

# Civil Engineering **BRAND REPORT** FOR THE 6 MONTH PERIOD ENDED DECEMBER 2017



No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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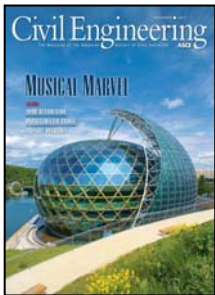
**CIVIL ENGINEERING** is the award-winning monthly magazine of the American Society of Civil Engineers. Established in 1930, Civil Engineering appeals to a broad range of subscribers who represent the full spectrum of civil engineering disciplines: architectural, structural, geotechnical and geoenvironmental, transportation, coastal, environmental, and water resources. The content provides a compelling editorial mix of engineering projects and trends, engineering science, business and professional strategies, exploration of key issues, and news. The content of every issue is also available to ASCE members and subscribers globally via the online digital version and app.

### BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

## CHANNELS

### CIVIL ENGINEERING MAGAZINE



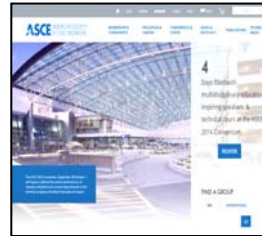
5 Issues in the period  
78,810 average circulation

### CIVIL ENGINEERING APP



222,531 cumulative downloads

### ASCE WEBSITE



135,686 average users

### ASCE SOCIAL MEDIA



41,057 Twitter followers  
341,216 Facebook likes  
224,804 LinkedIn group members

## EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
<b>CIVIL ENGINEERING MAGAZINE</b> (5 issues in the period)	783	78,027	78,810
<b>CIVIL ENGINEERING APP</b> (cumulative downloads)	*222,531	-	*222,531
<b>ASCE WEBSITE</b> (Monthly users with 385,952 average Pageviews)	135,686	-	135,686
<b>ASCE SOCIAL MEDIA</b>			
a. Twitter followers	*41,057	-	*41,057
b. Facebook likes	*341,216	-	*341,216
c. LinkedIn group members	*224,804	-	*224,804

\*App Downloads and Social Media Claims are cumulative figures, not averages.

**FIELD SERVED**

**CIVIL ENGINEERING** serves Architectural, Architectural-Engineering Firm, Architect, Architect Engineer in Private Practice; Consulting Engineering Firm, Engineer in Private Practice; Engineer in training, Engineering Intern, Assistant Engineer, Junior Engineer, Staff Engineer, Engineer Instructor, Surveying Technician, Surveying Intern, CAD Technician, Surveying Instructor; Civil Engineer, Associate Engineer Project Engineer, Resident Engineer, Assistant Engineer, Surveyor, Survey Crew Chief; Senior Engineer, Project Manager, Professor, Senior Surveyor; Principal Engineer, District Engineer, City Engineer, County Engineer, Division Engineer, Department Head, Vice President, City Surveyor, County Surveyor, Chief Surveyor; Bureau Engineer, Director of Public Works, Dean, President, Owner, CEO; Commercial and/or Industrial Organization (including transportation and privately owned utility companies), Producer of Building & Construction Materials (including cement, cement products, sand, gravel, and other aggregates, clay products, and other raw materials); Manufacturer of Construction Equipment and Supplies; Library, Club Professional, or Trade Association; Contractor specializing in building construction; Contractor specializing in construction other than buildings; Contractor engaged in building construction and construction other than buildings; Federal; State; Municipal, County, Township, and/or District; Foreign; Other non-engineer, nontechnical, non-science, non-surveyor, surveying related, Student; and other allied fields.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include Owner, President, Vice President, General Manager, Military Officer, Consultant; Project Manager and Coordinator, Chief and/or Staff Engineer; Staff Architect; Construction Superintendent and/or Supervisory Staff Personnel; Department Manager and/or Department Head; Other titled Engineer, Non-Titled Engineer and/or Fully Retired Engineer; Engineering School Student; Educator-Professor, Instructor; Other Personnel, Library and/or Company Copies, others allied to the field, Paid subscriptions and Members of the American Society of Civil Engineers.

