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news release



FMJ Applies For BPA Worldwide Brand Reachsm Membership

BRAND REACH

BUSINESS

CONSUMER

DATABASE

EMAIL

EVENTS

INTERACTIVE

NEWSPAPER

Shelton, CT September 21, 2010 – The *FMJ* has applied for Brand Reachsm membership in BPA Worldwide. The magazine is published by International Facility Management Association (Houston, TX).

BPA Worldwide will verify multiple media channels for the *Facility Management Journal* based on business/distribution, demographics and geographic coverage. The magazine will have 12 months to complete its initial audit.

“The strong growth of the *FMJ* has made it a perfect time to apply for membership with BPA Worldwide,” said Advertising Administrator Diana Maldonado. “Our firm commitment to our audience and advertisers will be enhanced by our future membership with BPA.”

“We are pleased that the *FMJ* has applied for membership in BPA Worldwide,” said BPA president and CEO Glenn Hansen. “We applaud the publisher for providing advertisers and prospects with the solid assurance of an independent media audit conducted according to our world-respected, uncompromising standards. With a BPA audit, media buyers can be confident that audience claims are accurate, and that they have the verified data that they need to assess a media brand’s effectiveness in serving its market.”

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 audits 2,700+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ 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 for the latest audit reports, membership information and publishing and advertising industry news.

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