

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.

Hanley Wood Media, Inc.
1152 15th Street NW
Suite 750
Washington, DC 20005-5811
Tel.: (202) 452-0800
Fax: (202) 785-1974
www.builderonline.com

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
119,185 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)	79,236	39,949	119,185
a. Print	54,783	39,949	94,732
b. Digital	24,453	-	24,453
1. Requested	24,453	-	24,453
2. Non-Requested	-	-	-

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

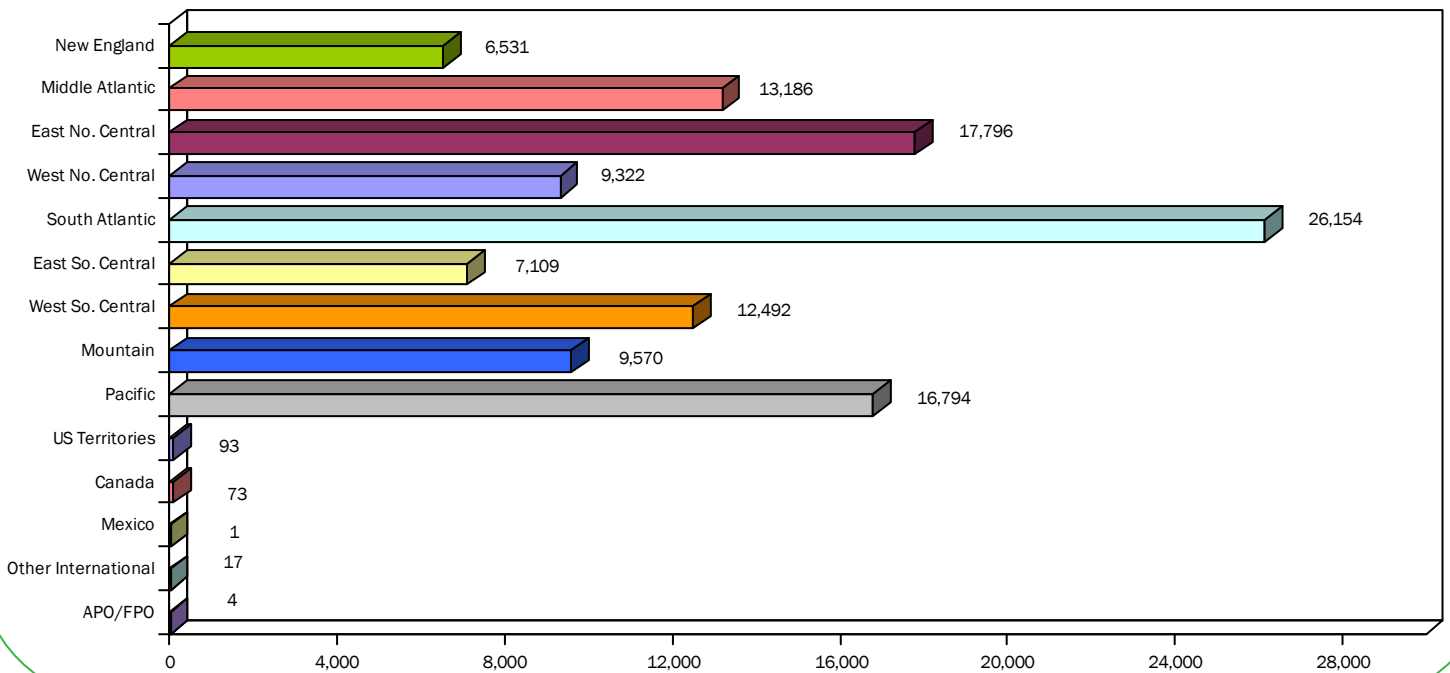
Qualification Source	Qualified Within			Print	Digital	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years						
I. Direct Request:	74,524	4,478	-	54,597	24,405	79,002	-	79,002	66.3
II. Request from recipient's company:	-	-	-	-	-	-	-	-	-
III. Membership Benefit:	35,958	4,182	-	40,140	-	409	39,731	40,140	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	110,482	8,660	-	94,737	24,405	79,411	39,731	119,142	100.0
PERCENT	92.7	7.3	-	80.0	20.0	66.7	33.3	100.0	

