



**Established 1958**  
**Issues Per Year: 11**  
**Issues This Report: 11**









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PUBLICATION DESCRIPTION
<i>CONSULTING-SPECIFYING ENGINEER</i> reaches management and engineering professionals who design, specify and commission mechanical, electrical, plumbing, fire/life safety and control systems for non-residential buildings. Consulting-Specifying Engineer covers issues from sustainability to safety and from design and specification to lifecycle performance. Consulting-Specifying Engineer reaches its audience through its magazine, eNewsletters, the www.csemag.com website, educational webcasts and Social Media.

FIELD SERVED/DEFINITION OF RECIPIENT QUALIFICATION
<i>CONSULTING-SPECIFYING ENGINEER</i> serves consulting engineering firms, design/build, construction and contracting firms, engineering/architectural firms, architectural/engineering firms, in-house engineering for government agencies, public utilities, industrial firms, commercial firms, institutions and others allied to the field.  Qualified recipients are management, engineering management and engineers who specify, design or make mechanical and/or electrical product selections in new construction or modernization projects.



**AUDIENCE REACH: JANUARY 1, 2016 – DECEMBER 31, 2016**

					
Magazine	E-Newsletter	Website	Webcasts	E-Guides	Social Media
<p><b>11 Issues per year</b></p> <p>Average Total Monthly Qualified Unduplicated Magazine Distribution: 43,888</p> <p>Qualified Print: 30,291 Qualified Digital: 17,401</p>	<p><b>10 Newsletters</b></p> <p>Average Newsletter Recipients: 188,167</p> <p>Codes &amp; Standards: 29,399 Electrical Solutions: 20,524 Fire &amp; Life Safety: 16,896 HVAC Solutions: 17,353 News Watch – Data Centers: 16,872 News Watch – Hospitals: 19,767 News Watch – Office Buildings: 19,529 News Watch – Educational Facilities: 12,894 Pure Power: 17,862 Product &amp; Media Showcase: 17,071</p>	<p><b>www.csemag.com</b></p> <p>Total Users: 900,456 Total Page Views: 1,877,802</p> <p>Average Monthly Users: 75,038 Average Monthly Page Views: 156,484</p>	<p><b>19 Webcasts</b></p> <p>Total Annual Combined Webcast Registrants: 14,340</p> <p>Average Webcast Registrants: 755</p>	<p><b>Arc Flash Safety E-Guide</b></p> <p>Total Annual E-Guide Downloads: 247</p> <p>Average Downloads: 21</p>	<p>Total Facebook Lifetime Likes: 1,868</p> <p>Total Twitter Followers: 787</p> <p>Total LinkedIn Group Membership: 3,883</p>

Average audience reach calculated by combining average total monthly qualified unduplicated magazine distribution, total average newsletter recipients, total average monthly visitors, average webcast registrants, average monthly downloads, total Facebook lifetime likes, total Twitter followers, and total LinkedIn Group Membership. Average total qualified unduplicated calculated by dividing the total qualified print, digital, and print and digital distribution for the period Jan. 1, 2016 – Dec. 31, 2016 by 11 months. Average monthly e-Newsletter recipients calculated by combining the distribution averages of 10 newsletters for the period Jan. 1, 2016 – Dec. 31, 2016 (includes duplicate recipients). Average monthly Users calculated by dividing the total Users for the period Jan. 1, 2016 – Dec. 31, 2016 by 12 months. Average monthly Page Views calculated by dividing the total Page views for the period Jan. 1, 2016 – Dec. 31, 2016 by 12 months. Average webcast registrants calculated by dividing total combined webcast registrants for the period Jan. 1, 2016 – Dec. 31, 2016 by number of webcasts during the audit period. Average E-Guide downloads calculated by dividing total E-Guides for the period Jan. 1, 2016 – Dec. 31, 2016 by the number of months the E-Guide is available for download (12). Facebook Lifetime Likes as of Dec. 31, 2016. Facebook Twitter followers as of Dec. 31, 2016. Total LinkedIn Group membership as of Dec. 31, 2016. Please see the following pages for Annual Audit Report: Recipient Classification, Subscription Source, Recency of Renewal, Purchasing Influence Classification, Business/Industry and Job Title Classification, Cross-Channel Analysis Report, Geographical Distribution, Qualified Circulation by Issue, Digital Activity Report, E-Guide Downloads, Web Activity, Newsletter Activity, Facebook Likes, LinkedIn Membership, Webcast Registrants, Explanation, Audit of Internal Records and Affidavit.

**RECIPIENT CLASSIFICATION**

RECIPIENT	Print	Digital	Total Qualified Unduplicated*	Percent
Individual by Name and Title and/or Company	30,035	16,751	43,769	100.0%
Individual by Name Only	-	-	-	-
Title Only	-	-	-	-
Company Name Only	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,035</b>	<b>16,751</b>	<b>43,769</b>	<b>100.0%</b>

Analysis based up on the November 2016 issue.

\*Combined print and digital will not equal total qualified unduplicated.

**SUBSCRIPTION SOURCE AND REGENCY OF RENEWAL**

RECIPIENT	Print	Digital	Renewed, Requested, or Updated Within			Total Qualified Unduplicated*	Percent
			1 Year	2 Years	3 Years		
Direct Request from the Recipient	30,035	16,751	31,234	12,535	-	43,769	100.0%
Request from Recipient's Company	-	-	-	-	-	-	-
Association/Group/Directory Lists*	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,035</b>	<b>16,751</b>	<b>31,234</b>	<b>12,535</b>	<b>-</b>	<b>43,769</b>	<b>100.0%</b>

Analysis based upon the November 2016 issue.

