

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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Issues Per Year: 12



**FIELD SERVED**

The JOURNAL OF LIGHT CONSTRUCTION serves the field of residential and light commercial contractors, including builders/remodelers, builders and remodelers, general contractors, architects/designers, engineers/consultants/home inspectors, and subcontractors involved in the new construction and remodeling of residential and light commercial properties, as well as building materials dealers/distributors, construction technology students and instructors, and others allied to the field including professionals serving the industry.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are owners, partners, principals, construction supervisors, foremen, project managers, students, instructors, and other titled and non-titled personnel including company copies in the field. Also qualified are other paid circulation.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	462
Rotated or Occasional _____	-
*Allocated for Trade Shows and Conventions _____	500
Digital _____	-
All Other _____	2,427
<b>TOTAL</b>	<b>3,389</b>

\*See Paragraph 9

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	57,568	91.8	-	-	57,568	91.8
Sponsored Individually Addressed ____	4,250	6.8	-	-	4,250	6.8
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	271	0.4	-	-	271	0.4
Single Copy Sales _____	602	1.0	-	-	602	1.0
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>62,691</b>	<b>100.0</b>	-	-	<b>62,691</b>	<b>100.0</b>

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____			-	62,843	62,843	October _____			-	62,527	62,527
August _____			-	62,169	62,169	November _____			-	62,979	62,979
September _____			-	62,225	62,225	December _____			-	63,404	63,404
						<b>TOTAL</b>					

\*See Paragraph 9

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009**

This issue is 0.6% or 345 copies above the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Qualified Non-Paid	Qualified Paid	Owners, Partners or Principals	Construction Supervisor, Foreman, Project Managers	Other Titles And Titles Not Available
Builders/Remodelers, Builders, Remodelers, General Contractors, Subcontractors _____	43,248	68.6	-	43,248	35,663	4,228	3,358
Architects/Designers, Engineers/Consultants/ Home Inspector, Building Product or Tool Dealer/Distributor/Manufacturer _____	6,460	10.3	-	6,460	4,416	759	1,285
Education, Real Estate/Insurance/Finance, Government/Institution/Association _____	2,970	4.7	-	2,970	774	468	1,728
Others Allied to the Field including Professionals Serving the Industry _____	2,154	3.4	-	2,154	1,032	194	928
Other Paid Circulation: Subscriptions _____	7,544	12.0	-	7,544	288	71	7,185
Single Copy Sales _____	603	1.0	-	603	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>62,979</b>	<b>100.0</b>	<b>-</b>	<b>62,979</b>	<b>42,173</b>	<b>5,720</b>	<b>14,484</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009**

Paid Source Information can be reported at the option of the publisher.

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009**

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	-	50,034	50,034	79.4
Individuals by name only _____	-	10,713	10,713	17.0
Titles or functions only _____	-	1,129	1,129	1.8
Company names only _____	-	261	261	0.4
Multi-Copy Same Addressee copies _____	-	239	239	0.4
Single Copy Sales _____	-	603	603	1.0
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>-</b>	<b>62,979</b>	<b>62,979</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009						
State & Zip Code	Qualified Non-Paid	Single Copy Sales	Other Paid Subs	Qualified Paid	Total Qualified	Percent
039-049 Maine _____	-	31	1,105	1,136	1,136	
030-038 New Hampshire_	-	36	1,117	1,153	1,153	
050-059 Vermont _____	-	25	930	955	955	
010-027 Massachusetts _	-	109	4,545	4,654	4,654	
028-029 Rhode Island ___	-	-	529	529	529	
060-069 Connecticut ____	-	181	2,040	2,221	2,221	
<b>NEW ENGLAND</b>	-	382	10,266	10,648	10,648	17.0
100-149 New York _____	-	6	5,138	5,144	5,144	
070-089 New Jersey _____	-	24	2,150	2,174	2,174	
150-196 Pennsylvania ____	-	-	3,391	3,391	3,391	
<b>MIDDLE ATLANTIC</b>	-	30	10,679	10,709	10,709	17.0
430-459 Ohio _____	-	-	1,781	1,781	1,781	
460-479 Indiana _____	-	-	917	917	917	
600-629 Illinois _____	-	35	2,489	2,524	2,524	
480-499 Michigan _____	-	-	2,108	2,108	2,108	
530-549 Wisconsin ____	-	5	1,664	1,669	1,669	
<b>EAST NO. CENTRAL</b>	-	40	8,959	8,999	8,999	14.3
550-567 Minnesota ____	-	20	1,582	1,602	1,602	
500-528 Iowa _____	-	5	904	909	909	
630-658 Missouri _____	-	10	859	869	869	
580-588 North Dakota __	-	-	161	161	161	
570-577 South Dakota ___	-	6	228	234	234	
680-693 Nebraska _____	-	25	471	496	496	
660-679 Kansas _____	-	-	536	536	536	
<b>WEST NO. CENTRAL</b>	-	66	4,741	4,807	4,807	7.6
197-199 Delaware _____	-	-	188	188	188	
206-219 Maryland _____	-	-	1,606	1,606	1,606	
200-205 Washington, DC	-	-	106	106	106	
220-246 Virginia _____	-	10	2,094	2,104	2,104	
247-268 West Virginia ___	-	-	252	252	252	
270-289 North Carolina __	-	5	1,694	1,699	1,699	
290-299 South Carolina _	-	-	609	609	609	
300-319 Georgia _____	-	-	1,033	1,033	1,033	
320-349 Florida _____	-	-	1,346	1,346	1,346	
<b>SOUTH ATLANTIC</b>	-	15	8,928	8,943	8,943	14.2

