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# mediaView™ Pro

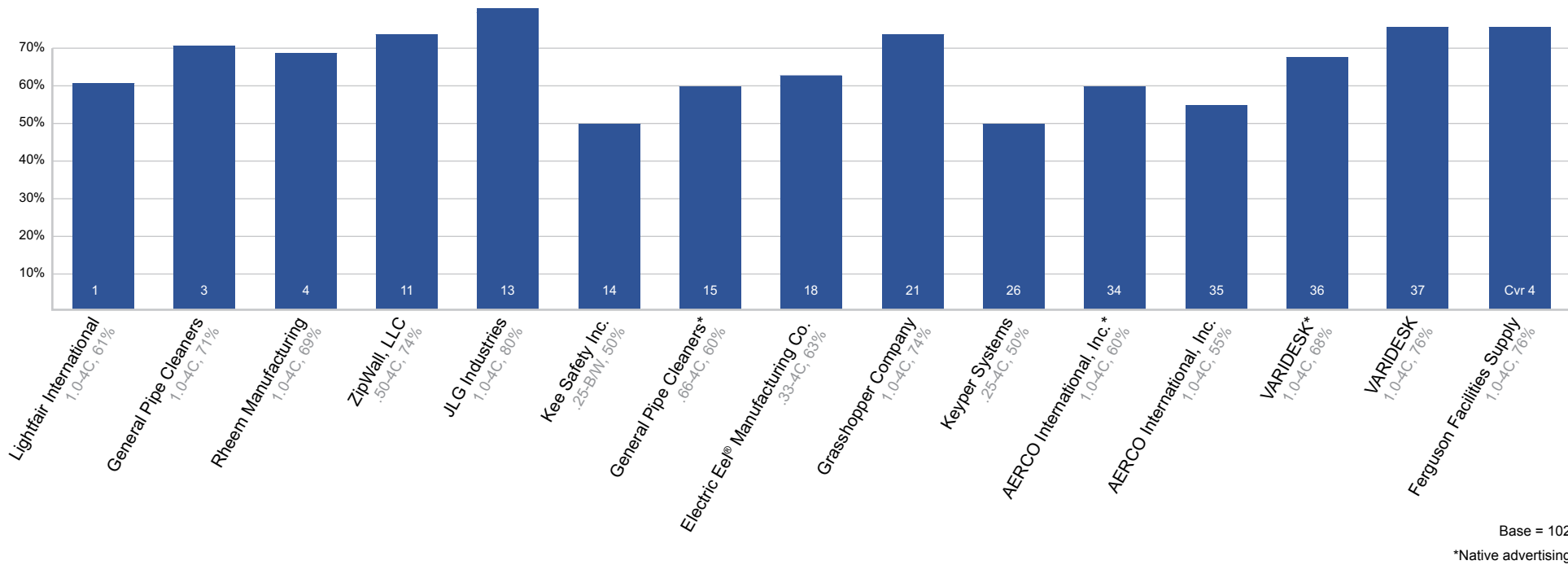
Complete Ad Campaign Analytics



April 2018

**Independent Ad Performance News:**  
*Advertising Exposure  
Audience Engagement and Involvement  
Preliminary and Active Buying Actions*

## Executive Summary: Ad Traffic by Page Number



## Top-performing ads based on audience exposure, engagement and involvement

Recall Seeing Ad Audience Exposure 5.0	Total Recall Seeing	Ad Influence Audience Engagement 6.0	Total Recall Seeing	Total Ad Influence	Buying Action Audience Involvement 7.0	Total Recall Seeing	One or More Buying Actions
JLG Industries	80%	General Pipe Cleaners Division...	71%	100%	Ferguson Facilities Supply	76%	72%
Ferguson Facilities Supply	76%	AERCO International, Inc.*	60%	100%	General Pipe Cleaners Division...	71%	69%
VARIDESK	76%	AERCO International, Inc.	55%	100%	VARIDESK	76%	67%
ZipWall, LLC	74%	Ferguson Facilities Supply	76%	99%	ZipWall, LLC	74%	66%
Grasshopper Company	74%	JLG Industries	80%	98%	Grasshopper Company	74%	65%
General Pipe Cleaners Division...	71%	VARIDESK*	68%	98%	General Pipe Cleaners Division*...	60%	64%
Rheem Manufacturing	69%	General Pipe Cleaners Division*...	60%	98%	JLG Industries	80%	63%
VARIDESK*	68%	ZipWall, LLC	74%	97%	Electric Eel® Manufacturing Co.	63%	60%
Electric Eel® Manufacturing Co.	63%	Grasshopper Company	74%	97%	Rheem Manufacturing	69%	56%
Lightfair International	61%	Keyper Systems	50%	97%	AERCO International, Inc.*	60%	56%

## Definitions of Scores



# mediaView™ Pro

## Complete Ad Campaign Analytics

### Total Ad Recall - Audience Exposure

- **Recall Seeing** – Respondents who recalled seeing an item; total exposure. Shows the ability of an item to attract reader attention.
- **Read Some** – Respondents who, seeing an item, were sufficiently engaged to be drawn into the copy by the headline, layout or content.
- **Read Most** – Respondents who, after beginning to read an item, were interested enough to read most of it.

