

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 Official Publication of: National Association of Home Builders. **BUILDER** is a leading brand in the residential construction industry and delivers a strategic platform of data and media products to enhance your marketing objectives. With over 35 years of journalistic excellence, **BUILDER** is the trusted source for top builders, architects and other industry professionals in print, online, and in person.

FIELD SERVED

BUILDER serves professionals in the building construction, housing and light construction market, Architectural firms; Builders; Builder-Developers, General Contractors & Remodelers engaged in building activities; Mobile or Modular or Sectional Home Manufacturers; Realty, Building Materials Dealer, Wholesaler who act as Builder and/or General Contractor; and Special Trade Contractors and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are Owners, Partners, Corporate Executives, Directors or General Managers; Architects, Designers or Engineers; Construction Managers or Superintendents, Purchasing Agents or Buyers, or other Construction Managers; Sales and Marketing Managers, other Management personnel, Carpenters, Draftsman, Salesmen and other titled and non-titled personnel including company copies in field served.

CHANNELS

BUILDER MAGAZINE



6 Issues in the period
118,835 average circulation

EXECUTIVE SUMMARY

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

| | Non-Paid | Paid | Average |
|--|----------|--------|---------|
| BUILDER MAGAZINE (6 issues in the period) | 78,833 | 40,002 | 118,835 |
| a. Print | 54,702 | 40,002 | 94,704 |
| b. Digital | 24,131 | - | 24,131 |
| 1. Requested | 24,131 | - | 24,131 |
| 2. Non-Requested | - | - | - |

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017

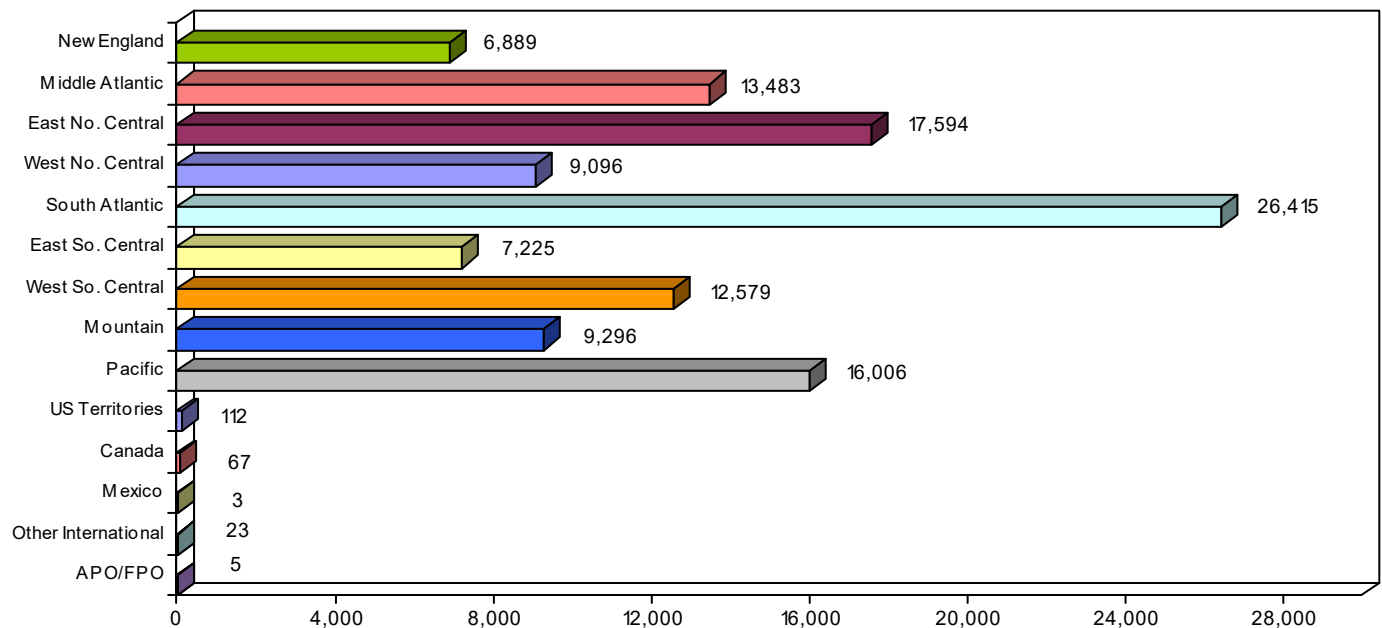
| QUALIFICATION SOURCE | Qualified Within | | | | | Qualified Non-Paid | Qualified Paid | Total Qualified | Percent |
|---|------------------|--------------|---------|---------------|---------------|--------------------|----------------|-----------------|--------------|
| | 1 Year | 2 Years | 3 Years | Print | Digital | | | | |
| I. Direct Request: | 73,553 | 5,934 | - | 55,401 | 24,086 | 78,962 | 525 | 79,487 | 66.9 |
| II. Request from recipient's company: | - | - | - | - | - | - | - | - | - |
| III. Membership Benefit: | 36,371 | 2,935 | - | 39,306 | - | - | 39,306 | 39,306 | 33.1 |
| 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 | 109,924 | 8,869 | - | 94,707 | 24,086 | 78,962 | 39,831 | 118,793 | 100.0 |
| PERCENT | 92.5 | 7.5 | - | 80.0 | 20.0 | 66.5 | 33.5 | 100.0 | |