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018

State	Print	Digital	Non-Paid	Paid	Total Qualified	Percent	State	Print	Digital	Non-Paid	Paid	Total Qualified	Percent
Maine	385	149	495	39	534		Kentucky	1,687	224	910	1,001	1,911	
New Hampshire	570	155	537	188	725		Tennessee	1,712	384	1,254	842	2,096	
Vermont	291	82	285	88	373		Alabama	2,194	249	903	1,540	2,443	
Massachusetts	1,865	652	1,915	602	2,517		Mississippi	574	85	316	343	659	
Rhode Island	562	106	356	312	668		EAST SO. CENTRAL	6,167	942	3,383	3,726	7,109	6.0
Connecticut	1,272	442	1,371	343	1,714		Arkansas	624	127	483	268	751	
NEW ENGLAND	4,945	1,586	4,959	1,572	6,531	5.5	Louisiana	2,387	177	591	1,973	2,564	
New York	4,039	1,300	4,638	701	5,339		Oklahoma	1,239	180	619	800	1,419	
New Jersey	2,116	762	2,496	382	2,878		Texas	6,238	1,520	4,522	3,236	7,758	
Pennsylvania	3,964	1,005	3,440	1,529	4,969		WEST SO. CENTRAL	10,488	2,004	6,215	6,277	12,492	10.5
MIDDLE ATLANTIC	10,119	3,067	10,574	2,612	13,186	11.1	Montana	655	135	439	351	790	
Ohio	3,256	882	3,161	977	4,138		Idaho	650	148	523	275	798	
Indiana	1,849	467	1,558	758	2,316		Wyoming	188	48	185	51	236	
Illinois	3,012	1,006	3,575	443	4,018		Colorado	1,665	618	1,661	622	2,283	
Michigan	3,623	870	2,940	1,553	4,493		New Mexico	1,250	113	420	943	1,363	
Wisconsin	2,266	565	1,973	858	2,831		Arizona	1,330	568	1,666	232	1,898	
EAST NO. CENTRAL	14,006	3,790	13,207	4,589	17,796	14.9	Utah	1,096	272	782	586	1,368	
Minnesota	1,840	493	1,730	603	2,333		Nevada	622	212	635	199	834	
Iowa	1,254	294	1,065	483	1,548		MOUNTAIN	7,456	2,114	6,311	3,259	9,570	8.0
Missouri	1,436	397	1,349	484	1,833		Alaska	439	89	300	228	528	
North Dakota	518	78	267	329	596		Washington	3,703	573	1,784	2,492	4,276	
South Dakota	599	62	247	414	661		Oregon	1,592	305	1,092	805	1,897	
Nebraska	715	179	729	165	894		California	6,582	2,896	8,696	782	9,478	
Kansas	1,223	234	809	648	1,457		Hawaii	469	146	429	186	615	
WEST NO. CENTRAL	7,585	1,737	6,196	3,126	9,322	7.8	PACIFIC	12,785	4,009	12,301	4,493	16,794	14.1
Delaware	240	74	246	68	314		UNITED STATES	94,632	24,322	79,281	39,673	118,954	99.8
Maryland	1,761	583	1,934	410	2,344		U.S. Territories	58	35	79	14	93	
Washington, DC	119	69	177	11	188		Canada	42	31	31	42	73	
Virginia	2,708	775	2,515	968	3,483		Mexico	1	-	1	-	1	
West Virginia	408	64	266	206	472		Other International	3	14	15	2	17	
North Carolina	6,026	821	2,646	4,201	6,847		APO/FPO	1	3	4	-	4	
South Carolina	1,574	381	1,163	792	1,955								
Georgia	3,095	768	2,458	1,405	3,863								
Florida	5,150	1,538	4,730	1,958	6,688								
SOUTH ATLANTIC	21,081	5,073	16,135	10,019	26,154	21.9							

TOTAL QUALIFIED CIRCULATION 94,737 24,405 79,411 39,731 119,142 100.0

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:

Editorial Replica - If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. 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
September	HIVE Design	Washington, DC	100
September	Builders Connection	Irving, TX	100
November	GreenBuild	Chicago, IL	500
November	HIVE Conference	Austin, TX	150

PARAGRAPH 1:

Qualified Paid Membership Benefit averaging 39,477 copies were sold at \$15.00 to qualified recipients.

AVERAGE ANNUAL ORDER PRICE:

The Average Annual Order Price is \$15.33.

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	January 14, 2019
State	DC
County	Washington
Revised	January 14, 2019
Type	PJ
ID Number	B039B0D8

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	353
Advertiser and Agency	1,578
*Allocated for Trade Shows and Conventions	142
All Other	944
TOTAL	3,017

*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	79,708	66.9	79,236	66.5	472	0.4
Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	39,477	33.1	-	-	39,477	33.1
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	119,185	100.0	79,236	66.5	39,949	33.5

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Qualified Non-Paid	Qualified Paid	Total Qualified
July	94,722	24,375	78,704	40,393	119,097
August	94,759	24,428	78,840	40,347	119,187
September	94,753	24,426	79,115	40,064	119,179
October	94,738	24,404	79,345	39,797	119,142
November	94,737	24,405	79,411	39,731	119,142
December	94,677	24,682	79,999	39,360	119,359

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

This issue is -% or 51 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									Title Not Available (See Note 1)
									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		
1. Architectural Firms, Architectural-Engineering Firms, Architects & Architect-Engineers, Designers of Homes	5,473	4.6	2,691	2,782	2,782	2,691	2,587	104	-	3,260	1,204	87	136	139	15	-	632	
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	112,009	94.0	92,009	20,000	75,005	37,004	36,684	320	-	86,404	2,181	5,708	3,670	6,346	1,108	-	6,592	
10. Special Trade Contractors engaged in parts of the work on buildings such as Carpentry, Plumbing & Electrical	1,660	1.4	37	1,623	1,624	36	-	36	-	1,279	36	105	84	76	74	-	6	
TOTAL QUALIFIED CIRCULATION	119,142	100.0	94,737	24,405	79,411	39,731	39,271	460	-	90,943	3,421	5,900	3,890	6,561	1,197	-	7,230	

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.