

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.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

Builder

hanleywood

Hanley-Wood, LLC.
One Thomas Circle NW
Suite 600
Washington, DC 20005
Tel.: (202) 452-0800
Fax: (202) 785-1974
www.builderonline.com

Official Publication of: National
Association of Home Builders
Established: 1947
Issues per Year: 12



FIELD SERVED

BUILDER serves professionals in the building construction, housing and light construction market, Architectural firms; Builders; Builder-Developers, General Contractors & Remodelers engaged in building activities; Mobile or Modular or Sectional Home Manufacturers; Realty, Building Material Dealers, Wholesalers and others who act as Builders and/or General Contractors; and Special Trade Contractors and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are owners, partners, corporate executives, directors and general managers; architects, designers and engineers, construction managers; sales and marketing managers; other management personnel and other titled and non-titled personnel including company copies in field served.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	1,292
Advertiser and Agency _____	1,757
Rotated or Occasional _____	-
*Allocated for Trade Shows and Conventions _____	1,858
Digital _____	-
All Other _____	1,146
TOTAL	6,053

*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 _____	52,833	50.7	50,122	48.1	2,711	2.6
Sponsored Individually Addressed _____	-	-	-	-	-	-
*Membership Benefit _____	47,360	45.5	-	-	47,360	45.5
*Multi-Copy Same Addressee _____	3,969	3.8	-	-	3,969	3.8
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	104,162	100.0	50,122	48.1	54,040	51.9

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2011 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	101	330	49,086	55,285	104,371
February _____	252	534	49,368	54,674	104,042
March _____	6,937	8,055	50,486	54,038	104,524
April _____	1,225	1,171	50,432	53,639	104,071
May _____	339	616	50,709	53,281	103,990
June _____	57	1	50,653	53,329	103,982
TOTAL	8,911	10,707			

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

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	45,647	6,986	326	50,709	2,250	52,959	50.9
II. Request from recipient's company: _____	-	-	-	-	-	-	-
III. Membership Benefit: _____	44,394	6,613	24	-	51,031	51,031	49.1
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	-	-	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	90,041	13,599	350	50,709	53,281	103,990	100.0
PERCENT	86.6	13.1	0.3	48.8	51.2	100.0	

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 _____	50,457	39,885	90,342	86.9
Individuals by name only _____	-	9,324	9,324	9.0
Titles or functions only _____	252	110	362	0.3
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	3,962	3,962	3.8
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	50,709	53,281	103,990	100.0

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

State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Maine _____	336	124	460	
New Hampshire _____	349	287	636	
Vermont _____	220	203	423	
Massachusetts _____	1,532	661	2,193	
Rhode Island _____	172	409	581	
Connecticut _____	898	529	1,427	
NEW ENGLAND	3,507	2,213	5,720	5.5
New York _____	2,705	1,047	3,752	
New Jersey _____	1,738	458	2,196	
Pennsylvania _____	2,350	2,664	5,014	
MIDDLE ATLANTIC	6,793	4,169	10,962	10.6
Ohio _____	1,777	1,406	3,183	
Indiana _____	1,034	1,088	2,122	
Illinois _____	2,402	732	3,134	
Michigan _____	2,006	1,966	3,972	
Wisconsin _____	1,355	1,610	2,965	
EAST NO. CENTRAL	8,574	6,802	15,376	14.8
Minnesota _____	1,169	1,245	2,414	
Iowa _____	726	623	1,349	
Missouri _____	970	648	1,618	
North Dakota _____	147	474	621	
South Dakota _____	191	437	628	
Nebraska _____	402	340	742	
Kansas _____	523	723	1,246	
WEST NO. CENTRAL	4,128	4,490	8,618	8.3
Delaware _____	159	99	258	
Maryland _____	1,199	608	1,807	
Washington, DC _____	71	13	84	
Virginia _____	1,591	1,344	2,935	
West Virginia _____	169	258	427	
North Carolina _____	1,899	4,645	6,544	
South Carolina _____	736	1,291	2,027	
Georgia _____	1,279	1,879	3,158	
Florida _____	3,201	2,969	6,170	
SOUTH ATLANTIC	10,304	13,106	23,410	22.5
Kentucky _____	564	1,364	1,928	
Tennessee _____	851	1,543	2,394	
Alabama _____	578	1,691	2,269	
Mississippi _____	240	781	1,021	
EAST SO. CENTRAL	2,233	5,379	7,612	7.3
Arkansas _____	291	470	761	
Louisiana _____	347	2,087	2,434	
Oklahoma _____	403	983	1,386	
Texas _____	2,931	3,551	6,482	
WEST SO. CENTRAL	3,972	7,091	11,063	10.6
Montana _____	346	400	746	
Idaho _____	319	310	629	
Wyoming _____	117	63	180	
Colorado _____	1,347	834	2,181	
New Mexico _____	204	1,085	1,289	
Arizona _____	966	304	1,270	
Utah _____	424	535	959	
Nevada _____	318	469	787	
MOUNTAIN	4,041	4,000	8,041	7.7
Alaska _____	59	260	319	
Washington _____	1,121	3,131	4,252	
Oregon _____	673	1,081	1,754	
California _____	5,160	1,129	6,289	
Hawaii _____	94	224	318	
PACIFIC	7,107	5,825	12,932	12.5
UNITED STATES	50,659	53,075	103,734	99.8
U.S. Territories _____	48	62	110	
Canada _____	1	133	134	
Mexico _____	-	-	-	
Other International _____	-	11	11	
APO/FPO _____	1	-	1	
TOTAL QUALIFIED CIRCULATION	50,709	53,281	103,990	100.0