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017

| State | Print | Digital | Non-Paid | Paid | Total Qualified | Percent | State | Print | Digital | Non-Paid | Paid | Total Qualified | Percent |
|-------------------------|---------------|--------------|---------------|--------------|-----------------|-------------|-------------------------|---------------|---------------|---------------|---------------|-----------------|-------------|
| Maine | 426 | 179 | 549 | 56 | 605 | | Kentucky | 1,674 | 229 | 879 | 1,024 | 1,903 | |
| New Hampshire | 610 | 183 | 590 | 203 | 793 | | Tennessee | 1,710 | 394 | 1,266 | 838 | 2,104 | |
| Vermont | 310 | 80 | 303 | 87 | 390 | | Alabama | 2,155 | 260 | 878 | 1,537 | 2,415 | |
| Massachusetts | 1,987 | 700 | 2,072 | 615 | 2,687 | | Mississippi | 715 | 88 | 340 | 463 | 803 | |
| Rhode Island | 586 | 97 | 354 | 329 | 683 | | EAST SO. CENTRAL | 6,254 | 971 | 3,363 | 3,862 | 7,225 | 6.1 |
| Connecticut | 1,284 | 447 | 1,374 | 357 | 1,731 | | Arkansas | 628 | 138 | 492 | 274 | 766 | |
| NEW ENGLAND | 5,203 | 1,686 | 5,242 | 1,647 | 6,889 | 5.8 | Louisiana | 2,553 | 186 | 601 | 2,138 | 2,739 | |
| New York | 4,009 | 1,314 | 4,585 | 738 | 5,323 | | Oklahoma | 1,225 | 184 | 590 | 819 | 1,409 | |
| New Jersey | 2,172 | 797 | 2,568 | 401 | 2,969 | | Texas | 6,264 | 1,401 | 4,657 | 3,008 | 7,665 | |
| Pennsylvania | 4,178 | 1,013 | 3,551 | 1,640 | 5,191 | | WEST SO. CENTRAL | 10,670 | 1,909 | 6,340 | 6,239 | 12,579 | 10.6 |
| MIDDLE ATLANTIC | 10,359 | 3,124 | 10,704 | 2,779 | 13,483 | 11.3 | Montana | 642 | 141 | 429 | 354 | 783 | |
| Ohio | 3,106 | 900 | 2,999 | 1,007 | 4,006 | | Idaho | 640 | 138 | 483 | 295 | 778 | |
| Indiana | 1,849 | 465 | 1,543 | 771 | 2,314 | | Wyoming | 169 | 45 | 160 | 54 | 214 | |
| Illinois | 2,978 | 1,088 | 3,566 | 500 | 4,066 | | Colorado | 1,665 | 608 | 1,669 | 604 | 2,273 | |
