



THE JOURNAL OF LIGHT CONSTRUCTION

PUBLISHER'S AUDIENCE STATEMENT | January 2021

THE JOURNAL OF LIGHT CONSTRUCTION is written by and for residential and light commercial contractors—its pro-grade detail and step-by-step instruction make it a leading training manual for the industry. Whether it be through the magazine, website, e-newsletter or in-person events—JLC's loyal subscribers rely on it for expert instruction and advice.

THE JOURNAL OF LIGHT CONSTRUCTION serves builders, remodelers, general contractors, architects/designers, engineers/consultants/home inspectors, subcontractors, code officials, as well as building product or tool dealers/distributors/manufacturers, and others allied to the field including professionals serving the industry.

AUDIENCE FOCUS

JLC reaches 55,000 residential or light construction professionals and 5,000 professional deck builders.

Established: 1986
Issues per year: 10

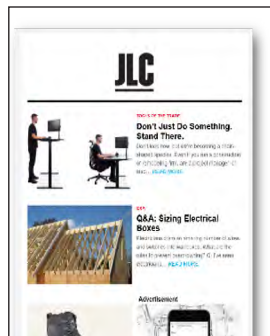


+1.5 MILLION TOTAL ENGAGEMENTS



MAGAZINE

73,000 +
Print + Digital
Subscribers



WEBSITE

513,560 Average
Unique Monthly Users

810,941

Average Monthly Page
Views

Google Analytics (12 month average)



NEWSLETTERS

170,000
JLC Newsletter Recipients
Per Issue (4 Issues per month)



SOCIAL

1,489
Twitter Followers

6,500
Facebook Likes

(January, 2021)

AUDIENCE SUMMARY

THE JOURNAL OF LIGHT CONSTRUCTION MAGAZINE	PRINT	DIGITAL	TOTAL	PAID	NON-PAID	TOTAL
January	60,010	10,844	70,854	18,899	41,111	60,010
February	60,010	10,811	70,821	18,796	41,214	60,010
March	60,032	10,768	70,800	18,671	41,361	60,032
April	60,000	10,722	70,722	18,404	41,596	60,000
May	60,019	10,136	70,155	18,013	42,006	60,019
June	60,165	10,341	70,506	18,353	41,812	60,165
July/August	60,002	10,130	70,132	17,993	42,009	60,002
September	60,038	12,077	72,115	17,580	42,458	60,038
October	60,050	12,039	72,089	17,510	42,540	60,050
November/December	60,017	17,498	77,515	17,621	42,396	60,017
Average for Period	60,034	11,537	71,571			

BUSINESS/OCCUPATIONAL BREAKOUT

BUSINESS BY TITLE	TOTAL	PERCENT OF TOTAL	Project Manager/Foreman/ Lead Carpenter, Construction Supervisor, Architect/Designer, Engineer, Inspector, Carpenter, Business Manager, Estimator, Salesperson, Purchasing Agent or Buyer, Other Manager		
			Owner/Partner/ Principal, President, Vice President, CEO, Corporate Executive	Other Titles And Titles Not Available	
Builders, Remodelers, General Contractors, Subcontractors	63,724	86.5%	51,879	10,889	956
Architects/Designers, Engineers/Consultants/ Home Inspector, Building Product or Tool Dealer/ Distributor/Manufacturer	6,730	9.1%	3,934	2,675	121
Education, Real Estate/Insurance/Finance, Code Officials, Government/Institution/Association	1,072	1.5%	354	365	353
Other Paid and Others Allied to the Field including Professionals Serving the Industry	2,102	2.9%	472	161	1,469
TOTAL CIRCULATION	73,628	100%	56,639	14,090	2,899
PERCENT	100%		76.9%	19.1%	3.9%

*Source: JLC January 2021 issue

HOW MANY OF THE LAST 4 ISSUES OF JLC HAVE YOU READ OR LOOKED THROUGH?

	# Respondents	PERCENT
4 of 4	239	83%
3 of 4	20	7%
2 of 4	11	4%
1 of 4	5	2%
None	2	1%
Have Not Yet Received 4 Issues	11	4%
No Answer	1	0%
TOTAL	289	100%
Mean:	3.8	
Standard Error:	0.04	
Median:	4	

