

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.

Kenilworth Media Inc.
266 Elmwood Avenue, Suite 289
Buffalo, NY 14222-2202
Tel. No.: (866) 572-5633
Fax No.: (866) 572-5677
www.constructionspecifier.com
sales@constructionspecifier.com

THE CONSTRUCTION SPECIFIER is a B2B brand intended for individuals with broad-based interests in the specification process. The brand content and editorial scope of the publication includes news and industry comment, in-depth technical articles, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital version.

MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES

THE CONSTRUCTION SPECIFIER is produced in print and digital formats. The editorial for the print copy is the same for all recipients. The digital format is written and designed for the digital reading experience, accessed by a computer, mobile phone, or tablet. Digital formats may include features such as videos and surveys allowing for user interaction with the brand.

FIELD SERVED

THE CONSTRUCTION SPECIFIER serves the construction industry including architecture, engineering, specifying, contracting, and other professionals allied to the construction industry.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are architects, engineers, specifiers, designers, consultants, project design & management, general & trade contractors, sub-contractors, surveyors, inspectors, suppliers, manufacturer's representatives, and other professionals allied to the field including A/E students, associations, educators, government offices and other titled and non-titled paid and non-paid personnel.

CHANNELS

THE CONSTRUCTION SPECIFIER PRINT AND DIGITAL MAGAZINE



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
THE CONSTRUCTION SPECIFIER PRINT AND DIGITAL MAGAZINE (6 issues in the period)	21,665	6,142	27,807
a. Print	21,002	6,141	27,143
b. Digital	663	1	664

(See Paragraph 3b for Source)

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	11
Advertiser and Agency	378
Allocated for Trade Shows and Conventions	-
All Other	483
TOTAL	872

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	21,699	78.0	21,665	77.9	34	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	6,108	22.0	-	-	6,108	22.0
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	27,807	100.0	21,665	77.9	6,142	22.1

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Print	Digital	Total Qualified
January	27,494	380	27,874
February	27,295	459	27,754
March	27,164	635	27,799
April	26,965	771	27,736
May	26,872	798	27,670
June	27,070	940	28,010

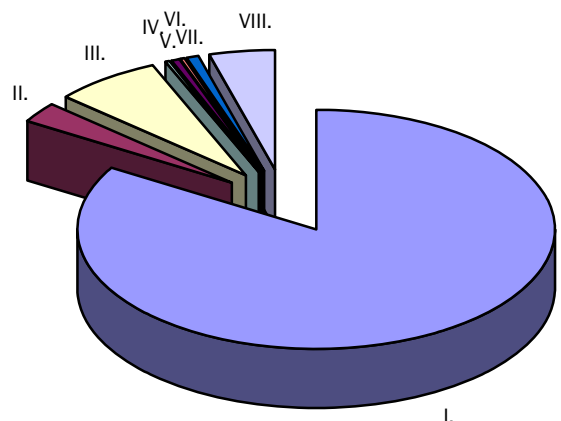
3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2021
This issue is 0.9% or 243 copies above the average of the other 5 issues reported in Paragraph 2.

Titles and Functions*	Total Qualified	Percent of Total	Print	Digital
Architects, Engineers, Specifiers, Designers, Consultants, Project Design & Management	23,331	83.3	22,619	712
General & Trade Contractors, Sub-Contractors, Surveyors, Inspectors	794	2.8	737	57
Suppliers, Manufacturers and their Representatives	2,083	7.4	1,979	104
Associations	56	0.2	51	5
Educators	152	0.6	138	14
Government Offices	123	0.5	112	11
A/E Students	204	0.7	197	7
Other Professionals	1,267	4.5	1,237	30
TOTAL QUALIFIED CIRCULATION	28,010	100.0	27,070	940
PERCENT	100.0		96.6	3.4

*The Construction Specifier serves the construction industry including architecture, engineering, specifying, contracting, and other professionals allied to the construction industry.

