



## news release

contact: Glenn Schutz  
BPA Worldwide  
203.447.2873  
gschutz@bpaww.com

FOR IMMEDIATE RELEASE

### **Stamats Business Media launches second BPA Brand Reach<sup>sm</sup> audit report for its *Buildings* brand**

*After successful initial launch, media owner unveils its second Brand Reach<sup>sm</sup> report during BPA's alpha test*

**Shelton, CT 3 November 2009** – On the heels of the highly regarded [initial launch](#) of Stamats Business Media's [Meetings West Brand Reach<sup>sm</sup> audit report](#) last month, the Cedar Rapids, Iowa-based media owner followed up with the release of the second BPA Worldwide Brand Reach<sup>sm</sup> report for its *Buildings* brand.

BUSINESS

CONSUMER

DATABASE

EMAIL

EVENTS

INTEGRATED

INTERACTIVE

NEWSPAPER

"The reaction we received from the announcement of our first Brand Reach<sup>sm</sup> audit on our Meetings West brand confirmed that the information is not only needed by our customers, but some even felt it was overdue," explained Stamats president, Timothy Fixmer. "The Buildings brand audit was slightly more complex due to the unit audit we conduct annually on the magazine, but we are very pleased that BPA was able to accomplish its completion on the schedule they did. We know our customers in that market segment have similar informational needs in order to make informed media purchase decisions, and we are excited to be the first in that industry segment to be able to provide this essential analysis tool."

Still in alpha testing, BPA's Brand Reach<sup>sm</sup> audit service allows media owners to better monetize their consumer information held across multiple media platforms and offer more creative but effective options to advertisers interested in extending their brand awareness and reach.

The Brand Reach<sup>sm</sup> report was conceived to present a brand's entire scope to marketers. Media owners may customize reports based on whichever independently verified channels they wish to include (data from websites, contest registration, whitepaper downloads, events, expos, etc.) so they are able to demonstrate that magazine subscribers are not the only individuals interacting with the brand.

Fixmer added, "With the Brand Reach<sup>sm</sup> audit, BPA has done a remarkable job of responding to the changing needs of advertising agencies and corporations who purchase media products, ensuring them a deeper understanding of market penetration capabilities while at the same time ensuring the safety and confidence of the brand's distribution. The reports look fantastic, they are easy to read, the data is in-depth, and well organized, and we anticipate their reception in the market will be superb."

The [Buildings Brand Reach<sup>sm</sup> report](#) presents consumers' touch points from multiple platforms, including its print publication, five e-newsletters and webinars.

In addition to Stamats, several other North America-based media owners expressed interest in joining the Brand Reach<sup>sm</sup> test phase. The results should be available later this year.

# # #

**About BPA Worldwide** A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 25 countries. Worldwide, BPA serves more than 2,800+ media properties—including over 1,700 B-to-B publications, more than 300 consumer magazines, 150 newspapers, 450+ web sites, 50 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.