BUSINESS PUBLICATION CIRCULATION STATEMENT FOR THE 6 MONTH PERIOD ENDED JUNE 2011

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 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. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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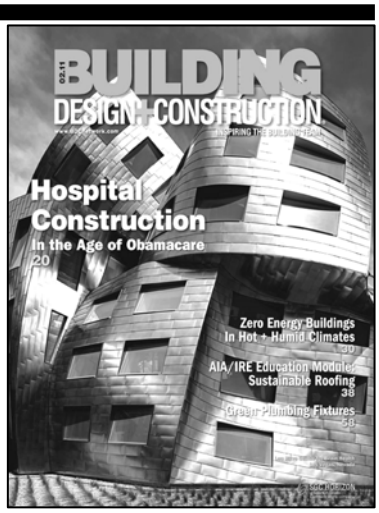
BUILDING DESIGN+CONSTRUCTION
INSPIRING THE BUILDING TEAM



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Official Publication of: None
Established: 1950
Issues Per Year: 12

FIELD SERVED
BUILDING DESIGN+CONSTRUCTION serves companies whose role in the non-residential building industry is as a Design Firm, Contractor/Builder Firm or Building Owner/Developer/Management Firm, and others as reported in Paragraph 3a.

DEFINITION OF RECIPIENT QUALIFICATION
Qualified recipients are Owners, Principals, Corporate Executives, General Managers, VP's, Facility/Building/Property/Asset Managers/Executives, Architects, Designers, Draftspersons, Specification Writers, Engineers, Construction Professionals and other professionals working within Design Firms, Contractor/Builder Firms and Building Owner/Developer/Management Firms as shown in Paragraph 3a. All recipients must buy, specify, recommend and/or approve building products, services, and/or equipment.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	77
Advertiser and Agency	2,132
Rotated or Occasional	-
Allocated for Trade Shows and Conventions	296
Digital	-
All Other	411
TOTAL	**2,916**

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	75,337	100.0	75,337	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**75,337**	**100.0**	**75,337**	**100.0**	**-**	**-**

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2011 Issue	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January	60,205	15,229	75,434
February	60,254	15,161	75,415
March	60,159	15,247	75,406
April	60,067	15,238	75,305
May	61,223	14,008	75,231
June	60,963	14,271	75,234

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011
This issue is 0.2% or 128 copies below the average of the other 5 issues reported in Paragraph two.

BUSINESS & INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Respondents Who Buy, Specify, Approve or Recommend Building Products, Services, or Equipment	Owner, Principal, Corporate Executive, General Manager, VP, Facility/ Building/ Project Supervisors (Note 1)	Architect, Designer, Draftsperson, Specification Writer (Note 2)	Construction Professional (Note 3)	Engineer (Note 4)
DESIGN FIRMS: Architectural Firms, Engineering Firms, Architectural/ Engineering Firms, Interior Design/ Interior Architectural Firm	37,176	49.4	30,108	7,068	37,176	11,775	18,382	681	6,338
CONTRACTOR/BUILDER FIRMS: Construction Management Firms, Design/ Build Firms, General Contracting Firms, Specialty Contracting Firms	22,825	30.3	18,939	3,886	22,825	15,349	1,700	4,180	1,596
BUILDING OWNER/ DEVELOPER/MANAGEMENT FIRMS: Owner/ Developer (An entity that owns, occupies and/or develops buildings/properties), Public Utility, Government Agency	15,230	20.2	12,176	3,054	15,230	9,419	1,946	1,490	2,375
TOTAL QUALIFIED CIRCULATION	**75,231**	**100.0**	**61,223**	**14,008**	**75,231**	**36,543**	**22,028**	**6,351**	**10,309**
PERCENT	**100.0**		**81.4**	**18.6**	**100.0**	**48.6**	**29.3**	**8.4**	**13.7**

Note 1: Includes Other Corporate Management titles such as Partners, Chairmen, Presidents, General Managers, Vice Presidents, Treasurers, Directors, Controllers, Property Assessment Managers, and Directors/VP's of Corporate Real Estate/Facilities.
Note 2: Includes Architects and Architects in Management titles such as Partners, Chairmen, Presidents, Principals, Associates, General Managers, Vice Presidents, Treasurers, Directors, Controllers, Chief Architects, Department Heads, Project Supervisors, Job Captains, Group Leaders, Designers, Specification Writers, Facilities Managers, Staff and Other Architects and Architects in Management.
Note 3: Includes other Construction Professional titles such as Partners, Chairmen, Presidents, Associates, General Managers, Vice Presidents, Treasurers, Directors, Controllers, Department Heads, Project Supervisors, Job Captains, Facilities Managers, Contractors, and Group Leaders.
Note 4: Includes Engineers and Engineers in Management titles such as Structural Engineers, Mechanical Engineers, Electrical Engineers, Plumbing Engineers, Staff, Principal and other Engineers in Management.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

