

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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The Official Publication of: National Association of Home Builders. **BUILDER** is a leading brand in the residential construction industry and delivers a strategic platform of data and media products to enhance your marketing objectives. With over 35 years of journalistic excellence, **BUILDER** is the trusted source for top builders, architects and other industry professionals in print, online, and in person.

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 Materials Dealer, Wholesaler who act as Builder and/or General Contractor; and Special Trade Contractors and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are Owners, Partners, Corporate Executives, Directors or General Managers; Architects, Designers or Engineers; Construction Managers or Superintendents, Purchasing Agents or Buyers, or other Construction Managers; Sales and Marketing Managers, other Management personnel, Carpenters, Draftsman, Salesmen and other titled and non-titled personnel including company copies in field served.

CHANNELS

BUILDER MAGAZINE



6 Issues in the period
118,796 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
BUILDER MAGAZINE (6 issues in the period)	78,676	40,120	118,796
a. Print	54,612	40,120	94,732
b. Digital	24,064	-	24,064
1. Requested	24,064	-	24,064
2. Non-Requested	-	-	-

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

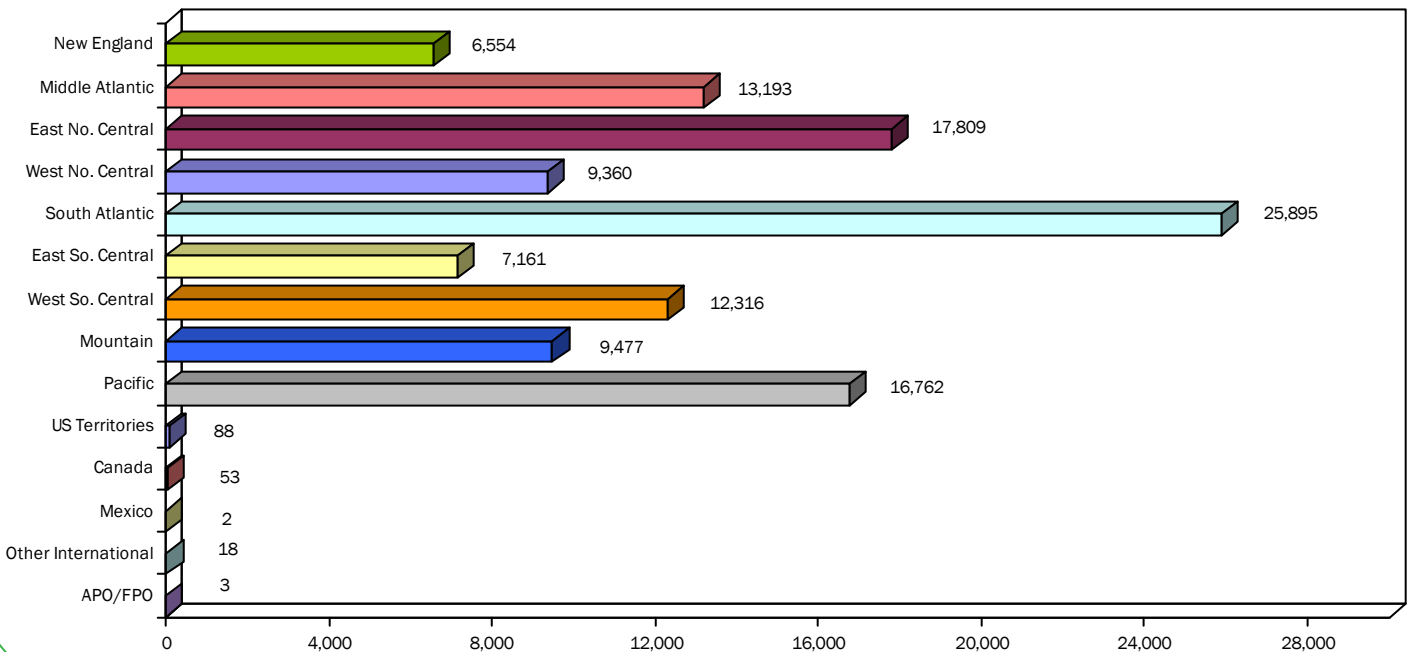
Qualification Source	Qualified Within			Print	Digital	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years						
I. Direct Request:	74,242	4,461	-	54,735	23,968	78,340	363	78,703	66.3
II. Request from recipient's company:	-	-	-	-	-	-	-	-	-
III. Membership Benefit:	35,822	4,166	-	39,988	-	-	39,988	39,988	33.7
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	110,064	8,627	-	94,723	23,968	78,340	40,351	118,691	100.0
PERCENT	92.7	7.3	-	80.0	20.0	66.0	34.0	100.0	

