



# Audience Measure

Independent assurance by PricewaterhouseCoopers LLP UK

[www.building.co.uk/AM](http://www.building.co.uk/AM)

The Audience Measure (AM) is our best estimate of the number of people who actively engage with Building content through our weekly print magazines, or by accessing building.co.uk.

Figures given for our daily online audience are for “active registered users” – defined as registered users who are logged in and active on the site on a given day.

Period based on the week of 6-12 June 2014. Daily figures are the average daily audience during that week.

For more information visit [building.co.uk/AM](http://building.co.uk/AM)



## WEEKLY PRINT AUDIENCE

Demographics	Weekly Circulation (Print edition)		Readers per copy	=	Print Audience
Consultancy	5,576	x	2.1	=	11,709
Contractor	1,907	x	2.1	=	4,006
Client	1,394	x	2.1	=	2,927
Architect	954	x	2.1	=	2,003
Other	983	x	2.1	=	2,065
Multi-Copy Subscription Sales	44	x	1.0	=	44
<b>TOTAL</b>	<b>10,858</b>				<b>22,754</b>

## DAILY ONLINE AUDIENCE

Demographics	Daily registered active users
Consultancy	809
Contractor	607
Architect	253
Client	51
Other	605
<b>TOTAL</b>	<b>2,325</b>

For single copy subscription sales the estimated Readers per Copy of 2.1 has been calculated as an average across all demographics.

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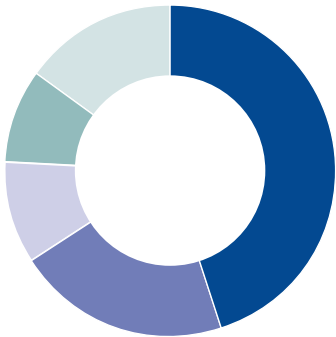
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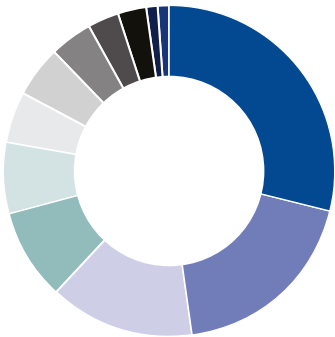
## JOB ROLE, SENIORITY AND SECTOR

The three charts below breakdown the detailed job role, seniority and main sector of Building's audience.



### JOB ROLE

Consultancy	45%
Contractor	21%
Architect	10%
Client	9%
Other	15%



### SENIORITY

Senior Manager/Manager	29%
Director/Partner	19%
Consultant/Advisor	14%
Owner	9%
Managing Director	7%
Associate	5%
CEO/Chairman	5%
Not currently working	4%
Graduate	3%
Student	3%
Retired	1%
Other	1%



### SECTOR

Residential	16%
Office	14%
Education	13%
Healthcare	11%
Industrial	11%
Retail	11%
Leisure	10%
Infrastructure / Energy	8%
Defence	6%

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## SUBSCRIBER CIRCULATION BREAKDOWN

Data and independent assurance for the issue of 6th June 2014.

	Building Print			Building Digital			TOTAL
	UK	Overseas	TOTAL	UK	Overseas	TOTAL	
Single Copy Subscription Sales							
At full rate	8	1	9	9	0	9	18
At between 50% & 100% of full rate	5,059	100	5,159	1,312	123	1,435	6,594
At less than 50% of full rate	5,637	9	5,646	122	7	129	5,775
Sub Total	10,704	110	10,814	1,443	130	1,573	12,387
Multiple Copy Subscription Sales							
At full rate	10	0	10	0	0	0	10
At between 50% & 100% of full rate	29	0	29	25	0	25	54
At less than 50% of full rate	2	3	5	140	30	170	175
Sub Total	41	3	44	165	30	195	239
Total Net Circulation (Copies)	10,745	113	10,858	1,608	160	1,768	12,626
IP Access for Corporate Clients							
At full rate	0	0	0	0	0	0	0
At between 50% & 100% of full rate	0	0	0	0	0	0	0
At less than 50% of full rate	0	0	0	1,057	0	1,057	1,057
Sub Total	0	0	0	1,057	0	1,057	1,057
Total Paid Readership	10,745	113	10,858	2,665	160	2,825	13,683

The United Kingdom Annual Subscription Rate for the selected issue ranged between £150.24 and £158.15. The Other Countries Subscription Rate for the selected issue ranged between £221.83 and £269.00.

## ONLINE ACCESS METRICS

Building's online audience metrics include:

- **Registered active users** – defined as registered users who access our website on a specified day. This is calculated as an average of daily users over a week-long audited period.
- **Unique users** – this number captures all our unique browsers, including those who navigate to our website but do not register. These interested, but not as yet registered, unique browsers represent our potential engaged audience of the future.
- **Page views** – the total number of views of individual pages on Building's website.

<b>Daily registered active users (paid &amp; non-paid)</b>	<b>2,325</b>
Weekly unique users	69,821
Monthly unique users	210,349
Weekly page views	199,835
Monthly page views	560,983

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## WIDER BRAND REACH AND RECOGNITION

Building reaches a wider industry audience via regular CPD, webinars, regular email newsletters, social media and live and digital events.

Please Note: Figures are stated as of 19th November 2014.

## WEBINARS

	Audience
Average registered users per webinar	1,771
Live attendees	708
On demand attendees	177
Questions submitted	118

## ONLINE CPD

	Audience
Average unique respondents	827

## EVENTS\*

The figures below represent the number of attendees to each event, run under the Building brand.

	Audience
Building Awards 2014	1,222
BIM Show Live 2014	653
Ecobuild 2014	44,538

## SOCIAL MEDIA



	Audience
Twitter (followers of @BuildingNews)	53,100
Facebook (likes)	2,652
LinkedIn (group members)	5,093

## EMAIL NEWSLETTERS

The figure below represents the number of subscribers to our range of newsletters.

	Audience
Weekly News	28,598
Breaking News	27,582
Daily News	22,477
Sustainability News	17,588
Legal News	12,692
QS News	12,058

## BRAND RECOGNITION

Below are the responses of those who said they would recommend Building.

	Percentage
Have you ever recommended Building?	82%
How likely are you to recommend Building?	71%

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