

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 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.

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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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Professional Remodeler

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Official Publication of: None
Established: 1997
Issues Per Year: 11
(See Paragraph 9)



FIELD SERVED

PROFESSIONAL REMODELER serves residential remodeling contractors, commercial remodeling contractors, residential kitchen and bath specialists, general contractors engaged in residential remodeling, residential fire damage or insurance restoration contractors and residential historical renovation contractors.

DEFINITION OF RECIPIENT QUALIFICATION

PROFESSIONAL REMODELER's qualified recipients are individuals with a job title of president, owner, partner, CEO, general manager, vice president, project manager, designer, construction supervisor, foreman, purchasing director, salesperson/estimator or other manager. All subscribers have indicated that their company has been involved in remodeling for a minimum of 3 years and have a minimum of \$500,000 in annual installed dollar value (labor and materials).

PURPOSE

Included herein is an analysis of recipients who specify, purchase, or influence the selection of products used in remodeling jobs by their company.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	62
Advertiser and Agency _____	754
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	167
Electronic _____	-
All Other _____	721
TOTAL	1,704

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	63,527	100.0	63,527	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	63,527	100.0	63,527	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD															
2009 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
February	341	402	59,200	4,374			63,574	May	12,097	11,919	57,471	5,965			63,436
March	271	288	58,515	5,076			63,591	June	-	-	57,478	5,958			63,436
TOTAL								TOTAL	13,306	13,259					

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

This issue is 0.2% or 110 copies below the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Electronic Version Only (B)	CLASSIFICATION BY TITLE		
					President, Owner, Partner, CEO, Vice President, General Manager	Project Manager, Designer, Construction Supervisor, Foreman	Purchasing Director, Salesperson/Estimator, Other Manager
Both Residential AND Commercial Remodeling Contractor _____	29,368	46.3	26,773	2,595	24,606	3,377	1,385
Residential Remodeling Contractor Only _____	18,043	28.4	16,336	1,707	15,650	1,567	826
Commercial Remodeling Contractor Only _____	2,989	4.7	2,635	354	1,750	983	256
Residential Kitchen & Bath Specialist _____	1,287	2.0	1,168	119	971	188	128
General Contractor Engaged in Residential Remodeling _____	11,225	17.7	10,108	1,117	9,574	1,144	507
Residential Fire Damage or Insurance Restoration Contractor _____	310	0.5	273	37	246	42	22
Residential Historical Renovation Contractor _____	214	0.4	178	36	148	51	15
TOTAL QUALIFIED CIRCULATION	63,436	100.0	57,471	5,965	52,945	7,352	3,139
PERCENT	100.0		90.6	9.4	83.5	11.6	4.9

ADDITIONAL ANALYSIS BY COMPANY'S ANNUAL INSTALLED DOLLAR VALUE (LABOR AND MATERIALS)

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	TOTAL RECIPIENTS WHOSE ANNUAL INSTALLED DOLLAR VALUE IS GREATER THAN OR EQUAL TO \$500,000	COMPANY'S ANNUAL INSTALLED DOLLAR VALUE (LABOR and MATERIALS)					
				\$10 million and over	\$5 Million to \$9.9 Million	\$3 Million to \$4.9 Million	\$2 Million to \$2.9 Million	\$1 Million to \$1.9 Million	\$500,000 to \$999,999
Both Residential AND Commercial Remodeling Contractor _____	29,368	46.3	29,368	4,424	3,453	3,521	3,588	7,190	7,192
Residential Remodeling Contractor Only _____	18,043	28.4	18,043	1,516	1,513	1,855	2,113	4,866	6,180
Commercial Remodeling Contractor Only _____	2,989	4.7	2,989	1,064	437	337	316	486	349
Residential Kitchen & Bath Specialist _____	1,287	2.0	1,287	116	84	120	172	375	420
General Contractor Engaged in Residential Remodeling _____	11,225	17.7	11,225	1,292	1,118	1,317	1,379	2,936	3,183
Residential Fire Damage or Insurance Restoration Contractor _____	310	0.5	310	41	37	44	56	80	52
Residential Historical Renovation Contractor _____	214	0.4	214	40	22	19	20	50	63
TOTAL QUALIFIED CIRCULATION	63,436	100.0	63,436	8,493	6,664	7,213	7,644	15,983	17,439

SUPPLEMENTARY DATA ANALYSIS OF BUYING INFLUENCE

See questionnaire used to elicit these data on the back of this report. This is an analysis of 63,436 or 100% of recipients who specify, purchase or influence the selection of one or more of the products used in remodeling jobs, listed herein. Since any one respondent may have checked more than one response, the totals for each of these (i.e.: products and services) should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes.