### Total Ad Influence - Audience Engagement

Total Ad Influence scores are based on the percentage of respondents who, after seeing an ad, indicated how it influenced them:

- **Make Ad-Brand Connection** – Those respondents who, after seeing an ad, were able to associate the ad with a company or brand.
- **Like the Ad** – Respondents who report finding an ad appealing.
- **More Favorable Opinion** – Respondents who, after seeing an ad, developed a more positive opinion of the advertised product or service.
- **Newly Aware** – Those respondents who, prior to seeing an ad, were not familiar with the advertised item and are now newly aware of it.

NOTE: Percentage totals may not equal 100, due to rounding.

### Total Buying Actions - Audience Involvement

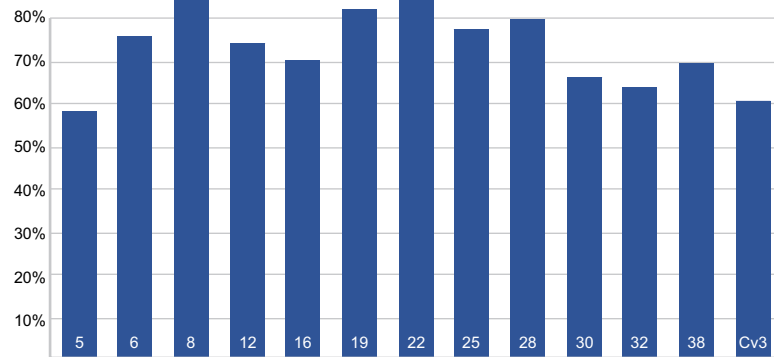
One or More Buying Actions, or Audience Involvement, represents the percentage of respondents who, after reporting they recalled the ad, also indicate how the ad further influenced their buying actions. These audience members saw an ad and indicated that they, or someone in their organization, either has, or is likely to:

- **Save the Ad** – Respondents who indicate interest in an advertised item by either saving an ad for future reference, or are likely to do so in the future.
- **Discuss the Advertised Product** – Those respondents who report they are likely to discuss, or have discussed, an advertised item with a colleague.
- **Visit Ad's Website** – Respondents who report they would likely access, or have already accessed, an advertiser's website after seeing an ad.
- **Contact Salesperson** – Respondents who report they would likely contact, or have contacted, a salesperson in response to an advertised product or service.
- **Try Product/Service** – Those respondents who report they would try, or had already tried, an advertised product or service.
- **Consider Purchase** – Those respondents who have considered purchasing a product, or are likely to consider purchasing in the future.
- **Recommend or Specify** – Respondents who have, or are likely to, recommend or specify a product or service.
- **Purchase** – Respondents who have either actively purchased, or are likely to purchase, a product/service after seeing an advertisement.

Editorial



Recall Scores by Page Number



**Editorial reader recall scores** are based on each editorial item’s “Recall Seeing” score. The score for each item studied is expressed as a percentage and presented by page number in the chart above. The first editorial item listed is found on page 5.

	Page Number	Recall Seeing	Read Some	Read Most
EDITORIAL: New owner, bright future	5	59%	73%	35%
MANAGEMENT INSIGHT: Building bonds: Getting in tune...	6	76%	82%	40%
INSTITUTIONAL FACILITIES PROJECTS: Bringing savings...	8	87%	91%	57%
LIFTS: Raising the bar: Changes impact specification	12	75%	77%	40%
DIAGNOSTIC TECHNOLOGY: Infrared imaging comes of age	16	71%	70%	44%
GROUNDS EQUIPMENT: Getting a handle on grounds...	19	83%	83%	39%
SPECIAL SECTION: Taking control of lighting	22	89%	87%	53%
HVAC: VRF: Strategies for success	25	78%	81%	46%
ENERGY STRATEGIES: Power players: Delivering UPS...	28	80%	74%	44%
ROUNDTABLE: Outsourcing	30	67%	63%	31%
FMD Tech Center	32	64%	67%	14%
PRODUCT PIPELINE	38	70%	70%	41%
ACCESS POINTS	Cvr 3	61%	59%	28%

Base = 102

Definitions:

**Recall Seeing** is a percentage of the base number.

**Read Some** is a percentage of the “Recall Seeing” score.

**Read Most** is a percentage of the “Read Some” score.

Percentage totals may not equal 100, due to rounding.

Please see Definitions of Scores (3.0), and Methodology (9.1), for complete information.



## Editorial: Reading Habits



### Readers comment on the magazine



*In my profession it is the best way to keep up with industry changes.*

— Dir. of Ops.

