

remodeling

PUBLISHER'S AUDIENCE STATEMENT | December 2017

REMODELING MAGAZINE serves the interests of contractors who do residential or residential/commercial remodeling projects within the residential remodeling industry. The brand's content and editorial scope include business know-how and product information. Home improvement pros look to REMODELING MAGAZINE to help make smart decisions that will shape their project success. The content of every issue is available in both print and digital formats, which are delivered directly to subscribers.

AUDIENCE FOCUS

REMODELING serves the field of remodeling contractors, including residential remodelers, remodelers who do both residential and commercial remodeling, kitchen and bath specialists, general contractors engaged in residential remodeling, fire damage/insurance restoration contractors, residential historical renovation contractors, and others.



MAGAZINE DISTRIBUTION SUMMARY

REMODELING MAGAZINE	PRINT	DIGITAL	TOTAL
June/July	75,000	28,318	103,318
August	75,000	28,318	103,318
September	75,000	28,212	103,212
October	75,000	28,237	103,237
November/December	75,188	27,762	102,950
Average	75,038	28,169	103,207

BONUS DISTRIBUTION

EVENT	ISSUE	# OF COPIES
PCBC	June/July	500
Remodelers Advantage Summit	September	300
Remodeling Show	October	4,000

DIGITAL REACH

107,784

REMODELING Website
Traffic: Average Monthly
Users

266,848

REMODELING Website
Traffic: Average Monthly
Page Views

90,237

REMODELING
Newsletter
Recipients Per Issue
(144 issues per year)

SOCIAL MEDIA



16,000



7,359



1,476

BUSINESS AND OCCUPATION DEMOGRAPHIC ANALYSIS*

BUSINESS BY TITLE	TOTAL	PERCENT OF TOTAL	BUSINESS AND OCCUPATION DEMOGRAPHIC ANALYSIS*						
			Print Only	Digital Only	President, Owner, Partner, CEO, General Manager	Corporate Executive, Vice President, Controller, Treasurer, Financial Director	Project Manager, Designer, Construction Supervisor, Foreman	Purchasing Director, Salesperson/Estimator, or Other Manager	Other Titled Personnel
Interior/Exterior Residential Remodeling Contractors; Contractors doing both Residential and Commercial Remodeling; Residential Kitchen & Bath Specialists and General Contractors Engaged in Residential Remodeling	97,084	94.3%	72,227	24,857	73,063	4,712	11,931	5,727	1,651
Residential Fire Damage or Insurance Restoration Contractors; Residential Historical Renovation Contractors	1,637	1.6%	1,225	412	1,088	90	272	121	66
Sub-Total: Remodelers	98,721	95.9%	73,452	25,269	74,151	4,802	12,203	5,848	1,717
Others and Paid Subscriptions	4,229	4.1%	1,736	2,493	2,050	303	709	629	538
TOTAL	102,950		75,188	27,762	76,201	5,105	12,912	6,477	2,255
		PERCENT	73.0%	27.0%	74.0%	5.0%	12.5%	6.3%	2.2%

ANNUAL INSTALLED SALES VOLUME*

ANNUAL INSTALLED SALES VOLUME	TOTAL	PERCENT OF TOTAL	ANNUAL INSTALLED SALES VOLUME*								
			Print Only	Digital Only	\$3 Million and Over	\$2 Million to \$2,999,999	\$1 Million to \$1,999,999	\$500,000 to \$999,999	\$250,000 to \$499,999	\$1 to \$249,999	None/No Answer
Interior/Exterior Residential Remodeling Contractors; Contractors doing both Residential and Commercial Remodeling; Residential Kitchen & Bath Specialists and General Contractors Engaged in Residential Remodeling	97,084	94.3%	72,227	24,857	16,581	6,064	13,461	15,886	13,898	27,514	3,680
Residential Fire Damage or Insurance Restoration Contractors; Residential Historical Renovation Contractors	1,637	1.6%	1,225	412	396	114	206	206	165	500	50
Sub-Total: Remodelers	98,721	95.9%	73,452	25,269	16,977	6,178	13,667	16,092	14,063	28,014	3,730
Others and Paid Subscriptions	4,229	4.1%	1,736	2,493	1,176	176	327	315	238	939	1,058
TOTAL	102,950		75,188	27,762	18,153	6,354	13,994	16,407	14,301	28,953	4,788
		PERCENT	73.0%	27.0%	17.6%	6.2%	13.6%	15.9%	13.9%	28.1%	4.7%