| Michigan | 3,606 | 917 | 2,958 | 1,565 | 4,523 | | New Mexico | 1,219 | 111 | 392 | 938 | 1,330 | |
| Wisconsin | 2,132 | 553 | 1,810 | 875 | 2,685 | | Arizona | 1,357 | 500 | 1,638 | 219 | 1,857 | |
| EAST NO. CENTRAL | 13,671 | 3,923 | 12,876 | 4,718 | 17,594 | 14.8 | Utah | 1,081 | 222 | 745 | 558 | 1,303 | |
| Minnesota | 1,864 | 489 | 1,703 | 650 | 2,353 | | Nevada | 567 | 191 | 627 | 131 | 758 | |
| Iowa | 1,217 | 258 | 993 | 482 | 1,475 | | MOUNTAIN | 7,340 | 1,956 | 6,143 | 3,153 | 9,296 | 7.8 |
| Missouri | 1,386 | 380 | 1,282 | 484 | 1,766 | | Alaska | 374 | 80 | 244 | 210 | 454 | |
| North Dakota | 577 | 75 | 227 | 425 | 652 | | Washington | 3,611 | 560 | 1,732 | 2,439 | 4,171 | |
| South Dakota | 561 | 64 | 239 | 386 | 625 | | Oregon | 1,528 | 322 | 1,072 | 778 | 1,850 | |
| Nebraska | 608 | 165 | 631 | 142 | 773 | | California | 6,339 | 2,681 | 8,220 | 800 | 9,020 | |
| Kansas | 1,197 | 255 | 800 | 652 | 1,452 | | Hawaii | 378 | 133 | 376 | 135 | 511 | |
| WEST NO. CENTRAL | 7,410 | 1,686 | 5,875 | 3,221 | 9,096 | 7.7 | PACIFIC | 12,230 | 3,776 | 11,644 | 4,362 | 16,006 | 13.5 |
| Delaware | 265 | 77 | 269 | 73 | 342 | | UNITED STATES | 94,587 | 23,996 | 78,819 | 39,764 | 118,583 | 99.8 |
| Maryland | 1,807 | 559 | 1,972 | 394 | 2,366 | | U.S. Territories | 67 | 45 | 95 | 17 | 112 | |
| Washington, DC | 124 | 69 | 182 | 11 | 193 | | Canada | 45 | 22 | 22 | 45 | 67 | |
| Virginia | 2,720 | 754 | 2,512 | 962 | 3,474 | | Mexico | - | 3 | 3 | - | 3 | |
| West Virginia | 445 | 78 | 298 | 225 | 523 | | Other International | 5 | 18 | 18 | 5 | 23 | |
| North Carolina | 5,951 | 815 | 2,722 | 4,044 | 6,766 | | APO/FPO | 3 | 2 | 5 | - | 5 | |
| South Carolina | 1,602 | 356 | 1,190 | 768 | 1,958 | | | | | | | | |
| Georgia | 3,101 | 730 | 2,485 | 1,346 | 3,831 | | | | | | | | |
| Florida | 5,435 | 1,527 | 5,002 | 1,960 | 6,962 | | | | | | | | |
| SOUTH ATLANTIC | 21,450 | 4,965 | 16,632 | 9,783 | 26,415 | 22.2 | | | | | | | |