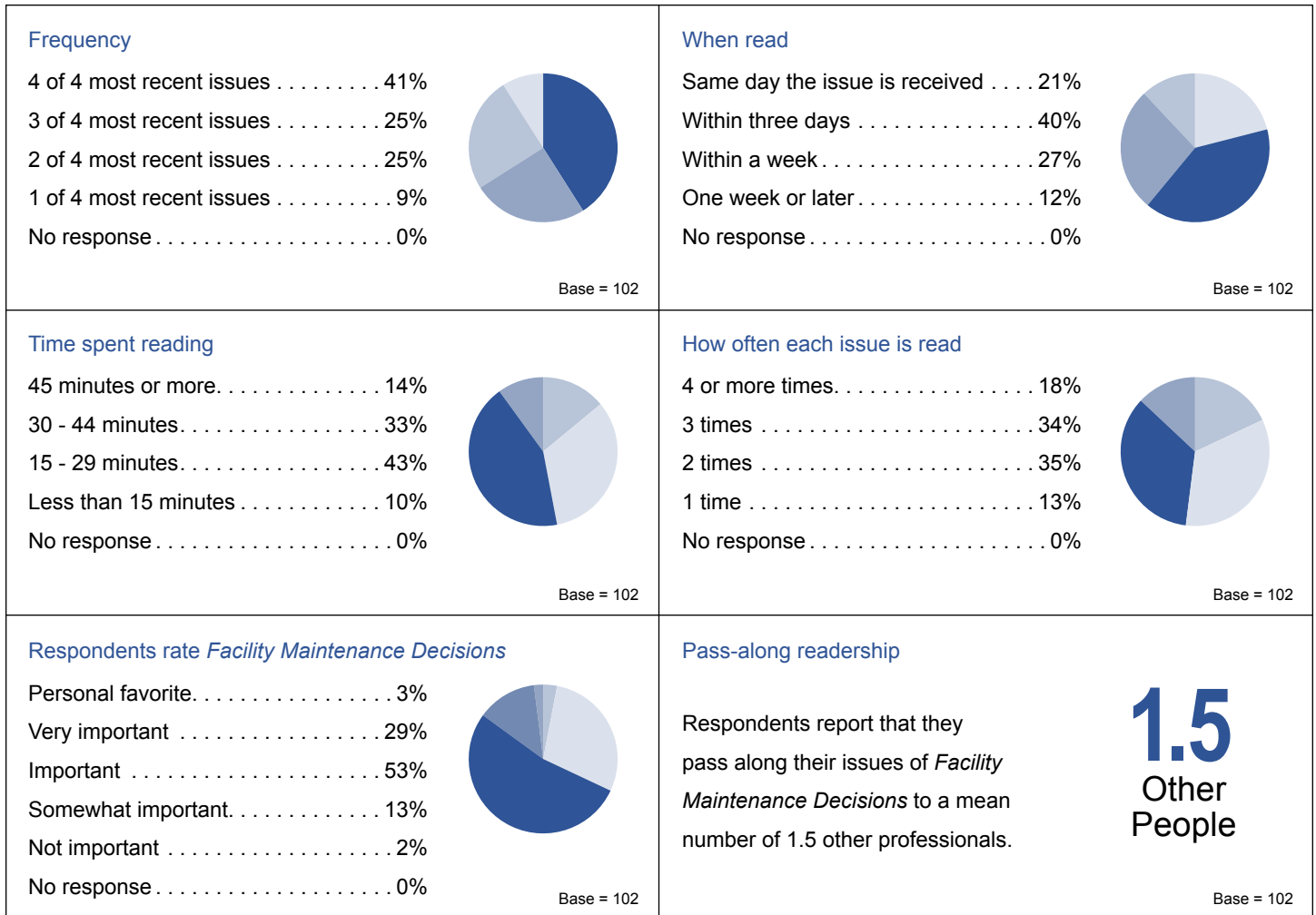
*I like to see others' points of view, plus educate myself on new items/advances in the field. The subject matter falls right in line with what I'm in charge of managing.*

— Building Manager

*Very informative magazine.*

— Dir. Facilities

### How, when, how long and how often respondents read *Facility Maintenance Decisions*



## Ad Scores: Exposure, Engagement and Involvement Totals by Product Category



	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
<b>Associations</b>							
Lightfair International	1	1.0-4C	61%	57%	51%	90%	52%
<b>Boilers</b>							
AERCO International, Inc.*	34	1.0-4C	60%	62%	38%	100%	56%
AERCO International, Inc.	35	1.0-4C	55%	47%	50%	100%	51%
Category averages:			58%	55%	44%	100%	54%
<b>Distributors</b>							
Ferguson Facilities Supply	Cvr 4	1.0-4C	76%	63%	42%	99%	72%
<b>Drain cleaning</b>							
General Pipe Cleaners Division of General Wire Spring Co.	3	1.0-4C	71%	59%	48%	100%	69%
Electric Eel® Manufacturing Co.	18	.33-4C	63%	56%	37%	96%	60%
General Pipe Cleaners Division of General Wire Spring Co.*	15	.66-4C	60%	62%	41%	98%	64%
Category averages:			65%	59%	42%	98%	64%
<b>Exterior</b>							
JLG Industries	13	1.0-4C	80%	56%	42%	98%	63%
<b>Furniture</b>							
VARIDESK	37	1.0-4C	76%	59%	36%	95%	67%
VARIDESK*	36	1.0-4C	68%	60%	39%	98%	54%
Category averages:			72%	60%	38%	97%	61%
<b>Grounds care</b>							
Grasshopper Company	21	1.0-4C	74%	61%	38%	97%	65%

**Definitions:**

**Recall Seeing** score is a percentage of the base number.

**Read Some** is a percentage of the “Recall Seeing” score.

**Read Most** is the percentage of the “Read Some” score.

**Total Ad Influence** is a percentage of the “Recall Seeing” score.

**One or More Buying Actions** is a percentage of the “Recall Seeing” score.

Percentage totals may not equal 100, due to rounding.

Please see Definitions of Scores (3.0), and Methodology (9.1), for complete information.

