

AFFORDABLE HOUSING FINANCE

PUBLISHER'S AUDIENCE STATEMENT | June 2020

MISSION STATEMENT

AFFORDABLE HOUSING FINANCE'S mission for the last 27 years is to provide authoritative, in-depth information on the latest advances in financing, building, and operating affordable housing.

AUDIENCE FOCUS REQUIREMENT

AFFORDABLE HOUSING FINANCE is a Residential Construction focused media brand with a target audience in the affordable housing development and real estate finance industries, including owners, developers, builders, property managers, government agencies, community development, financial institutions, legal and accounting services, and other targeted industries.

Issues per year: 6



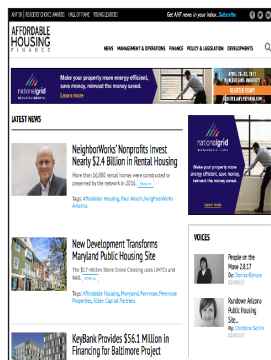
189,512 TOTAL ENGAGEMENTS



MAGAZINE

11,000
Print Subscribers*

31,072
Targeted Digital Recipients

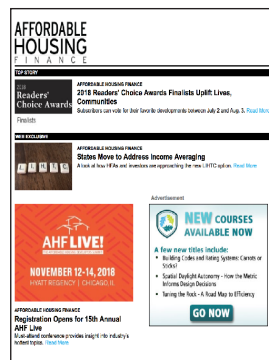


WEBSITE

25,508
Monthly Unique Users

54,467
Monthly Page Views

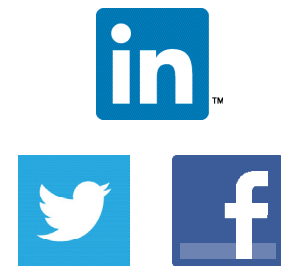
Google Analytics
(12 month average)



NEWSLETTER

32,188
AFFORDABLE HOUSING FINANCE
Newsletter Recipients
Per Issue (24 Issues per year)

Publisher's Own Data
(June 2020)



SOCIAL

12,960
LinkedIn Followers

13,262
Twitter Followers

2,375
Facebook Likes

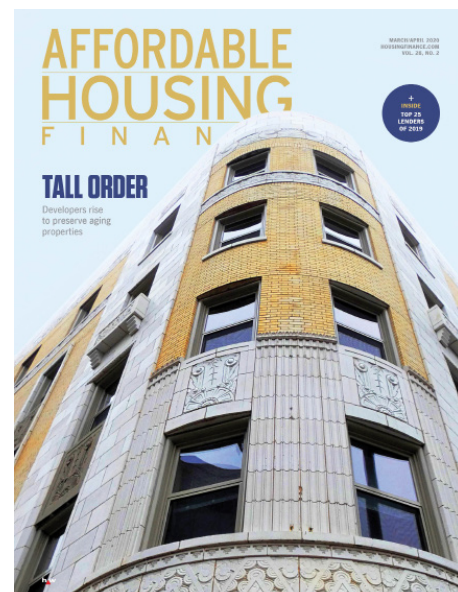
(June 2020)

*Media Owner's Own Data June 2020

Gross data is contained in the total audience number. No attempt has been made to eliminate any duplication. Gross total includes: print subscribers, targeted digital recipients, newsletter recipients, monthly page views, social media likes/members/followers.

BUSINESS BREAKOUT*

BUSINESS AND INDUSTRY	TOTAL SUBSCRIBERS	PERCENT
Owner/Developer/Builder	10,534	95.8%
Government/Non-Profit/CDE/CDFI	330	3.0%
Financial/Legal/Accounting Service	136	1.2%
Other/No Answer	0	0.0%
TOTAL	11,000	100%

**JOB TITLE/OCCUPATIONAL BREAKOUT***

JOB TITLE	TOTAL	PERCENT
Principal/Partner/Owner, President/Chair/CEO, Treasurer/Controller/CFO/COO, Director/Executive Director, Executive VP/Sr VP/Asst VP/VP	9,526	86.6%
Manager	1,474	13.4%
Other/No Answer	0	0.0%
TOTAL	11,000	100%

ACTIVITIES PERFORMED BY BUSINESS: OWNER/DEVELOPER/BUILDER/PROPERTY MANAGEMENT*

ACTIVITY DESCRIPTION	TOTAL
Developer/Builder/Construction	7,571
Owner (Corporate, Individual, GP, LP, or REIT)	5,526
Property Management	4,016

GEOGRAPHICAL ANALYSIS OF MAGAZINE CIRCULATION*

STATE	TOTAL SUBSCRIBERS	PERCENT	STATE	TOTAL SUBSCRIBERS	PERCENT
Maine	51		Kentucky	111	
New Hampshire	42		Tennessee	181	
Vermont	27		Alabama	118	
Massachusetts	406		Mississippi	68	
Rhode Island	52		East So. Central	478	4.3%
Connecticut	186		Arkansas	68	
New England	764	6.9%	Louisiana	124	
New York	732		Oklahoma	63	
New Jersey	351		Texas	712	
Pennsylvania	439		West So. Central	967	8.8%
Middle Atlantic	1,522	13.8%	Montana	36	
Ohio	453		Idaho	53	
Indiana	197		Wyoming	12	
Illinois	480		Colorado	251	
Michigan	354		New Mexico	37	
Wisconsin	230		Arizona	168	
East No. Central	1,714	15.6%	Utah	102	
Minnesota	211		Nevada	74	
Iowa	99		Mountain	733	6.7%
Missouri	180		Alaska	16	
North Dakota	30		Washington	240	
South Dakota	37		Oregon	135	
Nebraska	79		California	1,459	
Kansas	80		Hawaii	52	
West No. Central	716	6.5%	Pacific	1,902	17.3%
Delaware	34		United States	10,970	99.7%
Maryland	279		US Territories	30	0.3%
Washington, DC	85		Canada	-	
Virginia	311		Mexico	-	
West Virginia	28		Other International	-	
North Carolina	298		APO/FPO	-	
South Carolina	141			-	
Georgia	324			-	
Florida	674			-	
South Atlantic	2,174	19.8%	TOTAL SUBSCRIBERS	11,000	100.0%

*Media Owner's Own Data June 2020

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