

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.

### 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  
118,941 average circulation

## EXECUTIVE SUMMARY

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

|  | Non-Paid | Paid   | Average |
|--|----------|--------|---------|
| <b>BUILDER MAGAZINE</b> (6 issues in the period) | 79,209   | 39,732 | 118,941 |
| a. Print   | 54,987   | 39,732 | 94,719  |
| b. Digital                                       | 24,222   | -      | 24,222  |
| 1. Requested                                     | 24,222   | -      | 24,222  |
| 2. Non-Requested                                 | -        | -      | -       |

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019**

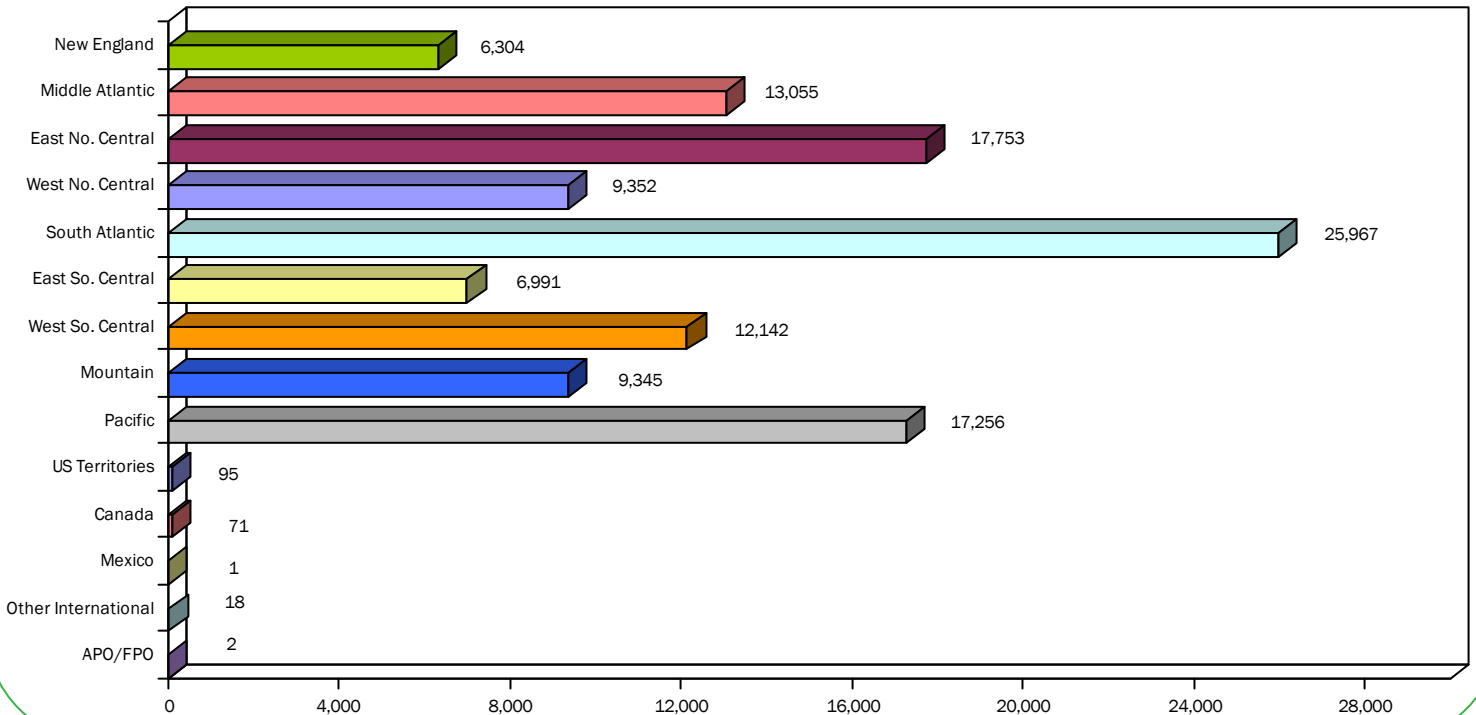
| Qualification Source  | Qualified Within |               |         | Print         | Digital       | Qualified Non-Paid | Qualified Paid | Total Qualified | Percent      |
|---|------------------|---------------|---------|---------------|---------------|--------------------|----------------|-----------------|--------------|
|   | 1 Year           | 2 Years       | 3 Years |               |               |                    |                |                 |              |
| I. Direct Request:  | <b>68,770</b>    | <b>10,088</b> | -       | <b>55,207</b> | <b>23,651</b> | <b>78,510</b>      | <b>348</b>     | <b>78,858</b>   | <b>66.6</b>  |
| II. Request from recipient's company:   | -                | -             | -       | -             | -             | -                  | -              | -               | -            |
| III. Membership Benefit:  | <b>35,408</b>    | <b>4,086</b>  | -       | <b>39,494</b> | -             | -                  | <b>39,494</b>  | <b>39,494</b>   | <b>33.4</b>  |
| IV. Communication from recipient or recipient's company (other than request): | -                | -             | -       | -             | -             | -                  | -              | -               | -            |
| V. <b>TOTAL</b> - 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:  | -                | -             | -       | -             | -             | -                  | -              | -               | -            |
| <b>TOTAL QUALIFIED CIRCULATION</b>  | <b>104,178</b>   | <b>14,174</b> | -       | <b>94,701</b> | <b>23,651</b> | <b>78,510</b>      | <b>39,842</b>  | <b>118,352</b>  | <b>100.0</b> |
| <b>PERCENT</b>  | <b>88.0</b>      | <b>12.0</b>   | -       | <b>80.0</b>   | <b>20.0</b>   | <b>66.3</b>        | <b>33.7</b>    | <b>100.0</b>    |              |