\*Native advertising  
Base = 102  
(continued)

Ad Scores: Exposure, Engagement and Involvement Totals by Product Category *continued*

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
<b>HVAC/building controls</b>							
AERCO International, Inc.*	34	1.0-4C	60%	62%	38%	100%	56%
AERCO International, Inc.	35	1.0-4C	55%	47%	50%	100%	51%
Category averages:			58%	55%	44%	100%	54%
<b>Lawn tractor/mowers</b>							
Grasshopper Company	21	1.0-4C	74%	61%	38%	97%	65%
<b>Lifts</b>							
JLG Industries	13	1.0-4C	80%	56%	42%	98%	63%
<b>Lighting</b>							
Lightfair International	1	1.0-4C	61%	57%	51%	90%	52%
<b>Maintenance/cleaning products</b>							
ZipWall, LLC	11	.50-4C	74%	64%	40%	97%	66%
<b>Paint</b>							
ZipWall, LLC	11	.50-4C	74%	64%	40%	97%	66%
<b>Plumbing</b>							
General Pipe Cleaners Division of General Wire Spring Co.	3	1.0-4C	71%	59%	48%	100%	69%
Electric Eel® Manufacturing Co.	18	.33-4C	63%	56%	37%	96%	60%
General Pipe Cleaners Division of General Wire Spring Co.*	15	.66-4C	60%	62%	41%	98%	64%
Category averages:			65%	59%	42%	98%	64%
<b>Roofing</b>							
Keel Safety Inc.	14	.25-B/W	50%	60%	43%	94%	47%

\*Native advertising  
Base = 102  
(continued)

Ad Scores: Exposure, Engagement and Involvement Totals by Product Category *continued*

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
<b>Safety products</b>							
Keel Safety Inc.	14	.25-B/W	50%	60%	43%	94%	47%
<b>Security</b>							
Keyper Systems	26	.25-4C	50%	46%	39%	97%	45%
<b>Tools</b>							
General Pipe Cleaners Division of General Wire Spring Co.	3	1.0-4C	71%	59%	48%	100%	69%
General Pipe Cleaners Division of General Wire Spring Co.*	15	.66-4C	60%	62%	41%	98%	64%
Category averages:			66%	61%	45%	99%	67%
<b>Water heaters</b>							
Rheem Manufacturing	4	1.0-4C	69%	54%	35%	91%	56%
AERCO International, Inc.*	34	1.0-4C	60%	62%	38%	100%	56%
AERCO International, Inc.	35	1.0-4C	55%	47%	50%	100%	51%
Category averages:			61%	54%	41%	97%	54%

\*Native advertising  
Base = 102



## Ad Scores: Audience Engagement Totals with Influence Details by Product Category



	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
<b>Associations</b>								
Lightfair International	1	1.0-4C	61%	90%	29%	77%	38%	35%
<b>Boilers</b>								
AERCO International, Inc.*	34	1.0-4C	60%	100%	40%	80%	51%	36%
AERCO International, Inc.	35	1.0-4C	55%	100%	33%	79%	47%	30%
Category averages:			58%	100%	37%	80%	49%	33%
<b>Distributors</b>								
Ferguson Facilities Supply	Cvr 4	1.0-4C	76%	99%	48%	93%	64%	49%
<b>Drain cleaning</b>								
General Pipe Cleaners Division of General Wire Spring Co.	3	1.0-4C	71%	100%	52%	88%	69%	40%
General Pipe Cleaners Division of General Wire Spring Co.*	15	.66-4C	60%	98%	38%	78%	64%	44%
Electric Eel® Manufacturing Co.	18	.33-4C	63%	96%	47%	74%	51%	49%
Category averages:			65%	98%	46%	80%	61%	44%
<b>Exterior</b>								
JLG Industries	13	1.0-4C	80%	98%	66%	91%	58%	72%
<b>Furniture</b>								
VARIDESK*	36	1.0-4C	68%	98%	47%	70%	44%	51%
VARIDESK	37	1.0-4C	76%	95%	56%	88%	59%	71%
Category averages:			72%	97%	52%	79%	52%	61%
<b>Grounds care</b>								
Grasshopper Company	21	1.0-4C	74%	97%	71%	89%	53%	74%

**Definitions:**

**Total Ad Influence** (Audience Engagement) represents the percentage of respondents who, after seeing an ad, reported they did one or more of the four listed items.

All Ad Influence scores are a percentage of the "Recall Seeing" score.

Percentage totals may not equal 100, due to rounding.

Please see Definitions of Scores (3.0), and Methodology (9.1), for complete information.

\*Native advertising  
Base = 102  
(continued)

Ad Scores: Audience Engagement Totals with Influence Details by Product Category *continued*

	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
<b>HVAC/building controls</b>								
AERCO International, Inc.*	34	1.0-4C	60%	100%	40%	80%	51%	36%
AERCO International, Inc.	35	1.0-4C	55%	100%	33%	79%	47%	30%
Category averages:			58%	100%	37%	80%	49%	33%
<b>Lawn tractor/mowers</b>								
Grasshopper Company	21	1.0-4C	74%	97%	71%	89%	53%	74%
<b>Lifts</b>								
JLG Industries	13	1.0-4C	80%	98%	66%	91%	58%	72%
<b>Lighting</b>								
Lightfair International	1	1.0-4C	61%	90%	29%	77%	38%	35%
<b>Maintenance/cleaning products</b>								
ZipWall, LLC	11	.50-4C	74%	97%	64%	89%	57%	62%
<b>Paint</b>								
ZipWall, LLC	11	.50-4C	74%	97%	64%	89%	57%	62%
<b>Plumbing</b>								
General Pipe Cleaners Division of General Wire Spring Co.	3	1.0-4C	71%	100%	52%	88%	69%	40%
General Pipe Cleaners Division of General Wire Spring Co.*	15	.66-4C	60%	98%	38%	78%	64%	44%
Electric Eel® Manufacturing Co.	18	.33-4C	63%	96%	47%	74%	51%	49%
Category averages:			65%	98%	46%	80%	61%	44%
<b>Roofing</b>								
Keel Safety Inc.	14	.25-B/W	50%	94%	22%	61%	42%	31%