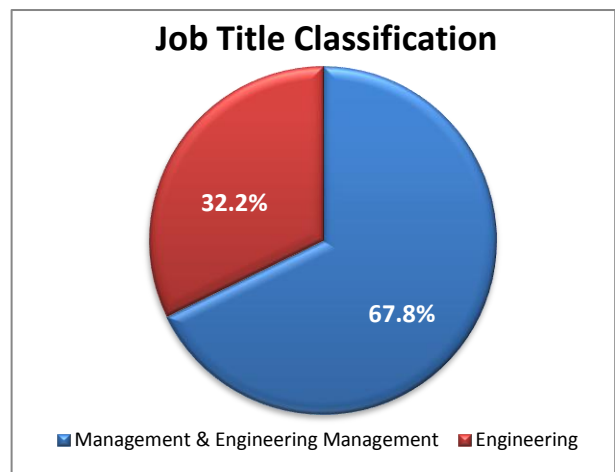
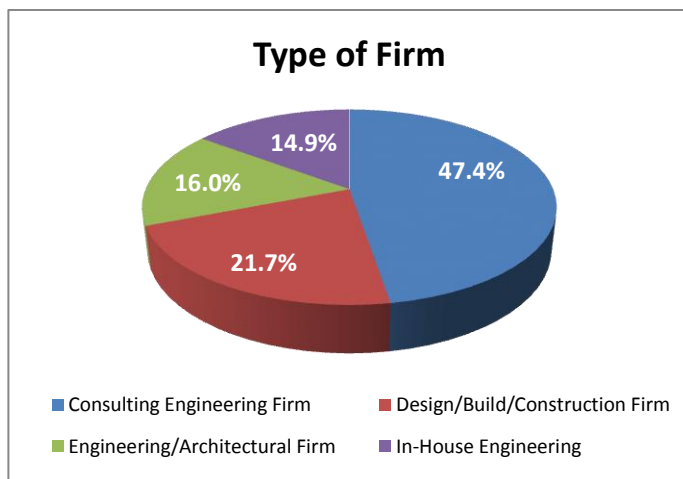
\*Combined print and digital will not equal total qualified unduplicated.

**TYPE OF FIRM AND JOB TITLE CLASSIFICATION**

TYPE OF FIRM	Print	Digital	Classification by Job Title		Total Qualified Unduplicated*	Percent
			Management & Engineering Mgmt.	Engineering		
Consulting Engineering Firm	14,056	8,303	13,679	7,053	20,732	47.4%
Design/Build, Construction/Contracting Firm	6,837	3,155	7,256	2,254	9,510	21.7%
Engineering/Architectural, Architectural/Engineering Firm	4,922	2,517	4,916	2,105	7,021	16.0%
In-House Engineering for Government Agency, Public Utility Company, Industrial/Commercial Institutional Firm	4,220	2,776	3,822	2,684	6,506	14.9%
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,035</b>	<b>16,751</b>	<b>29,673</b>	<b>14,096</b>	<b>43,769</b>	<b>100.0%</b>

Analysis based upon the November 2016 issue. Management & Engineering Management includes Owners, CEOs, Presidents, Vice Presidents, Directors, Business Development, General Managers, Project/Group Leaders, Chief Engineers, Senior Engineers, Senior Engineering Management, Principals, Associate Principals, and other management and senior engineering management titles not listed. Engineering includes Professional Engineers, Design Engineers, Consulting Engineers, Project Engineers, Plant Engineers, Mechanical Engineers, Electrical Engineers, Plumbing Engineers, Fire Protection Engineers, Staff Engineers, Safety Engineers, System Engineers and other engineering titles not listed.

\*Combined print and digital will not equal total qualified unduplicated.

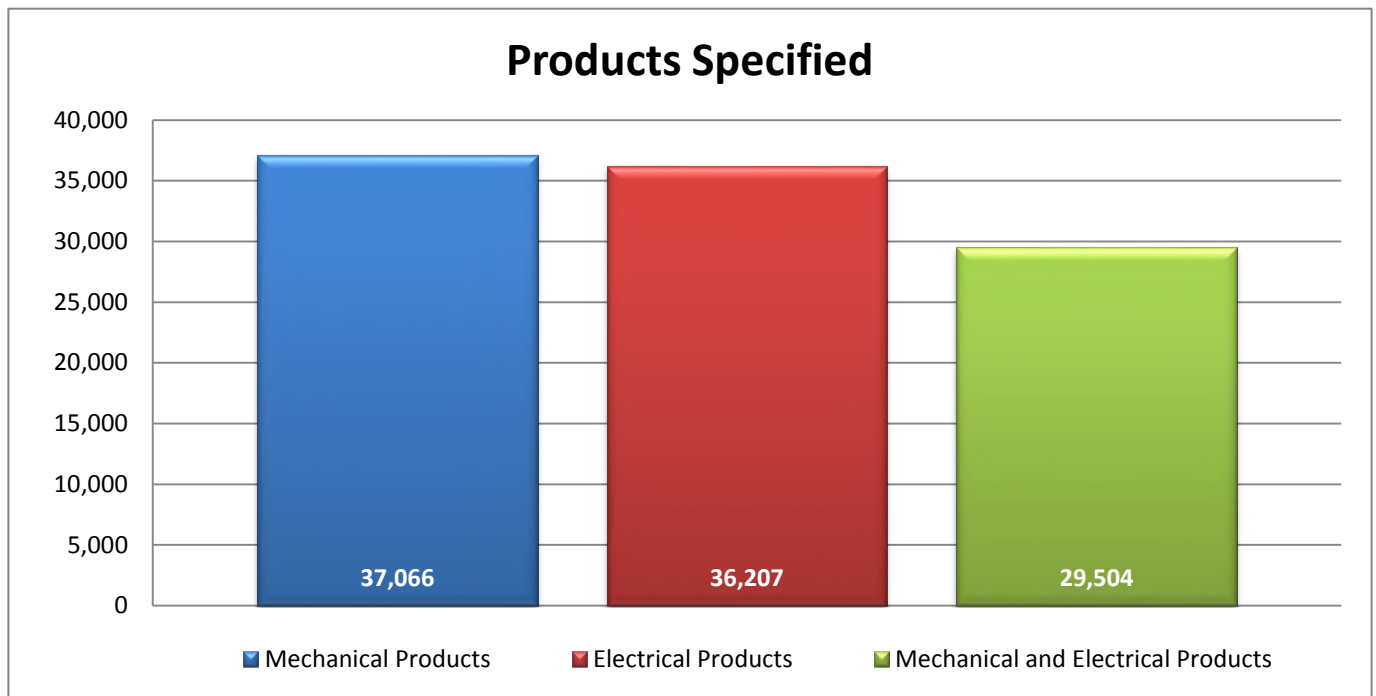


**SUPPLEMENTAL ANALYSIS: MECHANICAL AND/OR ELECTRICAL PRODUCT SPECIFICATION**

PRODUCTS	Total
A. Mechanical Products: HVAC, including Boilers/Chillers, Refrigeration, Humidification/Dehumidification, Pumps & Pumping Systems, Plumbing, Pipes & Process Piping, Motors, VFDs and Motor Controls.	37,066
B. Electrical Products: Electrical Distribution, Generation, Emergency/Standby Power and Cogeneration, Lighting & Lighting Controls, Building Automation Systems, Communication Systems, Fire Protection/Life Safety, Security Systems.	36,207
C. Mechanical and Electrical Products: Recipients who personally specify, design, or make both mechanical and electrical product selections as indicated in Categories A and B above for use in new construction or modernization projects.	29,504
<b>Total Circulation</b>	<b>43,769</b>

