

remodeling

PUBLISHER'S AUDIENCE STATEMENT | January 2019

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 |
|-----------------------------------|---------------|---------------|----------------|
| March | 75,000 | 54,658 | 129,658 |
| May | 75,144 | 55,103 | 130,247 |
| July | 75,200 | 53,502 | 128,702 |
| September/October | 75,098 | 52,617 | 127,715 |
| November/December | 75,207 | 54,270 | 129,477 |
| January/February | 75,281 | 54,643 | 129,924 |
| Average for 6 Month Period | 75,155 | 53,970 | 129,081 |

BONUS DISTRIBUTION*

| EVENT | ISSUE | # OF COPIES |
|-----------------------------|-------------------|-------------|
| JLC Live NE | March | 1,200 |
| PCBC | May | 500 |
| Remodelers Advantage Summit | July | 300 |
| Remodeling Show & Deck Expo | September/October | 3,500 |
| HIVE | November/December | 100 |
| JLC Live NW | November/December | 300 |
| International Builders Show | January/February | 1,000 |
| KBIS | January/February | 2,000 |
| International Roofing Expo | January/February | 500 |

DIGITAL REACH**

94,956

REMODELING Website
Traffic: Average Monthly
Users

233,301

REMODELING Website
Traffic: Average Monthly
Page Views

100,604

REMODELING
Newsletter
Recipients Per Issue
(157 issues per year)

SOCIAL MEDIA



17,300



8,425

**Source: Publisher's Own Data
March 2019

*Source: Publisher's Own Data
January/February 2019 Remodeling Magazine

BUSINESS*

| BUSINESS | TOTAL | PERCENT OF TOTAL | Remodeler | Builder/ Developer | General Contractor | Sub-Contractor | Architect/ Design/ Engineering | Paid Other or Not Available |
|----------------|----------------|------------------|---------------|--------------------|--------------------|----------------|--------------------------------|-----------------------------|
| Print | 75,281 | 57.9% | 75,149 | 0 | 0 | 0 | 0 | 132 |
| Digital | 54,643 | 42.1% | 21,433 | 13,324 | 6,934 | 2,325 | 2,593 | 8,034 |
| TOTAL | 129,924 | 100.0% | 96,582 | 13,324 | 6,934 | 2,325 | 2,593 | 8,166 |
| PERCENT | | | 74.3% | 10.3% | 5.3% | 1.8% | 2.0% | 6.3% |

TITLE*

| BUSINESS BY TITLE | TOTAL | PERCENT OF TOTAL | 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 | Not Available |
|-------------------|----------------|------------------|-------------------------------------------------|--------------------------------------------------------------------------------|-------------------------------------------------------------|---------------------------------------------------------------|------------------------|---------------|
| Print | 75,281 | 57.9% | 57,465 | 3,438 | 8,884 | 4,339 | 906 | 249 |
| Digital | 54,643 | 42.1% | 37,098 | 0 | 1,749 | 5,611 | 4,980 | 5,205 |
| TOTAL | 129,924 | 100.0% | 94,563 | 3,438 | 10,633 | 9,950 | 5,886 | 5,454 |
| PERCENT | | | 72.8% | 2.6% | 8.2% | 7.7% | 4.5% | 4.2% |

ANNUAL INSTALLED SALES VOLUME*

| ANNUAL INSTALLED SALES VOLUME | TOTAL | PERCENT OF TOTAL | \$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 | Not Available |
|-------------------------------|----------------|------------------|----------------------|----------------------------|----------------------------|------------------------|------------------------|------------------|---------------|
| Print | 75,281 | 57.9% | 13,270 | 5,161 | 11,372 | 13,303 | 11,787 | 18,769 | 1,619 |
| Digital | 54,643 | 42.1% | 5,961 | 0 | 9,309 | 8,764 | 17,915 | 0 | 12,694 |
| TOTAL | 129,924 | 100.0% | 19,231 | 5,161 | 20,681 | 22,067 | 29,702 | 18,769 | 14,313 |
| PERCENT | | | 14.8% | 4.0% | 15.9% | 17.0% | 22.9% | 14.4% | 11.0% |

AREAS OF REMODELING WORK*

| AREAS OF REMODELING WORK | TOTAL | PERCENT OF TOTAL | Interior and Exterior Remodeling | Interior Remodeling Only | Exterior Remodeling Only | Not Available |
|--------------------------|----------------|------------------|----------------------------------|--------------------------|--------------------------|---------------|
| Print | 75,281 | 57.9% | 62,897 | 8,590 | 3,670 | 124 |
| Digital | 54,643 | 42.1% | 15,872 | 2,626 | 1,238 | 34,907 |
| TOTAL | 129,924 | 100.0% | 78,769 | 11,216 | 4,908 | 35,031 |
| PERCENT | | | 60.6% | 8.6% | 3.8% | 27.0% |