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

State	Print	Digital	Non-Paid	Paid	Total Qualified	Percent	State	Print	Digital	Non-Paid	Paid	Total Qualified	Percent	
Maine	386	150	482	54	536		Kentucky	1,709	216	913	1,012	1,925		
New Hampshire	570	156	533	193	726		Tennessee	1,689	375	1,212	852	2,064		
Vermont	298	80	285	93	378		Alabama	2,181	248	889	1,540	2,429		
Massachusetts	1,863	648	1,876	635	2,511		Mississippi	662	81	305	438	743		
Rhode Island	575	111	358	328	686		EAST SO. CENTRAL	6,241	920	3,319	3,842	7,161	6.1	
Connecticut	1,266	451	1,371	346	1,717		Arkansas	615	134	477	272	749		
NEW ENGLAND	4,958	1,596	4,905	1,649	6,554	5.5	Louisiana	2,427	176	586	2,017	2,603		
New York	4,020	1,292	4,587	725	5,312		Oklahoma	1,268	173	612	829	1,441		
New Jersey	2,094	771	2,474	391	2,865		Texas	6,091	1,432	4,380	3,143	7,523		
Pennsylvania	4,017	999	3,390	1,626	5,016		WEST SO. CENTRAL	10,401	1,915	6,055	6,261	12,316	10.4	
MIDDLE ATLANTIC	10,131	3,062	10,451	2,742	13,193	11.1	Montana	651	134	435	350	785		
Ohio	3,267	876	3,136	1,007	4,143		Idaho	654	150	515	289	804		
Indiana	1,860	468	1,550	778	2,328		Wyoming	188	44	183	49	232		
Illinois	3,008	1,025	3,557	476	4,033		Colorado	1,629	599	1,621	607	2,228		
Michigan	3,596	891	2,902	1,585	4,487		New Mexico	1,256	115	419	952	1,371		
Wisconsin	2,264	554	1,959	859	2,818		Arizona	1,333	535	1,634	234	1,868		
EAST NO. CENTRAL	13,995	3,814	13,104	4,705	17,809	15.0	Utah	1,131	262	787	606	1,393		
Minnesota	1,863	482	1,695	650	2,345		Nevada	597	199	620	176	796		
Iowa	1,269	272	1,038	503	1,541		MOUNTAIN	7,439	2,038	6,214	3,263	9,477	8.0	
Missouri	1,428	388	1,326	490	1,816		Alaska	444	84	301	227	528		
North Dakota	567	81	263	385	648		Washington	3,751	542	1,768	2,525	4,293		
South Dakota	600	55	246	409	655		Oregon	1,598	318	1,099	817	1,916		
Nebraska	706	178	719	165	884		California	6,599	2,824	8,616	807	9,423		
Kansas	1,235	236	801	670	1,471		Hawaii	461	141	430	172	602		
WEST NO. CENTRAL	7,668	1,692	6,088	3,272	9,360	7.9	PACIFIC	12,853	3,909	12,214	4,548	16,762	14.1	
Delaware	231	74	234	71	305		UNITED STATES	94,633	23,894	78,216	40,311	118,527	99.9	
Maryland	1,755	575	1,926	404	2,330		U.S. Territories	57	31	77	11	88		
Washington, DC	113	72	172	13	185		Canada	26	27	27	26	53		
Virginia	2,713	777	2,510	980	3,490		Mexico	-	2	2	-	2		
West Virginia	417	66	264	219	483		Other International	6	12	15	3	18		
North Carolina	5,949	782	2,582	4,149	6,731		APO/FPO	1	2	3	-	3		
South Carolina	1,543	363	1,124	782	1,906									
Georgia	3,077	740	2,416	1,401	3,817									
Florida	5,149	1,499	4,638	2,010	6,648									
SOUTH ATLANTIC	20,947	4,948	15,866	10,029	25,895	21.8								

TOTAL QUALIFIED CIRCULATION 94,723 23,968 78,340 40,351 118,691 100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Replica Plus - If a print edition exists, "plus" is editorial that is retained from the original edition and is redesigned and/or supplemented. Each issue's content is primarily taken (but not necessarily replicated in its entirety) from the original edition (whether in print or digital). Apart from minor updates, the content cannot change once the issue is made available.