Source – Consulting-Specifying Engineer

This is a supplementary analysis of the November 2016 issue and 100 percent of all 43,769 qualified subscribers who responded to the question: "Which of the following mechanical and/or electrical products do you personally select, specify, or design in new construction or modernization projects?" on the publisher's qualification form. Since any one respondent may have checked more than one response, the totals for each of these responses should not be added together and may exceed the total circulation. This data is presented for statistical and marketing purposes only.

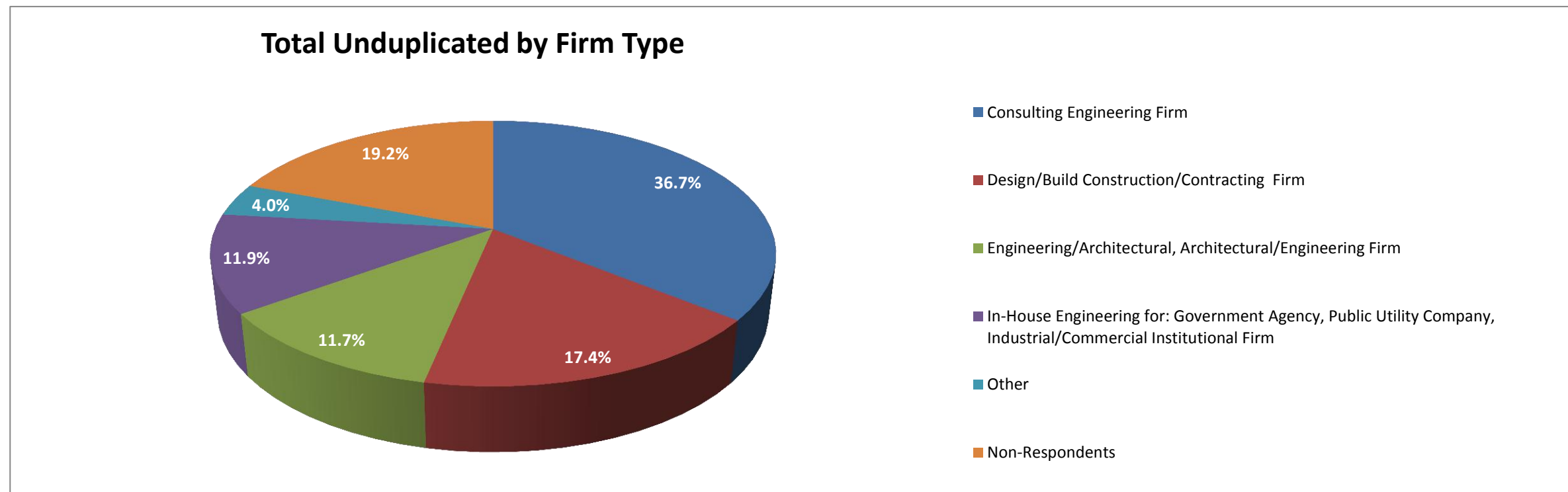


CROSS CHANNEL ANALYSIS OF CONSULTING - SPECIFYING ENGINEER PRODUCTS

Firm Type	Total Unduplicated Reach	Total Duplicated Reach	CSE Magazine	Codes & Standards eNewsletter	Electrical Solutions eNewsletter	Fire & Life Safety Solutions eNewsletter	HVAC Solutions eNewsletter	News Watch: Data Centers eNewsletter	News Watch: Hospitals eNewsletter	News Watch: Office Buildings eNewsletter	News Watch: Educational Facilities eNewsletter	Pure Power eNewsletter	Product & Media Showcase eNewsletter
Consulting Engineering Firm	27,462	94,235	20,726	12,879	7,643	7,248	6,820	5,882	7,065	9,179	6,220	5,748	4,825
Design/Build Construction/Contracting Firm	13,333	42,766	9,510	5,571	3,490	2,987	3,346	2,611	3,206	4,393	2,622	2,495	2,535
Engineering/Architectural, Architectural/Engineering Firm	8,954	27,076	7,021	3,541	1,928	2,092	1,700	1,535	1,989	2,786	1,789	1,407	1,288
In-House Engineering for: Government Agency, Public Utility Company, Industrial/Commercial Institutional Firm	9,115	30,763	6,506	4,546	3,063	2,667	2,731	1,957	1,781	2,299	1,241	2,270	1,702
Other	3,049	12,800	-	1,903	1,386	1,179	1,301	1,238	1,240	1,245	1,005	1,232	1,071
Non-Respondents	14,691	35,284	-	5,334	4,684	2,584	3,073	4,406	4,774	343	267	3,991	5,828
<b>TOTAL AUDIENCE</b>	<b>76,604</b>	<b>242,924</b>	<b>43,763</b>	<b>33,774</b>	<b>21,194</b>	<b>18,757</b>	<b>18,971</b>	<b>17,629</b>	<b>20,055</b>	<b>20,245</b>	<b>13,144</b>	<b>17,143</b>	<b>17,249</b>

This is a Cross-Channel Analysis of the combination of 11 separate data sets exported from the Consulting-Specifying Engineer brand OneCount database as of December 15, 2016. The audience databases analyzed within this report consists of individuals who receive content associated with the Consulting-Specifying Engineer brand in one or more of 11 information products, including the magazine and e-newsletters. Recipients of each product were asked the question "Which of the following best described your company?" during the subscription process for the magazine and/or newsletter. Since any one individual may receive more than one product, the sum is the Total Duplicated Reach. The Total Unduplicated Reach is the number of unique recipients of Consulting-Specifying Engineer products tracked in the OneCount Database. Aging of product request or delivery confirmation was not performed during this analysis.

