

Builder

PUBLISHER'S AUDIENCE STATEMENT | January 2021

MISSION STATEMENT

BUILDER is the No.1 brand serving the largest, most qualified audience of builders in the residential construction industry. With 3.5 million monthly engagements, BUILDER delivers the most comprehensive data and insights, which include industry news, housing, and technology trends, to inform, advise, and connect the homebuilder marketplace.

AUDIENCE FOCUS

BUILDER continues to expand its audience to serve the most active residential construction professionals across our print and digital magazine, website, newsletter and events. We apply proprietary analytics to ensure we attract, target, and maintain the most active and engaged professionals in homebuilding.

Established Date: 1979

Issues per year: 10 (Print and Digital editions)



+3.5 MILLION TOTAL ENGAGEMENTS



MAGAZINE

60,009

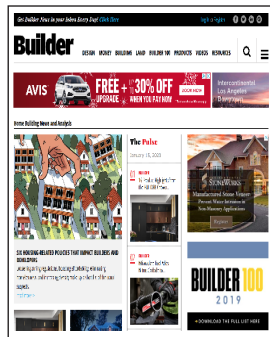
Print Subscribers

80,000

Digital Subscribers

140,009

Total Recipients



WEBSITE

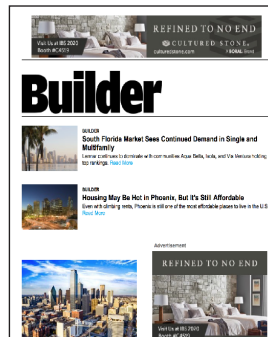
186K

Average Monthly Unique Visitors

486K

Average Monthly Page Views

Google Analytics
(12 month average)



NEWSLETTERS

140,000

BUILDER Newsletter Recipients Per Issue
(20 Issues per month)



SOCIAL

16,839

LinkedIn Members

29,800

Twitter Followers

15,159

Facebook Followers

(January, 2021)



EVENTS

5,000

Virtual Attendees

3,000

In Person Attendees

8,000+

Total Attendees

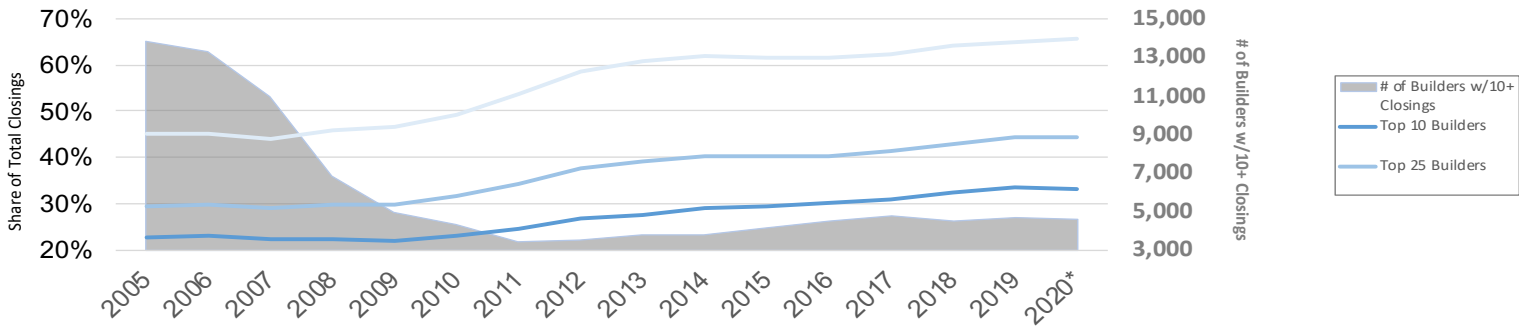
(Attendees counted annually)

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



ZONDA Builder data is the most comprehensive real estate intelligence platform serving the housing industry. Our database provides access to 500+ housing metrics to help builders stay ahead of local, regional, and national housing market trends. Our goal is to simplify the process of accessing critical insights to help our clients stay ahead, work smarter, and expand their opportunities.

TOP BUILDER SHARE OF CLOSINGS OVER TIME



SHARE OF CLOSINGS BY TOP BUILDERS

	2005	2009	2013	2017	2020
Top 10 Builders	23%	22%	28%	31%	33%
Top 25 Builders	29%	30%	39%	41%	44%
Top 250 Builders	45%	47%	61%	62%	66%

NUMBER OF TOTAL BUILDERS AND NUMBER OF TOTAL BUILDERS WITH 10+ CLOSINGS

	2005	2009	2013	2017	2020
# of Builders Total	97,623	52,715	23,732	30,164	36,955
# of Builders w/10+ Closings	13,864	4,969	3,824	4,758	4,626

We serve the most active builders who build 90% of homes nationwide through our data intelligence and media platforms. We serve national builders building over 1,000 units annually as well as those building less than 10 units annually.