TOTAL QUALIFIED CIRCULATION 94,707 24,086 78,962 39,831 118,793 100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



ADDITIONAL DATA

METHOD OF DISTRIBUTION:

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

AVERAGE NON-QUALIFIED CIRCULATION:

ALLOCATED FOR TRADE SHOW AND CONVENTIONS:

| 2017 Issue | Show | Location | # of Copies |
|------------|----------------------|-----------------|-------------|
| September | Builder Connections | Dallas, TX | 50 |
| September | Builders Choice CHDA | Washington, DC | 200 |
| November | Greenbuild | Boston, MA | 1,000 |
| December | Hanley Award | Los Angeles, CA | 200 |
| December | HIVE Conference | Los Angeles, CA | 150 |

PARAGRAPH 1:

Qualified Paid Membership Benefit averaging 39,466 copies were sold at \$15.00 to qualified recipients.

AVERAGE ANNUAL ORDER PRICE:

The Average Annual Order price is \$15.48.

PUBLISHER'S AFFIDAVIT

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

Paul Tourbaf, Group President, Residential Construction
Diana Turco, Audience Marketing & Circulation 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 | January 10, 2018 |
| State | DC |
| County | Washington |
| Revised | January 10, 2018 |
| Type | PJ |
| ID Number | B039B0D7 |

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 | 590 |
| Advertiser and Agency | 1,566 |
| *Allocated for Trade Shows and Conventions | 279 |
| All Other | 837 |
| TOTAL | 3,272 |

*See Additional Data

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

| QUALIFIED CIRCULATION | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
|------------------------------------|-----------------|--------------|--------------------|-------------|----------------|-------------|
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual | 79,369 | 66.8 | 78,833 | 66.3 | 536 | 0.5 |
| Sponsored Individually Addressed | - | - | - | - | - | - |
| *Membership Benefit | 39,466 | 33.2 | - | - | 39,466 | 33.2 |
| Multi-Copy Same Addressee | - | - | - | - | - | - |
| Single Copy Sales | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 118,835 | 100.0 | 78,833 | 66.3 | 40,002 | 33.7 |

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

| 2017 Issue | Print | Digital | Qualified Non-Paid | Qualified Paid | Total Qualified |
|------------|--------|---------|--------------------|----------------|-----------------|
| July | 94,640 | 24,157 | 78,693 | 40,104 | 118,797 |
| August | 94,756 | 24,148 | 78,084 | 40,820 | 118,904 |
| September | 94,683 | 24,106 | 79,213 | 39,576 | 118,789 |
| October | 94,716 | 24,083 | 79,085 | 39,714 | 118,799 |
| November | 94,707 | 24,086 | 78,962 | 39,831 | 118,793 |
| December | 94,719 | 24,208 | 78,960 | 39,967 | 118,927 |

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017

This issue is -% or 50 copies below the average of the other 5 issues reported in Paragraph 2.

This publication conforms to the uniform business/industry/occupational breakout which was developed by the BPA Worldwide advertiser, agency and publisher committee for section (a) of the Building Construction Market in October 1978, requiring participating publications to report their circulation on a comparable basis by December 1981. A copy of the comparability brochure can be obtained from BPA Worldwide.

| BUSINESS AND INDUSTRY (See Note 2) | TOTAL QUALIFIED | PERCENT OF TOTAL | CLASSIFICATION BY TITLE | | | | | | | | | | | | | | |
|--|-----------------|------------------|-------------------------|---------------|--------------------|----------------|---------------|------------|------------------------------------|--|-----------------------------------|---|-------------------------|----------------------------|--|--------------|----------------------------------|
| | | | Print | Digital | QUALIFIED NON-PAID | QUALIFIED PAID | ASSOCIATION | DIRECT | SUBSCRIPTIONS IN COMPANY NAME ONLY | OWNERS, PARTNERS, CORPORATE EXECUTIVES, DIRECTORS GENERAL MANAGERS | ARCHITECTS, DESIGNERS & ENGINEERS | CONSTRUCTION MANAGER OR SUPERINTENDENT, PURCHASING AGENT OR BUYER, OR OTHER CONSTRUCTION MANAGERS | SALES & MARKETING MGMT. | OTHER MANAGEMENT PERSONNEL | CARPENTERS, DRAFTSMEN, SALESMEN & OTHER CONSTRUCTION EMPLOYEES | OTHER TITLES | TITLE NOT AVAILABLE (See Note 1) |
| 1. Architectural Firms, Architectural-Engineering Firms, Architects & Architect-Engineers, Designers of Homes | 5,362 | 4.5 | 2,663 | 2,699 | 2,701 | 2,661 | 2,538 | 123 | - | 3,058 | 1,120 | 77 | 128 | 95 | 22 | - | 862 |
| 2. Builders, Builder-Developers, General Contractors & Remodelers engaged in Building activities; Mobile or Modular or Sectional Home Manufacturers; Realty, Building Material Dealers, Wholesalers who act as Builders and/or General Contractors | 112,010 | 94.3 | 92,000 | 20,010 | 74,884 | 37,126 | 36,768 | 358 | - | 81,792 | 2,637 | 6,722 | 4,792 | 4,807 | 1,837 | - | 9,423 |
| 10. Special Trade Contractors engaged in parts of the work on buildings such as Carpentry, Plumbing & Electrical | 1,421 | 1.2 | 44 | 1,377 | 1,377 | 44 | - | 44 | - | 1,085 | 41 | 81 | 78 | 71 | 63 | - | 2 |
| TOTAL QUALIFIED CIRCULATION | 118,793 | 100.0 | 94,707 | 24,086 | 78,962 | 39,831 | 39,306 | 525 | - | 85,935 | 3,798 | 6,880 | 4,998 | 4,973 | 1,922 | - | 10,287 |

Note 1: Title not available includes NAHB members who have not completed title information on membership form.
Note 2: Non-Comparable additional data reported at the Publisher's option.