ADDITIONAL DATA

AVERAGE NON-QUALIFIED CIRCULATION:

ALLOCATED FOR TRADE SHOWS AND CONFERENCES

8,000 copies of the January 2011 issue were sent to the International Builder's Show in Orlando, FL

1,000 copies of the January 2011 issue were sent to the New American Home in Orlando, FL

1,000 copies of the January 2011 issue were sent to the Builder Concept Home in Windemere, FL

500 copies of the March 2011 issue were sent to K/BIS 2011 in Las Vegas, NV

150 copies of the May 2011 issue were sent to the Housing Leadership Summit in Chicago, IL

500 copies of the June 2011 issue were sent to PCBC in San Francisco, CA

PARAGRAPH 1:

Qualified paid associations subscriptions averaging 47,360 copies were sold to qualified recipients at lower than basic subscription rates. Membership Benefit: Approximately \$15.00 of the association member dues is allocated to the publication.

Qualified paid "Multi-Copy Same Addressee" subscriptions averaging 3,969 copies were sold to qualified recipients at basic and lower than basic subscription prices. Multi Copy Same Addressee copies include NAHB subscriptions with multiple chapter association memberships.

AVERAGE ANNUAL ORDER PRICE: \$15.54

PUBLISHER'S AFFIDAVIT

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

Warren P. Nesbitt, Group President

Christina M. Lustan, 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	July 29, 2011
State	Washington
County	DC
Received by BPA Worldwide	July 29, 2011
Type	PJ
ID Number	B039P0J1

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011
 This issue is 0.2% or 208 copies below the average of the other 5 issues reported in Paragraph two.

This publication conforms to the uniform business/industry/occupational breakout which was developed by the BPA Worldwide advertiser, agency and publisher committee for section (a) for the Building Construction Market in October 1978, requiring participating publications to report their circulation on a comparable basis by December 1981. A copy of the comparability brochure can be obtained from BPA Worldwide.

BUSINESS AND INDUSTRY (See Note 2)	TOTAL QUALIFIED	PERCENT OF TOTAL	QUALIFIED PAID			QUALIFIED NON-PAID	CLASSIFICATION BY TITLE							
			ASSOCIATION	DIRECT	SUBSCRIPTIONS IN COMPANY NAME ONLY (A)		OWNERS, PARTNERS, CORPORATE EXECUTIVES, DIRECTORS GENERAL MANAGERS (B)	ARCHITECTS, DESIGNERS & ENGINEERS (C)	CONSTRUCTION MANAGERS, SUPERINTENDENTS, PURCHASING AGENTS & BUYERS & OTHER CONSTRUCTION MGMT. (D)	SALES & MARKETING MGMT. (E)	OTHER MANAGEMENT PERSONNEL (F)	CARPENTERS, DRAFTSMEN, SALESMEN & OTHER EMPLOYEES (G)	OTHER TITLES	TITLE NOT AVAILABLE (See Note 1)
1. Architectural Firms, Architectural-Engineering Firms, Architects & Architect-Engineers, Designers of Homes	3,447	3.3	3,018	429	-	-	1,889	339	47	103	142	48	7	872
2. Builders, Builder-Developers, General Contractors & Remodelers engaged in Building activities; Mobile or Modular or Sectional Home Manufacturers; Realty, Building Material Dealers, Wholesalers & others who act as Builders and/or General Contractors	100,418	96.6	48,013	1,696	50,709	-	77,650	1,312	3,828	2,044	3,842	1,107	106	10,529
10. Special Trade Contractors engaged in parts of the work on buildings such as Carpentry, Plumbing & Electrical	125	0.1	-	125	-	-	89	3	5	14	-	11	2	1
TOTAL QUALIFIED CIRCULATION	103,990	100.0	51,031	2,250	50,709	-	79,628	1,654	3,880	2,161	3,984	1,166	115	11,402

Note 1: Title not available includes NAHB members who have not completed title information on membership form.
 Note 2: Non-comparable additional data reported at the publisher's option