

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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# Builder

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**ABOUT BUILDER**

**BUILDER**, the leading media brand in residential construction, seeks to inspire readers and viewers by chronicling success through innovation in home building. Builder's mission is to identify best business practices, new products, cutting-edge technology, and design innovation to help its audience succeed. With a 34-year tradition of journalism excellence, Builder is a trusted source for builders, architects, and other industry professionals in print, online, and in person.

**BRAND REPORT PURPOSE**

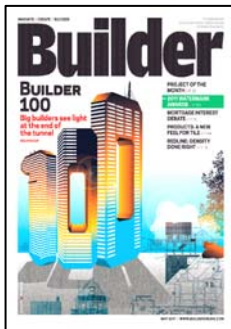
The Brand Report provides a deeper understanding and identification of interaction with customers. It is designed to present a cross-section of all communication channels, including a brand's total recipients across multiple media platforms, unique users within each channel, and users accessing multiple channels.

**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.



**1. EXECUTIVE SUMMARY**

Below are the average contacts per occurrence, including frequency per period reported.

	Average
1. BUILDER MAGAZINE _____	104,163
2. BUILDER E-NEWSLETTERS	
a. BUILDER BUSINESS UPDATE E-NEWSLETTER _____	84,109
b. BUILDER MAGAZINE DIGITAL EDITION ALERT _____	84,439
c. BUILDER PULSE E-NEWSLETTER _____	103,444
3. BUILDER VIRTUAL CONCEPT HOME WEB REGISTRATION _____	2,338
<b>SIX MONTH AVERAGE TOTAL</b>	<b>378,493</b>

**1a. INTEGRATED DATABASE ANALYSIS**

<b>NET UNIQUE INDIVIDUALS</b>	<b>212,400</b>
<b>INDIVIDUALS RECEIVING ONLY ONE CHANNEL</b>	<b>124,556</b>
<b>AVERAGE CHANNELS RECEIVED PER INDIVIDUAL*</b>	<b>1.8</b>

\*See Table 7

**1b. COMMUNICATION CHANNELS OF THE BUILDER BRAND**

Each column/row reports the gross number of individuals receiving that channel, and the additional channels their recipients receive. Since any one individual may receive more than one channel, the totals should not be added together as they exceed the total of unique individuals.

CHANNEL	Builder Magazine	Builder Business Update E-Newsletter	Builder Magazine Digital Edition Alert	Builder Pulse E-Newsletter	Builder Virtual Concept Home Web Registration
Builder Magazine _____	103,981	28,917	29,048	24,814	1,288
Builder Business Update E-Newsletter _____	28,917	84,969	84,623	56,323	7,937
Builder Magazine Digital Edition Alert _____	29,048	84,623	85,408	56,452	7,993
Builder Pulse E-Newsletter _____	24,814	56,323	56,452	105,172	7,971
Builder Virtual Concept Home Web Registration _____	1,288	7,937	7,993	7,971	14,022

**1c. CHANNELS RECEIVED**

Since any one individual may receive more than one channel, the totals should not be added together as they exceed the total of unique individuals.

CHANNEL	Builder Magazine	Builder Business Update E-Newsletter	Builder Magazine Digital Edition Alert	Builder Pulse E-Newsletter	Builder Virtual Concept Home Web Registration	Total Unique Individuals
MULTIPLE CHANNEL RECIPIENTS _____	31,251	84,751	84,983	59,157	8,854	87,844
SINGLE CHANNEL RECIPIENTS _____	72,730	218	425	46,015	5,168	124,556
<b>TOTAL</b>	<b>103,981</b>	<b>84,969</b>	<b>85,408</b>	<b>105,172</b>	<b>14,022</b>	<b>212,400</b>

## 2. CHANNEL FREQUENCY FOR PERIOD

	Builder Magazine	Builder Business Update E-Newsletter Monthly Average*	Builder Magazine Digital Edition Alert	Builder Pulse E-Newsletter Monthly Average*	Builder Virtual Concept Home Web Registration*
January _____	104,371	79,317	79,507	101,147	3,408
February _____	104,042	82,571	84,447	99,566	4,009
March _____	104,524	82,781	83,117	98,640	3,098
April _____	104,071	87,937	87,655	108,693	1,636
May _____	103,990	86,485	86,579	107,088	938
June _____	103,982	85,562	85,329	105,531	936
<b>AVERAGE:</b>	<b>104,163</b>	<b>84,109</b>	<b>84,439</b>	<b>103,444</b>	<b>2,338</b>

