

Audit Period: January 1, 2023 – December 31, 2023

Business Facilities

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Red Bank , NJ 07701
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www.businessfacilities.com

1. Audited Media Platforms

Print Publication:	Average Net Circulation:	31,962 (Print Edition)
Digital Edition:	Average Monthly Subscribers:	10,000 (Digital Edition)
Website:	Average Website Unique Users:	34,246
Social Media:	Average Facebook Followers:	989
	Average X (Twitter) Followers:	4,085
	Average LinkedIn Followers:	1,534
Video:	Average YouTube Subscribers:	104
E-Newsletters:	Average E-Newsletter Subscribers:	17,035
	Average Open Rate:	24.0%

2. Publication Information

Number of Editions:	One
Format / Average Page Count:	Magazine / 126 Pages
Circulation Cycle:	Bi-Monthly
Ownership:	Group C Media
Year Established:	1968
Publication Type:	Magazine
	100% Controlled / 0% Paid / 0% Sponsor Paid
Content:	35% Advertising / 65% Editorial
Primary Delivery Methods:	94% Mail 6% Controlled Bulk
Annual Mail Subscription Rate:	Contact Publisher
Insert Zoning Available:	No
CVC Member Number:	01-4368
DMA/MSA/CBSA:	Distributed Nationally
Audit Funded By:	Publisher



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3. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2024
Mechanical Data:	Three (3) columns X 10.75" column depth Full page: 8" wide X 10.75" depth.
Open Rate:	Local: \$9,800.00 Full Page - \$4,200.00 1/4 th Page National: \$9,800.00 Full Page - \$4,200.00 1/4 th Page
Insert Open Rate:	Contact Publisher
Deadline Day & Time:	Bi-Monthly by 4 PM
Website Rates:	\$2,000.00 - \$4,000.00 based on size and package
E-Newsletter Rates:	\$1,500.00 - \$5,000.00 each

Additional rates may be available from the publisher.

4. Contact Information

Publisher:	Joyce Wasserman	EMAIL: jwasserman@groupc.com
Advertising:	Joyce Wasserman	EMAIL: jwasserman@groupc.com
Circulation:	Neil Eisenberg	EMAIL: neil@groupc.com



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5. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 01-4368		Bi-Monthly	Business Facilities Red Bank , NJ
Audit Period Summary			
Average Net Circulation	(5-H)		31,962
Average Gross Distribution	(5-F)		31,962
Average Net Press Run	(5-A)		31,979
Audit Period Detail			
A. Average Net Press Run			31,979
B. Office / File			17
C. Controlled Distribution			
1. Carrier Delivery			0
2. Bulk Delivery / Demand Distribution			0
3. Mail			3,282
4. Requestor Mail			26,718
5. Waiting Rooms			0
6. Hotels			0
7. Events, Fairs, Festivals and Trade Shows			117
8. Education			0
9. Restock & Office Service			1,845
Total Average Controlled Distribution			31,962
Controlled Returns			(0)
TOTAL AVERAGE CONTROLLED CIRCULATION			31,962
D. Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			0
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			0
Paid Returns			(0)
TOTAL AVERAGE PAID CIRCULATION			0
E. Sponsored / Voluntary Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			0
4. Waiting Rooms			0
5. Education			0
Total Average Sponsored Distribution			0
Sponsored Returns			(0)
TOTAL AVERAGE SPONSORED CIRCULATION			0
F. Average Gross Distribution			31,962
G. Total Unclaimed / Returns			(0)*
H. Average Net Circulation			31,962

Explanatory – Print

PARAGRAPH FIVE AUDIT PERIOD SUMMARY

AVERAGE NET CIRCULATION: Average net circulation based on quarterly averages for the audit period indicated. (Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G)). See audit period detail (H).

AVERAGE GROSS DISTRIBUTION: Average gross distribution based on quarterly averages for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)). See audit period detail (F).

NET PRESS RUN: Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies. See audit period detail (A).

AUDIT PERIOD DETAIL

A. 1. NET PRESS RUN: Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies.

B. 1. OFFICE / FILE: Undistributed editions maintained by the publisher for office purposes. Office / File editions do not qualify as controlled, paid, or sponsored distribution.

