

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.: (920) 563-6388
Fax No.: (920) 563-1702
<http://www.forresidentialpros.com/magazine/qr>

QUALIFIED REMODELER magazine features residential remodeling projects, products and profits. The magazine informs remodelers on the latest trends in residential design for exterior, interior, kitchen and bath projects. Additionally, it reports on building products and tools and provides expert advice on business management, sales and marketing practices pertinent to the remodeling community.

FIELD SERVED

QUALIFIED REMODELER serves residential and commercial remodeling contractors, residential remodeling contractors, commercial remodeling contractors, residential kitchen and bath specialists, general contractors engaged in residential remodeling, architectural firms engaged in remodeling activities, and others.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are presidents, owners, partners, CEOs, corporate executives, vice presidents, controllers, treasurers, finance directors, general managers, project managers, designers, construction supervisors, foremen, purchasing directors, salespersons/estimators or other managers or titled personnel.

PURPOSE

The Supplementary data reported herein contains a multiple analysis of qualified recipients who indicated the products that they buy and/or specify.

CHANNELS

QUALIFIED REMODELER MAGAZINE



6 Issues in the period
85,318 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
QUALIFIED REMODELER MAGAZINE (6 issues in the period)	85,318	-	85,318
a. Print	71,800	-	71,800
b. Digital	13,518	-	13,518
1. Requested	13,518	-	13,518
2. Non-Requested	-	-	-

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:	67,809	16,896	-	71,704	13,001	84,705	99.9
II. Request from recipient's company:	96	-	-	96	-	96	0.1
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	67,905	16,896	-	71,800	13,001	84,801	100.0
PERCENT	80.1	19.9	-	84.7	15.3	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	71,800	13,001	84,801	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	71,800	13,001	84,801	100.0

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
	July - December 2011	January - June 2012	July - December 2012	January - June 2013	July - December 2013*	January - June 2014*
Total Audit Average Qualified:	84,939	86,678	87,582	84,256	86,113	85,318
Qualified Non-Paid:	84,939	86,678	87,582	84,256	86,113	85,318
Print:	80,810	80,800	80,800	76,800	71,800	71,800
Digital:	4,129	5,878	6,782	7,456	14,313	13,518
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: July 2013 – June 2014 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

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

BSJ

ID Number

Q001B0J4

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.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	39
Advertiser and Agency Allocated for Trade Shows and Conventions	1,354
	117
All Other	322
TOTAL	1,832

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	85,318	100.0	85,318	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	85,318	100.0	85,318	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2014 Issue	Print	Digital	Total Qualified
January	71,800	14,110	85,910
February	71,800	14,027	85,827
March	71,800	14,053	85,853
April	71,800	13,970	85,770
May	71,800	13,001	84,801
June	71,800	11,945	83,745

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	71,800	100.0	71,800	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	71,800	100.0	71,800	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	13,518	100.0	13,518	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	13,518	100.0	13,518	100.0	-	-

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014
This issue is 0.7% or 620 copies below the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	ANNUAL INSTALLED SALES VOLUME ANALYSIS (Labor, Materials, Overhead, and Profit)					Sales Volume Not Available
					\$10 Million and Over	\$5 Million to \$9,999,999	\$1 Million to \$4,999,999	\$500,000 to \$999,999	\$499,999 and Under	
1. Residential and Commercial Remodeling Contractors, Residential Remodeling Contractors, Commercial Remodeling Contractors, Residential Kitchen and Bath Specialists, General Contractors Engaged in Residential Remodeling, Architectural Firms Engaged in Remodeling Activities, and Others	84,801	100.0	71,800	13,001	6,541	5,985	26,707	17,676	24,595	3,297
TOTAL QUALIFIED CIRCULATION	84,801	100.0	71,800	13,001	6,541	5,985	26,707	17,676	24,595	3,297
PERCENT			84.7	15.3	7.7	7.1	31.5	20.8	29.0	3.9

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	CLASSIFICATION BY TITLE				
					President, Owner, Partner, CEO	Corporate Executive, Vice President, Controller, Treasurer, Financial Director	General Manager, Project Manager, Designer, Construction Supervisor, Foreman	Purchasing Director, Salesperson/ Estimator or other Manager or Titled Personnel	
1. Residential and Commercial Remodeling Contractors, Residential Remodeling Contractors, Commercial Remodeling Contractors, Residential Kitchen and Bath Specialists, General Contractors Engaged in Residential Remodeling, Architectural Firms Engaged in Remodeling Activities, and Others	84,801	100.0	71,800	13,001	60,378	5,123	13,106	6,194	
TOTAL QUALIFIED CIRCULATION	84,801	100.0	71,800	13,001	60,378	5,123	13,106	6,194	
PERCENT			84.7	15.3	71.2	6.0	15.5	7.3	

SUPPLEMENTARY DATA - PRODUCT SPECIFIERS

This is a multiple analysis of 84,598 or 99.8% respondents who indicated the products that they buy and/or specify. Since any recipient may have checked more than one response, the total of each of these products should not be added together as the total will exceed the total circulation. This data is presented for statistical and marketing purposes only.

SUPPLEMENTAL DATA	TOTAL QUALIFIED	PERCENT OF TOTAL	TOTAL RESPONDENTS	WINDOWS	DOORS	ROOFING	SIDING	CABINETS	PLUMBING FIXTURES/ FAUCETS	KITCHEN APPLI-ANCES	LOCKSETS/ HARDWARE	HVAC	FLOORS	TILE	LAMINATE/ SOLID SURFACE	TUB/ SHOWER SURROUND/ WHIRL- POOLS	INSULATION	LIGHTING	FIREPLACES	HOME AUTO- MATION	SUN- SPACES/ SKYLIGHTS	GARAGE DOORS/ OPENERS	GUTTERS & DOWN- SPOUTS	KITCHEN SINKS	GREEN/ SUSTAIN- ABLE PRODUCTS	POWER TOOLS/ HAND TOOLS	DECKS	TRUCKS/ COMMER- CIAL VANS	FINANCIAL SERVICES	NONE
TOTAL QUALIFIED CIRCULATION	84,801	100.0	84,598	62,024	62,365	54,969	55,546	65,305	60,258	53,948	56,348	43,905	58,934	59,164	57,757	55,426	53,607	55,530	45,497	37,342	44,720	45,443	48,167	57,975	49,218	52,173	49,350	38,549	21,580	2,704
PERCENT	100.0		99.8	73.1	73.5	64.8	65.5	77.0	71.1	63.6	66.4	51.8	69.5	69.8	68.1	65.4	63.2	65.5	53.7	44.0	52.7	53.6	56.8	68.4	58.0	61.5	58.2	45.5	25.4	3.2