\*Native advertising  
Base = 102  
(continued)

Ad Scores: Audience Engagement Totals with Influence Details by Product Category *continued*

	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
<b>Safety products</b>								
Keel Safety Inc.	14	.25-B/W	50%	94%	22%	61%	42%	31%
<b>Security</b>								
Keyper Systems	26	.25-4C	50%	97%	37%	68%	50%	34%
<b>Tools</b>								
General Pipe Cleaners Division of General Wire Spring Co.	3	1.0-4C	71%	100%	52%	88%	69%	40%
General Pipe Cleaners Division of General Wire Spring Co.*	15	.66-4C	60%	98%	38%	78%	64%	44%
Category averages:			66%	99%	45%	83%	67%	42%
<b>Water heaters</b>								
AERCO International, Inc.*	34	1.0-4C	60%	100%	40%	80%	51%	36%
AERCO International, Inc.	35	1.0-4C	55%	100%	33%	79%	47%	30%
Rheem Manufacturing	4	1.0-4C	69%	91%	61%	77%	49%	72%
Category averages:			61%	97%	45%	79%	49%	46%

\*Native advertising  
Base = 102

## Ad Scores: Involvement Totals with Buying Action Details by Product Category



	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
<b>Associations</b>												
Lightfair International	1	1.0-4C	61%	52%	19%	6%	15%	0%	2%	10%	4%	0%
<b>Boilers</b>												
AERCO International, Inc.*	34	1.0-4C	60%	56%	27%	16%	16%	0%	0%	7%	0%	0%
AERCO International, Inc.	35	1.0-4C	55%	51%	23%	9%	21%	0%	2%	2%	2%	0%
Category averages:			58%	54%	25%	13%	19%	0%	1%	5%	1%	0%
<b>Distributors</b>												
Ferguson Facilities Supply	Cvr 4	1.0-4C	76%	72%	23%	10%	19%	4%	4%	22%	1%	4%
<b>Drain cleaning</b>												
General Pipe Cleaners Division of General Wire Spring Co.	3	1.0-4C	71%	69%	26%	7%	16%	3%	3%	17%	3%	2%
General Pipe Cleaners Division of General Wire Spring Co.*	15	.66-4C	60%	64%	31%	7%	16%	0%	4%	11%	0%	2%
Electric Eel® Manufacturing Co.	18	.33-4C	63%	60%	19%	9%	19%	0%	4%	11%	2%	2%
Category averages:			65%	64%	25%	8%	17%	1%	4%	13%	2%	2%

**Definitions:**

**One or More Buying Actions** (Audience Involvement) represents the percentage of respondents who, after seeing an ad, indicated they have done, or are likely to do, one or more of the eight listed items.

All Buying Action scores are a percentage of the "Recall Seeing" score.

Percentage totals may not equal 100, due to rounding.

Please see Definitions of Scores (3.0), and Methodology (9.1), for complete information.

\*Native advertising  
Base = 102  
(continued)



Ad Scores: Involvement Totals with Buying Action Details by Product Category *continued*

	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
<b>Exterior</b>												
JLG Industries	13	1.0-4C	80%	63%	22%	11%	26%	2%	6%	12%	5%	0%
<b>Furniture</b>												
VARIDESK	37	1.0-4C	76%	67%	14%	15%	14%	0%	9%	26%	3%	8%
VARIDESK*	36	1.0-4C	68%	54%	18%	12%	14%	0%	7%	14%	4%	4%
Category averages:			72%	61%	16%	14%	14%	0%	8%	20%	4%	6%
<b>Grounds care</b>												
Grasshopper Company	21	1.0-4C	74%	65%	21%	13%	19%	2%	2%	11%	2%	6%
<b>HVAC/building controls</b>												
AERCO International, Inc.*	34	1.0-4C	60%	56%	27%	16%	16%	0%	0%	7%	0%	0%
AERCO International, Inc.	35	1.0-4C	55%	51%	23%	9%	21%	0%	2%	2%	2%	0%
Category averages:			58%	54%	25%	13%	19%	0%	1%	5%	1%	0%
<b>Lawn tractor/mowers</b>												
Grasshopper Company	21	1.0-4C	74%	65%	21%	13%	19%	2%	2%	11%	2%	6%
<b>Lifts</b>												
JLG Industries	13	1.0-4C	80%	63%	22%	11%	26%	2%	6%	12%	5%	0%
<b>Lighting</b>												
Lightfair International	1	1.0-4C	61%	52%	19%	6%	15%	0%	2%	10%	4%	0%
<b>Maintenance/cleaning products</b>												
ZipWall, LLC	11	.50-4C	74%	66%	21%	10%	16%	0%	2%	15%	5%	8%
<b>Paint</b>												
ZipWall, LLC	11	.50-4C	74%	66%	21%	10%	16%	0%	2%	15%	5%	8%

Base = 102  
(continued)

Ad Scores: Involvement Totals with Buying Action Details by Product Category *continued*

