

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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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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FIELD SERVED

The JOURNAL OF LIGHT CONSTRUCTION serves the field of residential and light commercial contractors, including builders/remodelers, builders and remodelers, general contractors, architects/designers, engineers/consultants/home inspectors, and subcontractors involved in the new construction and remodeling of residential and light commercial properties, as well as building materials dealers/distributors, construction technology students and instructors, and others allied to the field including professionals serving the industry.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are owners, partners, principals, construction supervisors, foremen, project managers, students, instructors, and other titled and non-titled personnel including company copies in the field. Also qualified are other paid circulation.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	754
Rotated or Occasional _____	-
*Allocated for Trade Shows and Conventions _____	875
Electronic _____	-
All Other _____	1,703
TOTAL	3,332

*See Paragraph 9

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	60,108	90.8	-	-	60,108	90.8
Sponsored Individually Addressed ____	4,877	7.4	-	-	4,877	7.4
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	500	0.8	-	-	500	0.8
Single Copy Sales _____	631	1.0	-	-	631	1.0
TOTAL QUALIFIED CIRCULATION	66,116	100.0	-	-	66,116	100.0

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____			-	67,194	67,194	April _____			-	65,617	65,617
February _____			-	67,664	67,664	May _____			-	65,218	65,218
March _____			-	66,598	66,598	June _____			-	64,406	64,406
						TOTAL					

*See Paragraph 9

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

This issue is 1.6% or 1,078 copies below the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Qualified Non-Paid	Qualified Paid	Owners, Partners or Principals	Construction Supervisor, Foreman, Project Managers	Other Titles And Titles Not Available
Builders/Remodelers, Builders, Remodelers, General Contractors, Subcontractors _____	43,715	67.0	-	43,715	35,648	4,381	3,686
Architects/Designers, Engineers/Consultants/Home Inspector, Building Product or Tool Dealer/Distributor/Manufacturer _____	6,596	10.1	-	6,596	4,438	760	1,398
Education, Real Estate/Insurance/Finance, Government/Institution/Association _____	2,825	4.3	-	2,825	704	436	1,684
Others Allied to the Field including Professionals Serving the Industry _____	9,887	15.2	-	9,887	82	48	9,757
Other Paid Circulation: Subscriptions _____	1,565	2.4	-	1,565	714	153	697
Single Copy Sales _____	630	1.0	-	630	-	-	630
TOTAL QUALIFIED CIRCULATION	65,218	100.0	-	65,218	41,586	5,778	17,852

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

Paid Source Information can be reported at the option of the publisher.

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	-	50,491	50,491	77.4
Individuals by name only _____	-	12,358	12,358	18.9
Titles or functions only _____	-	1,097	1,097	1.7
Company names only _____	-	178	178	0.3
Multi-Copy Same Addressee copies _____	-	464	464	0.7
Single Copy Sales _____	-	630	630	1.0
TOTAL QUALIFIED CIRCULATION	-	65,218	65,218	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009					
State & Zip Code	Qualified Non-Paid	Single Copy Sales	Qualified Paid	Total Qualified	Percent
039-049 Maine	-	31	1,130	1,130	
030-038 New Hampshire	-	36	1,155	1,155	
050-059 Vermont	-	25	932	932	
010-027 Massachusetts	-	121	4,614	4,614	
028-029 Rhode Island	-	-	542	542	
060-069 Connecticut	-	181	2,216	2,216	
NEW ENGLAND	-	394	10,589	10,589	16.2
100-149 New York	-	6	5,054	5,054	
070-089 New Jersey	-	24	2,152	2,152	
150-196 Pennsylvania	-	5	3,301	3,301	
MIDDLE ATLANTIC	-	35	10,507	10,507	16.1
430-459 Ohio	-	-	1,874	1,874	
460-479 Indiana	-	-	956	956	
600-629 Illinois	-	35	2,659	2,659	
480-499 Michigan	-	-	2,167	2,167	
530-549 Wisconsin	-	5	1,747	1,747	
EAST NO. CENTRAL	-	40	9,403	9,403	14.4
550-567 Minnesota	-	20	1,724	1,724	
500-528 Iowa	-	5	905	905	
630-658 Missouri	-	10	923	923	
580-588 North Dakota	-	-	159	159	
570-577 South Dakota	-	6	239	239	
680-693 Nebraska	-	25	500	500	
660-679 Kansas	-	-	559	559	
WEST NO. CENTRAL	-	66	5,009	5,009	7.7
197-199 Delaware	-	-	185	185	
206-219 Maryland	-	-	1,649	1,649	
200-205 Washington, DC	-	-	101	101	
220-246 Virginia	-	20	2,159	2,159	
247-268 West Virginia	-	-	247	247	
270-289 North Carolina	-	5	1,743	1,743	
290-299 South Carolina	-	-	626	626	
300-319 Georgia	-	-	1,108	1,108	
320-349 Florida	-	-	1,454	1,454	
SOUTH ATLANTIC	-	25	9,272	9,272	14.2