C. CONTROLLED DISTRIBUTION (NON-PAID): Editions distributed by the publisher free of charge.

1. CARRIER DELIVERY: Editions delivered by private carrier to single family residences, and/or multi-family residences, and/or businesses.

2. CONTROLLED BULK / DEMAND DISTRIBUTION: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5G returns.

3. MAIL: Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes.

4. REQUESTOR MAIL: Editions delivered on a requestor basis by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes. Qualified requestor circulation and other mail permit qualifications are audited by the United States Postal Service and not determined by CVC.

5. CONTROLLED WAITING ROOMS: Editions delivered to the waiting areas of local business and office buildings, including, but not limited to salons, medical and professional offices.

6. CONTROLLED HOTELS: Editions distributed to area hotels and available to individual readers. Subject to paragraph 5G returns.

7. EVENTS, FAIRS, FESTIVALS and TRADE SHOWS: Editions distributed to attendees and members of conventions, local fairs, festivals, trade shows and available to individual readers. Subject to paragraph 5G returns.

8. CONTROLLED EDUCATION: Editions distributed to area schools or educational institutions and available to individual readers. Subject to paragraph 5G returns.

9. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5G returns.

CONTROLLED RETURNS: Edition distributed in the controlled distribution category, returned to the publisher unclaimed during the edition cycle *(See paragraph 10 for CVC return/unclaimed confirmation.) Publications with greater than 25% returnable source distribution must report returns or unclaimed copies to qualify for net circulation reporting.

D. PAID DISTRIBUTION: Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.

1. CARRIER DELIVERY: See C1 for explanation of carrier home delivery. See paragraph 11 for paid reporting analysis.

2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5G returns. See paragraph 11 for paid reporting analysis.

3. MAIL: See C3 for explanation of mail distribution. See paragraph 11 for paid reporting analysis.

4. PAID WAITING ROOMS: See C5 for explanation of waiting room distribution.

5. PAID HOTELS: See C6 for explanation of hotel distribution.

6. PAID EDUCATION: See C8 for explanation of educational copy distribution.

7. RESTOCK / OFFICE SERVICE: See C9 for explanation of restock and office distribution.

PAID RETURNS: See section C: controlled returns for explanation of returns reporting. *(See paragraph 10 for CVC return/unclaimed confirmation.)

E. SPONSORED / VOLUNTARY PAID DISTRIBUTION: Editions distributed by the publisher that are sponsored by a third party monetary exchange or voluntary reader payment system.

1. CARRIER DELIVERY: See C1 for explanation of carrier home delivery.

2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers on a sponsored or voluntary pay basis. Subject to paragraph 5G returns.

3. MAIL: See C3 for explanation of mail distribution.

4. SPONSORED WAITING ROOMS: See C5 for explanation of waiting room distribution.

5. SPONSORED EDUCATION: See C8 for explanation of educational copy distribution.

6. RESTOCK / OFFICE SERVICE: See C9 for explanation of restock and office distribution.

SPONSORED RETURNS: See section C: controlled returns for explanation of returns reporting *(See paragraph 10 for CVC return/unclaimed confirmation.)

F. AVERAGE GROSS DISTRIBUTION: Average gross distribution based on quarterly averages for the audit period indicated. Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C).

G. TOTAL UNCLAIMED / RETURNS: Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle. *(See paragraph 10 for CVC return/unclaimed confirmation.)

H. AVERAGE NET CIRCULATION: Average net circulation for the audit period indicated. Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G).



Audit Period Edition Reporting

EDITION	CIRCULATION	EDITION	CIRCULATION
January / February 2023	32,013	July / August 2023	32,034
March / April 2023	31,975	September / October 2023	31,940
May / June 2023	31,889	November / December 2023	31,919

6. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/23-12/31/23	CVC	31,994	31,889	31,987	31,919
01/01/22-12/31/22	CVC	31,593	31,630	31,836	31,682