PRODUCTS USED IN REMODELING JOB	RECIPIENTS WHO SPECIFY, PURCHASE OR INFLUENCE THE SELECTION OF PRODUCTS USED IN REMODELING JOBS BY THEIR COMPANY
Appliances _____	44,302
Cabinets _____	52,990
Carpet _____	45,641
Countertops (Laminates/Solids) _____	51,462
Decks/Patios _____	45,298
Doors (Interior/Exterior) _____	55,981
Drywall _____	50,477
Faucets _____	49,798
Fireplaces _____	43,282
Floors _____	51,713
Garage Doors _____	47,736
Home Security/Automation _____	33,554
HVAC _____	43,419
Insulation _____	50,328
Lighting _____	50,682
Locksets/Hardware _____	51,079
Masonry _____	45,472
Paint _____	50,000
Patio Doors _____	50,026
Plumbing Fixtures _____	51,347
Roofing _____	50,634
Siding _____	50,259
Skylights _____	46,049
Sunspaces _____	33,967
Tile _____	51,317
Tools _____	45,741
Trucks/Commercial Vans _____	34,570
Tubs/Shower Surrounds _____	48,935
Windows _____	55,548
TOTAL QUALIFIED CIRCULATION	63,436

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	TOTAL RECIPIENTS AT COMPANIES THAT HAVE BEEN INVOLVED IN REMODELING FOR 3 YEARS OR MORE	NUMBER OF YEARS THAT RECIPIENT'S COMPANY HAS BEEN INVOLVED IN REMODELING			
				11 OR MORE YEARS	6 TO 10 YEARS	3 TO 5 YEARS	2 YEARS OR LESS
Both Residential AND Commercial Remodeling Contractor _____	29,368	46.3	29,368	24,109	3,444	1,815	-
Residential Remodeling Contractor Only _____	18,043	28.4	18,043	13,424	2,841	1,778	-
Commercial Remodeling Contractor Only _____	2,989	4.7	2,989	2,555	281	153	-
Residential Kitchen & Bath Specialist _____	1,287	2.0	1,287	1,009	166	112	-
General Contractor Engaged in Residential Remodeling _____	11,225	17.7	11,225	8,861	1,480	884	-
Residential Fire Damage or Insurance Restoration Contractor _____	310	0.5	310	260	34	16	-
Residential Historical Renovation Contractor _____	214	0.4	214	159	32	23	-
TOTAL QUALIFIED CIRCULATION	63,436	100.0	63,436	50,377	8,278	4,781	-

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

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 year	3 year						
I. TOTAL - Direct Request:	47,356	16,080	-	57,471	5,965			63,436	100.0
a. Written	13,973	4,505	-	18,181	297			18,478	29.1
b. Telecommunication	19,255	7,624	-	23,892	2,987			26,879	42.4
c. Electronic	14,128	3,951	-	15,398	2,681			18,079	28.5
II. TOTAL - Request from recipient's company:	-	-	-	-	-			-	-
a. Written	-	-	-	-	-			-	-
b. Telecommunication	-	-	-	-	-			-	-
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	47,356	16,080	-	57,471	5,965			63,436	100.0
PERCENT	74.7	25.3	-	90.6	9.4			100.0	

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

MAILING ADDRESS	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	57,471	5,965			63,436	100.0
Individuals by name only	-	-			-	-
Titles or functions only	-	-			-	-
Company names only	-	-			-	-
Multi-Copy Same Addressee copies	-	-			-	-
Single Copy Sales	-	-			-	-
TOTAL QUALIFIED CIRCULATION	57,471	5,965			63,436	100.0

