

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 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.

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, industrial designers, developers, 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 MAGAZINE



6 issues in the period
28,000 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
THE CONSTRUCTION SPECIFIER MAGAZINE (6 issues in the period)	20,600	7,400	28,000

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	18
Advertiser and Agency	380
*Allocated for Trade Shows and Conventions	242
All Other	466
TOTAL	1,106

*See Additional Data

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	20,646	73.7	20,600	73.6	46	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	7,354	26.3	-	-	7,354	26.3
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	28,000	100.0	20,600	73.6	7,400	26.4

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Total Qualified
July	28,000
August	28,000
September	28,000
October	28,000
November	28,000
December	28,000

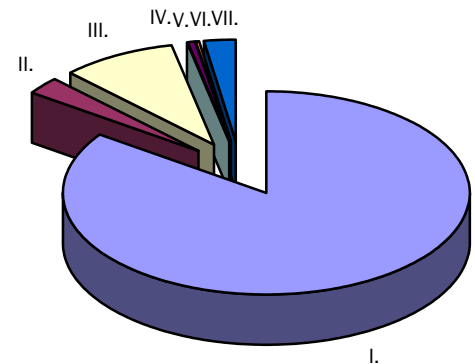
3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2018
This issue is equal to the average of the other 5 issues reported in Paragraph 2.

Titles and Functions*	Total Qualified	Percent of Total
Architects, Engineers, Specifiers, Designers, Consultants, Project Design & Management and Other Professionals including A/E Students (Note 1)	23,720	84.8
General & Trade Contractors, Sub-Contractors, Surveyors, Inspectors, Industrial Designers and Developers	768	2.7
Suppliers, Manufacturers and their Representatives	2,549	9.1
Associations	45	0.2
Educators	120	0.4
Government Offices	89	0.3
Other allied to the field	709	2.5
TOTAL QUALIFIED CIRCULATION	28,000	100.0
PERCENT	100.0	

*The Construction Specifier serves the construction industry including architecture, engineering, specifying, contracting, and other professionals allied to the construction industry.
Note 1: Other Professionals including A/E Students is 265 copies or 1.0%.

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 and Other Professionals including A/E Students	23,720	84.8
II. General & Trade Contractors, Sub-Contractors, Surveyors, Inspectors Industrial Designers and Developers	768	2.7
III. Suppliers, Manufacturers and their Representatives	2,549	9.1
IV. Associations	45	0.2
V. Educators	120	0.4
VI. Government Offices	89	0.3
VII. Other allied to the field	709	2.5



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2018

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	6,713	1,761	-	8,474	30.3
II. Request from recipient's company:	30	3	-	33	0.1
III. Membership Benefit:	7,610	2	-	7,612	27.2
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	10,862	1,019	-	11,881	42.4
*Association rosters and directories	9,484	1,016	-	10,500	37.5
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	1,378	3	-	1,381	4.9
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,215	2,785	-	28,000	100.0
PERCENT	90.1	9.9	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2018

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	27,959	99.9
Individuals by name only	12	-
Titles or functions only	1	-
Company names only	28	0.1
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	28,000	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2018

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	81		Kentucky	353	
New Hampshire	205		Tennessee	400	
Vermont	137		Alabama	419	
Massachusetts	608		Mississippi	106	
Rhode Island	155		EAST SO. CENTRAL	1,278	4.6
Connecticut	799		Arkansas	423	
NEW ENGLAND	1,985	7.1	Louisiana	953	
New York	1,893		Oklahoma	158	
New Jersey	580		Texas	1,353	
Pennsylvania	989		WEST SO. CENTRAL	2,887	10.3
MIDDLE ATLANTIC	3,462	12.3	Montana	122	
Ohio	1,515		Idaho	245	
Indiana	697		Wyoming	58	
Illinois	933		Colorado	456	
Michigan	385		New Mexico	157	
Wisconsin	301		Arizona	286	
EAST NO. CENTRAL	3,831	13.7	Utah	86	
Minnesota	732		Nevada	124	
Iowa	507		MOUNTAIN	1,534	5.5
Missouri	645		Alaska	55	
North Dakota	79		Washington	608	
South Dakota	69		Oregon	331	
Nebraska	164		California	4,059	
Kansas	439		Hawaii	489	
WEST NO. CENTRAL	2,635	9.4	PACIFIC	5,542	19.8
Delaware	46		UNITED STATES	27,896	99.6
Maryland	883		U.S. Territories	21	
Washington, DC	164		Canada	47	
Virginia	501		Mexico	-	
West Virginia	21		Other International	31	
North Carolina	897		APO/FPO	5	
South Carolina	147				
Georgia	843				
Florida	1,240				
SOUTH ATLANTIC	4,742	16.9			
			TOTAL QUALIFIED CIRCULATION	28,000	100.0

ADDITIONAL DATA

ALLOCATED FOR TRADE SHOWS & CONVENTIONS:

200 copies of the August 2018 issue were printed for distribution at Construct 2018 in Long Beach, CA (October 3 - 5, 2018)
400 copies of the September 2018 issue were printed for distribution at Construct 2018 in Long Beach, CA (October 3 - 5, 2018)
500 copies of the November 2018 issue were printed for distribution at Greenbuild show in Chicago, IL (November 14 - 16, 2018)
350 copies of the November 2018 issue were printed for distribution at Architecture Boston Expo in Boston, MA (November 28 - 29, 2018)

PARAGRAPH 1:

Qualified Paid Membership Benefit subscriptions averaging 7,354 copies were sold to qualified recipients at the following subscription price: \$16.50.

PARAGRAPH 3b:

Association rosters and directories include 66 sources of circulation for quantities of 1 copy or -% to 882 copies or 3.2%.
Other sources include 3 sources of circulation for quantities of 38 copies or 0.1% to 1,295 copies or 4.6%.

PUBLISHER'S AFFIDAVIT

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

Erik Tolles, CEO & Publisher
Mei Hong, Circulation Co-ordinator

(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	December 10, 2018
City	Buffalo
State	New York
Received by BPA Worldwide	December 10, 2018
Type	BJ
ID Number	C117B0D8

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.