

**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.

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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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Reed Business Information.

Professional Remodeler

Reed Business Information
2000 Clearwater Dr
Oak Brook, IL 60523
Tel.: (630) 288-8160
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<http://www.HousingZone.com>

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



FIELD SERVED

PROFESSIONAL REMODELER serves firms in the remodeling industry and others allied to the field.

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 remodeling activities performed by the recipients company.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	49
Advertiser and Agency _____	536
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	553
TOTAL	1,138

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	63,470	100.0	63,470	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	63,470	100.0	63,470	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 _____	203	250	57,377	6,106			63,483	October ____	1,901	1,897	57,498	5,902			63,400
August _____	295	216	57,120	6,284			63,404	December __	386	641	57,818	5,837			63,655
September _	157	157	56,920	6,484			63,404	TOTAL	2,942	3,161					

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

This issue is 0.4% or 232 copies above the average of the other 4 issues reported in Paragraph two.

JOB TITLE	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Recipients Involved in the Selection and/or Purchase of Products Used For Remodeling Jobs
President, Owner, Partner, CEO, Vice President, General Manager _____	53,125	83.5	48,604	4,521	53,125
Project Manager, Designer Construction Supervisor, Foreman _____	7,418	11.6	6,450	968	7,418
Purchasing Director, Salesperson/Estimator, Other Manager _____	3,112	4.9	2,764	348	3,112
TOTAL QUALIFIED CIRCULATION	63,655	100.0	57,818	5,837	63,655
PERCENT	100.0		90.8	9.2	100.0

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

JOB TITLE	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	\$1 Million to \$4.9 Million	\$500,000 to \$999,999
President, Owner, Partner, CEO, Vice President, General Manager _____	53,125	83.5	53,125	4,831	5,131	25,598	17,565
Project Manager, Designer Construction Supervisor, Foreman _____	7,418	11.6	7,418	2,237	1,103	2,822	1,256
Purchasing Director, Salesperson/Estimator, Other Manager _____	3,112	4.9	3,112	1,051	419	1,218	424
TOTAL QUALIFIED CIRCULATION	63,655	100.0	63,655	8,119	6,653	29,638	19,245

SUPPLEMENTARY DATA: TYPE OF REMODELING ACTIVITIES COMPANY IS ENGAGED IN

See questionnaire used to elicit these data on the back of this report. 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.

REMODELING ACTIVITIES PERFORMED BY COMPANY	TOTAL QUALIFIED
Both Residential AND Commercial Remodeling Contractor _____	24,805
Residential Remodeling Contractor Only _____	14,998
Commercial Remodeling Contractor Only _____	2,141
Residential Kitchen & Bath Specialist _____	900
General Contractor Engaged in Residential Remodeling _____	8,824
Residential Fire Damage or Insurance Restoration Contractor _____	203
Residential Historical Renovation Contractor _____	160
Room Additions _____	9,193
Kitchen And Bath _____	9,748
Restoration _____	8,049
Window/Door Replacement _____	9,010
Roofing _____	7,611
Siding _____	7,898
Deck/Patio Construction _____	8,021
Carpentry _____	8,829
Cabinet Installation _____	8,642
Countertop Installation _____	7,881
Tiling _____	7,573
Tub/Shower Surround Installation _____	7,245
Plumbing _____	7,283
Drywalling _____	8,040
Insulation _____	7,805
Painting _____	7,713
Floor/Carpet Installation _____	6,766
Lighting/Electrical Work _____	7,239
Masonry _____	6,455
Fireplace Installation _____	5,718
HVAC Installation _____	5,985
Home Security/Automation _____	4,423
TOTAL QUALIFIED CIRCULATION	63,655

ADDITIONAL ANALYSIS BY NUMBER OF YEARS THAT RECIPIENT'S COMPANY HAS BEEN INVOLVED IN REMODELING							
JOB TITLE	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
President, Owner, Partner, CEO, Vice President, General Manager _____	53,125	83.5	53,125	42,075	6,916	4,134	-
Project Manager, Designer Construction Supervisor, Foreman _____	7,418	11.6	7,418	5,788	1,018	612	-
Purchasing Director, Salesperson/Estimator, Other Manager _____	3,112	4.9	3,112	2,482	398	232	-
TOTAL QUALIFIED CIRCULATION	63,655	100.0	63,655	50,345	8,332	4,978	-

