

AT A GLANCE

OUR READERS SAY THAT COLLEGE PLANNING & MANAGEMENT **IS THE ONE PUBLICATION** THAT THEY FIND MOST USEFUL TO THEM IN THEIR JOBS!

(Source: August 2010 CP&M Readership Survey)

What our readers say about College Planning & Management magazine...

“Wide degree of topics pertaining to those in the **NON-ACADEMIC** side of college work.”

“**VARIETY OF ARTICLES** and information that can be modified and applied in almost any facility situation.”

“Reading what other universities are doing, **NEW PRODUCTS, NEW TECHNOLOGY**, and interesting articles.”

“Articles are **FOCUSED ON THE HIGHER EDUCATION MARKET** so I don't have to sift through a lot of information that doesn't pertain to me.”

“Discusses trends in the industry with **APPLICATION IN MIND.**”

“Many of the articles spur new ideas, and the info on products allows us to consider **NEW IDEAS AND METHODS.**”

“Helps us to better **UNDERSTAND THE ISSUES** faced by facilities managers and how we can best design our spaces to relieve the most common difficulties they face.”

“A broad range of subjects, all which are **DIRECTLY RELATED TO THE TASKS AT HAND.**”

The perfect balance of information focused specifically on what they do creates loyal readers....

56% Have subscribed to the magazine for 2 - 5 years.

18% Have subscribed to the magazine for 6 - 9 years.

11% Have subscribed to the magazine for 10 years or more.

Quality editorial content means an engaged readership...

67% Visited a Website mentioned in the magazine.

62% Passed the magazine along to a colleague.

58% Discussed articles with colleagues.

53% Tore out information of interest.

42% Used information from the magazine for planning/research purposes.

35% Filed the magazine in their library.

14% Implemented new processes/procedures suggested in an article.

Advertising promotes action...

57% Visited an advertiser's Website.

44% Discussed a product seen in an ad with a colleague.

32% Recommended a product or service seen in an ad.

16% Purchased a product advertised in the magazine.

11% Contacted an advertiser by phone or e-mail for more information.

10% Filled out the Free Information page to request more info.

(Source: August 2010 CP&M Readership Survey)

Who makes up the 'buying team'...

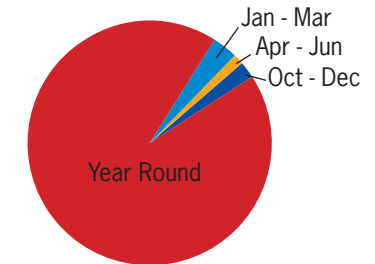
	Facilities and Construction	Safety and Security	Technology	Business and Finance
President, Dean, Dept. Chair	X	X	X	X
Business & Purchasing	X	X	X	X
Facility Planning	X	X	X	X
Operations & Maintenance	X	X	X	X
Safety & Security/Risk Management	X	X	X	X
Technology/IT	X	X	X	X
Architects and Consultants	X	X	X	X

CP&M readers are involved in all aspects of the purchasing process...

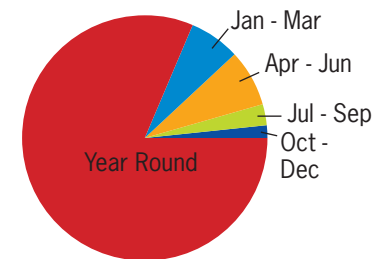
	Create Budget	Authorize/ Approve	Specify/ Recommend	Determine Need	Identify Vendors
ADA/Accessibility	15%	21%	31%	26%	16%
Athletics/Physical Education	10%	10%	17%	13%	14%
Cafeteria/Food Service	12%	13%	16%	14%	11%
Carpet and Floorcoverings	22%	24%	32%	30%	20%
Ceilings/Walls/Wallcoverings	22%	24%	29%	25%	18%
Communications Equipment and Services	10%	14%	19%	18%	12%
Computer Hardware and Networks	10%	15%	18%	18%	10%
Contract Services/Outsourcing	14%	17%	25%	24%	18%
Copiers/Printers	11%	16%	20%	20%	12%
Design/Construction Services	16%	22%	31%	24%	18%
Doors and Door Hardware	19%	24%	25%	25%	17%
Drinking Fountains	16%	22%	27%	25%	14%
Fire and Life Safety	18%	25%	33%	28%	21%
Furniture and Equipment	28%	36%	45%	40%	28%
Grounds Maintenance	14%	16%	14%	12%	8%
HVAC and Energy Management	20%	24%	28%	24%	17%
Library/Media Center Furnishings and Technology	9%	9%	13%	15%	11%
Lighting and Electrical Systems	20%	25%	29%	28%	16%
Maintenance Equipment and Supplies	17%	20%	22%	20%	15%
Plumbing and Fixtures	20%	23%	25%	24%	15%
Projectors/Whiteboards/Presentation Technologies	12%	15%	25%	22%	13%
Real Estate Development	6%	8%	13%	10%	7%
Residence Hall Furniture and Equipment	11%	11%	16%	16%	15%
Roofing Materials and Systems	17%	19%	23%	18%	14%
Security Technologies and Services	15%	22%	18%	25%	16%
Software and Web-based Applications	10%	14%	20%	25%	14%
Transportation and Parking	12%	13%	16%	16%	9%
Washroom/Locker Room	14%	18%	26%	22%	18%
Windows/Skylights/Daylighting	18%	21%	23%	20%	12%

Typical Purchasing Calendar...

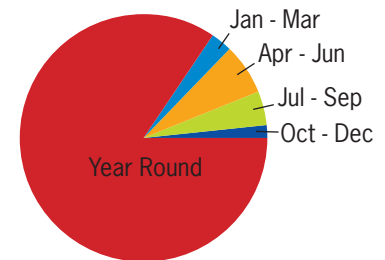
REVIEW PRODUCTS



PURCHASING DECISIONS MADE



ORDERS PLACED



PRODUCTS SHIPPED/INSTALLED

