

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2009
(Including Supplementary Data)**

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.

Two Corporate Drive, Ninth Floor
Shelton, CT USA 06484-6259
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

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Reed Business Information
2000 Clearwater Dr
Oak Brook, IL 60523
Tel.: (630) 288-8160
Fax: (630) 288-8145
www.HousingZone.com

Official Publication of: None
Established: 1936
Issues Per Year: 12
(See Paragraph 9)



FIELD SERVED

PROFESSIONAL BUILDER serves firms in the housing and light construction market; Builders, Builder-Developers, General Contractors engaged in Residential Home Building activities; Specialty Trade Contractors; Architectural Firms, Architectural Engineering Firms, Architects or Architect-Engineers or Designers of Homes; and Manufactured or Modular Home Manufacturers.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are those with Corporate Manager, Architect, Design & Engineer; Construction and Purchasing; Sales and Marketing or other titles as shown in Paragraph 3a. These recipients buy, specify or influence the selection of building materials, products and equipment as indicated in Paragraph 3a.

PURPOSE

Included herein is an analysis of the types of residential building activity performed by the recipients company.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	413
Advertiser and Agency _____	814
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	417
Digital _____	-
All Other _____	834
TOTAL	2,478

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	112,847	100.0	112,847	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	112,847	100.0	112,847	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD															
2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	425	451	101,662	11,084			112,746	October____	71	111	101,047	11,940			112,987
August ____	217	247	101,261	11,515			112,776	November__	19,971	19,786	100,222	12,580			112,802
September_	507	678	100,678	12,269			112,947	December__	234	260	100,382	12,446			112,828
								TOTAL	21,425	21,533					

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009
 This issue is -% or 55 copies below the average of the other 5 issues reported in Paragraph two.

TITLE	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Recipients Who Buy, Specify, or Influence the Selection of Building Materials, Products and Equipment
Corporate Managers (Note 1) _____	99,102	87.9	89,523	9,579	99,102
Architects, Designers, & Engineers (Note 2) _____	6,585	5.8	4,844	1,741	6,585
Purchasing, Sales & Marketing Management, Construction and Other Titled Personnel (Note 3) ____	7,115	6.3	5,855	1,260	7,115
TOTAL QUALIFIED CIRCULATION	112,802	100.0	100,222	12,580	112,802
PERCENT	100.0		88.8	11.2	100.0

Note 1: Corporate Manager titles include Owners, Presidents, Partners, Vice Presidents, VP of Construction, VP of Purchasing, Purchasing Directors/Managers, Directors, General Managers and other Corporate Manager titles.

Note 2: Architect, Design & Engineering titles include Design Managers, Civil Engineers, Interior Designers, Facilities Engineers, Manufacturing Engineer, Project Architects, Senior Architects, Mechanical Engineers, Senior Architects/Engineers/Designers and other Architect, Designer and Engineer titles.

Note 3: Construction and Purchasing titles include Construction Managers, Foremen, Estimators, Purchasing Agents and other Construction and Purchasing personnel.

SUPPLEMENTARY DATA: TYPE OF RESIDENTIAL BUILDING ACTIVITIES COMPANY IS ENGAGED IN
 See question used to elicit these data on the back of this report. This is an analysis of the type of residential building activity engaged in by the companies of the 112,802 or 100% of recipients. Since any one respondent may have checked more than one response, the totals for each response should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes.

TYPE OF RESIDENTIAL BUILDING ACTIVITIES COMPANY IS ENGAGED IN	TOTAL RESPONDENTS
Builder, Builder-Developer or General Contractor engaged in residential home building activities, Single Family Home Building, Multi Family Home Building, Manufactured or Modular Home Manufacturing, Specialty Trade Contractor _____	103,343
Land Development _____	15,984
Architectural Firm, Architectural-Engineering Firm, Architect or Architect-Engineer or Designer of Homes _____	21,276
TOTAL RESPONDENTS	112,802

ADDITIONAL DATA: NUMBER OF SINGLE FAMILY HOMES YOUR COMPANY BUILDS ANNUALLY

NUMBER OF SINGLE FAMILY HOMES YOUR COMPANY BUILDS ANNUALLY	TOTAL
1-50 _____	64,327
51-100 _____	2,612
101-500 _____	3,615
501-1,000 _____	837
1,001 or more _____	1,344
No Response _____	40,067
TOTAL QUALIFIED CIRCULATION	112,802