*Source: November/December 2017 REMODELING Magazine

AREAS OF REMODELING WORK*

AREAS OF REMODELING WORK	TOTAL	PERCENT OF TOTAL	AREAS OF REMODELING WORK*					
			Print Only	Digital Only	Interior and Exterior Remodeling	Interior Remodeling Only	Exterior Remodeling Only	Not Available
Interior/Exterior Residential Remodeling Contractors; Contractors doing both Residential and Commercial Remodeling; Residential Kitchen & Bath Specialists and General Contractors Engaged in Residential Remodeling	97,084	94.3%	72,227	24,857	79,248	11,769	4,959	1,108
Residential Fire Damage or Insurance Restoration Contractors; Residential Historical Renovation Contractors	1,637	1.6%	1,225	412	1,228	182	97	130
Sub-Total: Remodelers	98,721	95.9%	73,452	25,269	80,476	11,951	5,056	1,238
Other and Paid Subscriptions	4,229	4.1%	1,736	2,493	2,494	378	331	1,026
TOTAL	102,950		75,188	27,762	82,970	12,329	5,387	2,264
		PERCENT	73.0%	27.0%	80.6%	12.0%	5.2%	2.2%

REMODELING ACTIVITIES*

REMODELING ACTIVITIES	TOTAL	PERCENT OF TOTAL	REMODELING ACTIVITIES*													
			Print Only	Digital Only	TOTAL RESPONDENTS	ROOM ADDITIONS	KITCHENS	BATHS	ROOFING	SIDING	INSULATION	LIGHTING/ELECTRICAL WORK	PAINTING	CONDO/APARTMENT REMODELING	DRYWALL	MASONRY
Interior/Exterior Residential Remodeling Contractors; Contractors doing both Residential and Commercial Remodeling; Residential Kitchen & Bath Specialists and General Contractors Engaged in Residential Remodeling	97,084	94.3%	72,227	24,857	97,084	66,431	77,797	77,196	54,006	61,250	55,828	54,043	59,578	39,997	60,747	44,706
Residential Fire Damage or Insurance Restoration Contractors; Residential Historical Renovation Contractors	1,637	1.6%	1,225	412	1,637	799	1,031	1,016	798	856	776	756	903	534	846	676
Sub-Total: Remodelers	98,721	95.9%	73,452	25,269	98,721	67,230	78,828	78,212	54,804	62,106	56,604	54,799	60,481	40,531	61,593	45,382
Other and Paid Subscriptions	4,229	4.1%	1,736	2,493	4,229	1,403	1,725	1,659	1,356	1,322	1,249	1,344	1,270	855	1,226	1,040
TOTAL	102,950		75,188	27,762	102,950	68,633	80,553	79,871	56,160	63,428	57,853	56,143	61,751	41,386	62,819	46,422

REMODELING ACTIVITIES CONTINUED...*

REMODELING ACTIVITIES	TOTAL	PERCENT OF TOTAL	REMODELING ACTIVITIES CONTINUED...*											
			WINDOW REPLACEMENT	DOORS	COMMERCIAL	FLOORING	CARPENTRY	CABINET INSTALLATION	HVAC	WHOLE HOUSE REMODELING	DECKS	INSURANCE RESTORATION	HISTORIC RENOVATION	OTHER ACTIVITY
Interior/Exterior Residential Remodeling Contractors; Contractors doing both Residential and Commercial Remodeling; Residential Kitchen & Bath Specialists and General Contractors Engaged in Residential Remodeling	97,084	94.3%	65,735	69,522	41,536	60,731	65,808	62,811	36,090	56,916	53,852	31,349	30,807	3,503
Residential Fire Damage or Insurance Restoration Contractors; Residential Historical Renovation Contractors	1,637	1.6%	912	953	560	882	931	864	516	786	634	648	845	47
Sub-Total: Remodelers	98,721	95.9%	66,647	70,475	42,096	61,613	66,739	63,675	38,606	57,702	54,486	31,997	31,652	3,550
Other and Paid Subscriptions	4,229	4.1%	1,464	1,539	1,193	1,325	1,286	1,136	978	1,181	1,093	472	766	564
TOTAL	102,950		68,111	72,014	43,289	62,938	68,025	64,811	37,584	58,883	55,579	32,469	32,418	4,114

Multiple responses are permitted, as such the total of each of these products should not be added together as the total will exceed the total circulation.

