Mission CRITICAL

Publisher's Statement

September/October 2020

Mission Critical serves data center and critical facility decision-makers through a wide range of media, including the magazine in print and digital editions and eNewsletter. The editorial scope focuses on issues such as rising energy costs, increasing heat loads, emergency backup solutions, security, cable management, virtualization, disaster recovery and more.

Publisher's Note:
It's my pleasure to share with you our most recent data findings from what is known as our Media Statement. This statement contains information we have gathered from 2020 Q3 reporting. As this statement may contain information you use to make your ad buying decisions, I want to assure you to the best of our ability, in a world where data changes rapidly, this Statement is accurate as of our September/October 2020 issue. Thank you for considering Mission Critical.

CHANNELS

September/October 2020 Summary

Digital Magazine Circulation	**12,539**
Enewsletter (Total average delivered)	10,310
Website Registration	11,894
*Website Total Users	11,001
Social Media (Total)	8,066
Total Reach	**53,810**

Sincerely,

Mike Murphy
Publisher
Mission Critical

About BNP Media
BNP Media is one of the country's leading business-to-business media companies serving industry professionals across 50+ industries through magazine, custom media, eNewsletters, websites, conferences, events and market research. BNP Media is committed to helping professionals succeed in business by providing superior information. Founded in 1926, BNP Media is a fourth-generation, family-run business headquartered in Troy, Michigan with regional offices around the country.

All information contained herein, is media owner's data. No effort has been made to remove potential duplication with each action.
*BPAWW Interactive

Who Can You Reach:

Digital Magazine Audience Demographics September/October 2020 Summary

Business by Function

Business by Function:	
Banking/Accounting/Financial	647
Information Technology/Communications/Media	2,650
Consulting Engineering	2,111
Data Center	1,759
Government	1,063
Construction/Real Estate/Property Management	1,002
Industrial/Manufacturing	851
Education	514
Hospital/Healthcare	502
Software Development	690
Utility/Energy	342
Casino/Hospitality/Entertainment	280
Port/Mass Transit	94
Other	34
Total Circulation:	**12,539**

Primary Job Function:	
IT Management	2,888
Facilities/Operations Management	1,237
Executive or Corporate Management	2,116
Consulting/Systems Integrator	2,135
Data Center Engineering	1,477
General Management	1,469
Data Center Management	700
Data Center Operating	452
Other	65
Total Circulation:	**12,539**

Source by Verification

SOURCE	VERIFICATION Within 1-3 Years plus	TOTAL	Percent
Direct Request	12,539	12,539	100.0%
Company Request	0	0	0.0%
Communication Other Than Request	0	0	0.0%
Other Sources	0	0	0.0%
Total Circulation	**12,539**	**12,539**	**100.0%**

GEOGRAPHIC

NORTH AMERICA: State/County	Total
Alabama	119
Arizona	261
Arkansas	55
California	1,317
Colorado	260
Connecticut	148
D. C.	57
Delaware	26
Florida	784
Georgia	376
Idaho	42
Illinois	589
Indiana	148
Iowa	80
Kansas	93
Kentucky	98
Louisiana	92
Maine	23
Maryland	295
Massachusetts	302
Michigan	288
Minnesota	190
Mississippi	64
Missouri	211
Montana	16
Nebraska	76
Nevada	127
New Hampshire	50
New Jersey	481
New Mexico	54

New York	963
North Carolina	309
North Dakota	17
Ohio	369
Oklahoma	102
Oregon	115
Pennsylvania	465
Rhode Island	32
South Carolina	117
South Dakota	24
Tennessee	175
Texas	877
Utah	74
Vermont	8
Virginia	457
Washington	259
West Virginia	33
Wisconsin	169
Wyoming	15
Total 48 US Contiguous States	**11,302**
Alaska	16
Hawaii	45
Total Alaska & Hawaii	**61**
Possessions & Other Areas	50
Total U.S. Possessions	**50**
Canada	118
International	1,002
Military/Civilian Overseas, APO/FPO	6
Total International	**1,126**

TOTAL CIRCULATION	12,539

Mission CRITICAL

Audience Touchpoints September/October 2020 Summary

Digital Magazine Circulation

12,539
7 ISSUES PER YEAR

Mission Critical eNewsletter

10,310
TOTAL AVERAGE DELIVERED

Website Registration

11,894

4,725 | 2,049 | ,1292

8,066
SOCIAL MEDIA
(Twitter, LinkedIn, Facebook)

*Page Views
26,524

*Sessions
13,494

*Total Users
11,001

*Average Session Duration
0:01:22

*BPAWW Interactive