AVERAGE NON-QUALIFIED CIRCULATION:

ALLOCATED FOR TRADE SHOW AND CONVENTIONS:

2018 Issue	Show	Location	# of Copies
January	Kitchen & Bath Industry Show 2018	Orlando, FL	1,000
January	2018 International Builders Show/nextBUILD	Orlando, FL	3,075
January	reNEWable Living Home	Orlando, FL	500
March	JLC Live	Providence, RI	500
May	Housing Leadership Summit	Dana Point, CA	300
June	PCBC 2018	San Francisco, CA	300
June	Gold Nugget Awards	San Francisco, CA	100

PARAGRAPH 1:

Qualified Paid Membership Benefit averaging 39,639 copies were sold at \$15.00 to qualified recipients.

AVERAGE ANNUAL ORDER PRICE:

The Average Annual Order price is \$15.46.

PUBLISHER'S AFFIDAVIT

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

Paul Tourbaf, Group President, Residential Construction
Diana Turco, Audience Marketing & Circulation Manager

(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 brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	July 3, 2018
State	DC
County	Washington
Revised	July 3, 2018
Type	PJ
ID Number	B039B0J8

About BPA Worldwide:

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. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	434
Advertiser and Agency	1,583
*Allocated for Trade Shows and Conventions	962
All Other	792
TOTAL	3,771

*See Additional Data

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	79,157	66.6	78,676	66.2	481	0.4
Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	39,639	33.4	-	-	39,639	33.4
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	118,796	100.0	78,676	66.2	40,120	33.8

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Qualified Non-Paid	Qualified Paid	Total Qualified
January	94,585	24,177	79,896	38,866	118,762
February	94,814	24,146	78,477	40,483	118,960
March	94,764	24,084	78,533	40,315	118,848
April	94,744	24,057	78,481	40,320	118,801
May	94,723	23,968	78,340	40,351	118,691
June	94,760	23,957	78,332	40,385	118,717

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

This issue is 0.1% or 127 copies below the average of the other 5 issues reported in Paragraph 2.

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) of 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	Print	Digital	Qualified Non-Paid	Qualified Paid	Association	Direct	Classification by Title								
									Subscriptions in Company Name Only	Owners, Partners, Corporate Executives, Directors General Managers	Architects, Designers & Engineers	Construction Manager or Superintendent, Purchasing Agent or Buyer, or Other Construction Managers	Sales & Marketing Mgmt.	Other Management Personnel	Carpenters, Draftsmen, Salesmen & Other Construction Employees	Other Titles	Title Not Available (See Note 1)
1. Architectural Firms, Architectural-Engineering Firms, Architects & Architect-Engineers, Designers of Homes	5,275	4.4	2,685	2,590	2,590	2,685	2,591	94	-	2,990	1,073	79	125	99	18	-	891
2. Builders, Builder-Developers, General Contractors & Remodelers engaged in Building activities; Mobile or Modular or Sectional Home Manufacturers; Realty, Building Material Dealers, Wholesalers who act as Builders and/or General Contractors	112,000	94.4	92,000	20,000	74,372	37,628	37,397	231	-	84,644	2,159	5,505	3,307	6,081	893	-	9,411
10. Special Trade Contractors engaged in parts of the work on buildings such as Carpentry, Plumbing & Electrical	1,416	1.2	38	1,378	1,378	38	-	38	-	1,080	33	79	76	75	69	-	4
TOTAL QUALIFIED CIRCULATION	118,691	100.0	94,723	23,968	78,340	40,351	39,988	363	-	88,714	3,265	5,663	3,508	6,255	980	-	10,306

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.