*Source: Publisher's Own Data January/February 2019 Remodeling Magazine

| REMODELING ACTIVITIES* | | | | | | | | | | | | | |
|------------------------|----------------|------------------|----------------|---------------|---------------|---------------|---------------|---------------|--------------------------|---------------|----------------------------|---------------|---------------|
| REMODELING ACTIVITIES | TOTAL | PERCENT OF TOTAL | ROOM ADDITIONS | KITCHENS | BATHS | ROOFING | SIDING | INSULATION | LIGHTING/ELECTRICAL WORK | PAINTING | CONDO/APARTMENT REMODELING | DRYWALL | MASONRY |
| Print | 75,281 | 57.9% | 52,783 | 61,467 | 61,077 | 43,206 | 48,964 | 44,626 | 43,227 | 47,550 | 35,305 | 48,424 | 35,983 |
| Digital | 54,643 | 42.1% | 12,414 | 14,946 | 14,715 | 10,152 | 11,401 | 10,482 | 10,287 | 11,287 | 7,521 | 11,455 | 8,371 |
| TOTAL | 129,924 | 100.0% | 65,197 | 76,413 | 75,792 | 53,358 | 60,365 | 55,108 | 53,514 | 58,837 | 42,826 | 59,879 | 44,354 |

| REMODELING ACTIVITIES CONTINUED...* | | | | | | | | | | | | | | |
|-------------------------------------|----------------|------------------|--------------------|---------------|---------------|---------------|---------------|----------------------|---------------|------------------------|---------------|-----------------------|---------------------|----------------|
| REMODELING ACTIVITIES | TOTAL | PERCENT OF TOTAL | WINDOW REPLACEMENT | DOORS | COMMERCIAL | FLOORING | CARPENTRY | CABINET INSTALLATION | HVAC | WHOLE HOUSE REMODELING | DECKS | INSURANCE RESTORATION | HISTORIC RENOVATION | OTHER ACTIVITY |
| Print | 75,281 | 57.9% | 52,333 | 55,205 | 33,596 | 48,540 | 52,093 | 49,777 | 29,155 | 45,553 | 42,739 | 25,630 | 25,114 | 2,766 |
| Digital | 54,643 | 42.1% | 12,477 | 13,238 | 7,830 | 11,527 | 12,457 | 11,891 | 6,767 | 10,654 | 10,062 | 5,757 | 5,969 | 885 |
| TOTAL | 129,924 | 100.0% | 64,810 | 68,443 | 41,426 | 60,067 | 64,550 | 61,668 | 35,922 | 56,207 | 52,801 | 31,387 | 31,083 | 3,651 |

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.

| PRODUCTS SPECIFIED* | | | | | | | | | | | | | |
|---------------------|----------------|------------------|---------------|---------------|---------------|---------------|---------------|-------------------|---------------|--------------------|--------------------|---------------|---------------|
| PRODUCTS SPECIFIED | TOTAL | PERCENT OF TOTAL | WINDOWS | DOORS | ROOFING | SIDING | CABINETS | PLUMBING FIXTURES | SKYLIGHTS | KITCHEN APPLIANCES | LOCK-SETS/HARDWARE | TOOLS | HVAC |
| Print | 75,281 | 57.9% | 58,796 | 59,029 | 49,097 | 51,462 | 55,625 | 50,527 | 42,752 | 43,665 | 50,480 | 49,881 | 36,774 |
| Digital | 54,643 | 42.1% | 23,787 | 24,484 | 21,542 | 20,583 | 22,516 | 20,754 | 16,692 | 17,988 | 17,814 | 29,115 | 16,247 |
| TOTAL | 129,924 | 100.0% | 82,583 | 83,513 | 70,639 | 72,045 | 78,141 | 71,281 | 59,444 | 61,653 | 68,294 | 78,996 | 52,991 |

| 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 |
| Print | 75,281 | 57.9% | 52,420 | 50,872 | 50,370 | 48,164 | 47,363 | 47,029 | 36,847 | 40,681 | 46,880 | 46,016 | 22,183 |
| Digital | 54,643 | 42.1% | 22,331 | 18,246 | 18,083 | 23,630 | 0 | 17,222 | 13,651 | 15,208 | 22,053 | 25,552 | 5,910 |
| TOTAL | 129,924 | 100.0% | 74,751 | 69,118 | 68,453 | 71,794 | 47,363 | 64,251 | 50,498 | 55,889 | 68,933 | 71,568 | 28,093 |