\*Builder Business Update E-Newsletter is issued three times a week. Figures are a monthly average.  
 \*Builder Pulse E-Newsletter is issued daily, Monday through Friday. Figure shown is a monthly average.  
 \*Builder Virtual Concept Home Web Registration shows the actual registration numbers per month.

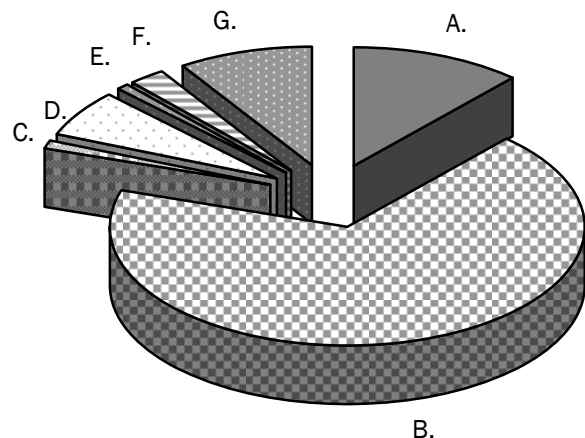
## 3. DEMOGRAPHIC PROFILES

BUSINESS AND INDUSTRY	TOTAL UNIQUE INDIVIDUALS	PERCENT OF TOTAL	TITLE							
			OWNERS, PARTNERS, CORPORATE EXECUTIVES, DIRECTORS & GENERAL MANAGERS	ARCHITECTS, DESIGNERS & ENGINEERS	CON-STRUCTION MANAGERS & SUPER-INTENDENTS, PURCHASING AGENTS & BUYERS & OTHER CON-STRUCTION MGMT.	SALES & MARKETING MGMT.	OTHER MANAGEMENT PERSONNEL	CARPENTERS, DRAFTSMEN, SALESMEN & OTHER EMPLOYEES	OTHER TITLED PERSONNEL	UNKNOWN/ NO ANSWER
Architectural Firms, Architectural-Engineering Firms, Architects & Architect-Engineers, Designers of Homes _____	25,008	11.8	12,469	5,121	2,046	366	286	93	486	4,141
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 _____	144,603	68.1	100,832	2,210	6,863	2,732	4,882	1,450	1,342	24,292
Special Trade Contractors engaged in parts of the work on buildings such as Carpentry, Plumbing & Electrical _____	2,769	1.3	1,856	58	259	177	110	157	70	82
Other _____	13,073	6.2	3,706	332	543	1,076	540	296	1,187	5,393
Consumer _____	2,198	1.0	59	4	13	19	4	4	80	2,015
Dealer, Distributor, Manufacturer, Supplier _____	5,394	2.5	2,984	166	235	1,274	363	231	110	31
Unknown/No Answer _____	19,355	9.1	1,949	206	233	148	58	39	975	15,747
<b>Total</b>	<b>212,400</b>	<b>100.0</b>	<b>123,855</b>	<b>8,097</b>	<b>10,192</b>	<b>5,792</b>	<b>6,243</b>	<b>2,270</b>	<b>4,250</b>	<b>51,701</b>

\*BUILDER magazine as of May 2011 issue, Builder Business Update E-newsletter, Builder Magazine Digital Edition Alert, Builder Pulse E-newsletter and Builder Virtual Home Web Registration as of June 30, 2011.