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019**

| State                   | Print         | Digital      | Non-Paid      | Paid          | Total Qualified | Percent     | State                   | Print         | Digital       | Non-Paid      | Paid          | Total Qualified | Percent     |
|-------------------------|---------------|--------------|---------------|---------------|-----------------|-------------|-------------------------|---------------|---------------|---------------|---------------|-----------------|-------------|
| Maine                   | 363           | 140          | 463           | 40            | 503             |             | Kentucky                | 1,653         | 218           | 879           | 992           | 1,871           |             |
| New Hampshire           | 574           | 154          | 539           | 189           | 728             |             | Tennessee               | 1,597         | 365           | 1,150         | 812           | 1,962           |             |
| Vermont                 | 260           | 79           | 253           | 86            | 339             |             | Alabama                 | 2,304         | 238           | 899           | 1,643         | 2,542           |             |
| Massachusetts           | 1,745         | 661          | 1,810         | 596           | 2,406           |             | Mississippi             | 533           | 83            | 285           | 331           | 616             |             |
| Rhode Island            | 523           | 99           | 316           | 306           | 622             |             | <b>EAST SO. CENTRAL</b> | <b>6,087</b>  | <b>904</b>    | <b>3,213</b>  | <b>3,778</b>  | <b>6,991</b>    | <b>5.9</b>  |
| Connecticut             | 1,277         | 429          | 1,357         | 349           | 1,706           |             | Arkansas                | 617           | 124           | 480           | 261           | 741             |             |
| <b>NEW ENGLAND</b>      | <b>4,742</b>  | <b>1,562</b> | <b>4,738</b>  | <b>1,566</b>  | <b>6,304</b>    | <b>5.3</b>  | Louisiana               | 2,361         | 164           | 506           | 2,019         | 2,525           |             |
| New York                | 4,071         | 1,217        | 4,600         | 688           | 5,288           |             | Oklahoma                | 1,195         | 173           | 583           | 785           | 1,368           |             |
| New Jersey              | 1,978         | 751          | 2,367         | 362           | 2,729           |             | Texas                   | 6,033         | 1,475         | 4,229         | 3,279         | 7,508           |             |
| Pennsylvania            | 4,059         | 979          | 3,531         | 1,507         | 5,038           |             | <b>WEST SO. CENTRAL</b> | <b>10,206</b> | <b>1,936</b>  | <b>5,798</b>  | <b>6,344</b>  | <b>12,142</b>   | <b>10.3</b> |
| <b>MIDDLE ATLANTIC</b>  | <b>10,108</b> | <b>2,947</b> | <b>10,498</b> | <b>2,557</b>  | <b>13,055</b>   | <b>11.0</b> | Montana                 | 641           | 121           | 436           | 326           | 762             |             |
| Ohio                    | 3,309         | 847          | 3,203         | 953           | 4,156           |             | Idaho                   | 685           | 152           | 548           | 289           | 837             |             |
| Indiana                 | 1,921         | 445          | 1,571         | 795           | 2,366           |             | Wyoming                 | 182           | 46            | 184           | 44            | 228             |             |
| Illinois                | 3,010         | 967          | 3,570         | 407           | 3,977           |             | Colorado                | 1,556         | 621           | 1,559         | 618           | 2,177           |             |
| Michigan                | 3,667         | 838          | 2,961         | 1,544         | 4,505           |             | New Mexico              | 1,207         | 120           | 416           | 911           | 1,327           |             |
| Wisconsin               | 2,194         | 555          | 1,860         | 889           | 2,749           |             | Arizona                 | 1,219         | 574           | 1,555         | 238           | 1,793           |             |