The method used for identifying duplicate records was by selecting a match rule comprised of a set of match criteria, wherein the match rule is selected based on a category associated with the record, and wherein the set of match criteria identifies one or more attributes of the record and one or more match operators for matching the record and determining, based on the match rule, whether the record matches any other records. Name, address, email and OCID were the four match criteria used to determine potential duplicate records in the 11 databases that were merged.

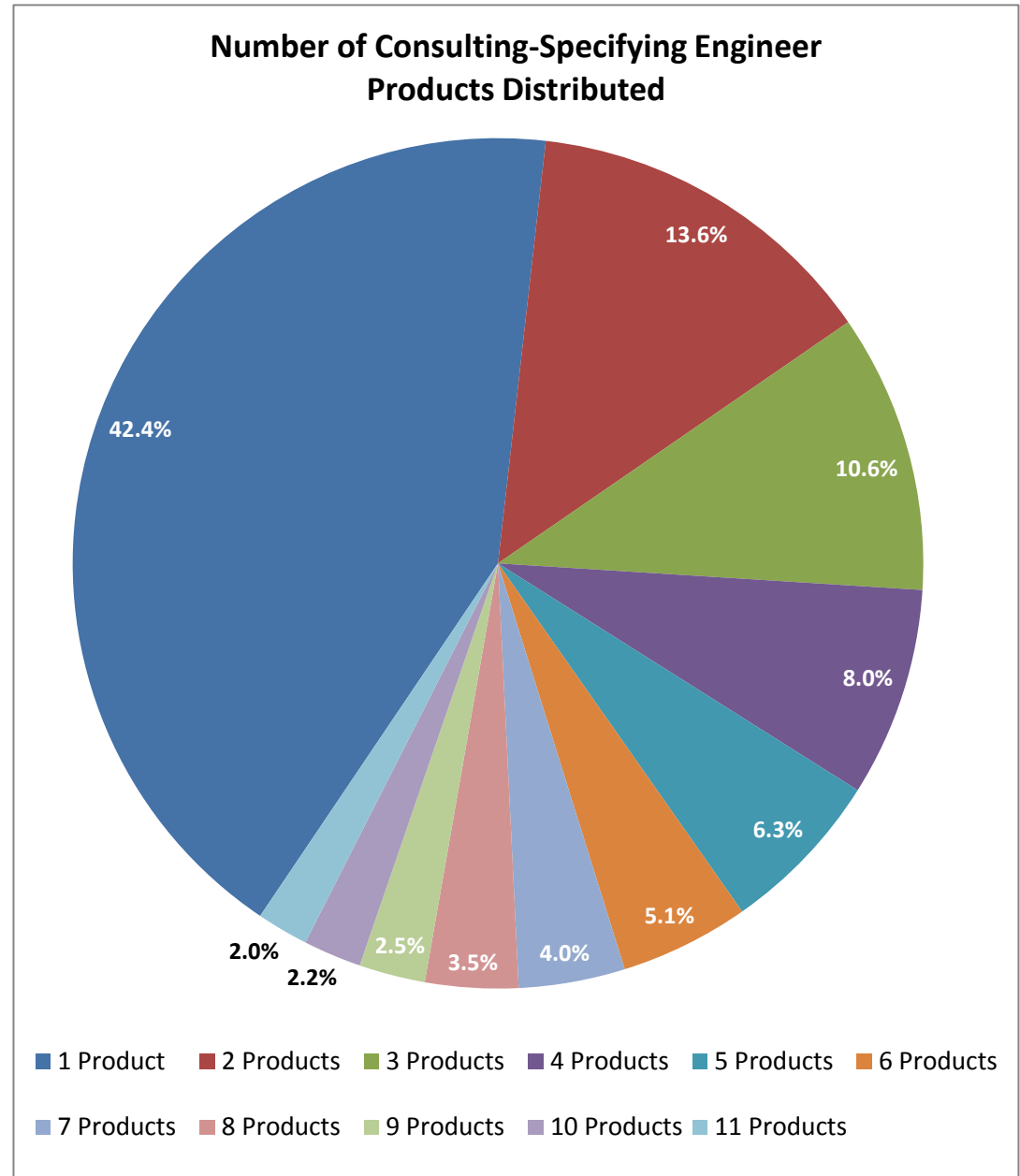


**CROSS CHANNEL ANALYSIS:  
NUMBER OF PRODUCTS**

Number of Products Distributed	Total Individuals
1	32,442
2	10,421
3	8,119
4	6,097
5	4,834
6	3,766
7	3,095
8	2,706
9	1,928
10	1,692
11	1,504
<b>TOTAL UNDUPLICATED REACH</b>	<b>76,604</b>

This is a Cross-Channel Analysis of the combination of 11 separate data sets exported from the Consulting-Specifying Engineer brand OneCount database as of December 15, 2016. This analysis consists of both requested and non-requested products. Products distributed include but are not exclusive to Consulting-Specifying Engineer Magazine, Codes & Standards eNewsletter, Electrical Solutions eNewsletter, Fire & Life Safety Solutions eNewsletter, HVAC Solutions eNewsletter, News Watch: Data Centers eNewsletter, News Watch: Educational Facilities eNewsletter, News Watch: Hospitals eNewsletter, News Watch: Office Buildings, Pure Power eNewsletter, and Product & Media Showcase eNewsletter.

The method used for identifying duplicate records was by selecting a match rule comprised of a set of match criteria, wherein the match rule is selected based on a category associated with the record, and wherein the set of match criteria identifies one or more attributes of the record and one or more match operators for matching the record and determining, based on the match rule, whether the record matches any other records. Name, address, email and OCID were the four match criteria used to determine potential duplicate records in the 11 databases that were merged.