### 3. Breakout of Circulation of Business and Industry

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A Architectural Firms, Architectural-Engineering Firms, Architects & Architect-Engineers, Designers of Homes _____	25,008	11.8
B 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 _____	144,603	68.1
C Special Trade Contractors engaged in parts of the work on buildings such as Carpentry, Plumbing & Electrical _____	2,769	1.3
D Other _____	13,073	6.2
E Consumer _____	2,198	1.0
F Dealer, Distributor, Manufacturer, Supplier _____	5,394	2.5
G Unknown/No Answer _____	19,355	9.1



### 4. SOURCE AND AGE

SOURCE	Sourced Within			Total
	1 Year	2 Years	3 years	
<b>BUILDER MAGAZINE</b>				
Request	45,647	6,977	326	<b>52,950</b>
Membership Benefit	44,394	6,613	24	<b>51,031</b>
Other Than Request:	-	-	-	-
<b>BUILDER BUSINESS UPDATE E-NEWSLETTER</b> (last delivered)	84,969	-	-	<b>84,969</b>
<b>BUILDER MAGAZINE DIGITAL EDITION ALERT</b> (last delivered)	85,408	-	-	<b>85,408</b>
<b>BUILDER PULSE E-NEWSLETTER</b> (last delivered)	105,172	-	-	<b>105,172</b>
<b>BUILDER VIRTUAL CONCEPT HOME WEB REGISTRATION</b> (last delivered)	14,022	-	-	<b>14,022</b>