3a. Breakout of Qualified Circulation by Titles and Functions
(Please refer to Paragraph 3a for Complete Descriptions)

Titles and Functions	Copies	Percent
I. Architects, Engineers, Specifiers, Designers, Consultants, Project Design & Management	23,331	83.3
II. General & Trade Contractors, Sub-Contractors, Surveyors, Inspectors	794	2.8
III. Suppliers, Manufacturers and their Representatives	2,083	7.4
IV. Associations	56	0.2
V. Educators	152	0.6
VI. Government Offices	123	0.5
VII. A/E Students	204	0.7
VIII. Other Professionals	1,267	4.5



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2021

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	6,016	2,047	903	8,026	940	8,966	32.0
II. Request from recipient's company:	22	1	-	23	-	23	0.1
III. Membership Benefit:	6,116	-	-	6,116	-	6,116	21.8
IV. Communication (other than request):	7	14	-	21	-	21	0.1
V. TOTAL – Sources other than above (listed alphabetically):	11,350	1,534	-	12,884	-	12,884	46.0
*Association rosters and directories	5,488	1,228	-	6,716	-	6,716	24.0
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	5,862	306	-	6,168	-	6,168	22.0
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	23,511	3,596	903	27,070	940	28,010	100.0
PERCENT	84.0	12.8	3.2	96.6	3.4	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2021

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	26,059	935	26,994	96.4
Individuals by name only	985	3	988	3.5
Titles or functions only	5	2	7	-
Company names only	21	-	21	0.1
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	27,070	940	28,010	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2021

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	131	2	133		Kentucky	379	6	385	
New Hampshire	196	1	197		Tennessee	480	10	490	
Vermont	166	7	173		Alabama	535	6	541	
Massachusetts	987	23	1,010		Mississippi	143	6	149	
Rhode Island	160	1	161		EAST SO. CENTRAL	1,537	28	1,565	5.6
Connecticut	692	21	713		Arkansas	315	7	322	
NEW ENGLAND	2,332	55	2,387	8.5	Louisiana	1,179	9	1,188	
New York	1,414	60	1,474		Oklahoma	141	4	145	
New Jersey	568	34	602		Texas	1,516	52	1,568	
Pennsylvania	992	36	1,028		WEST SO. CENTRAL	3,151	72	3,223	11.5
MIDDLE ATLANTIC	2,974	130	3,104	11.1	Montana	129	3	132	
Ohio	917	34	951		Idaho	263	7	270	
Indiana	573	12	585		Wyoming	69	5	74	
Illinois	953	25	978		Colorado	496	16	512	
Michigan	437	21	458		New Mexico	142	3	145	
Wisconsin	298	14	312		Arizona	286	2	288	
EAST NO. CENTRAL	3,178	106	3,284	11.7	Utah	95	7	102	
Minnesota	725	22	747		Nevada	175	3	178	
Iowa	516	9	525		MOUNTAIN	1,655	46	1,701	6.1
Missouri	666	20	686		Alaska	53	2	55	
North Dakota	75	1	76		Washington	548	40	588	
South Dakota	65	1	66		Oregon	300	13	313	
Nebraska	133	3	136		California	3,359	141	3,500	
Kansas	279	9	288		Hawaii	461	21	482	
WEST NO. CENTRAL	2,459	65	2,524	9.0	PACIFIC	4,721	217	4,938	17.6
Delaware	46	-	46		UNITED STATES	26,955	917	27,872	99.5
Maryland	927	37	964		U.S. Territories	51	10	61	
Washington, DC	211	10	221		Canada	28	6	34	
Virginia	457	24	481		Mexico	-	1	1	
West Virginia	30	-	30		Other International	32	2	34	
North Carolina	753	23	776		APO/FPO	4	4	8	
South Carolina	161	6	167						
Georgia	846	37	883						
Florida	1,517	61	1,578						
SOUTH ATLANTIC	4,948	198	5,146	18.4					
					TOTAL QUALIFIED CIRCULATION	27,070	940	28,010	100.0

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.

PARAGRAPH 1:

Qualified paid Membership Benefit subscriptions averaging 6,108 copies were sold to qualified recipients at the following subscription prices: \$16.50.

PARAGRAPH 3b:

Association rosters and directories include 58 sources of circulation for quantities of 2 copies or -% to 521 copies or 1.9%. Other sources include 7 sources of circulation for quantities of 20 copies or 0.1% to 2,712 copies or 9.7%.

AVERAGE ANNUAL ORDER PRICE: \$16.50

PUBLISHER'S AFFIDAVIT

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

Krista Taylor, Senior Director of Operations

Mei Hong, Circulation Coordinator

(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.

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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.

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