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

State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Total Qualified	Percent
039-049 Maine	325	35	360	
030-038 New Hampshire	350	34	384	
050-059 Vermont	191	14	205	
010-027 Massachusetts	1,602	153	1,755	
028-029 Rhode Island	262	20	282	
060-069 Connecticut	1,064	107	1,171	
NEW ENGLAND	3,794	363	4,157	6.6
100-149 New York	3,532	337	3,869	
070-089 New Jersey	1,967	187	2,154	
150-196 Pennsylvania	2,890	228	3,118	
MIDDLE ATLANTIC	8,389	752	9,141	14.4
430-459 Ohio	2,408	186	2,594	
460-479 Indiana	1,270	101	1,371	
600-629 Illinois	3,100	269	3,369	
480-499 Michigan	2,055	157	2,212	
530-549 Wisconsin	1,775	139	1,914	
EAST NO. CENTRAL	10,608	852	11,460	18.1
550-567 Minnesota	1,503	141	1,644	
500-528 Iowa	750	65	815	
630-658 Missouri	1,241	95	1,336	
580-588 North Dakota	218	11	229	
570-577 South Dakota	270	17	287	
680-693 Nebraska	516	36	552	
660-679 Kansas	674	63	737	
WEST NO. CENTRAL	5,172	428	5,600	8.8
197-199 Delaware	196	18	214	
206-219 Maryland	1,442	136	1,578	
200-205 Washington, DC	112	26	138	
220-246 Virginia	1,536	150	1,686	
247-268 West Virginia	196	11	207	
270-289 North Carolina	1,870	193	2,063	
290-299 South Carolina	852	67	919	
300-319 Georgia	1,583	194	1,777	
320-349 Florida	3,707	424	4,131	
SOUTH ATLANTIC	11,494	1,219	12,713	20.1

State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Total Qualified	Percent
400-427 Kentucky	684	61	745	
370-385 Tennessee	924	104	1,028	
350-369 Alabama	625	73	698	
386-397 Mississippi	252	28	280	
EAST SO. CENTRAL	2,485	266	2,751	4.3
716-729 Arkansas	332	28	360	
700-714 Louisiana	453	45	498	
730-749 Oklahoma	525	48	573	
750-799 Texas	3,163	374	3,537	
WEST SO. CENTRAL	4,473	495	4,968	7.8
590-599 Montana	296	25	321	
832-838 Idaho	380	46	426	
820-831 Wyoming	125	11	136	
800-816 Colorado	1,176	155	1,331	
870-884 New Mexico	314	37	351	
850-865 Arizona	799	105	904	
840-847 Utah	468	53	521	
889-898 Nevada	297	36	333	
MOUNTAIN	3,855	468	4,323	6.8
995-999 Alaska	164	13	177	
980-994 Washington	1,147	135	1,282	
970-979 Oregon	797	96	893	
900-961 California	4,757	598	5,355	
967-968 Hawaii	259	37	296	
PACIFIC	7,124	879	8,003	12.6
UNITED STATES	57,394	5,722	63,116	99.5
969 & 004-009 U.S. Territories	72	16	88	
Canada	-	106	106	
Mexico	-	9	9	
Other International	-	111	111	
APO/FPO	5	1	6	
TOTAL QUALIFIED CIRCULATION	57,471	5,965	63,436	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	63,386	63,400	63,412	63,484	63,490	63,527
Qualified Non-Paid Total	63,386	63,400	63,412	63,484	63,490	63,527
Print Only	63,386	62,652	60,872	60,046	59,622	58,366
Electronic Only	-	748	2,540	3,438	3,868	5,161
Qualified Paid Total	-	-	-	-	-	-
Print Only	-	-	-	-	-	-
Electronic 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: 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	
**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
11	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. ADDITIONAL DATA

METHOD OF DISTRIBUTION:

Print copies are distributed via postal services or other carriers. Recipients who request the electronic versions are notified via email when the version is available.

CHANGE IN FREQUENCY:

Effective with the January 2009 issue, Professional Remodeler changed its frequency from 12 to 11 issues per year.

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.

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	58,366	100.0	58,366	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	58,366	100.0	58,366	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Electronic Version Only						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	5,161	100.0	5,161	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,161	100.0	5,161	100.0	-	-

9. ADDITION DATA (CONTINUED):

QUESTIONNAIRE USED BY PUBLICATION TO ELECIT SUPPLEMENTARY DATA:

Reed Business Information, P.O. Box 7526 • Highlands Ranch, Colorado 80163

Professional Remodeler

Please make all necessary address & FAX number changes below.