Since this is a Circulation Statement following an Initial Audit Report, figures for this paragraph are not required. In lieu thereof, the publisher makes the following statement concerning the source of names on the qualified list:

Direct request: Written
Direct request: Telecommunication
Direct request: Electronic
Communication from recipient or recipient's company (other than request): Electronic

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function	61,147	13,990	75,137	99.9
Individuals by name only	73	18	91	0.1
Titles or functions only	2	-	2	-
Company names only	1	-	1	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**61,223**	**14,008**	**75,231**	**100.0**

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine	277	42	319	
New Hampshire	262	43	305	
Vermont	166	36	202	
Massachusetts	1,831	335	2,166	
Rhode Island	226	42	268	
Connecticut	898	164	1,062	
NEW ENGLAND	3,660	662	4,322	5.7
New York	4,439	752	5,191	
New Jersey	1,858	385	2,243	
Pennsylvania	2,988	563	3,551	
MIDDLE ATLANTIC	9,285	1,700	10,985	14.6
Ohio	2,420	448	2,868	
Indiana	1,192	223	1,415	
Illinois	3,399	674	4,073	
Michigan	1,671	324	1,995	
Wisconsin	1,291	230	1,521	
EAST NO. CENTRAL	9,973	1,899	11,872	15.8
Minnesota	1,180	259	1,439	
Iowa	668	117	785	
Missouri	1,467	256	1,723	
North Dakota	171	26	197	
South Dakota	145	22	167	
Nebraska	467	105	572	
Kansas	666	141	807	
WEST NO. CENTRAL	4,764	926	5,690	7.6
Delaware	150	19	169	
Maryland	1,427	264	1,691	
Washington, DC	403	116	519	
Virginia	1,800	327	2,127	
West Virginia	163	15	178	
North Carolina	1,750	298	2,048	
South Carolina	724	139	863	
Georgia	1,823	383	2,206	
Florida	3,669	672	4,341	
SOUTH ATLANTIC	11,909	2,233	14,142	18.8

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Kentucky	570	82	652	
Tennessee	1,044	207	1,251	
Alabama	715	107	822	
Mississippi	298	57	355	
EAST SO. CENTRAL	2,627	453	3,080	4.1
Arkansas	389	66	455	
Louisiana	730	76	806	
Oklahoma	525	91	616	
Texas	4,126	948	5,074	
WEST SO. CENTRAL	5,770	1,181	6,951	9.2
Montana	236	37	273	
Idaho	322	60	382	
Wyoming	110	21	131	
Colorado	1,317	310	1,627	
New Mexico	357	84	441	
Arizona	1,097	247	1,344	
Utah	518	108	626	
Nevada	407	93	500	
MOUNTAIN	4,364	960	5,324	7.1
Alaska	215	56	271	
Washington	1,466	268	1,734	
Oregon	683	140	823	
California	5,951	1,380	7,331	
Hawaii	381	101	482	
PACIFIC	8,696	1,945	10,641	14.1
UNITED STATES	61,048	11,959	73,007	97.0
U.S. Territories	152	87	239	
Canada	1	651	652	
Mexico	-	67	67	
Other International	1	1,237	1,238	
APO/FPO	21	7	28	
TOTAL QUALIFIED CIRCULATION	**61,223**	**14,008**	**75,231**	**100.0**

AVERAGE AUDITED QUALIFIED CIRCULATION AND CURRENT AUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data **October-December 2010**	Circulation Claim **January – June 2011***
Total Audit Average Qualified:	75,499	75,337
Qualified Non-Paid:	75,499	75,337
Print Only	59,537	60,478
Digital Only	15,962	14,859
Qualified Paid:	-	-
Print Only	-	-
Digital Only	-	-
Post Expire Copies included in Paid Circulation:	**NC	**NC
Average Annual Order Price:	**NC	**NC

*** NOTE: January – June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods of data are displayed.**

**NC=None Claimed

QUESTIONNAIRE INCLUDED AT THE OPTION OF THE PUBLISHER

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

STATEMENT OF CONTENT PLATFORM:

Replica - Editorial and design are unchanged from the original print edition.

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	60,478	100.0	60,478	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**60,478**	**100.0**	**60,478**	**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	14,859	100.0	14,859	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**14,859**	**100.0**	**14,859**	**100.0**	**-**	**-**

PUBLISHER'S AFFIDAVIT

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

Tony Mancini, Group Director - Principal

Douglas Riemer, Director of Audience Development

(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	August 11, 2011
State	Illinois
County	Cook
Received by BPA Worldwide	August 11, 2011
Type	PD
ID Number	B331Y0J1

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