State & Zip Code	Qualified Non-Paid	Single Copy Sales	Other Paid Subs	Qualified Paid	Total Qualified	Percent
400-427 Kentucky ___	-	-	429	429	429	
370-385 Tennessee __	-	-	705	705	705	
350-369 Alabama _____	-	-	385	385	385	
386-397 Mississippi ___	-	-	202	202	202	
<b>EAST SO. CENTRAL</b>	-	-	1,721	1,721	1,721	2.7
716-729 Arkansas ___	-	-	249	249	249	
700-714 Louisiana ___	-	-	307	307	307	
730-749 Oklahoma ____	-	-	342	342	342	
750-799 Texas _____	-	-	1,639	1,639	1,639	
<b>WEST SO. CENTRAL</b>	-	-	2,537	2,537	2,537	4.0
590-599 Montana ____	-	-	553	553	553	
832-838 Idaho _____	-	-	342	342	342	
820-831 Wyoming ____	-	-	218	218	218	
800-816 Colorado ____	-	-	1,459	1,459	1,459	
870-884 New Mexico _	-	-	290	290	290	
850-865 Arizona _____	-	-	507	507	507	
840-847 Utah _____	-	-	265	265	265	
889-898 Nevada _____	-	-	203	203	203	
<b>MOUNTAIN</b>	-	-	3,837	3,837	3,837	6.1
995-999 Alaska _____	-	6	498	504	504	
980-994 Washington _	-	12	2,494	2,506	2,506	
970-979 Oregon _____	-	10	1,167	1,177	1,177	
900-961 California ___	-	42	6,007	6,049	6,049	
967-968 Hawaii _____	-	-	263	263	263	
<b>PACIFIC</b>	-	70	10,429	10,499	10,499	16.7
<b>UNITED STATES</b>	-	603	62,097	62,700	62,700	99.6
969 & 004-009 U.S. Territories _____	-	-	56	56	56	
Canada _____	-	-	189	189	189	
Mexico _____	-	-	-	-	-	
Other International ____	-	-	26	26	26	
APO/FPO _____	-	-	8	8	8	
<b>TOTAL QUALIFIED CIRCULATION</b>	-	603	62,979	62,979	62,979	100.0

TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD			
Includes gross subscription sales/orders with unpaid invoices pending.			
Average Annual Subscription Order Price: 12 issues for \$27.05			
5. PRICES	Total	Percent	
<b>Offers (including ≥ 5% of Total Orders)</b>			
12 Issues for \$14.99 _____	7,454	28.4	
12 Issues for \$39.95 _____	4,653	17.8	
12 Issues for \$29.95 _____	3,363	12.8	
12 Issues for \$19.99 _____	3,020	11.5	
24 Issues for \$64.95 _____	1,795	6.9	
12 Issues for \$34.95 _____	1,779	6.8	
24 Issues for \$59.95 _____	1,351	5.2	
All Others _____	2,764	10.6	
<b>Total</b>	<b>26,179</b>	<b>100.0</b>	

6. USE OF FREE PROMOTIONAL INCENTIVES	Total	Percent
Ordered without promotional incentive _____	26,179	100.0
Ordered with editorial promotional incentive _____	-	-
Ordered with other promotional incentive _____	-	-
<b>Total</b>	<b>26,179</b>	<b>100.0</b>

**7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2006	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*
Total Audit Average Qualified:	75,254	74,647	72,119	68,315	66,116	62,691
Qualified Non-Paid: _____	-	-	-	-	-	-
Qualified Paid: _____	75,254	74,647	72,119	68,315	66,116	62,691
Post Expire Copies included in Paid Circulation: _____	1.1	3.7	4.3	4.5	5.4	6.4
Average Annual Order Price: _____	\$30.82	\$28.12	\$29.59	\$29.68	\$27.15	\$27.05

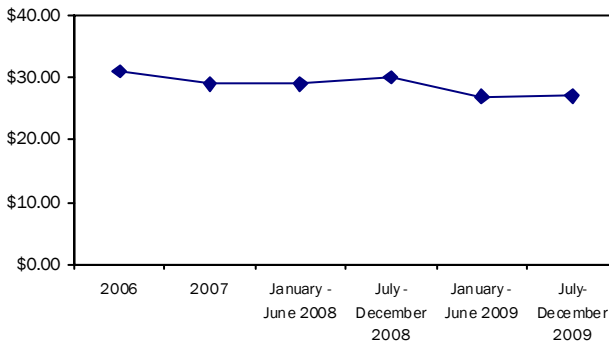
**\*NOTE: July - December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

**8. PAID CIRCULATION DATA**

\$27.05	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

**Average Annualized Subscription Price**



**8. ADDITIONAL DATA**

**AVERAGE NON-QUALIFIED CIRCULATION:**

Issue	Show	Copies
October _____	Remodeling Show/Deck Expo, Indianapolis, IN	2,000
November _____	STAFDA show, Atlanta, GA	1,000

**PARAGRAPH 2:**

Additions and removals are not required for paid circulation.

**PUBLISHER'S AFFIDAVIT**

We hereby make oath and testify that all data set forth in this statement are true.

Rick Strachan, Publisher  
Paul Ruess, Circulation Director

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

**IMPORTANT NOTE:**

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed: January 29, 2010  
 State: Vermont  
 County: Chittenden  
 Received by BPA Worldwide: January 29, 2010  
 Type: PJ  
 ID Number: J035P0D9