PRODUCTS SPECIFIED*																
PRODUCTS SPECIFIED	TOTAL	PERCENT OF TOTAL	Print Only	Digital Only	TOTAL RESPONDENTS	WINDOWS	DOORS	ROOFING	SIDING	CABINETS	PLUMBING FIXTURES	SKYLIGHTS	KITCHEN APPLIANCES	LOCK-SETS/HARDWARE	TOOLS	HVAC
Interior/Exterior Residential Remodeling Contractors; Contractors doing both Residential and Commercial Remodeling; Residential Kitchen & Bath Specialists and General Contractors Engaged in Residential Remodeling	97,084	94.3%	72,227	24,857	97,084	73,815	74,170	61,170	64,098	69,709	63,037	53,102	54,343	63,022	62,488	45,215
Residential Fire Damage or Insurance Restoration Contractors; Residential Historical Renovation Contractors	1,637	1.6%	1,225	412	1,637	1,097	1,090	908	924	1,014	901	702	794	906	911	701
Sub-Total: Remodelers	98,721	95.9%	73,452	25,269	98,721	74,912	75,260	62,078	65,022	70,723	63,938	53,804	55,137	63,928	63,399	45,916
Other and Paid Subscriptions	4,229	4.1%	1,736	2,493	4,229	2,166	2,185	1,897	1,845	1,815	1,746	1,456	1,489	1,699	1,255	1,366
TOTAL	102,950		75,188	27,762	102,950	77,078	77,445	63,975	66,867	72,538	65,684	55,260	56,626	65,627	64,654	47,282

PRODUCTS SPECIFIED CONTINUED...*													
PRODUCTS SPECIFIED	TOTAL	PERCENT OF TOTAL	FLOORS	TILES	COUNTERTOPS LAMINATE/SOLID SURFACE	LIGHTING	TUBS/SHOWER SURROUND	FAUCETS	FIREPLACES	STAIRS	INSULATION	DECKING	TRUCKS/COMMERCIAL VANS
Interior/Exterior Residential Remodeling Contractors; Contractors doing both Residential and Commercial Remodeling; Residential Kitchen & Bath Specialists and General Contractors Engaged in Residential Remodeling	97,084	94.3%	65,392	63,323	62,830	60,218	59,041	58,646	45,455	50,688	58,342	57,686	24,700
Residential Fire Damage or Insurance Restoration Contractors; Residential Historical Renovation Contractors	1,637	1.6%	1,000	920	909	899	835	825	669	720	867	761	308
Sub-Total: Remodelers	98,721	95.9%	66,392	64,243	63,739	61,117	59,876	59,471	46,124	51,408	59,209	58,447	25,008
Others and Paid Subscriptions	4,229	4.1%	1,857	1,669	1,683	1,800	1,514	1,566	1,226	1,374	1,661	1,594	389
TOTAL	102,950		68,249	65,912	65,422	62,917	61,390	61,037	47,350	52,782	60,870	60,041	25,397

Multiple responses are permitted, as such the total of each of these products should not be added together as the total may exceed the total circulation.



*Source: November/December 2017 REMODELING Magazine

HOW MANY OTHER PEOPLE (BESIDES YOU) USUALLY READ OR LOOK THROUGH YOUR COPY OF REMODELING?*

	# Respondents	PERCENT
One or More	184	60%
5	12	4%
4	8	3%
3	25	8%
2	49	16%
1	90	29%
None	124	40%
No Answer	0	0%
TOTAL	308	100%
Mean:	1.2	
Standard Error:	0.07	
Median:	1	

*Source: Readex Research: April 2017 Companion Questionnaire Results

IN THE LAST 12 MONTHS, WHAT ACTIONS HAVE YOU TAKEN AS A RESULT OF SEEING ADS IN REMODELING?*

	# Respondents	PERCENT
Visited advertiser's website	201	65%
Filed ad for future reference	118	38%
Discussed ad with others	96	31%
Passed ad along to others	95	31%
Recommended a product/service	82	27%
Purchased/ordered a product/service	80	26%
Contacted dealer, supplier, or representative	72	23%
Contacted advertiser in some other way	28	9%
Other	11	4%
Indicated at least one	268	87%
No actions taken	40	13%
No answer	0	0%
TOTAL (Multiple Answers)	308	100%