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

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years						
I. TOTAL - Direct Request:	78,114	32,787	-	98,321	12,580			110,901	98.3
a. Written	24,815	9,531	-	33,556	790			34,346	30.4
b. Telecommunication	21,803	14,189	-	32,545	3,447			35,992	31.9
c. Electronic	31,496	9,067	-	32,220	8,343			40,563	36.0
II. TOTAL - Request from recipient's company:	977	924	-	1,901	-			1,901	1.7
a. Written	198	220	-	418	-			418	0.4
b. Telecommunication	779	704	-	1,483	-			1,483	1.3
c. Electronic	-	-	-	-	-			-	-
III. TOTAL - Membership Benefit:	-	-	-	-	-			-	-
a. Individual	-	-	-	-	-			-	-
b. Organizational	-	-	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request):	-	-	-	-	-			-	-
a. Written	-	-	-	-	-			-	-
b. Telecommunication	-	-	-	-	-			-	-
c. Electronic	-	-	-	-	-			-	-
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. TOTAL - Single Copy Sales:	-	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	79,091	33,711	-	100,222	12,580			112,802	100.0
PERCENT	70.1	29.9	-	88.8	11.2			100.0	

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

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	100,222	12,580			112,802	100.0
Individuals by name only	-	-			-	-
Titles or functions only	-	-			-	-
Company names only	-	-			-	-
Multi-Copy Same Addressee copies	-	-			-	-
Single Copy Sales	-	-			-	-
TOTAL QUALIFIED CIRCULATION	100,222	12,580			112,802	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
039-049 Maine	521	64	585	
030-038 New Hampshire	618	54	672	
050-059 Vermont	359	36	395	
010-027 Massachusetts	2,390	294	2,684	
028-029 Rhode Island	417	43	460	
060-069 Connecticut	1,681	166	1,847	
NEW ENGLAND	5,986	657	6,643	5.9
100-149 New York	5,468	615	6,083	
070-089 New Jersey	3,195	344	3,539	
150-196 Pennsylvania	4,938	449	5,387	
MIDDLE ATLANTIC	13,601	1,408	15,009	13.3
430-459 Ohio	3,982	387	4,369	
460-479 Indiana	2,162	231	2,393	
600-629 Illinois	4,799	564	5,363	
480-499 Michigan	3,730	354	4,084	
530-549 Wisconsin	2,862	280	3,142	
EAST NO. CENTRAL	17,535	1,816	19,351	17.1
550-567 Minnesota	2,344	258	2,602	
500-528 Iowa	1,360	116	1,476	
630-658 Missouri	2,190	192	2,382	
580-588 North Dakota	370	27	397	
570-577 South Dakota	393	30	423	
680-693 Nebraska	851	83	934	
660-679 Kansas	1,121	102	1,223	
WEST NO. CENTRAL	8,629	808	9,437	8.4
197-199 Delaware	315	39	354	
206-219 Maryland	2,166	237	2,403	
200-205 Washington, DC	177	38	215	
220-246 Virginia	2,683	318	3,001	
247-268 West Virginia	373	35	408	
270-289 North Carolina	3,743	408	4,151	
290-299 South Carolina	1,627	172	1,799	
300-319 Georgia	2,880	355	3,235	
320-349 Florida	6,878	905	7,783	
SOUTH ATLANTIC	20,842	2,507	23,349	20.7