7. Distribution by Zip Code (September/October 2023 Edition) Bi-Monthly

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
AK	Assorted	Assorted	AK	0	0	19	0	19
AL	Assorted	Assorted	AL	0	0	469	0	469
AR	Assorted	Assorted	AR	0	0	230	0	230
AZ	Assorted	Assorted	AZ	0	0	415	0	415
CA	Assorted	Assorted	CA	0	0	2,912	0	2,912
CO	Assorted	Assorted	CO	0	0	444	0	444
CT	Assorted	Assorted	CT	0	0	419	0	419
DC	Assorted	Assorted	DC	0	0	50	0	50
DE	Assorted	Assorted	DE	0	0	66	0	66
FL	Assorted	Assorted	FL	0	0	1,484	0	1,484
GA	Assorted	Assorted	GA	0	0	783	0	783
HI	Assorted	Assorted	HI	0	0	35	0	35
IA	Assorted	Assorted	IA	0	0	413	0	413
ID	Assorted	Assorted	ID	0	0	193	0	193
IL	Assorted	Assorted	IL	0	0	1,625	0	1,625
IN	Assorted	Assorted	IN	0	0	815	0	815
KS	Assorted	Assorted	KS	0	0	404	0	404
KY	Assorted	Assorted	KY	0	0	421	0	421
LA	Assorted	Assorted	LA	0	0	276	0	276
MA	Assorted	Assorted	MA	0	0	683	0	683
MD	Assorted	Assorted	MD	0	0	457	0	457
ME	Assorted	Assorted	ME	0	0	200	0	200
MI	Assorted	Assorted	MI	0	0	1,112	0	1,112
MN	Assorted	Assorted	MN	0	0	765	0	765
MO	Assorted	Assorted	MO	0	0	836	0	836
MS	Assorted	Assorted	MS	0	0	261	0	261
MT	Assorted	Assorted	MT	0	0	126	0	126
NC	Assorted	Assorted	NC	0	0	889	0	889
ND	Assorted	Assorted	ND	0	0	122	0	122
NE	Assorted	Assorted	NE	0	0	316	0	316
NH	Assorted	Assorted	NH	0	0	181	0	181
NJ	Assorted	Assorted	NJ	0	0	863	0	863
NM	Assorted	Assorted	NM	0	0	92	0	92
NV	Assorted	Assorted	NV	0	0	173	0	173
NY	Assorted	Assorted	NY	0	0	1,734	0	1,734
OH	Assorted	Assorted	OH	0	0	1,484	0	1,484
OK	Assorted	Assorted	OK	0	0	379	0	379

7. Distribution by Zip Code (September/October 2023 Edition) Bi-Monthly (continued)

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
OR	Assorted	Assorted	OR	0	0	366	0	366
PA	Assorted	Assorted	PA	0	0	1,381	0	1,381
RI	Assorted	Assorted	RI	0	0	117	0	117
SC	Assorted	Assorted	SC	0	0	416	0	416
SD	Assorted	Assorted	SD	0	0	117	0	117
TN	Assorted	Assorted	TN	0	0	669	0	669
TX	Assorted	Assorted	TX	0	0	2,069	0	2,069
UT	Assorted	Assorted	UT	0	0	270	0	270
VA	Assorted	Assorted	VA	0	0	678	0	678
VT	Assorted	Assorted	VT	0	0	65	0	65
WA	Assorted	Assorted	WA	0	0	482	0	482
WI	Assorted	Assorted	WI	0	0	1,029	0	1,029
WV	Assorted	Assorted	WV	0	0	124	0	124
WY	Assorted	Assorted	WY	0	0	71	0	71
Misc.	Assorted	Assorted	-	0	0	5	0	5
TOTAL				0	0	30,005	0	30,005

8. Distribution by County (September/October 2023 Edition) Bi-Monthly

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Publisher reported distribution by state. Distribution by county reporting is not required.							

9. Verification of Distribution – Mail and Carrier Delivery Distribution

Business Facilities reported an average mail distribution of 30,000 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. Business Facilities did not report carrier delivery distribution during the audit period. Carrier delivery is verified through the review of carrier statements and/or additional publisher support documents.

10. Verification of Distribution

Controlled Bulk / Demand Distribution / Single Copy

Business Facilities did not report significant controlled bulk / demand distribution, or single copy distribution during the audit cycle. Distribution locations received an average 117 copies per edition during the audit cycle.