BUSINESS/OCCUPATIONAL BREAKOUT

BUSINESS TYPE	PRINT	OWNERS, PARTNERS, CORPORATE EXECUTIVES, DIRECTORS, GENERAL MANGERS	PROJECT MGR, SUPERVISOR OR FOREMAN	PURCHASING DIRECTOR OR AGENT	SALES & MARKETING MANAGERS	OTHER MANAGEMENT PERSONNEL
Builder, Builder/Developer, Design/Builder, General Contractor/Builder, or Land Developer	60,009	48,288	3,498	1,262	3,095	3,866

TYPES OF CONSTRUCTION

TYPES OF CONSTRUCTION	TOTAL SUBSCRIBERS
Single-Family, Spec/Tract	23,700
Single-Family, Custom	19,726
Multi-Family, Rental	7,331
Multi-Family, Condo	6,801
Non-Residential	5,510
For Sale - Townhomes or Attached	4,708
Manufactured Housing	1,382
Land Developer	93
General Contractor	41

ANNUAL NUMBER OF UNITS CLOSED

NUMBER OF UNITS	TOTAL SUBSCRIBERS
Over 1000 units	807
500-1000 units	15,446
101-499 units	6,481
26 to 100 units	7,095
11 to 25 units	7,950
1 to 10 units	22,230
TOTAL	60,009

GEOGRAPHICAL ANALYSIS OF MAGAZINE CIRCULATION

STATE	PRINT
Maine	323
New Hampshire	380
Vermont	173
Massachusetts	1,267
Rhode Island	247
Connecticut	969
New England	3,359
New York	3,256
New Jersey	1,735
Pennsylvania	2,670
Middle Atlantic	7661
Ohio	2,296
Indiana	1,283
Illinois	2,607
Michigan	2,236
Wisconsin	1,338
East No. Central	9,760
Minnesota	1,390
Iowa	807
Missouri	904
North Dakota	219
South Dakota	204
Nebraska	502
Kansas	636
West No. Central	4,662
Delaware	233
Maryland	1,440
Washington, DC	135
Virginia	1,897
West Virginia	204
North Carolina	2,367
South Carolina	853
Georgia	2,124
Florida	3,541
South Atlantic	12,794

STATE	PRINT
Kentucky	669
Tennessee	982
Alabama	686
Mississippi	218
East So. Central	2,555
Arkansas	363
Louisiana	437
Oklahoma	466
Texas	3,686
West So. Central	4,952
Montana	324
Idaho	475
Wyoming	118
Colorado	1,313
New Mexico	342
Arizona	1,197
Utah	733
Nevada	458
Mountain	4,960
Alaska	135
Washington	1,424
Oregon	865
California	6,554
Hawaii	279
Pacific	9,257
Total Subscribers	60,009

DIGITAL BUSINESS/OCCUPATION BREAKOUT

BUSINESS TYPE	PERCENT
Architect/Engineer/Designer	8.90%
Builder/General Contractor/Remodeler	77.90%
Special Trade Contractor	4.50%
Builder Products Manufacturer/Dealer/Distributor	2.60%
Other Allied to the Field	6.10%

BUILDER DIGITAL EDITION STATS

STATE	DIGITAL
Maine	0.5%
New Hampshire	0.6%
Vermont	0.4%
Massachusetts	2.8%
Rhode Island	0.5%
Connecticut	1.8%
New England	6.6%
New York	5.5%
New Jersey	3.0%
Pennsylvania	4.5%
Middle Atlantic	13.0%
Ohio	3.5%
Indiana	1.9%
Illinois	4.4%
Michigan	3.2%
Wisconsin	2.3%
Middle Atlantic	15.3%
Minnesota	2.2%
Iowa	1.2%
Missouri	1.7%
North Dakota	0.3%
South Dakota	0.3%
Nebraska	0.7%
Kansas	1.0%
West No. Central	7.4%
Delaware	0.3%
Maryland	2.4%
Washington, DC	0.4%
Virginia	3.2%
West Virginia	0.3%
North Carolina	3.5%
South Carolina	1.5%
Georgia	3.3%
Florida	5.7%
South Atlantic	20.6%

STATE	DIGITAL
Kentucky	1.1%
Tennessee	1.6%
Alabama	1.1%
Mississippi	0.4%
East So. Central	4.2%
Arkansas	0.6%
Louisiana	0.8%
Oklahoma	0.7%
Texas	5.9%
West So. Central	8.0%
Montana	0.5%
Idaho	0.5%
Wyoming	0.2%
Colorado	2.3%
New Mexico	0.5%
Arizona	1.9%
Utah	1.0%
Nevada	0.8%
Mountain	7.7%
Alaska	0.4%
Washington	2.4%
Oregon	1.5%
California	11.6%
Hawaii	0.6%
Pacific	16.5%
United States	99.3%