

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, 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
<b>THE CONSTRUCTION SPECIFIER MAGAZINE</b> (6 issues in the period)	20,045	7,955	28,000

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	18
Advertiser and Agency	389
*Allocated for Trade Shows and Conventions	225
All Other	434
<b>TOTAL</b>	<b>1,066</b>

\*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	20,091	71.8	20,045	71.6	46	0.2
Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	7,909	28.2	-	-	7,909	28.2
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>28,000</b>	<b>100.0</b>	<b>20,045</b>	<b>71.6</b>	<b>7,955</b>	<b>28.4</b>

\*See Additional Data

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2018 Issue	Total Qualified
January	28,000
February	28,000
March	28,000
April	28,000
May	28,000
June	28,000

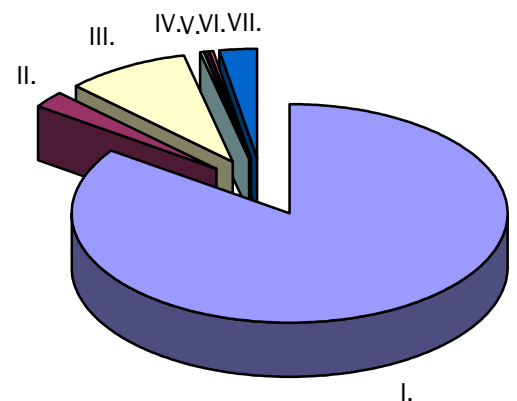
**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2018**  
This issue is equal to the average of the other 5 issues reported in Paragraph 2.

*Titles and Functions	Total Qualified	Percent of Total
Architects, Engineers, Specifiers, Designers, Consultants, Project Design & Management and other professionals including A/E Students	23,715	84.7
General & Trade Contractors, Sub-Contractors, Surveyors, Industrial Designers and Developers	743	2.6
Suppliers, Manufacturers and their Representatives	2,544	9.1
Associations	59	0.2
Educators	109	0.4
Government Offices	75	0.3
Other allied to the field	755	2.7
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>28,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	

\*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 and other professionals including A/E Students	23,715	84.7
II. General & Trade Contractors, Sub-Contractors, Surveyors, Industrial Designers and Developers	743	2.6
III. Suppliers, Manufacturers and their Representatives	2,544	9.1
IV. Associations	59	0.2
V. Educators	109	0.4
VI. Government Offices	75	0.3
VII. Other allied to the field	755	2.7



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

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	<b>6,713</b>	<b>1,761</b>	-	<b>8,474</b>	<b>30.3</b>
II. Request from recipient's company:	<b>30</b>	<b>3</b>	-	<b>33</b>	<b>0.1</b>
III. Membership Benefit:	<b>7,610</b>	<b>2</b>	-	<b>7,612</b>	<b>27.2</b>
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	<b>10,862</b>	<b>1,019</b>	-	<b>11,881</b>	<b>42.4</b>
*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:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,215</b>	<b>2,785</b>	-	<b>28,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>90.1</b>	<b>9.9</b>	-	<b>100.0</b>	

\*See Additional Data

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

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	27,941	99.8
Individuals by name only	28	0.1
Titles or functions only	2	-
Company names only	29	0.1
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>28,000</b>	<b>100.0</b>

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2018**

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	84		Kentucky	364	
New Hampshire	180		Tennessee	428	
Vermont	147		Alabama	450	
Massachusetts	628		Mississippi	101	
Rhode Island	163		<b>EAST SO. CENTRAL</b>	<b>1,343</b>	<b>4.8</b>
Connecticut	770		Arkansas	411	
<b>NEW ENGLAND</b>	<b>1,972</b>	<b>7.1</b>	Louisiana	738	
New York	1,899		Oklahoma	155	
New Jersey	582		Texas	1,281	
Pennsylvania	969		<b>WEST SO. CENTRAL</b>	<b>2,585</b>	<b>9.2</b>
<b>MIDDLE ATLANTIC</b>	<b>3,450</b>	<b>12.3</b>	Montana	122	
Ohio	1,585		Idaho	213	
Indiana	730		Wyoming	62	
Illinois	955		Colorado	463	
Michigan	385		New Mexico	165	
Wisconsin	299		Arizona	275	
<b>EAST NO. CENTRAL</b>	<b>3,954</b>	<b>14.1</b>	Utah	86	
Minnesota	728		Nevada	128	
Iowa	492		<b>MOUNTAIN</b>	<b>1,514</b>	<b>5.4</b>
Missouri	711		Alaska	60	
North Dakota	79		Washington	606	
South Dakota	69		Oregon	335	
Nebraska	165		California	4,008	
Kansas	439		Hawaii	519	
<b>WEST NO. CENTRAL</b>	<b>2,683</b>	<b>9.6</b>	<b>PACIFIC</b>	<b>5,528</b>	<b>19.7</b>
Delaware	47		<b>UNITED STATES</b>	<b>27,891</b>	<b>99.6</b>
Maryland	932		U.S. Territories	27	
Washington, DC	163		Canada	40	
Virginia	600		Mexico	-	
West Virginia	21		Other International	39	
North Carolina	897		APO/FPO	3	
South Carolina	140				
Georgia	831				
Florida	1,231				
<b>SOUTH ATLANTIC</b>	<b>4,862</b>	<b>17.4</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>28,000</b>	<b>100.0</b>

## ADDITIONAL DATA

### ALLOCATED FOR TRADE SHOWS & CONVENTIONS:

600 copies of the January 2018 issue were printed for distribution at World Of Concrete in Las Vegas, NV (January 23 - 26 , 2018)  
750 copies of the June 2018 issue were printed for distribution at AIA Conference in New York City, NY (June 21 - 23, 2018)

### PARAGRAPH 1:

Qualified Paid Benefit of Membership subscriptions averaging 7,909 copies were sold to qualified recipients at the following subscription price: \$16.50.

### PARAGRAPH 3b:

Association rosters and directories include 74 sources of circulation for quantities of 1 copy or -% to 830 copies or 3.0%.  
Other sources include 2 sources of circulation for quantities of 3 copies or -% to 1,378 copies or 4.9%.

**AVERAGE ANNUAL ORDER PRICE: \$16.85**

### 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	June 26, 2018
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State	New York
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#### 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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.