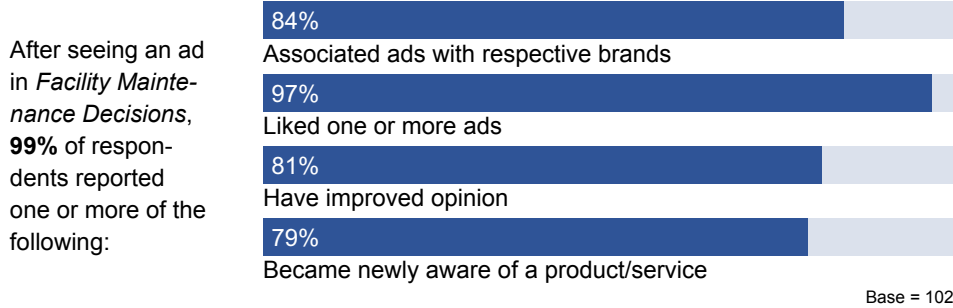
	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
<b>Plumbing</b>												
General Pipe Cleaners Division of General Wire Spring Co.	3	1.0-4C	71%	69%	26%	7%	16%	3%	3%	17%	3%	2%
General Pipe Cleaners Division of General Wire Spring Co.*	15	.66-4C	60%	64%	31%	7%	16%	0%	4%	11%	0%	2%
Electric Eel® Manufacturing Co.	18	.33-4C	63%	60%	19%	9%	19%	0%	4%	11%	2%	2%
Category averages:			65%	64%	25%	8%	17%	1%	4%	13%	2%	2%
<b>Roofing</b>												
Keel Safety Inc.	14	.25-B/W	50%	47%	17%	3%	28%	0%	0%	8%	0%	0%
<b>Safety products</b>												
Keel Safety Inc.	14	.25-B/W	50%	47%	17%	3%	28%	0%	0%	8%	0%	0%
<b>Security</b>												
Keyper Systems	26	.25-4C	50%	45%	29%	8%	13%	0%	0%	5%	0%	0%
<b>Tools</b>												
General Pipe Cleaners Division of General Wire Spring Co.	3	1.0-4C	71%	69%	26%	7%	16%	3%	3%	17%	3%	2%
General Pipe Cleaners Division of General Wire Spring Co.*	15	.66-4C	60%	64%	31%	7%	16%	0%	4%	11%	0%	2%
Category averages:			66%	67%	29%	7%	16%	2%	4%	14%	2%	2%
<b>Water heaters</b>												
Rheem Manufacturing	4	1.0-4C	69%	56%	14%	9%	21%	2%	4%	14%	2%	4%
AERCO International, Inc.*	34	1.0-4C	60%	56%	27%	16%	16%	0%	0%	7%	0%	0%
AERCO International, Inc.	35	1.0-4C	55%	51%	23%	9%	21%	0%	2%	2%	2%	0%
Category averages:			61%	54%	21%	11%	19%	1%	2%	8%	1%	1%

\*Native advertising  
Base = 102

## Demographics: Influence and Action Totals

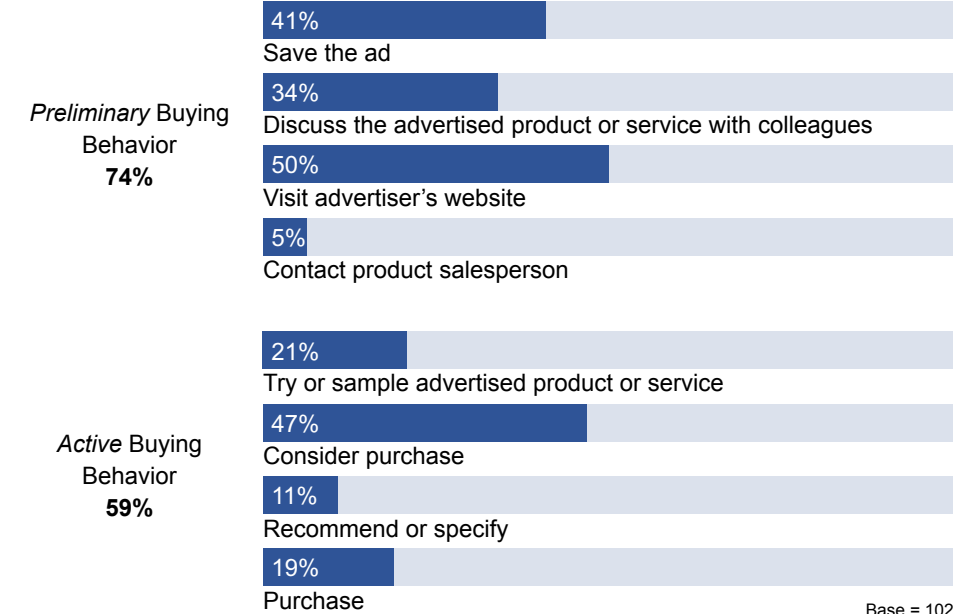


### Total ad influence for all studied ads



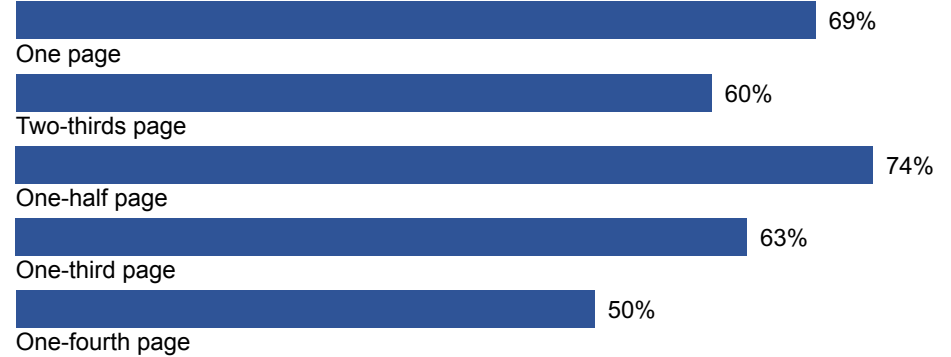
#### Total Buying Behavior **80%**

*Eighty percent (80%)* of respondents indicated that after seeing an ad in *Facility Maintenance Decisions* they, or someone in their organization, have taken, or are likely to take, one or more of the following purchasing actions:



#### Active Buying Behavior **59%**

### Ad scores by size



	Number of Ads	Recall Seeing	Read Some	Read Most
One page	10	69%	58%	42%
Two-thirds page	1	60%	62%	41%
One-half page	1	74%	64%	40%
One-third page	1	63%	56%	37%
One-fourth page	2	50%	53%	41%
<b>Issue averages:</b>		<b>66%</b>	<b>58%</b>	<b>41%</b>

Base = 102

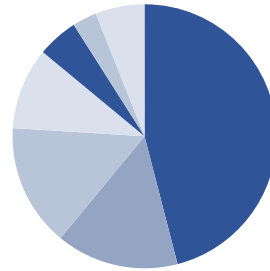
# Demographics *continued*



## Primary organization/buildings serviced

Educational . . . . .	.46%
Government . . . . .	.15%
Medical . . . . .	.15%
Commercial . . . . .	.10%
Industrial . . . . .	.05%
Hospitality . . . . .	.03%
Other . . . . .	.06%
No response . . . . .	.0%

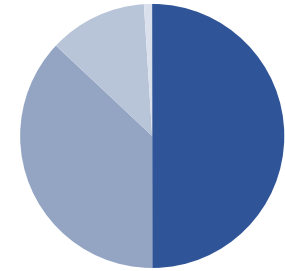
Base = 102



## Purchasing involvement

I approve/authorize purchases . . . . .	.50%
I recommend/specify brands/suppliers . . . . .	.37%
I am involved in some other way . . . . .	.12%
I am not involved . . . . .	.01%
No response . . . . .	.0%

Base = 102



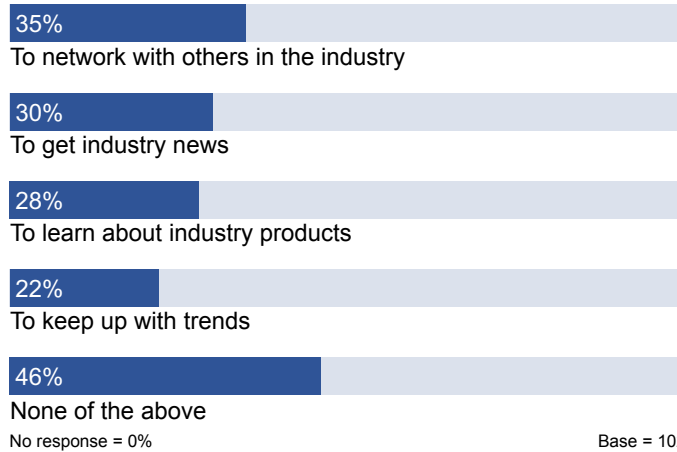


## Demographics: Social Media



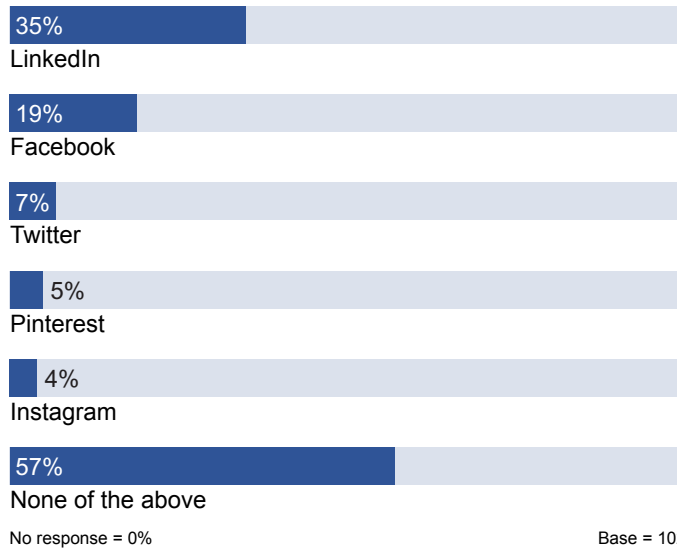
### Professional use of social media

*Fifty-four percent (54%) of Facility Maintenance Decisions respondents report one or more of these reasons for using social media.*



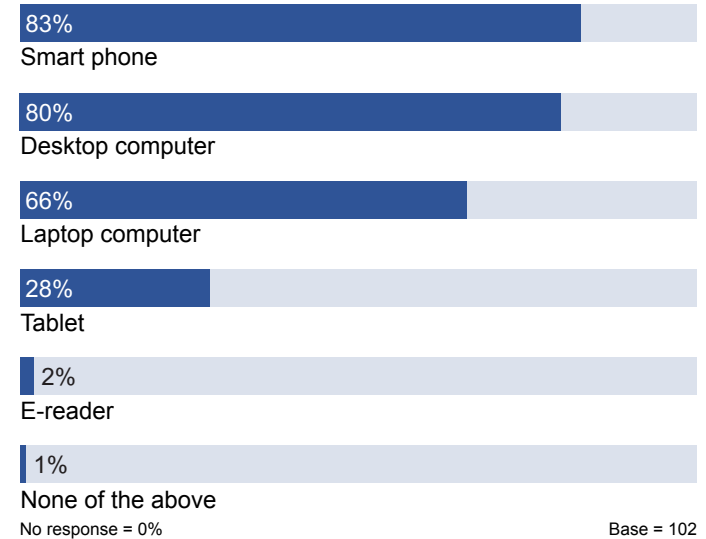
### Social media platforms used for work