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: Publisher's Own Data January/February 2019 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, a featured article titled 'Vermont Fence Contractors - For Most Of Chittenden County' is visible. To the right, there's a 'FE Hart Fence Company' advertisement. The main content area includes 'NEWS BRIEFS' with articles like 'Appellate Court Rejects Industry Arguments on OSHA's Site Rule' and 'Home Prices May Drop As Result of Tax Reform, Moody's Believes'. There's also a 'TODAY'S STORIES' section with articles such as 'Decking Companies Reveal Their Top Products for 2018' and 'How to Make Outdoor Areas Accessible and Safe for Everyone'. A 'DeWalt FlexVolt Cordless Table Saw Review' is featured prominently. On the right side, there are 'VOICES' and 'DATA BY DESIGN' sections. At the bottom, there's a 'TRENDING THIS WEEK' section and a large '550 remodeling SEE THE LIST' banner. The footer includes 'FEATURES' with various articles and a 'MORE FROM REMODELING' section with video, projects, cost vs. value, and Big50 categories.

PERCENTAGE OF 2018 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 | 43.3% | 43.9% | 42.8% | 38.4% | 50.0% | 42.4% | 46.8% | 49.5% | 39.7% | 33.1% | 43.2% | 57.3% |
| Major replacements | 34.7% | 34.2% | 35.3% | 37.9% | 30.6% | 25.3% | 36.0% | 38.4% | 48.1% | 30.6% | 38.6% | 32.5% |
| Maintenance and repair | 22.0% | 21.9% | 21.9% | 23.7% | 19.5% | 32.3% | 17.1% | 12.2% | 12.2% | 36.3% | 18.2% | 10.2% |

* Source: 2019 Remodeling Brand Use Study conducted by the Farnsworth Group

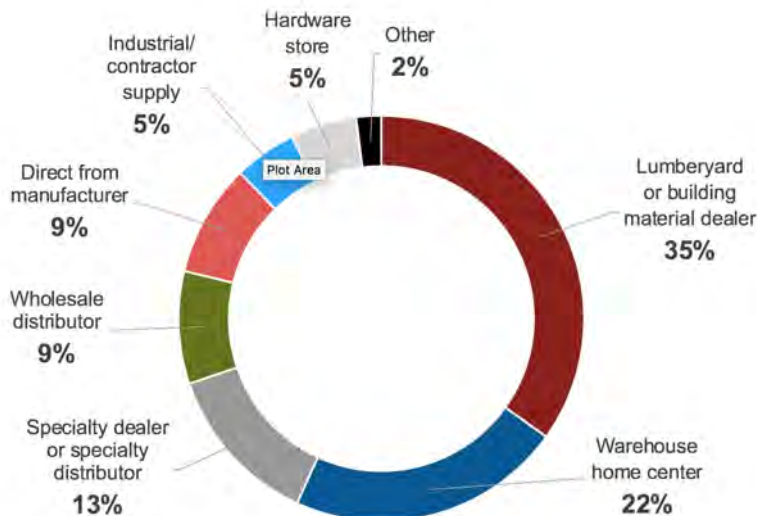
AVERAGE PROJECT COST TO THE CUSTOMER*

| | 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 | 19.7% | 21.0% | 21.5% | 20.3% | 13.4% | 32.8% | 10.3% | 10.4% | 7.0% | 62.7% | 0.0% | 0.0% |
| \$5,001 to \$15,000 | 28.9% | 29.4% | 29.6% | 29.9% | 26.1% | 34.3% | 25.4% | 18.8% | 26.6% | 37.3% | 37.7% | 0.0% |
| More than \$15,000 | 51.4% | 49.6% | 48.8% | 49.7% | 60.5% | 32.8% | 64.3% | 70.8% | 66.4% | 0.0% | 62.3% | 100.0% |
| Mean | \$43,483 | \$43,544 | \$44,486 | \$30,400 | \$61,482 | \$20,383 | \$43,622 | \$58,310 | \$75,213 | \$4,402 | \$22,269 | \$138,363 |
| Median | \$18,000 | \$15,000 | \$15,000 | \$15,000 | \$25,000 | \$10,000 | \$22,500 | \$30,000 | \$30,000 | \$4,800 | \$20,000 | \$84,000 |

Including work subcontracted to others by their firm.