11. Paid Reporting Analysis – Not Applicable

12A. Audited Average Website Reporting - www.businessfacilities.com

	Monthly Audit Period Average
Website Unique Users	34,246
Website Sessions	42,804
Website Page Views	68,638
Pages Per Visit	1.60
Average Time Spent on Website	00:02:59

Explanatory – Website

PARAGRAPH TWELVE (A)

UNIQUE USERS: A unique user to a website where the user registers or where the user is identified or marked by a cookie, IP address, or other ID that is attached to the browser within the defined cycle. Limitations apply to the measurement of unique users. Please see CVC Rules & Regulations for further information.

SESSIONS: The total number of sessions, expressed as a monthly average, to a publication’s website regardless of unique status, as expressed above.

PAGE VIEWS: The transmittal of a full page contained within the website to the user’s browser.

PAGES PER VISIT: The average number of page views per session, expressed as a monthly average.

AVG. TIME SPENT: The average amount of time spent on a website during a single visit, expressed in hours, minutes and seconds.

12B. Audited Online/Digital Edition Reporting

	Monthly Audit Period Average
Digital Edition Subscribers	10,000
Unique Digital Edition Users (Web)	Not Reported

Explanatory – Digital Edition

PARAGRAPH TWELVE (B)

DIGITAL EDITION: Subscribers to a digital edition version of the publication. Subscriptions, unless expressed here, may be part of a print subscription package or a stand-alone digital subscription. Please see CVC Rules & Regulations for further information.

UNIQUE DIGITAL EDITION USERS: Unique users to a digital edition publication where the user registers or where the user is identified or marked by a cookie, IP address, or other ID that is attached to the browser with the defined cycle. A unique user counts once within the timescale. A user can make multiple visits. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

12C. Text Media - Not Reported

12D. Social Media

Social Media Source	Average Media Usage	December 2023
www.facebook.com/BusinessFacilities	989 Followers	1,018 Followers
X (Twitter) - @bizfacilities	4,085 Followers	4,112 Followers
LinkedIn.com/business_facilities_magazine	1,534 Followers	1,921 Followers

Explanatory – Social Media

PARAGRAPH TWELVE (D)

FACEBOOK LIKES: The average number of followers as expressed by the Facebook page. Information sourced at regular intervals from the publications page on Facebook.com or third party measurement sources.

X (TWITTER) FOLLOWERS: The average number of followers as expressed by members of the Twitter community. Information sourced at regular intervals from the publications page on Twitter.com or third party measurement sources.

LINKEDIN FOLLOWERS: The average number of followers as expressed by members of the LinkedIn community. Information sourced at regular intervals from the publications page on LinkedIn.com or third party measurement sources.

12E. Email Media

Media Type	Database Recipients
Non-Subscriber Email Opt-In Database	17,035
Average Open Rate	24%
Average Click Rate	2%

Explanatory – Email Media, E-Newsletters & E-Blasts

PARAGRAPH TWELVE (E)

NON-SUBSCRIBER EMAIL OPT-IN DATABASE: Subscribers who have provided email contact data to receive newsletters, special content, special offers, coupons or redemption codes for use within a specified period of time, and are sourced through third party efforts such as trade shows, opt-in email newsletters or surveys.

12F. Video & Podcast Media

Media Type	Average Channel Subscribers
YouTube Channel/businessfacilities	104



Explanatory – Video & Podcast Media

PARAGRAPH TWELVE (F)

YOUTUBE CHANNEL: Video feeds viewed by guests or followers of the publications social media accounts.

Optional Publisher Reporting – Subscriber Business & Industry Reporting – 12/2023