*Source: Readex Research: April 2017 Companion Questionnaire Results

The screenshot displays the Remodeling magazine website interface. At the top, there's a navigation bar with 'remodeling' logo and menu items like 'BUSINESS', 'PRODUCTS', 'HOW TO', 'RECOMMENDS', 'PROJECTS', 'RESOURCES', 'COST+VALUE', and 'EQU'. Below the navigation, there are several featured articles and sections:

- Vermont Fence Contractors - For Most Of Chittenden County:** An advertisement for a local business.
- FE Hart Fence Company - Fence Contractors Since 1958:** Another advertisement for a fence contractor.
- NEWS BRIEFS:** A section with short news items, including 'Appeals Court Rejects Industry Arguments on OSHA's Site Rule' and 'Home Prices May Drop As Result of Tax Reform, Moody's Believes'.
- TODAY'S STORIES:** A collection of articles such as 'Decking Companies Reveal Their Top Products for 2018', 'How to Make Outdoor Areas Accessible and Safe for Everyone', and 'Follow These Six Steps to Become a Better Person'.
- DeWalt FlexVolt Cordless Table Saw Review:** A product review article.
- Feeling a Chill on the Job, Try This Winter-Weather Jobsite Gear:** An article about winter workwear.
- 2018 IBS Preview: 12 Notable Products:** An article previewing new products from the International Builders Show.
- Study Reveals Longer Days, Hiring Squeeze for Construction Workers:** An article about the construction labor market.
- Turn Any Faucet Into a Motion-Activated One:** A product feature article.
- Your Remodeling Company Is a Business, Not a Family:** An article for business owners.
- DATA BY DESIGN:** A section with infographics, including 'TRENDING THIS WEEK' and '550 remodeling SEE THE LIST'.
- FEATURES:** A section with larger articles, including 'Announcing the 2017 Case Award Winner and Finalists', 'Brian Dampert is Always Looking to Improve', 'Create the Perfect Kids' Space', and 'Remodeling Magazine November-December 2017'.
- MORE FROM REMODELING:** A section with links to 'Video', 'Projects', 'Cost vs. Value', and 'Big50'.

PERCENTAGE OF 2016 WORK FROM...*

	Total	REGION				Revenues				Average Job Cost		
		North-East	Mid-west	South	West	Under \$250K	\$250K - \$499K	\$500K - \$999K	\$1M or More	Under \$10K	\$10K- \$49K	\$50K or More
Additions and alterations	43.6%	42.0%	43.2%	44.3%	45.7%	40.0%	46.7%	52.0%	42.5%	34.5%	44.2%	57.9%
Major replacements	32.3%	32.9%	32.6%	32.1%	30.1%	24.0%	33.1%	33.6%	46.1%	25.7%	37.7%	31.8%
Maintenance and repair	24.2%	25.1%	24.2%	23.7%	24.2%	36.0%	20.2%	14.4%	11.4%	39.8%	18.1%	10.3%

