

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.

100 Beard Sawmill Road, Sixth Floor
Shelton, CT USA 06484-6150
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

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 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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Hanley-Wood, LLC.
One Thomas Circle, NW
Suite 600
Washington, DC 20005
Tel. No.: (202) 452-0800
FAX No.: (202) 785-1974
www.jlconline.com

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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 _____	899
*Rotated or Occasional _____	1,141
*Allocated for Trade Shows and Conventions _____	783
Digital _____	-
All Other _____	1,446
TOTAL	4,269

*See Additional Data

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	62,712	99.0	-	-	62,712	99.0
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	174	0.3	-	-	174	0.3
Single Copy Sales _____	466	0.7	-	-	466	0.7
TOTAL QUALIFIED CIRCULATION	63,352	100.0	-	-	63,352	100.0

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	-	63,434	63,434
February _____	-	64,169	64,169
March _____	-	63,314	63,314
April _____	-	63,465	63,465
May _____	-	63,024	63,024
June _____	-	62,707	62,707

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

This issue is 0.6% or 394 copies below 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 _____	43,634	69.2	-	43,634	35,537	5,805	2,292
Architects/Designers, Engineers/Consultants/ Home Inspector, Building Product or Tool Dealer/Distributor/Manufacturer _____	6,952	11.0	-	6,952	4,470	1,694	788
Education, Real Estate/Insurance/Finance, Government/Institution/Association _____	3,532	5.6	-	3,532	941	1,032	1,559
Others Allied to the Field including Professionals Serving the Industry _____	3,386	5.4	-	3,386	1,693	474	1,219
Other Paid Circulation: Subscriptions _____	5,054	8.0	-	5,054	134	106	4,814
Single Copy Sales _____	466	0.8	-	466	-	-	466
TOTAL QUALIFIED CIRCULATION	63,024	100.0	-	63,024	42,775	9,111	11,138

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

Paid source information is reported at the option of the publisher.

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	-	54,374	54,374	86.3
Individuals by name only _____	-	5,547	5,547	8.8
Titles or functions only _____	-	1,956	1,956	3.1
Company names only _____	-	509	509	0.8
Multi-Copy Same Addressee copies _____	-	172	172	0.3
Single Copy Sales _____	-	466	466	0.7
TOTAL QUALIFIED CIRCULATION	-	63,024	63,024	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

State	Qualified Non-Paid	Single Copy Sales	Other Paid Subs	Qualified Paid	Total Qualified	Percent	State	Qualified Non-Paid	Single Copy Sales	Other Paid Subs	Qualified Paid	Total Qualified	Percent
Maine _____	-	26	1,163	1,189	1,189		Kentucky _____	-	-	497	497	497	
New Hampshire _____	-	26	1,111	1,137	1,137		Tennessee _____	-	-	760	760	760	
Vermont _____	-	25	880	905	905		Alabama _____	-	-	467	467	467	
Massachusetts _____	-	89	4,504	4,593	4,593		Mississippi _____	-	-	209	209	209	
Rhode Island _____	-	-	507	507	507		EAST SO. CENTRAL	-	-	1,933	1,933	1,933	3.1
Connecticut _____	-	150	1,811	1,961	1,961		Arkansas _____	-	-	283	283	283	
NEW ENGLAND	-	316	9,976	10,292	10,292	16.4	Louisiana _____	-	-	377	377	377	
New York _____	-	6	4,874	4,880	4,880		Oklahoma _____	-	-	354	354	354	
New Jersey _____	-	-	2,065	2,065	2,065		Texas _____	-	-	1,776	1,776	1,776	
Pennsylvania _____	-	-	3,437	3,437	3,437		WEST SO. CENTRAL	-	-	2,790	2,790	2,790	4.4
MIDDLE ATLANTIC	-	6	10,376	10,382	10,382	16.5	Montana _____	-	-	538	538	538	
Ohio _____	-	-	1,877	1,877	1,877		Idaho _____	-	-	305	305	305	
Indiana _____	-	-	1,006	1,006	1,006		Wyoming _____	-	-	204	204	204	
Illinois _____	-	25	2,592	2,617	2,617		Colorado _____	-	-	1,397	1,397	1,397	
Michigan _____	-	-	2,244	2,244	2,244		New Mexico _____	-	-	305	305	305	
Wisconsin _____	-	5	1,715	1,720	1,720		Arizona _____	-	-	501	501	501	
EAST NO. CENTRAL	-	30	9,434	9,464	9,464	15.0	Utah _____	-	-	277	277	277	
Minnesota _____	-	10	1,624	1,634	1,634		Nevada _____	-	-	190	190	190	
Iowa _____	-	5	987	992	992		MOUNTAIN	-	-	3,717	3,717	3,717	5.9
Missouri _____	-	-	884	884	884		Alaska _____	-	6	512	518	518	
North Dakota _____	-	-	160	160	160		Washington _____	-	12	2,406	2,418	2,418	
South Dakota _____	-	6	264	270	270		Oregon _____	-	10	1,232	1,242	1,242	
Nebraska _____	-	15	457	472	472		California _____	-	35	6,009	6,044	6,044	
Kansas _____	-	-	580	580	580		Hawaii _____	-	-	257	257	257	
WEST NO. CENTRAL	-	36	4,956	4,992	4,992	7.9	PACIFIC	-	63	10,416	10,479	10,479	16.6
Delaware _____	-	-	217	217	217		UNITED STATES	-	466	62,282	62,748	62,748	99.6
Maryland _____	-	-	1,559	1,559	1,559		U.S. Territories _____	-	-	36	36	36	
Washington, DC _____	-	-	124	124	124		Canada _____	-	-	203	203	203	
Virginia _____	-	10	2,073	2,083	2,083		Mexico _____	-	-	1	1	1	
West Virginia _____	-	-	255	255	255		Other International _____	-	-	21	21	21	
North Carolina _____	-	5	1,501	1,506	1,506		APO/FPO _____	-	-	15	15	15	
South Carolina _____	-	-	559	559	559		TOTAL QUALIFIED CIRCULATION	-	466	62,558	63,024	63,024	100.0
Georgia _____	-	-	1,021	1,021	1,021								
Florida _____	-	-	1,375	1,375	1,375								
SOUTH ATLANTIC	-	15	8,684	8,699	8,699	13.8							

