

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.

Cygnus Business Media, Inc.
1233 Janesville Avenue
P.O. Box 803
Fort Atkinson, WI 53538-0803
Tel. No.: (800) 547-7377
Fax No.: (920) 563-1704
www.forresidentialpros.com/
magazine/kbdn

KITCHEN & BATH DESIGN NEWS provides industry news, expert opinions and product information to professionals in the design, construction and remodeling of kitchens and baths, as well as manufacturers and retailers of kitchen and bath products. Kitchen & Bath Design News is published monthly utilizing a large format tabloid design.

FIELD SERVED

KITCHEN & BATH DESIGN NEWS serves kitchen and bath dealers or specialists, designer/specifiers, and remodelers, wholesale distributors and "whotailers" of kitchen and bath products, interior designers or architects, wholesale-only distributor of kitchen & bath products, distributor/wholesaler of cabinet manufacturing and fabricating supplies, decorative hardware/plumbing showrooms, cabinet shop/retailers, kitchen cabinet/vanity manufacturers, countertop fabricators and other retailers of kitchen and bath products.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are owners, partners, and other corporate titles, staff designers, architects, managers, purchasing managers, merchandising managers, supervisors, marketing managers, sales managers and other related personnel.

CHANNELS

**KITCHEN & BATH
DESIGN NEWS**



6 Issues in the period
45,028 average circulation

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
KITCHEN & BATH DESIGN NEWS (6 issues in the period)	45,028	-	45,028
a. Print	37,000	-	37,000
b. Digital	8,028	-	8,028
1. Requested	8,028	-	8,028
2. Non-Requested	-	-	-

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	176
Advertiser and Agency	675
Allocated for Trade Shows and Conventions	400
All Other	495
TOTAL	1,746

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	45,028	100.0	45,028	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	45,028	100.0	45,028	100.0	-	-

1a. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - PRINT

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	37,000	100.0	37,000	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	37,000	100.0	37,000	100.0	-	-

1b. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - DIGITAL

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	8,028	100.0	8,028	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,028	100.0	8,028	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2014 Issue	Print	Digital	Total Qualified
January	37,000	7,877	44,877
February	37,000	7,952	44,952
March	37,000	7,939	44,939
April	37,000	8,159	45,159
May	37,000	8,222	45,222
June	37,000	8,022	45,022

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014
This issue is 0.5% or 232 copies above the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital
KITCHEN & BATH DESIGN/WHOTAIL/REMODEL/DESIGNER/ARCHITECT				
Kitchen & Bath Dealer/Specifier, Designer or Specialist	12,128	26.8	9,914	2,214
Wholesale Distributor/Retailer (Whotailer) of kitchen & bath products	6,474	14.3	5,524	950
Kitchen & Bath Remodeler	11,871	26.3	9,857	2,014
Interior Designer or Architect	6,421	14.2	4,899	1,522
DEALER/DESIGNER/SPECIALIST/WHOTAILER/REMODELER/INTERIOR DESIGNER/ARCHITECT SUB-TOTAL	36,894	81.6	30,194	6,700
DISTRIBUTORS/WHOLESALERS				
Wholesale-only Distributor of kitchen & bath products	660	1.5	498	162
Distributor/Wholesaler of cabinet manufacturing and fabricating supplies	797	1.8	656	141
Decorative Hardware/Plumbing Showroom	464	1.0	382	82
CABINET MANUFACTURING & FABRICATING				
Cabinet Shop/Retailer	2,303	5.1	1,936	367
Kitchen Cabinet/Vanity Manufacturer	2,418	5.3	1,931	487
Countertop Fabricator	1,686	3.7	1,403	283
TOTAL QUALIFIED CIRCULATION	45,222	100.0	37,000	8,222
PERCENT	100.0		81.8	18.2

Qualified recipients are owners, partners, and other corporate titles, staff designers, architects, managers, purchasing managers, merchandising managers, supervisors, marketing managers, sales managers and other related personnel.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	42,961	2,261	-	37,000	8,222	45,222	100.0
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	-	-	-	-	-	-	-
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	42,961	2,261	-	37,000	8,222	45,222	100.0
PERCENT	95.0	5.0	-	81.8	18.2	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	37,000	8,222	45,222	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	37,000	8,222	45,222	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July - December 2011	January - June 2012	July - December 2012	January - June 2013	July - December 2013	January - June 2014*
Total Audit Average Qualified:	49,056	45,019	45,669	43,896	44,696	45,028
Qualified Non-Paid:	49,056	45,019	45,669	43,896	44,696	45,028
Print:	46,021	40,018	40,018	38,000	37,000	37,000
Digital:	3,035	5,001	5,651	5,896	7,696	8,028
Qualified Paid:	-	-	-	-	-	-
Print:	-	-	-	-	-	-
Digital:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: January - June 2014 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	206	46	252		Kentucky	427	91	518	
New Hampshire	265	61	326		Tennessee	658	134	792	
Vermont	128	24	152		Alabama	396	72	468	
Massachusetts	978	205	1,183		Mississippi	179	28	207	
Rhode Island	132	26	158		EAST SO. CENTRAL	1,660	325	1,985	4.4
Connecticut	715	127	842		Arkansas	281	41	322	
NEW ENGLAND	2,424	489	2,913	6.4	Louisiana	372	62	434	
New York	2,253	505	2,758		Oklahoma	341	85	426	
New Jersey	1,329	283	1,612		Texas	1,651	421	2,072	
Pennsylvania	1,866	343	2,209		WEST SO. CENTRAL	2,645	609	3,254	7.2
MIDDLE ATLANTIC	5,448	1,131	6,579	14.5	Montana	186	38	224	
Ohio	1,464	246	1,710		Idaho	228	41	269	
Indiana	900	171	1,071		Wyoming	69	11	80	
Illinois	1,872	350	2,222		Colorado	737	164	901	
Michigan	1,328	272	1,600		New Mexico	194	40	234	
Wisconsin	989	220	1,209		Arizona	573	156	729	
EAST NO. CENTRAL	6,553	1,259	7,812	17.3	Utah	295	58	353	
Minnesota	864	176	1,040		Nevada	188	42	230	
Iowa	555	97	652		MOUNTAIN	2,470	550	3,020	6.7
Missouri	794	156	950		Alaska	88	15	103	
North Dakota	127	30	157		Washington	923	212	1,135	
South Dakota	152	32	184		Oregon	527	119	646	
Nebraska	329	59	388		California	4,050	875	4,925	
Kansas	385	85	470		Hawaii	140	22	162	
WEST NO. CENTRAL	3,206	635	3,841	8.5	PACIFIC	5,728	1,243	6,971	15.4
Delaware	143	26	169		UNITED STATES	36,956	7,872	44,828	99.1
Maryland	661	146	807		U.S. Territories	42	20	62	
Washington, DC	40	17	57		Canada	-	294	294	
Virginia	912	219	1,131		Mexico	-	5	5	
West Virginia	126	21	147		Other International	-	30	30	
North Carolina	1,096	255	1,351		APO/FPO	2	1	3	
South Carolina	504	96	600						
Georgia	877	217	1,094						
Florida	2,463	634	3,097						
SOUTH ATLANTIC	6,822	1,631	8,453	18.7					
					TOTAL QUALIFIED CIRCULATION	37,000	8,222	45,222	100.0

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's 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.

PUBLISHER'S AFFIDAVIT

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

Mark Taussig, Publisher
 Tammy Steller, Audience Development Manager

(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 July 14, 2014
 State Wisconsin
 County Jefferson
 Received by BPA Worldwide July 14, 2014
 Type BD
 ID Number K005B0J4

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.