

AT A GLANCE

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

(Source: August 2010 SP&M Readership Survey)

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

“Focuses on **REAL ISSUES** in education planning and design.”

“**INNOVATIVE IDEAS** regarding technology and space management.”

“Ideas in each issue **PERTAIN TO WHAT WE'RE DOING** in and around our buildings.”

“Informative articles and reports on **NEW PRODUCTS** and ideas in the market place.”

“Hits **ALL ASPECTS** of school buildings from security, maintenance, furniture, construction and more.”

“Articles about topics **DIRECTLY RELATED TO SCHOOLS.**”

“Covers a **VARIETY OF TOPICS**... does an exceptionally good job with technology.”

“**RELEVANT ARTICLES** that can assist our organization's ability to improve.”

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

48% Have subscribed to the magazine for 2 - 5 years.

24% Have subscribed to the magazine for 6 - 9 years.

22% Have subscribed to the magazine for 10 years or more.

Quality editorial content means an engaged readership...

66% Visited a Website mentioned in the magazine.

63% Discussed articles with colleagues.

55% Passed the magazine along to a colleague.

49% Used information from the magazine for planning/research purposes.

48% Tore out information of interest.

36% Filed the magazine in their library.

13% Implemented new processes/procedures suggested in an article.

Advertising promotes action...

57% Visited an advertiser's Website.

42% Discussed a product seen in an ad with a colleague.

27% Recommended a product or service seen in an ad.

17% Purchased a product advertised in the magazine.

14% 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 SP&M Readership Survey)

Who makes up the 'buying team'...

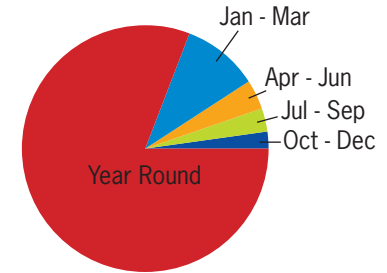
	Facilities and Construction	Safety and Security	Technology	Business and Finance
Superintendent's Office	X	X	X	X
School Board	X	X	X	X
Business & Purchasing	X	X	X	X
Facility Planning	X	X	X	X
Operations & Maintenance	X	X	X	X
Safety & Security/Risk Management	X	X	X	X
Technology/IT	X	X	X	X
Architects and Consultants	X	X	X	X

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

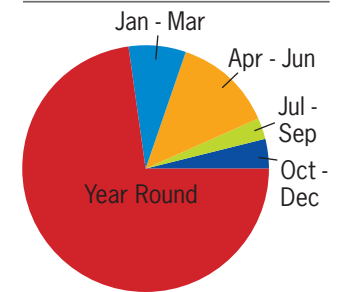
	Create Budget	Authorize/ Approve	Specify/ Recommend	Determine Need	Identify Vendors
ADA/Accessibility	25%	28%	37%	28%	20%
Athletics/Physical Education	20%	25%	25%	16%	17%
Cafeteria/Food Service	20%	24%	20%	14%	13%
Carpet and Floorcoverings	27%	32%	36%	28%	21%
Ceilings/Walls/Wallcoverings	27%	33%	33%	27%	20%
Communications Equipment and Services	28%	29%	21%	20%	14%
Computer Hardware and Networks	22%	25%	19%	16%	13%
Contract Services/Outsourcing	23%	30%	22%	22%	17%
Copiers/Printers	22%	27%	17%	20%	13%
Design/Construction Services	29%	33%	34%	25%	21%
Doors and Door Hardware	27%	32%	31%	27%	20%
Drinking Fountains	24%	31%	28%	25%	19%
Fire and Life Safety	27%	31%	36%	27%	20%
Furniture and Equipment	32%	33%	42%	33%	27%
Grounds Maintenance	25%	31%	19%	19%	13%
HVAC and Energy Management	28%	34%	31%	25%	22%
Library/Media Center Furnishings and Technology	24%	20%	26%	17%	16%
Lighting and Electrical Systems	30%	34%	35%	27%	20%
Maintenance Equipment and Supplies	27%	34%	21%	19%	17%
Plumbing and Fixtures	27%	32%	29%	26%	19%
Projectors/Whiteboards/Presentation Technologies	26%	26%	28%	19%	19%
Roofing Materials and Systems	27%	31%	33%	26%	20%
Security Technologies and Services	24%	27%	33%	25%	20%
Software and Web-based Applications	20%	25%	14%	15%	10%
Transportation and Parking	28%	28%	20%	20%	16%
Washroom/Locker Room	20%	24%	34%	22%	16%
Windows/Skylights/Daylighting	25%	31%	30%	22%	19%

Typical Purchasing Calendar...

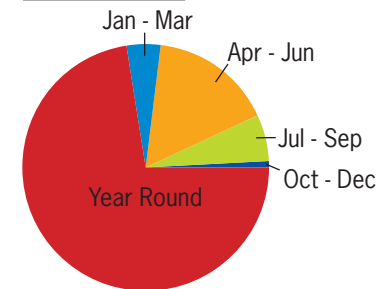
REVIEW PRODUCTS



PURCHASING DECISIONS MADE



ORDERS PLACED



PRODUCTS SHIPPED/INSTALLED