*Source: Readex Research: Companion Questionnaire Results

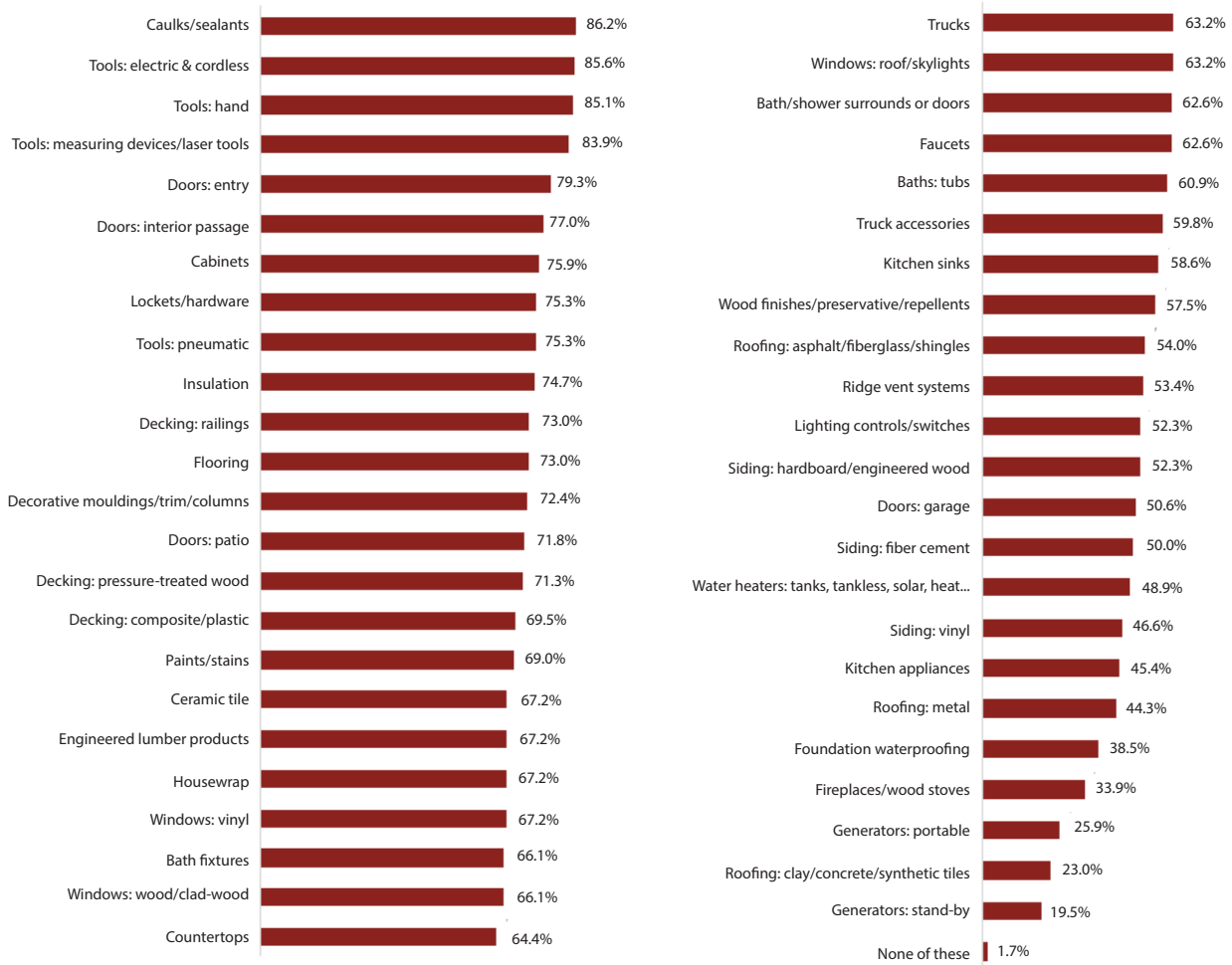
IN THE LAST 12 MONTHS, WHAT ACTIONS HAVE YOU TAKEN AS A RESULT OF SEEING ADS IN JLC?

	# Respondents	PERCENT
Visited advertiser's website	187	65%
Purchased/ordered a product/service	145	50%
Discussed ad with others	133	46%
Filed ad for future reference	131	45%
Passed ad along to others	84	29%
Contacted dealer, supplier, or representative	66	23%
Recommended a product/service	56	19%
Contacted advertiser in some other way	26	9%
Other	6	2%
Indicated at least one	258	89%
No actions taken	30	10%
No answer	1	0%
TOTAL (Multiple Answers)	289	100%