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

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 year	3 year						
I. TOTAL - Direct Request:	47,519	16,136	-	57,818	5,837			63,655	100.0
a. Written	14,021	4,521	-	17,932	610			18,542	29.1
b. Telecommunication	19,321	7,650	-	24,965	2,006			26,971	42.4
c. Digital	14,177	3,965	-	14,921	3,221			18,142	28.5
II. TOTAL - Request from recipient's company:	-	-	-	-	-			-	-
a. Written	-	-	-	-	-			-	-
b. Telecommunication	-	-	-	-	-			-	-
c. Digital	-	-	-	-	-			-	-
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. Digital	-	-	-	-	-			-	-
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	47,519	16,136	-	57,818	5,837			63,655	100.0
PERCENT	74.7	25.3	-	90.8	9.2			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 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	57,818	5,837			63,655	100.0
Individuals by name only	-	-			-	-
Titles or functions only	-	-			-	-
Company names only	-	-			-	-
Multi-Copy Same Addressee copies	-	-			-	-
Single Copy Sales	-	-			-	-
TOTAL QUALIFIED CIRCULATION	57,818	5,837			63,655	100.0

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

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
039-049 Maine	327	36	363		400-427 Kentucky	701	62	763	
030-038 New Hampshire	359	29	388		370-385 Tennessee	949	102	1,051	
050-059 Vermont	194	12	206		350-369 Alabama	629	63	692	
010-027 Massachusetts	1,637	140	1,777		386-397 Mississippi	252	28	280	
028-029 Rhode Island	261	24	285		EAST SO. CENTRAL	2,531	255	2,786	4.4
060-069 Connecticut	1,077	110	1,187		716-729 Arkansas	331	25	356	
NEW ENGLAND	3,855	351	4,206	6.6	700-714 Louisiana	450	48	498	
100-149 New York	3,573	323	3,896		730-749 Oklahoma	534	48	582	
070-089 New Jersey	1,970	180	2,150		750-799 Texas	3,206	365	3,571	
150-196 Pennsylvania	2,885	226	3,111		WEST SO. CENTRAL	4,521	486	5,007	7.9
MIDDLE ATLANTIC	8,428	729	9,157	14.4	590-599 Montana	302	18	320	
430-459 Ohio	2,432	188	2,620		832-838 Idaho	388	38	426	
460-479 Indiana	1,276	92	1,368		820-831 Wyoming	123	11	134	
600-629 Illinois	3,047	280	3,327		800-816 Colorado	1,210	145	1,355	
480-499 Michigan	2,074	158	2,232		870-884 New Mexico	310	37	347	
530-549 Wisconsin	1,782	132	1,914		850-865 Arizona	805	96	901	
EAST NO. CENTRAL	10,611	850	11,461	18.0	840-847 Utah	470	59	529	
550-567 Minnesota	1,481	132	1,613		889-898 Nevada	297	32	329	
500-528 Iowa	746	66	812		MOUNTAIN	3,905	436	4,341	6.8
630-658 Missouri	1,242	92	1,334		995-999 Alaska	172	13	185	
580-588 North Dakota	212	11	223		980-994 Washington	1,137	121	1,258	
570-577 South Dakota	266	14	280		970-979 Oregon	782	96	878	
680-693 Nebraska	511	36	547		900-961 California	4,755	597	5,352	
660-679 Kansas	686	53	739		967-968 Hawaii	253	41	294	
WEST NO. CENTRAL	5,144	404	5,548	8.7	PACIFIC	7,099	868	7,967	12.5
197-199 Delaware	189	18	207		UNITED STATES	57,738	5,562	63,300	99.5
206-219 Maryland	1,441	122	1,563		969 & 004-009 U.S. Territories	74	18	92	
200-205 Washington, DC	124	22	146		Canada	-	115	115	
220-246 Virginia	1,547	144	1,691		Mexico	-	12	12	
247-268 West Virginia	201	15	216		Other International	-	128	128	
270-289 North Carolina	1,924	178	2,102		APO/FPD	6	2	8	
290-299 South Carolina	865	63	928		TOTAL QUALIFIED CIRCULATION	57,818	5,837	63,655	100.0
300-319 Georgia	1,602	188	1,790						
320-349 Florida	3,751	433	4,184						
SOUTH ATLANTIC	11,644	1,183	12,827	20.2					