| <b>EAST NO. CENTRAL</b> | <b>14,101</b> | <b>3,652</b> | <b>13,165</b> | <b>4,588</b>  | <b>17,753</b>   | <b>15.0</b> | Utah                    | 1,168         | 255           | 824           | 599           | 1,423           |             |
| Minnesota               | 1,899         | 469          | 1,783         | 585           | 2,368           |             | Nevada                  | 597           | 201           | 584           | 214           | 798             |             |
| Iowa                    | 1,317         | 272          | 1,100         | 489           | 1,589           |             | <b>MOUNTAIN</b>         | <b>7,255</b>  | <b>2,090</b>  | <b>6,106</b>  | <b>3,239</b>  | <b>9,345</b>    | <b>7.9</b>  |
| Missouri                | 1,356         | 374          | 1,258         | 472           | 1,730           |             | Alaska                  | 390           | 84            | 248           | 226           | 474             |             |
| North Dakota            | 532           | 71           | 271           | 332           | 603             |             | Washington              | 3,729         | 558           | 1,788         | 2,499         | 4,287           |             |
| South Dakota            | 624           | 63           | 265           | 422           | 687             |             | Oregon                  | 1,634         | 298           | 1,127         | 805           | 1,932           |             |
| Nebraska                | 717           | 162          | 708           | 171           | 879             |             | California              | 7,135         | 2,847         | 9,221         | 761           | 9,982           |             |
| Kansas                  | 1,282         | 214          | 854           | 642           | 1,496           |             | Hawaii                  | 441           | 140           | 425           | 156           | 581             |             |
| <b>WEST NO. CENTRAL</b> | <b>7,727</b>  | <b>1,625</b> | <b>6,239</b>  | <b>3,113</b>  | <b>9,352</b>    | <b>7.9</b>  | <b>PACIFIC</b>          | <b>13,329</b> | <b>3,927</b>  | <b>12,809</b> | <b>4,447</b>  | <b>17,256</b>   | <b>14.6</b> |
| Delaware                | 258           | 73           | 265           | 66            | 331             |             | <b>UNITED STATES</b>    | <b>94,601</b> | <b>23,564</b> | <b>78,384</b> | <b>39,781</b> | <b>118,165</b>  | <b>99.8</b> |
| Maryland                | 1,748         | 569          | 1,893         | 424           | 2,317           |             | U.S. Territories        | 61            | 34            | 69            | 26            | 95              |             |
| Washington, DC          | 124           | 65           | 179           | 10            | 189             |             | Canada                  | 34            | 37            | 38            | 33            | 71              |             |
| Virginia                | 2,693         | 749          | 2,496         | 946           | 3,442           |             | Mexico                  | 1             | -             | 1             | -             | 1               |             |
| West Virginia           | 396           | 64           | 257           | 203           | 460             |             | Other International     | 4             | 14            | 16            | 2             | 18              |             |
| North Carolina          | 6,198         | 815          | 2,728         | 4,285         | 7,013           |             | APO/FPO                 | -             | 2             | 2             | -             | 2               |             |
| South Carolina          | 1,620         | 377          | 1,192         | 805           | 1,997           |             |                         |               |               |               |               |                 |             |
| Georgia                 | 3,097         | 754          | 2,422         | 1,429         | 3,851           |             |                         |               |               |               |               |                 |             |
| Florida                 | 4,912         | 1,455        | 4,386         | 1,981         | 6,367           |             |                         |               |               |               |               |                 |             |
| <b>SOUTH ATLANTIC</b>   | <b>21,046</b> | <b>4,921</b> | <b>15,818</b> | <b>10,149</b> | <b>25,967</b>   | <b>21.9</b> |                         |               |               |               |               |                 |             |