*Source: Readex Research: Companion Questionnaire Results

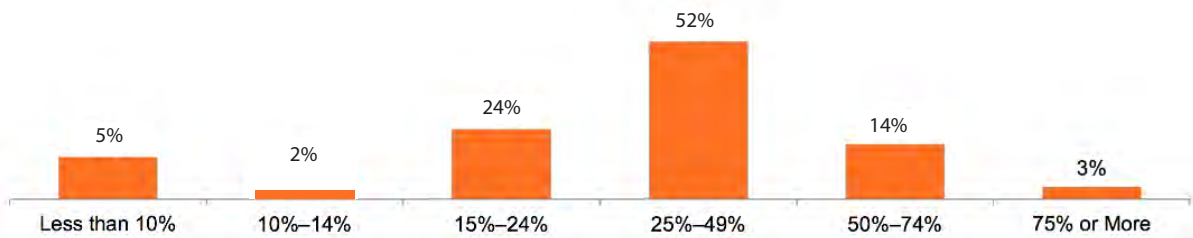
WHICH OF THE FOLLOWING PRODUCTS DID YOU PURCHASE OR SPECIFY IN 2017

Totals may exceed 100% due to multiple responses



*Source: JLC Reader Profile (Conducted by The Farnsworth Group)

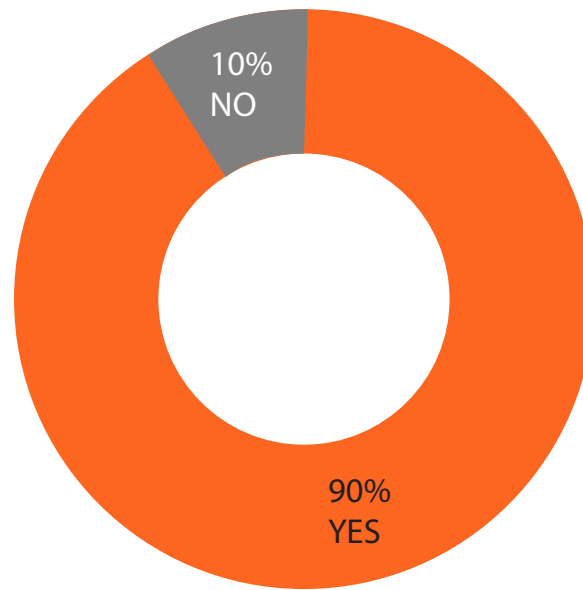
ROUGHLY WHAT PERCENT OF YOUR COMPANY'S 2017 TOTAL REVENUE WAS SPENT ON BUILDING MATERIALS?



	TOTAL	Revenue			Number of Residential Remodeling Projects			New Res. Const.		Labor Problem	
		<200K	250-750K	750K+	<6	6-24	25+	Yes	No	Yes	No
Less than 10%	4.6%	4.5%	5.6%	3.8%	0.0%	4.9%	5.9%	8.0%	1.1%	3.0%	6.8%
10%-14%	2.3%	3.0%	0.0%	3.8%	0.0%	1.2%	5.9%	2.3%	2.3%	3.0%	1.4%
15%-24%	23.6%	23.9%	25.9%	20.8%	32.5%	20.7%	29.4%	16.1%	31.0%	21.8%	26.0%
25%-49%	52.3%	47.8%	51.9%	58.5%	45.0%	54.9%	50.0%	50.6%	54.0%	55.4%	47.9%
50%-74%	14.4%	20.9%	13.0%	7.5%	20.0%	17.1%	8.8%	17.2%	11.5%	12.9%	16.4%
75% or more	2.9%	0.0%	3.7%	5.7%	2.5%	1.2%	0.0%	5.7%	0.0%	4.0%	1.4%

*Source: JLC Reader Profile (Conducted by The Farnsworth Group)

IS YOUR COMPANY INVOLVED WITH RESIDENTIAL REMODELING PROJECTS?



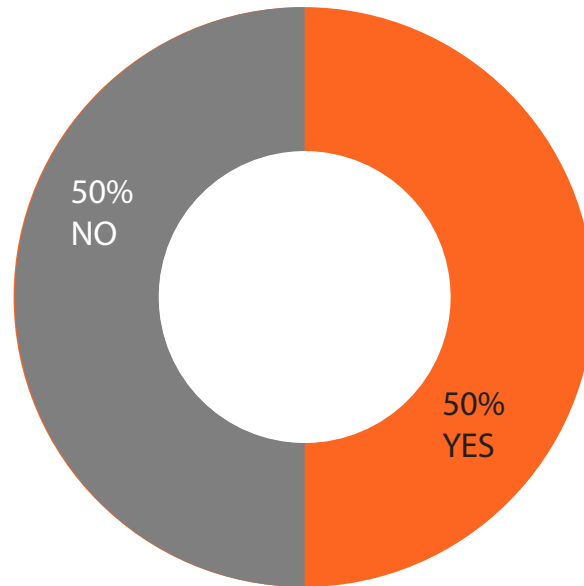
*Source: JLC Reader Profile (Conducted by The Farnsworth Group)

WHAT TYPES OF RESIDENTIAL REMODELING PROJECTS IS YOUR COMPANY INVOLVED IN?