7. 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
	2006	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*
Total Audit Average Qualified	63,400	63,412	63,484	63,490	63,527	63,470
Qualified Non-Paid Total	63,400	63,412	63,484	63,490	63,527	63,470
Print Version Only	62,652	60,872	60,046	59,622	58,366	57,347
Digital Version Only	748	2,540	3,438	3,868	5,161	6,123
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: July - December 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:

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 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	57,347	100.0	57,347	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	57,347	100.0	57,347	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	6,123	100.0	6,123	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	6,123	100.0	6,123	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, editorial, marketing and research email messages.

If you prefer not to receive third party email offers from our Business Direct brands, please check here:

PR-432

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

→ X

YOUR SIGNATURE (REQUIRED) _____ Date _____ RGPZDF7

B Professional Remodeler is now available in an environmentally-friendly digital format. It's a replica of the printed magazine except it's sent to you via email. Which edition would you like to receive?

Digital (Please provide your email address) Print

G Which of the following remodeling activities are performed by your company? (Check ALL that apply)

- | | |
|--|---|
| 1 <input type="checkbox"/> Room Additions | 13 <input type="checkbox"/> Plumbing |
| 2 <input type="checkbox"/> Kitchen and Bath | 14 <input type="checkbox"/> Drywalling |
| 3 <input type="checkbox"/> Restoration | 15 <input type="checkbox"/> Insulation |
| 4 <input type="checkbox"/> Window/Door Replacement | 16 <input type="checkbox"/> Painting |
| 5 <input type="checkbox"/> Roofing | 17 <input type="checkbox"/> Floor/Carpet Installation |
| 6 <input type="checkbox"/> Siding | 18 <input type="checkbox"/> Lighting/Electrical Work |
| 7 <input type="checkbox"/> Deck/Patio Construction | 19 <input type="checkbox"/> Masonry |
| 8 <input type="checkbox"/> Carpentry | 20 <input type="checkbox"/> Fireplace Installation |
| 9 <input type="checkbox"/> Cabinet Installation | 21 <input type="checkbox"/> HVAC Installation |
| 10 <input type="checkbox"/> Countertop Installation | 22 <input type="checkbox"/> Home Security/Automation |
| 11 <input type="checkbox"/> Tiling | 23 <input type="checkbox"/> Other |
| 12 <input type="checkbox"/> Tub/Shower Surround Installation | 24/ _____ |

25 None of the above

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

FAX ALERT

It's time to renew your FREE subscription to Professional Remodeler. 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 RKFA1PR1)

D What is your title? (Check ONE only)

- 30 President, Owner, Partner, CEO, Vice President, General Manager
 31 Project Manager, Designer, Construction Supervisor, Foreman
 32 Purchasing Director, Salesperson/Estimator or other Manager
 33 Other: (Please Describe) _____
 34/ _____

E Are you involved in the selection and/or purchase of products used in remodeling jobs?

40 Yes 41 No

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

- 50 11 or more years
 51 6 - 10 years
 52 3 - 5 years
 53 2 years or less

G What is your company's annual remodeling revenue? (Check ONE only)

- 60 \$10 million or more
 61 \$5 million to \$9.9 million
 62 \$1 million to \$4.9 million
 63 \$500,000 to \$999,999
 64 Less than \$500,000
 65 None of the above

H Are you or is someone at your company a member of the following associations? (Check ALL that apply)

- 130 NAHB Remodelers
 131 NARI
 132 NKBA
 133 None of the Above

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

- 140 Remodeling
 141 Qualified Remodeler
 142 None of the Above

6663/WF

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	January 12, 2010
State	Illinois
County	Du Page
Received by BPA Worldwide	January 12, 2010
Type	PSJ
ID Number	P337Y0D9