**TOTAL QUALIFIED CIRCULATION 94,701 23,651 78,510 39,842 118,352 100.0**

**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:

| 2019 Issue | Show                                       | Location          | # of Copies |
|------------|--|-------------------|-------------|
| February   | Kitchen & Bath Industry Show 2019          | Las Vegas, NV     | 500         |
| February   | 2019 International Builders Show/nextBUILD | Las Vegas, NV     | 3,000       |
| February   | BUILDER KB Home ProjeKt                    | Henderson, NV     | 500         |
| March      | JLC Live                                   | Providence, RI    | 500         |
| May        | Gold Nugget Awards                         | Alta Loma, CA     | 100         |
| May        | Housing Leadership Summit                  | Dana Point, CA    | 300         |
| May        | PCBC 2019                                  | San Francisco, CA | 600         |

### PARAGRAPH 1:

Qualified Paid Membership Benefit averaging 39,317 copies were sold at \$15.00 to qualified recipients.

### AVERAGE ANNUAL ORDER PRICE:

The Average Annual Order Price is \$15.47.

### PUBLISHER'S AFFIDAVIT

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

Ron Spink, Executive Vice President, Build/Design Group

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 11, 2019

State DC

County Washington

Revised July 11, 2019

Type PJ

ID Number B039B0J9

#### About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.

**AVERAGE NON-QUALIFIED CIRCULATION**

| Non-Qualified Not Included Elsewhere       | Copies       |
|--|--------------|
| Other Paid Circulation                     | 357          |
| Advertiser and Agency                      | 1,587        |
| *Allocated for Trade Shows and Conventions | 917          |
| All Other                                  | 1,078        |
| <b>TOTAL</b>                               | <b>3,939</b> |

\*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                         | 79,624          | 66.9         | 79,209             | 66.6        | 415            | 0.3         |
| Sponsored Individually Addressed   | -               | -            | -                  | -           | -              | -           |
| *Membership Benefit                | 39,317          | 33.1         | -                  | -           | 39,317         | 33.1        |
| Multi-Copy Same Addressee          | -               | -            | -                  | -           | -              | -           |
| Single Copy Sales                  | -               | -            | -                  | -           | -              | -           |
| <b>TOTAL QUALIFIED CIRCULATION</b> | <b>118,941</b>  | <b>100.0</b> | <b>79,209</b>      | <b>66.6</b> | <b>39,732</b>  | <b>33.4</b> |

\*See Additional Data

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

| 2019 Issue | Print  | Digital | Qualified Non-Paid | Qualified Paid | Total Qualified |
|------------|--------|---------|--------------------|----------------|-----------------|
| January    | 94,670 | 24,608  | 79,962             | 39,316         | 119,278         |
| February   | 94,758 | 24,491  | 79,465             | 39,784         | 119,249         |
| March      | 94,744 | 24,484  | 79,373             | 39,855         | 119,228         |
| April      | 94,742 | 24,432  | 79,287             | 39,887         | 119,174         |
| May        | 94,701 | 23,651  | 78,510             | 39,842         | 118,352         |
| June       | 94,696 | 23,669  | 78,655             | 39,710         | 118,365         |

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019**

This issue is 0.6% or 707 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  | 4,949           | 4.2              | 2,673         | 2,276         | 2,276              | 2,673          | 2,586         | 87         | -                                  | 2,877  | 1,035                             | 81  | 125                     | 127                        | 14   | -            | 690                              |
| 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 | 112,004         | 94.6             | 92,004        | 20,000        | 74,859             | 37,145         | 36,908        | 237        | -                                  | 88,302   | 1,910                             | 4,669   | 3,199                   | 5,751                      | 918  | -            | 7,255                            |
| 10. Special Trade Contractors engaged in parts of the work on buildings such as Carpentry, Plumbing & Electrical   | 1,399           | 1.2              | 24            | 1,375         | 1,375              | 24             | -             | 24         | -                                  | 1,071  | 31                                | 95  | 73                      | 65                         | 59   | -            | 5                                |
| <b>TOTAL QUALIFIED CIRCULATION</b>   | <b>118,352</b>  | <b>100.0</b>     | <b>94,701</b> | <b>23,651</b> | <b>78,510</b>      | <b>39,842</b>  | <b>39,494</b> | <b>348</b> | <b>-</b>                           | <b>92,250</b>  | <b>2,976</b>                      | <b>4,845</b>  | <b>3,397</b>            | <b>5,943</b>               | <b>991</b>   | <b>-</b>     | <b>7,950</b>                     |

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.