## U.S. GEOGRAPHICAL DISTRIBUTION

REGION	Print	Digital	Total Qualified Unduplicated*	Percent	REGION	Print	Digital	Total Qualified Unduplicated*	Percent
Maine	130	52	175	0.4%	Kentucky	301	136	410	0.9%
New Hampshire	152	51	195	0.4%	Tennessee	525	272	750	1.7%
Vermont	86	32	113	0.3%	Alabama	336	133	445	1.0%
Massachusetts	911	401	1,218	2.8%	Mississippi	141	56	185	0.4%
Rhode Island	112	41	142	0.3%	<b>E. S. Central</b>	<b>1,303</b>	<b>597</b>	<b>1,790</b>	<b>4.1%</b>
Connecticut	484	186	626	1.4%	Arkansas	159	62	215	0.5%
<b>New England</b>	<b>1,875</b>	<b>763</b>	<b>2,469</b>	<b>5.6%</b>	Louisiana	371	146	498	1.1%
New York	2,313	1,012	3,073	7.0%	Oklahoma	289	111	375	0.9%
New Jersey	1,096	486	1,478	3.4%	Texas	2,057	1,063	2,921	6.7%
Pennsylvania	1,541	677	2,063	4.7%	<b>W. S. Central</b>	<b>2,876</b>	<b>1,382</b>	<b>4,009</b>	<b>9.2%</b>
<b>Mid Atlantic</b>	<b>4,950</b>	<b>2,175</b>	<b>6,614</b>	<b>15.1%</b>	Montana	155	59	204	0.5%
Delaware	75	48	115	0.3%	Idaho	149	78	218	0.5%
Maryland	726	348	989	2.3%	Wyoming	58	20	76	0.2%
D.C.	153	96	226	0.5%	Colorado	619	285	844	1.9%
Virginia	895	404	1,197	2.7%	New Mexico	155	81	218	0.5%
West Virginia	103	45	134	0.3%	Arizona	456	252	650	1.5%
North Carolina	830	379	1,145	2.6%	Utah	227	143	355	0.8%
South Carolina	396	204	566	1.3%	Nevada	173	94	236	0.5%
Georgia	859	403	1,173	2.7%	<b>Mountain</b>	<b>1,992</b>	<b>1,012</b>	<b>2,801</b>	<b>6.4%</b>
Florida	1,691	800	2,321	5.3%	Alaska	60	41	92	0.2%
<b>S. Atlantic</b>	<b>5,728</b>	<b>2,727</b>	<b>7,866</b>	<b>18.0%</b>	Washington	621	300	837	1.9%
Ohio	1,274	568	1,729	4.0%	Oregon	327	173	469	1.1%
Indiana	605	267	825	1.9%	California	2,633	1,394	3,687	8.4%
Illinois	1,635	756	2,211	5.1%	Hawaii	125	66	175	0.4%
Michigan	842	392	1,150	2.6%	<b>Pacific</b>	<b>3,766</b>	<b>1,974</b>	<b>5,260</b>	<b>12.0%</b>
Wisconsin	695	310	947	2.2%	U.S. Territories	76	95	148	0.3%
<b>E. N. Central</b>	<b>5,051</b>	<b>2,293</b>	<b>6,862</b>	<b>15.7%</b>	<b>U.S. Total</b>	<b>30,035</b>	<b>14,110</b>	<b>41,128</b>	<b>94.0%</b>
Minnesota	646	308	893	2.0%	Canada	-	531	531	1.2%
Iowa	328	119	425	1.0%	Foreign	-	2,110	2,110	4.8%
Missouri	686	342	966	2.2%	<b>Foreign Total</b>	<b>-</b>	<b>2,641</b>	<b>2,641</b>	<b>6.0%</b>
North Dakota	102	35	131	0.3%					
South Dakota	92	34	124	0.3%					
Nebraska	241	106	330	0.8%					
Kansas	323	148	440	1.0%					
<b>W. N. Central</b>	<b>2,418</b>	<b>1,092</b>	<b>3,309</b>	<b>7.6%</b>	<b>Total Qualified</b>	<b>30,035</b>	<b>16,751</b>	<b>43,769</b>	<b>100.0%</b>

Analysis based upon the November 2016 issue.

\*Combined print and digital will not equal total qualified unduplicated.

## QUALIFIED CIRCULATION BY ISSUE

ISSUE	Print Only	Print & Digital Unduplicated	Digital Only	Total Qualified Unduplicated
January/February 2016	26,614	3,573	13,824	44,011
March 2016	26,680	3,838	13,300	43,818
April 2016	26,623	3,887	13,263	43,773
May 2016	26,601	3,906	13,265	43,772
June 2016	26,535	3,939	13,670	44,144
July 2016	26,158	4,280	13,608	44,046
August 2016	25,985	4,226	13,731	43,942
September 2016	26,021	4,139	13,817	43,977
October 2016	26,241	3,838	13,886	43,965
November 2016	27,018	3,017	13,734	43,769
December 2016	26,876	3,196	13,468	43,540
<b>5 Month Average</b>	<b>26,611</b>	<b>3,829</b>	<b>13,464</b>	<b>43,904</b>
<b>11 Month Average</b>	<b>26,487</b>	<b>3,804</b>	<b>13,597</b>	<b>43,888</b>

## AVERAGE E-NEWSLETTER DELIVERY: JANUARY 1, 2016 – DECEMBER 31, 2016

E-NEWSLETTER	Issues Per Year	Issues This Report	Average Sent	Average Net Delivery
Codes & Standards	12	13	29,773	29,399
Electrical Solutions	12	7	20,788	20,524
Fire & Life Safety	12	12	17,065	16,896
HVAC Solutions	24	19	17,510	17,353
News Watch – Data Centers	12	11	17,052	16,872
News Watch – Hospitals	4	6	20,128	19,767
News Watch – Office Buildings	4	2	19,999	19,529
News Watch – Educational Facilities	4	2	13,107	12,894
Pure Power	6	7	18,119	17,862
Product & Media Showcase	12	12	17,350	17,071

## CODES &amp; STANDARDS: JANUARY 1, 2016 – DECEMBER 31, 2016

ISSUE DATE	Sent	Net Delivered
01/20/16	29,703	29,430
02/17/16	29,751	29,042
03/16/16	29,469	28,919
04/20/16	29,342	28,880
05/18/16	29,307	28,932
06/15/16	29,231	28,925
07/20/16	29,385	29,112
08/17/16	29,327	29,047
09/21/16	30,200	29,806
10/19/16	30,151	29,733
11/16/16	30,479	30,130
11/30/16	30,330	30,070
12/21/16	30,375	30,165
<b>Average</b>	<b>29,773</b>	<b>29,399</b>

Information obtained by a review of publisher's phpList reports for the period January 1, 2016 – December 31, 2016.

