

Builder

PUBLISHER'S AUDIENCE STATEMENT | January 2020

MISSION STATEMENT

BUILDER with over 35-years of journalistic excellence is the trusted source for top builders in the residential construction industry. BUILDER delivers the best coverage of industry trends, design ideas, new technology, and products for top builders, architects, and other industry professionals. BUILDER is the magazine of the National Association of Home Builders.

AUDIENCE FOCUS

BUILDER serves the field of residential building construction, including builders, developers, architectural firms, general contractors and remodelers who are engaged in home building activities.

Established Date: 1979

Issues per year: 12 (Print and Digital editions)



2,926,723 TOTAL ENGAGEMENTS



MAGAZINE

94,710

Print Subscribers*

24,341

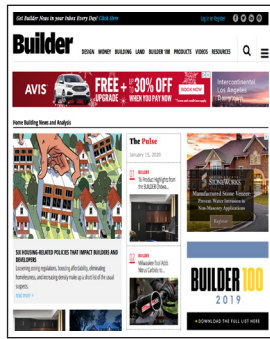
Digital (Opted-In) Subscribers*

25,168

Additional Digital Recipients*

144,219

Total Recipients*



WEBSITE

161,963

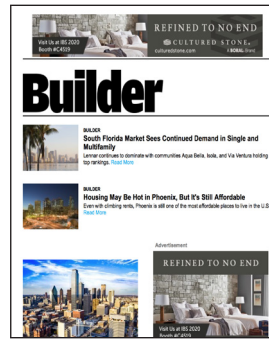
Average Monthly Users

398,928

Average Monthly Page Views

Google Analytics
(12 month average)

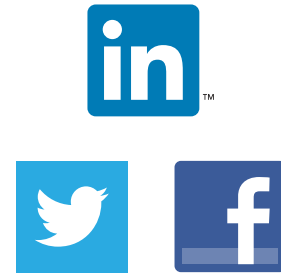
*Publisher's Own Data November 2019



NEWSLETTERS

116,352

BUILDER Newsletter Recipients Per Issue
(20 Issues per month)



SOCIAL

15,660

LinkedIn Members

29,700

Twitter Followers

8,780

Facebook Likes

(January 2020)

Gross data is contained in the total audience number. No attempt has been made to eliminate any duplication. Gross total includes: print subscribers, digital-only (opted-in) subscribers, additional digital recipients, newsletter recipients, monthly page views, social media likes/members/followers.

BUSINESS/OCCUPATIONAL BREAKOUT*

BUSINESS TYPE	TOTAL	PERCENT	PRINT	DIGITAL	OWNERS, PARTNERS, CORPORATE EXECUTIVES, DIRECTORS, GENERAL MANAGERS	ARCHITECTS, DESIGNERS, ENGINEERS	CONSTRUCTION OR PURCHASING MANAGERS	SALES & MARKETING MANAGERS	OTHER MGMT PERSONNEL	OTHER CONSTRUCTION EMPLOYEES	TITLE NOT AVAILABLE **
Builders, Developers, General Contractors and Remodelers engaged in home building activities	112,010	94.1%	92,010	20,000	89,053	1,961	5,061	3,259	5,975	1,029	5,672
Architects, Designers, Engineers	5,137	4.3%	2,673	2,464	3,104	1,161	95	122	177	15	463
Special Trade Contractors	1,904	1.6%	27	1,877	1,482	41	119	84	93	76	9
TOTAL	119,051	100.0%	94,710	24,341	93,639	3,163	5,275	3,465	6,245	1,120	6,144

TYPES OF CONSTRUCTION*

TYPES OF CONSTRUCTION	TOTAL SUBSCRIBERS
Single-Family, Custom	40,035
Single-Family, Spec/Tract	30,815
For Sale - Townhomes	6,849
Multi-family (Attached) Condo/Coop	11,751
Multi-family, Rental	11,465
Non-Residential	12,049
Commercial Remodeling	16,439
Residential Remodeling	30,244
Manufactured Housing	2,313
Other Types of Construction	5,971

CORPORATE ANNUAL NUMBER OF RESIDENTIAL UNITS BUILT*

NUMBER OF UNITS	TOTAL SUBSCRIBERS
Over 500 units	21,398
101 to 500 units	8,067
26 to 100 units	8,458
11 to 25 units	10,360
10 units or fewer	46,821
Data not available**	23,947
TOTAL	119,051

CORPORATE ANNUAL DOLLAR VOLUME OF ALL CONSTRUCTION/DEVELOPMENT*

DOLLAR VOLUME	TOTAL SUBSCRIBERS
Over \$10 Million	9,450
\$5 to \$10 Million	6,032
\$1 to \$4.9 Million	16,907
Under \$1 Million	33,024
Data not available**	53,638
TOTAL	119,051