Business Phone _____ Business FAX _____

Internet E-mail Address _____
 Reed Business Information brands will occasionally send you subscription and editorial emails. If you prefer not to receive 3rd-party email offers from our Business Direct brands, please check here. PR-418

A Do you wish to receive/continue to receive a FREE subscription to PROFESSIONAL REMODELER magazine? Yes No

X YOUR SIGNATURE (REQUIRED) _____ Date _____

B Professional Remodeler is now available in a Print or Digital Edition. Which edition would you like to receive?
 Print Digital

C Which of the following best describes your company's primary business? (Check ONE only)

2 Residential Remodeling Contractor ONLY
 3 Commercial Remodeling Contractor ONLY
 1 BOTH Residential AND Commercial Remodeling Contractor
 4 Residential Kitchen & Bath Specialist
 5 General Contractor Engaged in Residential Remodeling
 6 Residential Fire Damage or Insurance Restoration Contractor
 7 Residential Historical Renovation Contractor
 8 Other: (Please Describe) _____

18/ _____

D Which of the following best describes your job title? (Check ONE only)

21 President, Owner, Partner, CEO, Vice President, General Mgr.
 22 Project Manager, Designer, Construction Supervisor, Foreman
 23 Purchasing Director, Salesperson/Estimator or other Manager
 24 Other: (Please Describe) _____

25/ _____

E How many years has your company been involved in remodeling? (Check ONE only)

31 11 or more years 33 3-5 years
 32 6-10 years 34 2 years or less

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

FAX ALERT

Your FREE subscription to Professional Remodeler is about to expire! To renew, please answer all questions and return via fax to our toll free EXPRESS FAX hotline at 1-866-559-6190.

You may also renew on-line at www.getFREEmag.com/pr (enter priority code RHFA1AS5)

F What is your company's annual installed dollar value (labor and materials)? (Check ONE only)

- 50 \$10 million or more 55 \$500 thousand to \$5 million
 51 \$5 million to \$9.9 million 56 Up to \$499 thousand
 52 \$3 million to \$4.9 million 57 None
 53 \$2 million to \$2.9 million
 54 \$1 million to \$1.9 million

G Which of the following products, used in remodeling jobs by your company, do you specify, purchase or influence selection of? (Check ALL that apply)

- | | |
|---|---|
| 69 <input type="checkbox"/> Windows | 84 <input type="checkbox"/> Floors |
| 70 <input type="checkbox"/> Doors (Interior/Exterior) | 85 <input type="checkbox"/> Tile |
| 71 <input type="checkbox"/> Patio Doors | 86 <input type="checkbox"/> Carpet |
| 72 <input type="checkbox"/> Garage Doors | 87 <input type="checkbox"/> Countertops (Laminates/Solid) |
| 73 <input type="checkbox"/> Roofing | 88 <input type="checkbox"/> Tub/Shower Surrounds |
| 74 <input type="checkbox"/> Siding | 89 <input type="checkbox"/> Insulation |
| 75 <input type="checkbox"/> Drywall | 90 <input type="checkbox"/> Lighting |
| 76 <input type="checkbox"/> Paint | 91 <input type="checkbox"/> Faucets |
| 77 <input type="checkbox"/> Cabinets | 92 <input type="checkbox"/> Fireplaces |
| 78 <input type="checkbox"/> Plumbing Fixtures | 93 <input type="checkbox"/> Masonry |
| 79 <input type="checkbox"/> Skylights | 94 <input type="checkbox"/> Home Security/Automation |
| 80 <input type="checkbox"/> Appliances | 95 <input type="checkbox"/> Sunspaces |
| 81 <input type="checkbox"/> Locksets/Hardware | 96 <input type="checkbox"/> Decks/Patios |
| 82 <input type="checkbox"/> Tools | 97 <input type="checkbox"/> Trucks/Commercial Vans |
| 83 <input type="checkbox"/> HVAC | |
- 98 None of the Above

H Does your company have a showroom for its remodeling business?

- 105 Yes 106 No

I Are you or is someone with your firm currently a member of the following associations?

- 111 NAHB (National Association of Home Builders)
 112 NARI (National Association of the Remodeling Industry)
 113 NKBA (National Kitchen and Bath Association)
 114 None of the Above

J Which of the following publications do you receive personally addressed to you? (Check ALL that apply)

- 125 Remodeling
 126 Qualified Remodeler
 127 None of the Above

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.
 Dean Horowitz, General Manager - Reed Construction Media
 Angela Tanner, Audience Marketing 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 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 13, 2009
 State Illinois
 County Du Page
 Received by BPA Worldwide July 13, 2009
 Type PSJ
 ID Number P337Y0J9