State & Zip Code	Qualified Non-Paid	Single Copy Sales	Qualified Paid	Total Qualified	Percent
400-427 Kentucky	-	-	437	437	
370-385 Tennessee	-	-	757	757	
350-369 Alabama	-	-	402	402	
386-397 Mississippi	-	-	197	197	
EAST SO. CENTRAL	-	-	1,793	1,793	2.7
716-729 Arkansas	-	-	241	241	
700-714 Louisiana	-	-	319	319	
730-749 Oklahoma	-	-	343	343	
750-799 Texas	-	-	1,769	1,769	
WEST SO. CENTRAL	-	-	2,672	2,672	4.1
590-599 Montana	-	-	618	618	
832-838 Idaho	-	-	364	364	
820-831 Wyoming	-	-	240	240	
800-816 Colorado	-	-	1,563	1,563	
870-884 New Mexico	-	-	316	316	
850-865 Arizona	-	-	554	554	
840-847 Utah	-	-	291	291	
889-898 Nevada	-	-	221	221	
MOUNTAIN	-	-	4,167	4,167	6.4
995-999 Alaska	-	6	518	518	
980-994 Washington	-	12	2,661	2,661	
970-979 Oregon	-	10	1,260	1,260	
900-961 California	-	42	6,778	6,778	
967-968 Hawaii	-	-	282	282	
PACIFIC	-	70	11,499	11,499	17.6
UNITED STATES	-	630	64,911	64,911	99.5
969 & 004-009 U.S. Territories	-	-	49	49	
Canada	-	-	221	221	
Mexico	-	-	-	-	
Other International	-	-	29	29	
APO/FPO	-	-	8	8	
TOTAL QUALIFIED CIRCULATION	-	630	65,218	65,218	100.0

TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD			
Includes gross subscription sales/orders with unpaid invoices pending.			
Average Annual Subscription Order Price: 12 issues for \$27.15	Total	Percent	
5. PRICES			
Offers (including ≥ 5% of Total Orders)			
12 Issues for \$19.99	14,492	48.4	
12 Issues for \$39.95	5,285	17.6	
24 Issues for \$64.95	2,108	7.0	
All Others (Average price: \$28.59)	8,083	27.0	
Total	29,968	100.0	

6. USE OF FREE PROMOTIONAL INCENTIVES		
	Total	Percent
Ordered without promotional incentive	29,889	99.7
Ordered with editorial promotional incentive	-	-
Ordered with other promotional incentive (See Paragraph 9)	79	0.3
Total	29,968	100.0

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2005	2006	2007	January - June 2008	July - December 2008*	January - June 2009*
Total Audit Average Qualified:	74,602	75,254	74,647	72,119	68,315	66,116
Qualified Non-Paid: _____	-	-	-	-	-	-
Qualified Paid: _____	74,602	75,254	74,647	72,119	68,315	66,116
Post Expire Copies included in Paid Circulation: _____	3.3 %	1.1 %	3.7 %	4.3 %	4.5 %	5.4 %
Average Annual Order Price:___	\$30.66	\$30.82	\$29.33	\$28.68	\$29.68	\$27.15

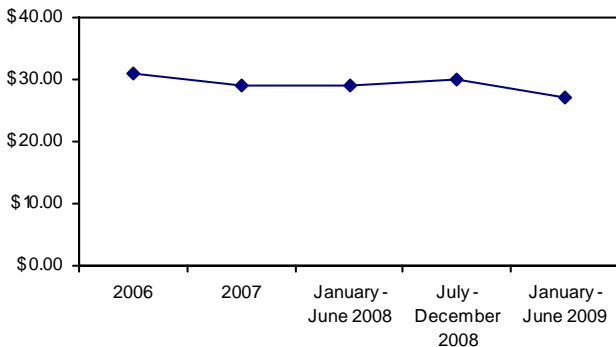
***NOTE: July 2008 - June 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. PAID CIRCULATION DATA

\$27.15	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

Average Annualized Subscription Price



8. ADDITIONAL DATA

AVERAGE NON-QUALIFIED CIRCULATION:

Issue	Show	Copies
January _____	International Builder's Show Las Vegas, NV	1,400
January _____	LBM Expo Boston, MA	750
March _____	JLC LIVE Show Providence, RI	3,000
May _____	Remodeling Leadership Conference Alexandria, VA	100

PARAGRAPH 2:

Additions and removals are not required for paid circulation.

PARAGRAPH 6:

79 subscriptions were sold with a baseball hat at no stated or advertised value.

PUBLISHER'S AFFIDAVIT

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

Rick Strachan, Publisher
Paul Ruess, Circulation Director

(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 circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed July 22, 2009
State Vermont
County Chittenden
Received by BPA Worldwide July 22, 2009
Type PJ
ID Number J035P0J9