*Forty-three percent (43%) of Facility Maintenance Decisions respondents report using one or more of these social media platforms for work.*



### Digital devices owned or used by respondents

*Ninety-nine percent (99%) of Facility Maintenance Decisions respondents report having access to one or more of these digital devices.*



# 2018

## Ad Study Schedule

Reserve your space now!

<p><b>January</b> <i>closing</i> December 5, 2017</p>	<p><b>April</b> <i>closing</i> March 6, 2018</p>	<p><b>August</b> <i>closing</i> July 5, 2018</p>	<p><b>October</b> <i>closing</i> September 5, 2018</p>
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Contact your *Facility Maintenance Decisions* sales representative now to reserve your space in the next ad study issue.

*Facility Maintenance Decisions* reserves the right to change this research schedule without notice.

## About mediaView Pro



*about*

# mediaView™ Pro

## Complete Ad Campaign Analytics

### What are some of the concepts behind mediaView Pro Ad Campaign Analytics?

- Ad campaigns setting primary and intermediate objectives are more accountable and more effective.<sup>1</sup>
- Only primary business objectives such as increasing profit or market share are true final measures of business success.<sup>2</sup>
- A significant change across a wide range of intermediate objectives is a reliable predictor of business success.
- Because the importance of individual intermediate objectives varies by ad campaign, no single intermediate measure can be an infallible predictor.
- Best practice requires tracking multiple intermediate effects.<sup>3</sup>
- Assigning greater or lesser value to each intermediate objective, to better align with your specific campaign goals, improves campaign accountability and effectiveness.<sup>4</sup>

### Why does mediaView Pro focus on intermediate objectives?

*Intermediate objectives* are the means to achieving primary ad campaign objectives. Taken individually, each intermediate objective offers insight into how your campaign is working in comparison with other campaigns reaching your audience.

<sup>1</sup> Les Binet and Peter Field, *Marketing in the Era of Accountability* (World Advertising Research Center, Great Britain, Alden Press, 2007), 19. | <sup>2</sup> [ibid, 77] | <sup>3</sup> [ibid, 77] | <sup>4</sup> [ibid, 2]

### Total Ad Recall *Audience Exposure*

- Recall seeing (reader exposure)
- Read some of the ad (reader engagement)
- Read most of the ad (reader involvement)

### Total Ad Influence *Audience Engagement*

- Make ad-brand connection
- Like the ad
- Better opinion of product or service
- Newly aware of product or service

### Total Buying Action *Audience Involvement*

#### Preliminary Buying Action

- Save the ad for future reference
- Discuss the advertised product
- Visit advertiser website
- Contact advertiser salesperson

#### Active Buying Action

- Try advertised product or service
- Consider purchasing
- Recommend or specify
- Purchase the product or service

**BAXTER**  
RESEARCH CENTER

## About mediaView Pro: Methodology



*about*

### mediaView™ Pro Complete Ad Campaign Analytics

Baxter Research Center Inc.'s (BRC) *mediaView Pro* study programs are conducted via email using accepted advertising and editorial reader research methods and practices.

The reader panel was selected from the sponsoring publication's qualified circulation of 32,554\* using a structured random-interval selection process. Preparation of the survey instrument, sample selection, emailing, processing, tabulation and generation of final reports are conducted under the supervision of BRC.

Readers invited to participate via email are provided with a secure link to the questionnaire. To ensure optimal delivery, all surveys are sent using BRC's bonded email servers.

In those cases where two versions of the questionnaire are produced to maintain an appropriate level of reader response, both are identical with the exception of the ad listings, which are divided equally between the two. Ad recall data are based on a minimum of 100 returns. Splitting the survey into two or three versions to accommodate more ads will result in editorial and respondent profiles increasing to 200 and 300, respectively. Ad recall data will achieve a lesser number, but no fewer than 100 returns.

Ad and editorial reader recall data are fully disclosed in this report and online through advertiser micro-sites. Advertiser access to their micro-site is controlled by the sponsoring publication. Advertisers wishing to view online data should contact their magazine advertising sales representative for a link and password. A copy of the questionnaire is available on request from BRC.

\* December 2017 BPA Worldwide<sup>SM</sup> Statement

This publication is designed to provide accurate and authoritative information gathered from subscriber questionnaires. In publishing this report, neither the author nor the publisher is engaged in rendering legal, accounting or any other professional service. If required, legal advice or other expert assistance should be sought from a licensed professional.



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*Facility Maintenance Decisions* is written for maintenance and engineering department managers responsible for engineered systems maintenance, physical maintenance, grounds care and housekeeping in commercial and institutional buildings. These buildings include educational institutions, hospitals and health care facilities, commercial office buildings, retail centers, and hospitality and government facilities.

Baxter Research Center Inc. (BRC) is a leading provider of independent, mixed-media audience analytics.

BRC's audience metrics guide, optimize and inspire ad-campaign effectiveness in print, digital and online media.

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