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
400-427 Kentucky	1,136	117	1,253	
370-385 Tennessee	1,917	204	2,121	
350-369 Alabama	1,208	112	1,320	
386-397 Mississippi	533	47	580	
EAST SO. CENTRAL	4,794	480	5,274	4.7
716-729 Arkansas	666	70	736	
700-714 Louisiana	940	93	1,033	
730-749 Oklahoma	1,035	101	1,136	
750-799 Texas	6,232	869	7,101	
WEST SO. CENTRAL	8,873	1,133	10,006	8.9
590-599 Montana	584	62	646	
832-838 Idaho	703	76	779	
820-831 Wyoming	233	17	250	
800-816 Colorado	2,277	309	2,586	
870-884 New Mexico	618	82	700	
850-865 Arizona	1,655	258	1,913	
840-847 Utah	941	118	1,059	
889-898 Nevada	577	91	668	
MOUNTAIN	7,588	1,013	8,601	7.6
995-999 Alaska	309	33	342	
980-994 Washington	2,238	287	2,525	
970-979 Oregon	1,284	169	1,453	
900-961 California	8,010	1,228	9,238	
967-968 Hawaii	425	62	487	
PACIFIC	12,266	1,779	14,045	12.4
UNITED STATES	100,114	11,601	111,715	99.0
969 & 004-009 U.S. Territories	104	58	162	
Canada	-	332	332	
Mexico	-	31	31	
Other International	-	555	555	
APO/FPO	4	3	7	
TOTAL QUALIFIED CIRCULATION	100,222	12,580	112,802	100.0

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

	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2006	2007	January - June 2008	July - December 2008	January - June 2009*	July - December 2009*
6-Month Period Ended:						
Total Audit Average Qualified	127,010	126,705	122,323	120,872	112,678	112,847
Qualified Non-Paid Total	127,010	126,705	122,323	120,872	112,678	112,847
Print Version Only	124,331	121,555	115,608	112,886	102,850	100,875
Digital Version Only	2,679	5,150	6,715	7,986	9,828	11,972
Qualified Paid Total	-	-	-	-	-	-
Print Version Only	-	-	-	-	-	-
Digital Version Only	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	**NC	**NC	**NC	**NC	**NC	**NC

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

**NC = None Claimed.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Print Version Only

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	100,875	100.0	100,875	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	100,875	100.0	100,875	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Digital Version Only

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	11,972	100.0	11,972	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11,972	100.0	11,972	100.0	-	-

8. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year (See Paragraph 9)
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. 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 who request the digital version are notified via email when the version is available.

CHANGE IN FREQUENCY:

Effective with the January 2009 issue, Professional Builder changed its frequency from 13 to 12 issues per year.

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.

QUESTIONNAIRE USED BY PUBLISHER TO ELICIT SUPPLEMENTARY DATA:

Business Information, P.O. Box 7826 • Highlands Ranch, Colorado 80153

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 Digital (Please provide your email address) Print

D Which of the following residential building activities are performed by your company? (Check ALL that apply)

- 1 Single Family Home Building
- 2 Multi Family Home Building
- 3 Land Development
- 4 Architecture or Engineering
- 5 Manufacturer or Modular Home Manufacturing
- 6 Specialty Trade Contractor
- 7 None of the above

E How many Single-Family homes does your company build per year?
30/ _____ (Number of Single-Family Homes built per year)

How many of these are Custom Homes?
31/ _____ (Number of Custom Homes built per year)

F What is the square footage of homes built by your company? (Check ALL that apply)

- 100 4,001 sq ft or more
- 2 501 - 4,000 sq ft
- 3 1,501 - 2,500 sq ft
- 103 1,500 sq ft or less
- 104 My company does not build homes.

G Are you or someone in your company a member of the National Association of Home Builders (NAHB)?
110 Yes
111 No

H Which publications do you receive? (Check ALL that apply)

- 120 Builder
- 121 Custom Home
- 122 Big Builder
- 123 None of the above

I In addition to your magazine subscription, which of the following FREE e-newsletters would you receive?

- 130 Great Home Newsletter (Twice monthly)
- 131 Builders' Weekly Newsletter (Weekly)
- 132 Decking and Outdoor Living Newsletter (Monthly)
- 133 Exterior Products Newsletter (Monthly)
- 134 Windows and Doors (Monthly)
- 135 Custom Builder Update (Twice monthly)
- 136 Remodelers' Update (Twice monthly)
- 137 Architects' Monthly (Monthly)
- 138 Housing Giants (Twice monthly digital publication for high-income home builders)
- 139 HZTV Product showcase (Monthly)

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The publisher reserves the right to serve only those individuals who meet the publication qualifications.

PUBLISHER'S AFFIDAVIT

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

Angela Tanner, Audience Marketing Manager

Dean Horowitz, General Manager - Reed Construction Media

(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 January 12, 2010

State Illinois

County DuPage

Received by BPA Worldwide January 12, 2010

Type PD

ID Number P143Y0D9