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*	January - June 2011*
Total Audit Average Qualified:___	68,315	66,116	62,691	63,105	63,223	63,352
Qualified Non-Paid: _____	-	-	-	-	-	-
Qualified Paid: _____	68,315	66,116	62,691	63,105	63,223	63,352
Post Expire Copies included in Total Qualified Circulation: _____	4.5 %	5.4 %	6.4 %	3.9 %	3.1 %	5.9 %
Average Annual Order Price:___	\$29.68	\$27.15	\$27.19	\$23.70	\$26.48	\$23.75

*NOTE: July 2010 – June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

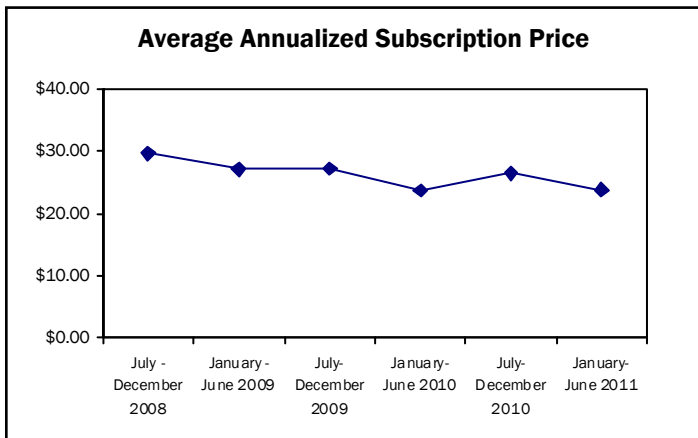
**NC = None Claimed.

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 \$23.75 PRICES	Total	Percent
Offers (including ≥ 5% of Total Orders)		
12 Issues for \$14.99 _____	15,570	51.4
12 Issues for \$39.95 _____	4,669	15.4
12 Issues for \$29.95 _____	3,256	10.8
12 Issues for \$19.99 _____	1,618	5.3
All Others _____	5,163	17.1
Total	30,276	100.0

USE OF FREE PROMOTIONAL INCENTIVES	Total	Percent
Ordered without promotional incentive _____	29,763	98.3
Ordered with editorial promotional incentive _____	513	1.7
Ordered with other promotional incentive _____	-	-
Total	30,276	100.0



ADDITIONAL DATA

AVERAGE NON-QUALIFIED CIRCULATION:

ROTATED OR OCCASIONAL COPIES

Rotated or occasional copies include unpaid credit cancels and 1,202 copies of the June 2011 issue mailed to STAFDA members.

Copies allocated to trade shows include:

Issue	Show	Copies
January	International Builder's Show in Orlando, FL	1,400
March	JLC LIVE in Providence, RI	2,700
May	Remodeling Leadership Conference in Arlington, VA	100
June	PCBC in San Francisco, CA	500

USE OF FREE PROMOTIONAL INCENTIVE

513 subscriptions were sold with a companion subscription to Tools of the Trade Magazine, which is available free of charge to qualified contractors.

PUBLISHER'S AFFIDAVIT

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

Paul Ruess, Circulation Director

Rick Strachan, Executive Director, Residential Remodeling

(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	July 21, 2011
State	DC
City	Washington
Received by BPA Worldwide	July 21, 2011
Type	PJ
ID Number	J035POJ1