* Source: 2019 Remodeling Brand Use Study conducted by the Farnsworth Group

2016 BUILDING MATERIAL EXPENDITURES AT SUPPLIER*



* Source: 2019 Remodeling Brand Use Study conducted by the Farnsworth Group

GEOGRAPHICAL ANALYSIS OF MAGAZINE CIRCULATION*

| STATE | PRINT | DIGITAL | TOTAL |
|-------------------------|---------------|---------------|---------------|
| Maine | 488 | 358 | 846 |
| New Hampshire | 609 | 406 | 1,015 |
| Vermont | 312 | 216 | 528 |
| Massachusetts | 2,713 | 2,014 | 4,727 |
| Rhode Island | 410 | 331 | 741 |
| Connecticut | 1,586 | 1,171 | 2,757 |
| New England | 6,118 | 4,496 | 10,614 |
| New York | 4,437 | 3,131 | 7,568 |
| New Jersey | 2,555 | 1,859 | 4,414 |
| Pennsylvania | 4,075 | 2,785 | 6,860 |
| Middle Atlantic | 11,067 | 7,775 | 18,842 |
| Ohio | 3,039 | 2,047 | 5,086 |
| Indiana | 1,478 | 1,029 | 2,507 |
| Illinois | 3,630 | 2,510 | 6,140 |
| Michigan | 2,963 | 1,963 | 4,926 |
| Wisconsin | 2,086 | 1,365 | 3,451 |
| East No. Central | 13,196 | 8,914 | 22,110 |
| Minnesota | 1,854 | 1,295 | 3,149 |
| Iowa | 1,039 | 662 | 1,701 |
| Missouri | 1,358 | 944 | 2,302 |
| North Dakota | 262 | 166 | 428 |
| South Dakota | 272 | 167 | 439 |
| Nebraska | 616 | 409 | 1,025 |
| Kansas | 817 | 568 | 1,385 |
| West No. Central | 6,218 | 4,211 | 10,429 |
| Delaware | 292 | 193 | 485 |
| Maryland | 2,132 | 1,542 | 3,674 |
| Washington, DC | 148 | 159 | 307 |
| Virginia | 2,364 | 1,684 | 4,048 |
| West Virginia | 282 | 164 | 446 |
| North Carolina | 2,446 | 1,722 | 4,168 |
| South Carolina | 963 | 678 | 1,641 |
| Georgia | 1,901 | 1,413 | 3,314 |
| Florida | 4,404 | 2,927 | 7,331 |
| South Atlantic | 14,932 | 10,482 | 25,414 |

| STATE | PRINT | DIGITAL | TOTAL |
|-------------------------|---------------|---------------|----------------|
| Kentucky | 805 | 569 | 1,374 |
| Tennessee | 1,223 | 852 | 2,075 |
| Alabama | 692 | 534 | 1,226 |
| Mississippi | 282 | 194 | 476 |
| East So. Central | 3,002 | 2,149 | 5,151 |
| Arkansas | 396 | 254 | 650 |
| Louisiana | 638 | 426 | 1,064 |
| Oklahoma | 584 | 402 | 986 |
| Texas | 3,647 | 2,602 | 6,249 |
| West So. Central | 5,265 | 3,684 | 8,949 |
| Montana | 391 | 269 | 660 |
| Idaho | 413 | 293 | 706 |
| Wyoming | 148 | 99 | 247 |
| Colorado | 1,664 | 1,156 | 2,820 |
| New Mexico | 357 | 234 | 591 |
| Arizona | 1,123 | 783 | 1,906 |
| Utah | 541 | 412 | 953 |
| Nevada | 368 | 278 | 646 |
| Mountain | 5,005 | 3,524 | 8,529 |
| Alaska | 221 | 170 | 391 |
| Washington | 1,842 | 1,346 | 3,188 |
| Oregon | 1,148 | 788 | 1,926 |
| California | 6,873 | 4,891 | 11,764 |
| Hawaii | 307 | 196 | 503 |
| Pacific | 10,391 | 7,381 | 17,772 |
| US Territories | 76 | 32 | 108 |
| United States | 75,270 | 52,648 | 127,918 |
| Canada | 10 | 19 | 29 |
| Mexico | - | 4 | 4 |
| Other International | 1 | 30 | 31 |
| Unknown | - | 1,942 | 1,942 |
| TOTAL | 75,281 | 54,643 | 129,924 |

*Source: Publisher's Own Data January/February 2019 Remodeling Magazine

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