### 5. GEOGRAPHIC DISTRIBUTION

State	TOTAL UNIQUE INDIVIDUALS	PERCENT	Builder Magazine	Builder Business Update E-Newsletter	Builder Magazine Digital Edition Alert	Builder Pulse E-Newsletter	Builder Virtual Concept Home Web Registration
Maine	664	0.3	460	380	381	236	18
New Hampshire	858	0.4	636	404	407	282	7
Vermont	563	0.3	423	257	258	180	8
Massachusetts	3,252	1.5	2,193	1,858	1,865	1,281	49
Rhode Island	750	0.4	581	290	290	195	10
Connecticut	2,212	1.0	1,427	1,276	1,281	828	32
<b>NEW ENGLAND</b>	<b>8,299</b>	<b>3.9</b>	<b>5,720</b>	<b>4,465</b>	<b>4,482</b>	<b>3,002</b>	<b>124</b>
New York	5,955	2.8	3,752	3,486	3,495	2,284	84
New Jersey	3,610	1.7	2,196	2,320	2,300	1,569	62
Pennsylvania	6,670	3.1	5,014	2,973	2,979	2,055	101
<b>MIDDLE ATLANTIC</b>	<b>16,235</b>	<b>7.6</b>	<b>10,962</b>	<b>8,779</b>	<b>8,774</b>	<b>5,908</b>	<b>247</b>
Ohio	4,686	2.2	3,183	2,434	2,446	1,638	62
Indiana	2,831	1.3	2,122	1,294	1,297	875	46
Illinois	5,235	2.5	3,133	3,291	3,298	2,170	100
Michigan	5,598	2.6	3,972	2,660	2,665	1,793	61
Wisconsin	3,841	1.8	2,965	1,628	1,626	1,136	61
<b>EAST NO. CENTRAL</b>	<b>22,191</b>	<b>10.4</b>	<b>15,375</b>	<b>11,307</b>	<b>11,332</b>	<b>7,612</b>	<b>330</b>
Minnesota	3,195	1.5	2,414	1,413	1,416	988	41
Iowa	1,690	0.8	1,349	680	686	473	22
Missouri	2,295	1.1	1,618	1,167	1,178	778	29
North Dakota	707	0.3	621	173	178	118	2
South Dakota	721	0.3	628	187	190	127	5
Nebraska	1,001	0.5	742	471	473	339	19
Kansas	1,589	0.7	1,246	630	632	430	21
<b>WEST NO. CENTRAL</b>	<b>11,198</b>	<b>5.2</b>	<b>8,618</b>	<b>4,721</b>	<b>4,753</b>	<b>3,253</b>	<b>139</b>
Delaware	405	0.2	258	236	235	164	4
Maryland	2,921	1.4	1,807	1,812	1,817	1,238	56
Washington, DC	258	0.1	84	215	214	144	6
Virginia	4,483	2.1	2,935	2,528	2,540	1,710	71
West Virginia	536	0.3	427	209	210	132	5
North Carolina	8,051	3.8	6,544	2,741	2,755	1,855	69
South Carolina	2,660	1.3	2,027	1,094	1,092	746	32
Georgia	4,624	2.2	3,158	2,276	2,286	1,509	55
Florida	9,220	4.3	6,170	4,945	4,963	3,337	129
<b>SOUTH ATLANTIC</b>	<b>33,158</b>	<b>15.7</b>	<b>23,410</b>	<b>16,056</b>	<b>16,112</b>	<b>10,835</b>	<b>427</b>
Kentucky	2,270	1.1	1,928	690	693	484	24
Tennessee	3,037	1.4	2,394	1,141	1,148	804	35
Alabama	2,725	1.3	2,269	802	813	502	17
Mississippi	1,209	0.6	1,021	313	319	199	5
<b>EAST SO. CENTRAL</b>	<b>9,241</b>	<b>4.4</b>	<b>7,612</b>	<b>2,946</b>	<b>2,973</b>	<b>1,989</b>	<b>81</b>
Arkansas	983	0.5	761	388	388	242	16
Louisiana	2,742	1.3	2,433	573	576	391	19
Oklahoma	1,700	0.8	1,386	575	577	411	24
Texas	9,265	4.4	6,482	4,607	4,639	3,181	157
<b>WEST SO. CENTRAL</b>	<b>14,690</b>	<b>7.0</b>	<b>11,062</b>	<b>6,143</b>	<b>6,180</b>	<b>4,225</b>	<b>216</b>
Montana	964	0.5	746	395	396	252	14
Idaho	883	0.4	627	417	420	277	15
Wyoming	241	0.1	182	124	125	78	4
Colorado	3,314	1.6	2,182	1,858	1,879	1,300	68
New Mexico	1,516	0.7	1,288	368	378	239	15
Arizona	2,217	1.0	1,270	1,469	1,502	1,025	47
Utah	1,288	0.6	959	591	589	365	18
Nevada	1,162	0.5	787	577	589	404	15
<b>MOUNTAIN</b>	<b>11,585</b>	<b>5.4</b>	<b>8,041</b>	<b>5,799</b>	<b>5,878</b>	<b>3,940</b>	<b>196</b>
Alaska	487	0.2	319	210	213	136	6
Washington	5,262	2.5	4,252	1,799	1,817	1,222	58
Oregon	2,247	1.1	1,754	834	840	593	34
California	11,901	5.6	6,290	8,323	8,386	5,595	196
Hawaii	505	0.2	318	235	234	144	5
<b>PACIFIC</b>	<b>20,402</b>	<b>9.6</b>	<b>12,933</b>	<b>11,401</b>	<b>11,490</b>	<b>7,690</b>	<b>299</b>
<b>UNITED STATES</b>	<b>146,999</b>	<b>69.2</b>	<b>103,733</b>	<b>71,617</b>	<b>71,974</b>	<b>48,454</b>	<b>2,059</b>
U.S. Territories	242	0.1	111	161	161	100	6
Canada	289	0.1	125	231	230	167	18
Mexico	-	-	-	-	-	-	-
Other International	140	0.1	12	135	136	81	3
APO/FPO	-	-	-	-	-	-	-
Email Address Only	64,730	30.5	-	12,825	12,907	56,370	11,936
<b>TOTAL CIRCULATION</b>	<b>212,400</b>	<b>100.0</b>	<b>103,981</b>	<b>84,969</b>	<b>85,408</b>	<b>105,172</b>	<b>14,022</b>

\*BUILDER magazine as of May 2011 issue, Builder Business Update E-newsletter, Builder Magazine Digital Edition Alert, Builder Pulse E-newsletter and Builder Virtual Home Web Registration as of June 30, 2011.

## 7. ADDITIONAL DATA

### EXECUTIVE SUMMARY:

Average channels per individual is calculated by taking the gross channels received for all individuals and dividing this total by the number of unique individuals.

AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD						
QUALIFIED CIRCULATION	Total		Non-Paid		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 _____	-	-	-	-	-	-
<b>TOTAL CIRCULATION</b>	<b>104,162</b>	<b>100.0</b>	<b>50,122</b>	<b>48.1</b>	<b>54,040</b>	<b>51.9</b>

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 August 26, 2011

State Washington

County DC

Received by BPA Worldwide August 26, 2011

Type B

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