* Source: 2017 Remodeling Brand Use Study conducted by the Farnsworth Group

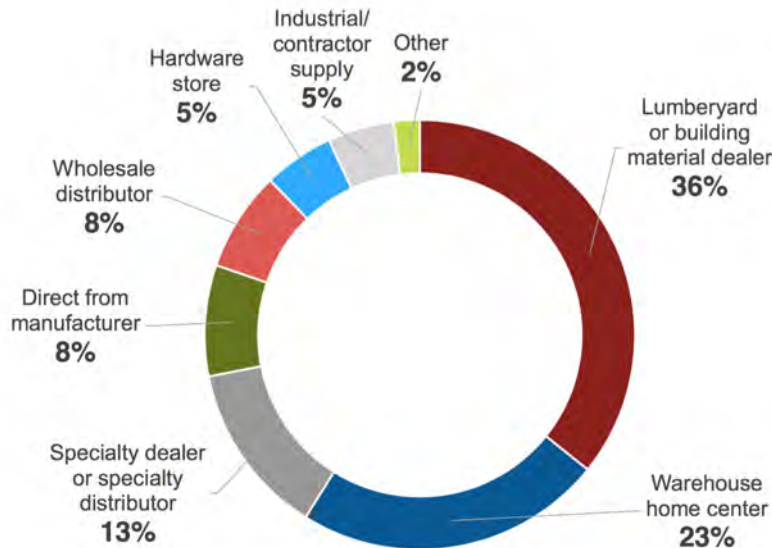
AVERAGE PROJECT COST TO THE CUSTOMER*

	Total	REGION				REVENUES				AVERAGE JOB COST		
		North-East	Mid-west	South	West	Under \$250K	\$250K- \$499K	\$500K- \$999K	\$1M or More	Under \$10K	\$10K- \$49K	\$50K or More
\$5,000 or less	23.2%	23.9%	18.2%	27.9%	22.1%	39.7%	12.8%	9.2%	9.0%	65.3%	0.0%	0.0%
\$5,001 to \$15,000	28.3%	29.3%	34.5%	24.5%	22.5%	34.1%	30.2%	15.4%	24.4%	34.7%	36.5%	0.0%
More than \$15,000	48.5%	46.8%	47.3%	47.6%	55.4%	26.1%	57.0%	75.4%	66.7%	0.0%	63.5%	100.0%
Mean	\$40,709	\$40,169	\$33,060	\$35,151	\$55,261	\$16,264	\$37,116	\$53,820	\$80,496	\$4,222	\$22,955	\$140,784
Median	\$15,000	\$15,000	\$15,000	\$15,000	\$20,000	\$8,000	\$20,000	\$30,000	\$35,000	\$4,391	\$20,000	\$85,000

Including work subcontracted to others by their firm.

* Source: 2017 Remodeling Brand Use Study conducted by the Farnsworth Group

2016 BUILDING MATERIAL EXPENDITURES AT SUPPLIER*



* Source: 2017 Remodeling Brand Use Study conducted by the Farnsworth Group

GEOGRAPHICAL ANALYSIS OF MAGAZINE CIRCULATION*

STATE	PRINT	DIGITAL	TOTAL
Maine	498	195	693
New Hampshire	632	226	858
Vermont	319	103	422
Massachusetts	2,775	1,048	3,823
Rhode Island	426	158	584
Connecticut	1,543	599	2,142
New England	6,193	2,329	8,522
New York	4,434	1,619	6,053
New Jersey	2,532	908	3,440
Pennsylvania	4,207	1,376	5,583
Middle Atlantic	11,173	3,903	15,076
Ohio	3,061	1,159	4,220
Indiana	1,496	567	2,063
Illinois	3,618	1,257	4,875
Michigan	3,012	1,055	4,067
Wisconsin	2,121	709	2,830
East No. Central	13,308	4,747	18,055
Minnesota	1,892	663	2,555
Iowa	1,072	331	1,403
Missouri	1,350	531	1,881
North Dakota	266	84	350
South Dakota	281	98	379
Nebraska	636	189	825
Kansas	822	310	1,132
West No. Central	6,319	2,206	8,525
Delaware	286	113	399
Maryland	2,115	834	2,949
Washington, DC	139	94	233
Virginia	2,422	948	3,370
West Virginia	266	106	372
North Carolina	2,427	937	3,364
South Carolina	920	363	1,283
Georgia	1,828	827	2,655
Florida	4,211	1,778	5,989
South Atlantic	14,614	6,000	20,614

STATE	PRINT	DIGITAL	TOTAL
Kentucky	793	292	1,085
Tennessee	1,194	474	1,668
Alabama	695	280	975
Mississippi	284	103	387
East So. Central	2,966	1,149	4,115
Arkansas	384	127	511
Louisiana	644	213	857
Oklahoma	584	186	770
Texas	3,562	1,389	4,951
West So. Central	5,174	1,915	7,089
Montana	416	116	532
Idaho	385	138	523
Wyoming	146	51	197
Colorado	1,639	653	2,292
New Mexico	341	128	469
Arizona	1,150	409	1,559
Utah	521	222	743
Nevada	371	142	513
Mountain	4,969	1,859	6,828
Alaska	218	78	296
Washington	1,884	609	2,493
Oregon	1,167	389	1,556
California	6,796	2,414	9,210
Hawaii	308	91	399
Pacific	10,373	3,581	13,954
US Territories	76	54	130
United States	75,165	27,743	102,908
Canada	21	13	34
Mexico	-	2	2
Other International	2	4	6
APO/FPO	-	-	-
TOTAL	75,188	27,762	102,950

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*Source: November/December 2017 REMODELING Magazine