Section

Audience Profile

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

Webinars

- **Webinars Overview:** All data