

2011 CIRCULATION

COVERING THE EDUCATION MARKET LIKE NO OTHER.

School Planning & Management is the industry's leading publication covering facilities, security, technology and business concerns in K-12 school districts. The combined circulation of *School Planning & Management* and *College Planning & Management* provides an unparalleled reach into every level of decision making in school districts and two-year and four-year colleges/universities nationwide.

SCHOOL PLANNING & MANAGEMENT'S 'BUYING TEAM'	SPM CIRCULATION	SPM/CPM COMBINED
Presidents and Chairpersons — Boards of Education (including members of NSBA)	6,840	6,840
Superintendents, Presidents/Chief Administrators, Deans (including members of AASA)	10,505	14,887
Federal and State Departments of Education (Administrative, Business, Facilities and Technology, including members of SETDA), State Higher Education Agencies (Boards of Regents and Higher Education Officers)	251	437
ASSISTANT SUPERINTENDENTS, VICE PRESIDENTS, DIRECTORS, MANAGERS and SUPERVISORS of:		
Business (including members of ASBO and NACUBO)	9,188	15,959
Purchasing (including members of NAEP)	915	1,945
Facilities Planning (including members of CEFPI and SCUP)	1,737	4,570
Maintenance, Buildings and Grounds, Safety and Security, Physical Plant, Energy Management (including members of APPA and NSPMA)	10,536	15,319
Housing/Residential Life (including members of ACUHO)	—	1,581
College Unions/Student Activity Centers, Food Service, Auxiliary/Campus Card Services (including members of ACUI, NACAS and NACCU)	—	1,916
Technology/IT (including members of NSBA/ITTE)	2,003	4,096
SUB-TOTALS	41,975	67,550
Architects, Engineers, Construction Managers, Design-Builders, General Contractors, Interior Designers and Consultants (including members of AIA/CAE)	6,060	10,524
TOTAL CIRCULATION	48,035	78,074

SP&M and CP&M June 2010 BPA Statements

BUYING TEAM'S PURCHASING PYRAMID

KNOW YOUR AUDIENCE

School Planning & Management's "buying team" approach to circulation is unparalleled in the facilities, security, technology and business market for education. Purchasing decisions for the products and services needed to design, construct, operate, equip and maintain schools involve a number of people and come from a variety of directions. **Connecting with ALL the members of the "buying team" is essential for success.**

The School Board

Defines vision, establishes policy, sets standards, reviews recommendations and approves projects. School boards also are charged with ensuring alignment — shifting resources to ensure that the district's goals are achieved and that taxpayers get the most for their tax dollars.

Superintendent of Schools

Overall leader and liaison, prepares the annual budget for presentation to the board, provides for continuous improvement of all facets of district operations. Makes recommendations regarding the physical needs of the district including facilities, security and technology.

State and Federal Departments of Education

Provide information resources, grants and funding to states and local education agencies. Their degree of involvement ranges from setting standards, approving projects, maintaining approved materials and services lists, to the actual management of a building project.

Business Officer

Responsible for ensuring every child in the district has the resources he or she needs to learn, and every teacher has the tools and resources to provide an effective learning environment. This includes everything from reliable transportation and nutritious meals, to secure and safe buildings and up-to-date technology.

Purchasing Director

Charged with purchasing for the district the best quality of supplies, equipment and services at the lowest cost. Responsible for identifying and interviewing vendors; requesting, gathering and organizing bids; and solicitations.

Facility Planner

Plays a crucial role in determining the function, size, location, look and amenities of buildings. Responsible for short- and long-term planning. Acts as the key liaison between the district and outside architects, consultants and contractors.

Director of Maintenance, Buildings and Grounds

Responsible for the supervision of buildings, grounds and custodial maintenance. Develops and recommends goals and priorities, participates in pre-construction planning, assists in the development of maintenance budgets, prepares bid information for contract projects, determines need and initiates purchase requisitions.

Safety and Security Director

Charged with protecting students, staff and physical assets. Develops emergency plans, safety procedures and protocols; prepares and administers department budgets; assesses security needs; and provides recommendations for products and services.

Energy Management Director

Charged with reducing energy consumption and improving the learning and teaching environment; identifying capital improvement projects; developing a technology improvement plan; and developing operational guidelines for sustainable, high-performance buildings, systems and controls.

Technology/IT

Charged with implementing and assessing technology plans; managing the function, repair, maintenance, procurement and expansion of the district's technology infrastructure and equipment; recommending budget requirements to support the district's plan.

Architects, Engineers, Construction Managers, Design-Builders, General Contractors, Interior Designers, Consultants

Outside contractors hired by the school district who participate in making crucial decisions concerning projects and products.

The Executive Level

The Purchasing Level

The Specifier Level