** Titles/Data not available includes NAHB members who have not completed the information on membership form.

*Publisher's Own Data November 2019

GEOGRAPHICAL ANALYSIS OF MAGAZINE CIRCULATION*

STATE	PRINT	DIGITAL	TOTAL SUBSCRIBERS	PERCENT	STATE	PRINT	DIGITAL	TOTAL SUBSCRIBERS	PERCENT
Maine	371	139	510		Kentucky	1,640	230	1,870	
New Hampshire	559	151	710		Tennessee	1,604	349	1,953	
Vermont	266	75	341		Alabama	2,315	246	2,561	
Massachusetts	1,777	681	2,458		Mississippi	573	87	660	
Rhode Island	515	100	615		East So. Central	6,132	912	7,044	5.9%
Connecticut	1,289	447	1,736		Arkansas	610	131	741	
New England	4,777	1,593	6,370	5.4%	Louisiana	2,462	162	2,624	
New York	4,058	1,255	5,313		Oklahoma	1,170	182	1,352	
New Jersey	1,970	763	2,733		Texas	6,069	1,499	7,568	
Pennsylvania	4,058	998	5,056		West So. Central	10,311	1,974	12,285	10.3%
Middle Atlantic	10,086	3,016	13,102	11.0%	Montana	615	126	741	
Ohio	3,285	860	4,145		Idaho	681	151	832	
Indiana	1,914	467	2,381		Wyoming	189	48	237	
Illinois	2,935	998	3,933		Colorado	1,572	654	2,226	
Michigan	3,680	868	4,548		New Mexico	1,188	125	1,313	
Wisconsin	2,179	575	2,754		Arizona	1,249	585	1,834	
East No. Central	13,993	3,768	17,761	15.0%	Utah	1,183	264	1,447	
Minnesota	1,894	482	2,376		Nevada	615	202	817	
Iowa	1,307	284	1,591		Mountain	7,292	2,155	9,447	7.9%
Missouri	1,345	393	1,738		Alaska	381	94	475	
North Dakota	551	77	628		Washington	3,744	576	4,320	
South Dakota	618	71	689		Oregon	1,636	314	1,950	
Nebraska	715	161	876		California	7,152	2,904	10,056	
Kansas	1,205	223	1,428		Hawaii	445	149	594	
West No. Central	7,635	1,691	9,326	7.8%	Pacific	13,358	4,037	17,395	14.6%
Delaware	259	76	335		United States	94,616	24,263	118,879	99.9%
Maryland	1,733	611	2,344		US Territories	63	37	100	
Washington, DC	118	66	184		Canada	29	24	53	
Virginia	2,671	783	3,454		Mexico	-	-	-	
West Virginia	387	69	456		Other International	2	17	19	
North Carolina	6,240	812	7,052		APO/FPO	-	-	-	
South Carolina	1,632	380	2,012						
Georgia	3,057	807	3,864						
Florida	4,935	1,513	6,448						
South Atlantic	21,032	5,117	26,149	22.0%	TOTAL SUBSCRIBERS	94,710	24,341	119,051	100.0%

*Publisher's Own Data November 2019

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BUILDER BRAND USE STUDY

PRIMARY BUSINESS*

	TOTAL	REGION				AVERAGE SALE PRICE			UNITS BUILT		
		NORTHEAST	SOUTH	MIDWEST	WEST	UNDER \$150K	\$150K-\$499K	\$500K+	LESS THAN 5	5 TO 49	50+
Home Builder	52.9%	34.8%	62.7%	56.7%	53.3%	22.3%	51.4%	63.9%	50.6%	46.6%	67.2%
Residential General Contractor	41.5%	59.7%	31.9%	39.5%	40.8%	69.9%	43.4%	30.3%	48.6%	50.1%	16.4%
Multi-Family Builder	5.7%	5.5%	5.4%	3.8%	5.9%	7.8%	5.3%	5.7%	0.9%	3.3%	16.4%

NUMBER OF RESIDENTIAL UNITS BUILT IN 2018*

	TOTAL	REGION				AVERAGE SALE PRICE			UNITS BUILT		
		NORTHEAST	SOUTH	MIDWEST	WEST	UNDER \$150K	\$150K-\$499K	\$500K+	LESS THAN 5	5 TO 49	50+
Fewer than 5	33.1%	38.1%	32.3%	28.6%	32.9%	45.6%	29.5%	35.2%	100.0%	0.0%	0.0%
5-9	17.7%	20.4%	17.2%	20.0%	13.3%	13.6%	16.9%	19.9%	0.0%	41.3%	0.0%
10-24	15.5%	16.6%	15.0%	17.6%	13.7%	12.6%	14.6%	17.8%	0.0%	36.2%	0.0%
25-49	9.6%	12.7%	9.5%	12.4%	5.9%	10.7%	11.5%	6.3%	0.0%	22.5%	0.0%
50-74	4.0%	3.9%	2.7%	5.7%	4.3%	1.9%	4.6%	3.6%	0.0%	0.0%	16.4%
75-99	4.6%	2.2%	1.9%	6.7%	8.2%	4.9%	4.2%	5.2	0.0%	0.0%	19.1%
100 or More	15.6%	6.1%	21.3%	9.0%	21.6%	18.6%	18.6%	12.0%	0.0%	0.0%	64.5%

AVERAGE 2018 SALE PRICE*

	TOTAL	REGION				AVERAGE SALE PRICE			UNITS BUILT		
		NORTHEAST	SOUTH	MIDWEST	WEST	UNDER \$150K	\$150K-\$499K	\$500K+	LESS THAN 5	5 TO 49	50+
Less than \$150,000	9.7%	13.8%	9.3%	8.6%	6.3%	100.0%	0.0%	0.0%	13.4%	8.4%	7.0%
\$150,000 - \$299,999	23.5%	20.4%	26.2%	34.8%	13.3%	0.0%	42.2%	0.0%	26.6%	21.0%	23.8%
\$300,000 - \$499,999	32.2%	30.9%	32.2%	33.8%	34.1%	0.0%	57.8%	0.0%	23.1%	35.1%	39.5%
\$500,000 or more	34.6%	34.8%	32.4%	22.9%	46.3%	0.0%	0.0%	100.0%	36.9%	35.5%	29.7%

* The BUILDER Brand Use Study is sponsored by Hanley Wood, publisher of BUILDER, and conducted by The Farnsworth Group, a leading industry market research firm. The survey was conducted online and included respondents from BUILDER print subscribers with email addresses, subscribers of BUILDER Pulse Newsletter, as well as readers of the BUILDER website. February 2019, by Farnsworth Group.

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