Definitions: Average Net Delivery – Calculated by subtracting undelivered messages from sent messages. Average – Calculated by dividing total net delivered by number of newsletters delivered.



**ELECTRICAL SOLUTIONS: JANUARY 1, 2016 – DECEMBER 31, 2016**

ISSUE DATE	Sent	Net Delivered
01/28/16	20,829	20,303
02/25/16	20,759	20,422
07/28/16	20,598	20,411
08/25/16	20,578	20,387
10/27/16	21,019	20,827
11/14/16	20,980	20,809
11/29/16	20,912	20,778
<b>November Average</b>	<b>20,946</b>	<b>20,794</b>
<b>Average</b>	<b>20,788</b>	<b>20,524</b>

Information obtained by a review of publisher's phpList reports for the period January 1, 2016 – December 31, 2016.

Definitions: Average Net Delivery – Calculated by subtracting undelivered messages from sent messages. Average – Calculated by dividing total net delivered by number of newsletters delivered.

**FIRE & LIFE SAFETY: JANUARY 1, 2016 – DECEMBER 31, 2016**

ISSUE DATE	Sent	Net Delivered
01/19/16	17,057	16,924
01/26/16	17,029	16,763
<b>January Average</b>	<b>17,043</b>	<b>16,844</b>
02/23/16	17,085	16,728
03/22/16	16,968	16,738
04/26/16	16,867	16,665
05/24/16	16,902	16,743
06/28/16	16,896	16,763
07/26/16	16,894	16,789
08/23/16	16,872	16,751
09/27/16	17,440	17,302
10/25/16	17,402	17,276
11/22/16	17,341	17,254
<b>Average</b>	<b>17,065</b>	<b>16,896</b>

Information obtained by a review of publisher's phpList reports for the period January 1, 2016 – December 31, 2016.

Definitions: Average Net Delivery – Calculated by subtracting undelivered messages from sent messages. Average – Calculated by dividing total net delivered by number of newsletters delivered.

HVAC SOLUTIONS: JANUARY 1, 2016 – DECEMBER 31, 2016

ISSUE DATE	Sent	Net Delivery	ISSUE DATE	Sent	Net Delivery
01/05/16	17,479	17,357	08/02/16	17,512	17,404
02/02/16	17,615	17,204	08/16/16	17,508	17,394
03/01/16	17,630	17,337	<b>August Average</b>	<b>17,510</b>	<b>17,399</b>
03/15/16	17,548	17,337	09/06/16	17,482	17,382
<b>March Average</b>	<b>17,589</b>	<b>17,337</b>	09/20/16	17,498	17,389
04/05/16	17,559	17,410	<b>September Average</b>	<b>17,490</b>	<b>17,386</b>
04/19/16	17,543	17,322	10/04/16	17,497	17,456
<b>April Average</b>	<b>17,551</b>	<b>17,366</b>	10/18/16	17,539	17,390
05/03/16	17,468	17,304	<b>October Average</b>	<b>17,518</b>	<b>17,423</b>
06/07/16	17,525	17,401	11/01/16	17,506	17,378
06/21/16	17,522	17,393	11/15/16	17,454	17,339
<b>June Average</b>	<b>17,524</b>	<b>17,397</b>	<b>November Average</b>	<b>17,480</b>	<b>17,359</b>
07/05/16	17,506	17,385	12/06/16	17,388	17,313
			<b>Average</b>	<b>17,510</b>	<b>17,353</b>

Information obtained by a review of publisher’s phpList reports for the period January 1, 2016 – December 31, 2016.

Definitions: Average Net Delivery – Calculated by subtracting undelivered messages from sent messages. Average – Calculated by dividing total net delivered by number of newsletters delivered.

NEWS WATCH – DATA CENTERS: JANUARY 1, 2016 – DECEMBER 31, 2016

ISSUE DATE	Sent	Net Delivered
01/21/16	17,121	16,975
02/18/16	17,137	16,765
04/21/16	16,902	16,682
07/21/16	16,925	16,764
08/18/16	16,873	16,723
10/06/16	17,121	16,935
10/20/16	17,091	16,933
<b>October Average</b>	<b>17,106</b>	<b>16,934</b>
11/03/16	17,261	17,095
11/17/16	17,182	17,078
<b>November Average</b>	<b>17,222</b>	<b>17,087</b>
12/01/16	17,117	17,038
12/15/16	17,147	17,059
<b>December Average</b>	<b>17,132</b>	<b>17,049</b>
<b>Average</b>	<b>17,052</b>	<b>16,872</b>

Information obtained by a review of publisher’s phpList reports for the period January 1, 2016 – December 31, 2016.

Definitions: Average Net Delivery – Calculated by subtracting undelivered messages from sent messages. Average – Calculated by dividing total net delivered by number of newsletters delivered.

**NEWS WATCH – HOSPITALS: JANUARY 1, 2016 – DECEMBER 31, 2016**

ISSUE DATE	Sent	Net Delivered
04/14/16	20,298	19,757
06/09/16	20,157	19,741
07/14/16	20,184	19,777
08/11/16	20,103	19,735
09/08/16	19,934	19,691
11/23/16	20,091	19,902
<b>Average</b>	<b>20,128</b>	<b>19,767</b>

Information obtained by a review of publisher's phpList reports for the period January 1, 2016 – December 31, 2016.

Definitions: Average Net Delivery – Calculated by subtracting undelivered messages from sent messages. Average – Calculated by dividing total net delivered by number of newsletters delivered.

**NEWS WATCH – OFFICE BUILDINGS: JANUARY 1, 2016 – DECEMBER 31, 2016**

ISSUE DATE	Sent	Net Delivered
08/24/16	19,859	19,362
12/08/16	20,139	19,696
<b>Average</b>	<b>19,999</b>	<b>19,529</b>

Information obtained by a review of publisher's phpList reports for the period January 1, 2016 – December 31, 2016.