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	-
Allocated for Trade Shows and Conventions	-
All Other	297
<b>TOTAL</b>	<b>297</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	110	0.1	2	-	108	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	78,700	99.9	781	1.0	77,919	98.9
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>78,810</b>	<b>100.0</b>	<b>783</b>	<b>1.0</b>	<b>78,027</b>	<b>99.0</b>

\*See Additional Data

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2017 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
July/August	696	76,342	77,038
September	708	77,561	78,269
October	713	77,998	78,711
November	713	78,967	79,680
December	1,086	79,265	80,351

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017**  
This issue is 1.4% or 1,088 copies above the average of the other 4 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Other Personnel/ Others Allied to the Field
CIVIL ENGINEERING serves Architectural, Architectural-Engineering Firm, Architect, Architect Engineer in Private Practice; Consulting Engineering Firm, Engineer in Private Practice; Engineer in training, Engineering Intern, Assistant Engineer, Junior Engineer, Staff Engineer, Engineer Instructor, Surveying Technician, Surveying Intern, CAD Technician, Surveying Instructor; Civil Engineer, Associate Engineer Project Engineer, Resident Engineer, Assistant Engineer, Surveyor, Survey Crew Chief; Senior Engineer, Project Manager, Professor, Senior Surveyor; Principal Engineer, District Engineer, City Engineer, County Engineer, Division Engineer, Department Head, Vice President, City Surveyor, County Surveyor, Chief Surveyor; Bureau Engineer, Director of Public Works, Dean, President, Owner, CEO; Commercial and/or Industrial Organization (including transportation and privately owned utility companies), Producer of Building & Construction Materials (including cement, cement products, sand, gravel, and other aggregates, clay products, and other raw materials); Manufacturer of Construction Equipment and Supplies; Library, Club Professional, or Trade Association; Contractor specializing in building construction; Contractor specializing in construction other than buildings; Contractor engaged in building construction and construction other than buildings; Federal; State; Municipal, County, Township, and/or District; Foreign; Other non-engineer, nontechnical, nonscience, non-surveyor, surveying related, Student; and other allied fields.	36,024	45.2	5,709
Others Allied to the Field	43,656	54.8	34,247
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>79,680</b>	<b>100.0</b>	<b>39,956</b>
<b>PERCENT</b>	<b>100.0</b>	<b>49.9</b>	<b>50.1</b>

Qualified recipients include Owner, President, Vice President, General Manager, Military Officer, Consultant; Project Manager and Coordinator, Chief and/or Staff Engineer; Staff Architect; Construction Superintendent and/or Supervisory Staff Personnel; Department Manager and/or Department Head; Other titled Engineer, Non-Titled Engineer and/or Fully Retired Engineer; Engineering School Student; Educator-Professor, Instructor; Paid subscriptions and Members of the American Society of Civil Engineers

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017**

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	103	7	-	2	108	110	0.1
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	79,554	16	-	711	78,859	79,570	99.9
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. <b>TOTAL - Sources other than above (listed alphabetically):</b>	-	-	-	-	-	-	-
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>79,657</b>	<b>23</b>	<b>-</b>	<b>713</b>	<b>78,967</b>	<b>79,680</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	<b>-</b>	<b>-</b>	<b>0.9</b>	<b>99.1</b>	<b>100.0</b>	<b>-</b>

### AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data		Audited Data		Circulation Claim	
	January - June 2015	July - December 2015	January - June 2016	July - December 2016	January - June 2017*	July - December 2017*
Total Audit Average Qualified:	82,003	82,274	80,265	80,906	78,926	78,810
Qualified Non-Paid:	526	624	583	620	686	783
Qualified Paid:	81,477	81,650	79,682	80,286	78,240	78,027
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$28.24	\$28.21	**NC	\$25.15	\$23.52	\$24.30

\*NOTE: January - December 2017 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

### GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017\*

State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Maine	4	472	476		Kentucky	3	619	622	
New Hampshire	1	500	501		Tennessee	7	1,469	1,476	
Vermont	1	232	233		Alabama	5	954	959	
Massachusetts	19	2,515	2,534		Mississippi	7	492	499	
Rhode Island	2	249	251		EAST SO. CENTRAL	22	3,534	3,556	4.5
Connecticut	7	955	962		Arkansas	1	390	391	
NEW ENGLAND	34	4,923	4,957	6.2	Louisiana	8	1,463	1,471	
New York	49	4,460	4,509		Oklahoma	3	594	597	
New Jersey	17	2,850	2,867		Texas	55	5,965	6,020	
Pennsylvania	31	3,529	3,560		WEST SO. CENTRAL	67	8,412	8,479	10.6
MIDDLE ATLANTIC	97	10,839	10,936	13.7	Montana	1	365	366	
Ohio	10	2,081	2,091		Idaho	2	438	440	
Indiana	10	1,173	1,183		Wyoming	-	217	217	
Illinois	25	2,643	2,668		Colorado	23	2,375	2,398	
Michigan	10	1,464	1,474		New Mexico	5	458	463	
Wisconsin	12	1,307	1,319		Arizona	12	1,300	1,312	
EAST NO. CENTRAL	67	8,668	8,735	11.0	Utah	6	932	938	
Minnesota	11	1,099	1,110		Nevada	7	758	765	
Iowa	1	706	707		MOUNTAIN	56	6,843	6,899	8.7
Missouri	14	1,237	1,251		Alaska	2	594	596	
North Dakota	1	179	180		Washington	24	2,513	2,537	
South Dakota	-	179	179		Oregon	13	1,157	1,170	
Nebraska	2	481	483		California	121	10,653	10,774	
Kansas	8	703	711		Hawaii	11	623	634	
WEST NO. CENTRAL	37	4,584	4,621	5.8	PACIFIC	171	15,540	15,711	19.7
Delaware	4	222	226		UNITED STATES	694	77,791	78,485	98.5
Maryland	22	2,061	2,083		U.S. Territories	1	233	234	
Washington, DC	6	248	254		Canada	1	171	172	
Virginia	45	2,813	2,858		Mexico	-	11	11	
West Virginia	4	258	262		Other International	17	708	725	
North Carolina	12	1,716	1,728		APO/FPO	-	53	53	
South Carolina	4	1,071	1,075						
Georgia	10	1,598	1,608						
Florida	36	4,461	4,497						
SOUTH ATLANTIC	143	14,448	14,591	18.3					
					<b>TOTAL QUALIFIED CIRCULATION</b>	<b>713</b>	<b>78,967</b>	<b>79,680</b>	<b>100.0</b>

\*See Additional Data

## APP CHANNEL

2017	Monthly Downloads	Cumulative Downloads
	Beginning Balance	212,947
July	1,102	214,049
August	1,948	215,997
September	2,990	218,987
October	1,352	220,339
November	1,175	221,514
December	1,017	222,531

Cumulative downloads represents the aggregate number of downloads of the Civil Engineering App, not copies. Information regarding App deletion/removal is not available from third party vendors and have not been removed from these figures.

# WEBSITE CHANNEL

## WWW.ASCE.ORG

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
July	324,918	149,651	113,798	2:15
August	366,356	168,508	128,829	2:12
September	423,656	196,280	146,742	2:14
October	430,894	201,782	150,689	2:17
November	393,826	189,495	143,642	2:12
December	376,067	175,293	130,418	2:22
<b>AVERAGE:</b>	<b>385,952</b>	<b>180,168</b>	<b>135,686</b>	<b>2:15</b>

July – December 2017 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

### WEBSITE GLOSSARY

**Pageviews:** A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

**Sessions:** A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

**Users:** An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

**Average Session Duration:** The time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit [www.adicompli.com](http://www.adicompli.com)

# SOCIAL MEDIA CHANNEL

## ASCE Social Media



Twitter followers

<http://twitter.com/ASCEtweets>



Facebook likes

<http://www.facebook.com/ASCE.org>



LinkedIn group members\*

<http://linkedin.com/groups/Civil-Engineering-Magazine-4385070/about>

### 2017

Beginning Balance	39,018	338,845	221,548
July	38,771	339,902	-
August	39,231	341,152	-
September	39,875	341,161	-
October	40,326	341,008	223,739
November	40,752	340,742	-
December	41,057	341,216	224,804

\* See Additional Data

# ADDITIONAL DATA

### METHOD OF DISTRIBUTION:

Apps are downloaded to view enhanced versions of the print edition and are available as a single download or by subscription use on tablets, smartphones or other mobile devices.

### PARAGRAPH 1:

Qualified paid Membership Benefit subscriptions averaging 77,919 copies were sold to qualified recipients at the following subscription prices: \$25.00. Members yearly subscription price is included in the dues and is non-deductible therefrom.

### GEOGRAPHIC DISTRIBUTION:

Geographic data for App, Website, and Social Media are not reported at the media owner's option.

### SOCIAL MEDIA:

The publisher states that LinkedIn data for July, August, September and November is not available.

### PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Dianne Vance, Director, Advertising Sales

Loretta Cranbourne, Managing Director

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

### IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

February 16, 2018

State

Virginia

City

Reston

Received by BPA Worldwide

February 16, 2018

Type

BD

ID Number

C058B0D7

### About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.