Business Description	Print	Digital	CEOs, Partners Chairmen President & Owners	VPs, Treas., Secretaries & Other Corp. Officers	VPs, Mgrs., Dir. of Real Estate and/or Facilities & Other Real Estate Facility Personnel	Corporate Managers & Directors	Architects & Engineers	Other	Total Distribution Print & Digital	Percent
Manufacturing										
Transportation Equipment (Note 1)	845	641	669	541	121	101	14	40	1,486	3.8%
Biotech, Pharma and Medical Instruments (Note 2)	394	75	260	65	49	45	4	43	469	1.2%
Chemical Manufacturing, except Pharmaceuticals	924	1,095	1,028	850	58	47	8	28	2,019	5.1%
Food & Kindred Products	2,195	657	1,973	375	181	235	10	78	2,852	7.2%
Machinery (Note 3)	1,949	2,277	2,581	1,294	112	142	33	63	4,226	10.6%
Metals – Primary and Fabricated (Note 4)	2,586	1,518	2,663	898	193	215	26	108	4,104	10.3%
Plastics & Rubber (Note 5)	706	112	500	145	64	75	1	33	818	2.1%
Print, Publishing, and Allied Products	3,110	537	2907	414	178	95	1	52	3,647	9.2%
Manufacturing – Other (Note 6)	3,424	1,611	3,360	925	295	247	23	185	5,035	12.6%
Manufacturing Subtotal:	16,133	8,523	15,941	5,507	1,251	1,202	120	630	24,656	61.7%
BUSINESS SERVICES										
Consultants and Contractors (Note 7)	2,619	460	1,856	248	424	292	110	118	3,079	7.7%
Insurance, Financial Institutions, Legal and/or Accounting	997	110	641	80	200	84	6	92	1,107	2.8%
Computer Software Developers, Data Processing, Communications	923	92	693	98	96	76	12	38	1,015	2.6%
Realtor, Brokers & Private Developers	785	111	409	81	194	99	6	51	896	2.3%
Professional Services (Note 8)	1,490	110	1,240	88	151	86	3	31	1,600	4.0%
Accommodations Hotels, Restaurant, Health Care	2,419	173	717	118	898	593	44	221	2,592	6.5%
Trucking & Warehousing	494	37	319	44	83	52	2	30	531	1.4%
Wholesalers & Distributors	966	101	633	94	147	121	10	62	1,067	2.7%
Business Services – Other	1,488	103	521	105	469	196	5	289	1,591	4.0%
Business Services Subtotal:	12,181	1,297	7,029	956	2,662	1,599	198	932	13,478	33.7%
Others Allied to the Field	1,686	180	529	119	478	332	15	390	1,866	4.6%
Total Circulation	30,000	10,000	23,499	6,582	4,391	3,133	333	390	40,000	100%

- Note 1: Transportation includes Transportation Equipment, Automotive, Aircraft and Aerospace
- Note 2: Biotech, Pharma and Medical Instruments includes Biotech/R&D, Drugs & Pharmaceuticals and Medical Instruments
- Note 3: Machinery includes Machinery (except Electrical), Computers & Office Equipment, Electrical Machinery, Equipment & Supplies, Electronic Components & Communication Equipment
- Note 4: Metals - Primary & Fabricated includes Primary Metals Industries and Fabricated Metal Products
- Note 5: Plastics & Rubbers includes Rubber & Miscellaneous Products, and Plastics
- Note 6: Manufacturing - Other includes Tobacco Products, Textile Mill Products, Apparel & Other Finished Products, Lumber & Wood Products, Furniture & Fixtures, Petroleum Refining & Related Industries, Leather & Leather Products, Stone/Clay/Glass & Concrete Products, , Professional Scientific & Controlling Instruments, Renewable Energy, and Others Allied to the Field
- Note 7: Consultants and Contractors includes Consultants, Design Engineers, Management Services, Architects, R&D, general Contractor, Builders and Building Services
- Note 8: Professional Services includes Telemarketing Services, Retail Trade and Mail Order Houses.

13. Council Audit Statement

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, technology, and general business records of this publication for the purpose of compiling this information. The review was completed using Council audit procedures considered necessary under the circumstances of the audit in compliance with CVC Rules and Regulations. In our opinion, this report fairly and accurately represents the publication's printing, distribution, circulation, and technology reporting, if applicable, for the period indicated. The publication has sworn that the information presented for this audit reporting is accurate and supplied CVC with general business records substantiating the information under audit review. This report is released subject to the provisions of the CVC Rules & Regulations which are hereby incorporated by reference. CVC Rules & Regulations may be amended from time to time without notice at the sole discretion of CVC. In no event shall CVC be liable for indirect, incidental, consequential, special, or punitive damages, or damages for lost profits, lost income, or lost savings arising by negligence, intended conduct, breach of contract, or otherwise. CVC reports and data are released for the sole use of advertising purchase evaluations and any use for valuations or determination of value is strictly prohibited. CVC reports may not be used for USPS requestor or other permit qualifications. This report is subject to copyright laws and may only be reproduced by the publisher.



The current status of this report expires March 31, 2025.
 If this report is presented after March 31, 2025 please call the toll-free number listed below.