Definitions: Average Net Delivery – Calculated by subtracting undelivered messages from sent messages. Average – Calculated by dividing total net delivered by number of newsletters delivered.

**NEWS WATCH – EDUCATIONAL FACILITIES: JANUARY 1, 2016 – DECEMBER 31, 2016**

ISSUE DATE	Sent	Net Delivered
10/13/16	13,128	12,905
11/10/16	13,085	12,882
<b>Average</b>	<b>13,107</b>	<b>12,894</b>

Information obtained by a review of publisher's phpList reports for the period January 1, 2016 – December 31, 2016.

Definitions: Average Net Delivery – Calculated by subtracting undelivered messages from sent messages. Average – Calculated by dividing total net delivered by number of newsletters delivered.

**PURE POWER: JANUARY 1, 2016 – DECEMBER 31, 2016**

ISSUE DATE	Sent	Net Delivered
01/13/16	18,331	18,136
02/10/16	18,330	17,832
03/09/16	18,125	17,831
04/13/16	18,084	17,828
05/11/16	18,022	17,794
09/14/16	17,960	17,807
10/12/16	17,978	17,807
<b>Average</b>	<b>18,119</b>	<b>17,862</b>

Information obtained by a review of publisher's phpList reports for the period January 1, 2016 – December 31, 2016.

Definitions: Average Net Delivery – Calculated by subtracting undelivered messages from sent messages. Average – Calculated by dividing total net delivered by number of newsletters delivered.

## PRODUCT &amp; MEDIA SHOWCASE: JANUARY 1, 2016 – DECEMBER 31, 2016

ISSUE DATE	Sent	Net Delivered
01/12/16	17,685	17,426
02/09/16	17,715	17,162
03/08/16	17,567	17,128
04/12/16	17,443	17,094
05/10/16	17,364	17,062
06/14/16	17,307	17,062
07/12/16	17,276	17,024
08/09/16	17,250	17,048
09/13/16	17,198	17,010
10/11/16	17,193	16,986
11/08/16	17,131	16,935
12/13/16	17,076	16,919
<b>Average</b>	<b>17,350</b>	<b>17,071</b>

Information obtained by a review of publisher's phpList reports for the period January 1, 2016 – December 31, 2016.

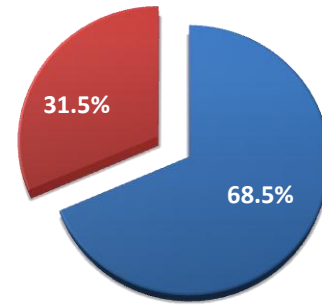
Definitions: Average Net Delivery – Calculated by subtracting undelivered messages from sent messages. Average – Calculated by dividing total net delivered by number of newsletters delivered.

WEB VISITOR ACTIVITY – www.csemag.com

VISITOR ACTIVITY 2016	
Total Sessions	1,296,767
Total Users	900,456
Total Page views	1,877,802
Average Pages per Session	1.45
Average Session Duration	00:01:10
Bounce Rate	79.94%

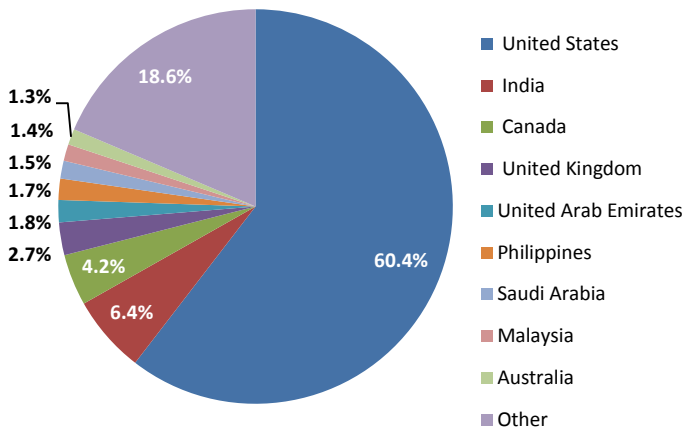
Information for web visitor activity was obtained by a review of publisher's Google Analytics for the period January 1, 2016 – December 31, 2016. The review was done independently. In Verified's opinion, the web visitor activity is fairly stated in this report.

Types of Visitors

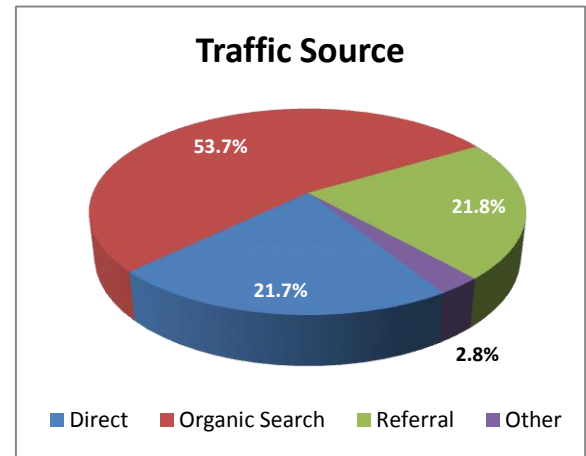


■ New Visitor (888,296 visits)  
■ Returning Visitor (408,498 visits)