Baths	84.0%
Kitchens	80.1%
Cabinet installation	72.4%
Exterior Replacement Projects*	78.2%
Flooring	58.3%
Drywall	55.8%
Painting	51.9%
Countertop installation	51.3%
Lighting/Electrical work	50.0%
Room additions	45.5%
Insulation	44.2%
Whole house remodeling	42.9%
Energy efficiency projects	25.0%
HVAC	24.4%
Universal design/again in place projects	21.8%
Cabinetry	1.3%
Other	4.5%

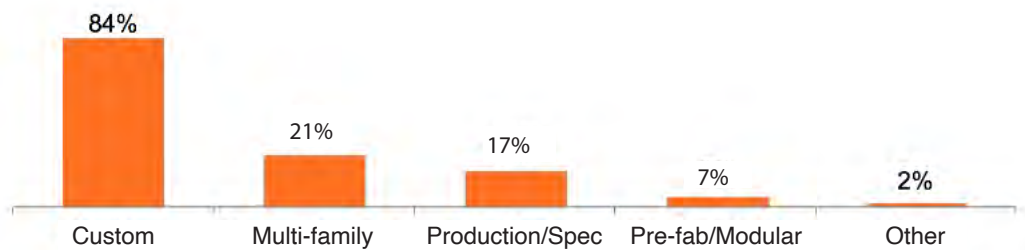
*Source: JLC Reader Profile (Conducted by The Farnsworth Group)

IS YOUR COMPANY INVOLVED WITH RESIDENTIAL NEW CONSTRUCTION?



*Source: JLC Reader Profile (Conducted by The Farnsworth Group)

WHICH OF THE FOLLOWING TYPES OF RESIDENTIAL UNITS IS YOUR COMPANY INVOLVED WITH CONSTRUCTING?



Totals may exceed 100% due to multiple responses. Respondents include those who have been involved with new construction projects.

*Source: JLC Reader Profile(Conducted by The Farnsworth Group)

GEOGRAPHICAL ANALYSIS OF MAGAZINE CIRCULATION*

STATE	PRINT	DIGITAL	TOTAL	STATE	PRINT	DIGITAL	TOTAL
Maine	725	75	800	Kentucky	540	164	704
New Hampshire	736	97	833	Tennessee	854	214	1068
Vermont	521	50	571	Alabama	503	154	657
Massachusetts	3027	417	3444	Mississippi	196	65	261
Rhode Island	395	92	487	East So. Central	2093	597	2690
Connecticut	1524	289	1813	Arkansas	298	70	368
New England	6928	1020	7948	Louisiana	375	148	523
New York	3973	813	4786	Oklahoma	358	124	482
New Jersey	1950	440	2390	Texas	2457	779	3236
Pennsylvania	3170	588	3758	West So. Central	3488	1121	4609
Middle Atlantic	9093	1841	10934	Montana	397	61	458
Ohio	2139	462	2601	Idaho	350	63	413
Indiana	1097	255	1352	Wyoming	137	28	165
Illinois	2487	564	3051	Colorado	1345	324	1669
Michigan	2448	421	2869	New Mexico	261	68	329
Wisconsin	1537	284	1821	Arizona	771	188	959
East No. Central	9708	1986	11694	Utah	428	124	552
Minnesota	1430	250	1680	Nevada	260	79	339
Iowa	805	143	948	Mountain	3949	935	4884
Missouri	922	249	1171	Alaska	299	51	350
North Dakota	175	47	222	Washington	1872	290	2162
South Dakota	208	43	251	Oregon	1035	186	1221
Nebraska	441	102	543	California	5664	1342	7006
Kansas	601	135	736	Hawaii	286	60	346
West No. Central	4582	969	5551	Pacific	9156	1929	11085
Delaware	219	33	252	US Territories	73	24	97
Maryland	1558	364	1922	United States	59844	13321	73165
Washington, DC	116	45	161	Canada	129	164	293
Virginia	1963	450	2413	Mexico	0	10	10
West Virginia	225	59	284	Other International	32	128	160
North Carolina	1994	475	2469	APO/FPO	-	-	-
South Carolina	779	219	998				
Georgia	1402	434	1836				
Florida	2518	820	3338				
South Atlantic	10774	2899	13673	TOTAL CIRCULATION	60005	13623	73628

Source: JLC January 2021 issue