

# 2010 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.

<b>SCHOOL PLANNING &amp; MANAGEMENT'S "BUYING TEAM"</b>	<b>SPM CIRCULATION</b>	<b>SPM /CPM COMBINED</b>
Presidents and Chairpersons — Boards of Education (including members of NSBA)	<b>6,410</b>	<b>6,410</b>
Superintendents, Presidents/Deans/Chief Administrators (including members of AASA)	<b>10,530</b>	<b>14,534</b>
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)	<b>263</b>	<b>453</b>
<b>ASSISTANT SUPERINTENDENTS, VICE PRESIDENTS, DIRECTORS, MANAGERS and SUPERVISORS of:</b>		
Business (including members of ASBO and NACUBO)	<b>9,225</b>	<b>15,819</b>
Purchasing (including members of NAEP)	<b>888</b>	<b>2,085</b>
Facilities Planning (including members of CEFPI and SCUP)	<b>1,660</b>	<b>4,404</b>
Maintenance, Buildings and Grounds, Safety and Security, Physical Plant, Energy Management (including members of APPA and NSPMA)	<b>11,061</b>	<b>16,169</b>
Housing/Residential Life (including members of ACUHO)	<b>—</b>	<b>1,754</b>
College Unions/Student Activity Centers, Food Service, Auxiliary/Campus Card Services (including members of ACUI, NACAS and NACCU)	<b>—</b>	<b>2,083</b>
Technology/IT (including members of NSBA/ITTE)	<b>2,002</b>	<b>3,898</b>
<b>SUB-TOTALS</b>	<b>42,039</b>	<b>67,609</b>
Architects, Engineers, Construction Managers, Design-Builders, General Contractors, Interior Designers and Consultants (including members of AIA/CAE)	<b>6,014</b>	<b>10,473</b>
<b>TOTAL CIRCULATION</b>	<b>48,053</b>	<b>78,082</b>

SP&M and CP&M June 2009 BPA Statements



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# 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