Visitor Geographic Location

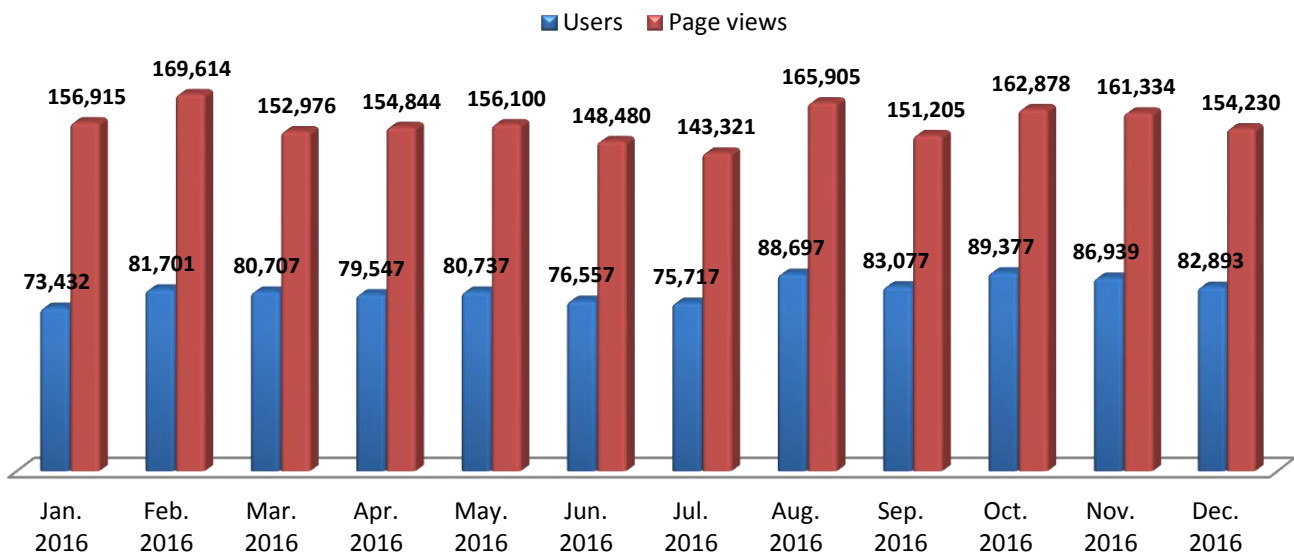


Traffic Source



■ Direct    ■ Organic Search    ■ Referral    ■ Other

Consulting-Specifying Engineer Monthly Web Traffic



**WEBCASTS: JANUARY 1, 2016 – DECEMBER 31, 2016**

<b>Date</b>	<b>Webcast</b>	<b>Total Registrants</b>
01/19/16	Optimizing Variable Flow Pumping Control Modes for Energy Savings	825
02/11/16	Vertical Turbine NPSH	761
02/18/16	Critical Power: Electrical Systems And Data Center Efficiency	765
02/23/16	Understand the Benefits of a Fixed Versus Withdrawable Vacuum Circuit Breaker	54
03/03/16	Fire/Life Safety: Detection, Notification, and Suppression	871
03/15/16	Zoning (Pumps, Valves, What's the Difference?)	579
04/12/16	How to Size a Centrifugal Pump Driver	641
05/12/16	HVAC: Cooling Systems	814
05/24/16	What is Inverter Duty Anyway?	1,012
06/14/16	Designing for Minimum Flow with VFD Operation	1,008
06/30/16	Critical Power: Backup Power Systems	974
07/26/16	Keep Your Cool While Keeping Your Facilities Cool	294
07/28/16	Lighting: LED Specifications	1,018
09/15/16	Critical Power: Hospital Electrical Systems	768
09/20/16	Next-Generation Lighting: The Emergence of PoE for Lighting and Controls	829
10/13/16	Fire/Life Safety: Notification Systems	776
10/18/16	Innovation and the New Generation of Medium Voltage Switchgear	599
11/03/16	Critical Power: Circuit Protection	980
11/15/16	Advancing Electrical Design in Building Information Modeling	772
<b>Total</b>		<b>14,340</b>
<b>Average Registrants</b>		<b>755</b>

Information obtained by a review of publisher's TalkPoint vendor reports for the period January 1, 2016 – December 31, 2016. Average calculated by dividing total registrants for the period of January 1, 2016 – December 31, 2016 by the number of webcasts during the audit period.

**E-GUIDES: JANUARY 1, 2016 – DECEMBER 31, 2016**

Date	E-Guide	Total Downloads
01/07/16	Arc Flash Safety E-Guide	247
<b>Total</b>		<b>247</b>
<b>Monthly Download Average</b>		<b>21</b>

Information obtained by a review of publisher’s download data for the period January 1, 2016 – December 31, 2016.

Definitions: E-Guides are electronic documents containing premium editorial content focused on a particular subject. E-guides are obtained by registering for a direct download from the Consulting-Specifying Engineer website. Average calculated by dividing total downloads for the period of January 1, 2016 – December 31, 2016 by the number of months that the E-Guide is available for download.



**FACEBOOK ACTIVITY – CONSULTING-SPECIFYING ENGINEER**

ACTIVITY	
Total Lifetime Likes	1,868

Information for Facebook activity was obtained by a review of publisher’s Facebook likes on December 31, 2016. The review was done independently. In Verified’s opinion, the Facebook activity is fairly stated in this report.

Definitions: Lifetime Likes –The total number of Likes a Facebook Page received, as of the end of a specified date range.



**TWITTER ACTIVITY: CSEmag**

ACTIVITY	
Tweets	1,010
Followers	787

Information for Twitter activity was obtained by a review of publisher’s Twitter handle (@CSEMag) as of December 31, 2016.

The review was done independently. In Verified’s opinion, the Twitter activity is fairly stated in this report.

Definitions: Tweets – A message posted via Twitter containing 140 characters or fewer.

Follower – A follower is another Twitter user who has opted in to receive Tweets from the publisher’s Twitter account.



**LINKEDIN GROUP MEMBERSHIP: CONSULTING-SPECIFYING ENGINEER**

ACTIVITY	
Members	3,883

Information obtained by a review of publisher’s LinkedIn group account as of December 31, 2016.

Definitions: Group Member – Group membership is open to LinkedIn members who request membership from the Consulting-Specifying Engineer group manager.

**EXPLANATION**

Publisher is not required to submit data for all paragraphs/tables.

Qualified recipients of the digital edition are notified via email when the digital version is available. Digital Qualified Individual Subscriptions have opted-in to receive the digital edition.

Digital Activity Report features data that has not been audited.

**Audit of Records and Affidavit**

Verified has conducted an audit of printing, distribution, and financial records, as well other data to substantiate circulation data submitted to Verified. This audit followed guidelines prepared in conformity with generally accepted circulation auditing procedures involving records covering all distribution methods utilized for qualified circulation during the period(s) covered by the reports. The results of this audit warrant the issuance of this audit report as a true and accurate statement of the qualified circulation of the client publication.

Verified Audit Circulation swears that to the best of its knowledge, all statements contained in this report are true and accurate.