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.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

CONCRETE CONTRACTOR

Cygnus Business Media
1233 Janesville Avenue
P.O. Box 803
Fort Atkinson, WI 53538-0803
Tel.: (920) 563-6388
Fax: (920) 563-1700
www.forcontstructionpros.com

Official Publication of: None
Established: 2002
Issues Per Year: 7

FIELD SERVED

CONCRETE CONTRACTOR serves contractors engaged in residential and commercial concrete construction, concrete road and highway construction, general contractors that self-perform, and other concrete contractors.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include management, supervisory field staff, equipment staff and other related construction personnel as shown in paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	24
Advertiser and Agency	517
Rotated or Occasional	-
Allocated for Trade Shows and Conventions	494
Digital	-
All Other	257
TOTAL	**1,292**

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	29,001	100.0	29,001	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**29,001**	**100.0**	**29,001**	**100.0**	**-**	**-**

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2011 Issue	Number Removed	Number Added	Total Qualified
January	14	14	29,001
February/March	359	359	29,001
April/May	7,578	7,577	29,000
June/July	131	131	29,000
TOTAL	**8,082**	**8,081**	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2011
This issue is -% or 1 copy below the average of the other 3 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE			
			Management (Note 1)	Supervisory Field Staff (Note 2)	Equipment Staff (Note 3)	Other (Note 4)
General Contractor that self-performs concrete	4,163	14.4	3,740	352	71	-
Residential Concrete Contractor	3,311	11.4	3,069	195	45	2
Commercial Concrete Contractor	4,437	15.3	3,909	430	98	-
Both Residential & Commercial Concrete Contractor	9,397	32.4	8,573	650	169	5
Concrete Road & Highway Contractor	1,738	6.0	1,293	386	58	1
Other Concrete Contractor	5,954	20.5	5,552	312	53	37
TOTAL QUALIFIED CIRCULATION	**29,000**	**100.0**	**26,136**	**2,325**	**494**	**45**
PERCENT	**100.0**		**90.1**	**8.0**	**1.7**	**0.2**

Note 1: MANAGEMENT includes: Owner, President, Partner, VP, General Manager, other Officers and Related Personnel.
Note 2: SUPERVISORY FIELD STAFF includes: Superintendent, Project Manager, Field Supervisor and Related Personnel.
Note 3: EQUIPMENT STAFF includes: Equipment, Fleet or Maintenance Supervisor, Shop & Mechanical Supervisor, Master Mechanic and Related Personnel.
Note 4: OTHER includes: titles not included above and non-titled qualified subscribers.

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

QUALIFICATION SOURCE	Qualified Within 1 Year	Qualified Within 2 Years	Qualified Within 3 Years	Total Qualified	Percent
I. Direct Request:	**18,606**	**5,800**	**-**	**24,406**	**84.2**
II. Request from recipient's company:	**191**	**-**	**-**	**191**	**0.6**
III. Membership Benefit:	**-**	**-**	**-**	**-**	**-**
IV. Communication from recipient or recipient's company (other than request):	**-**	**-**	**-**	**-**	**-**
V. **TOTAL** – Sources other than above (listed alphabetically):	**4,403**	**-**	**-**	**4,403**	**15.2**
*Association rosters and directories	516	-	-	516	1.8
*Business directories	3,887	-	-	3,887	13.4
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	**-**	**-**	**-**	**-**	**-**
TOTAL QUALIFIED CIRCULATION	**23,200**	**5,800**	**-**	**29,000**	**100.0**
PERCENT	**80.0**	**20.0**	**-**	**100.0**	

***See Additional Data**

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

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	28,995	100.0
Individuals by name only	5	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	**29,000**	**100.0**

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

State	Total Qualified	Percent
Maine	197	
New Hampshire	186	
Vermont	96	
Massachusetts	520	
Rhode Island	88	
Connecticut	377	
NEW ENGLAND	1,464	5.0
New York	1,224	
New Jersey	635	
Pennsylvania	1,380	
MIDDLE ATLANTIC	3,239	11.2
Ohio	1,311	
Indiana	717	
Illinois	1,408	
Michigan	966	
Wisconsin	953	
EAST NO. CENTRAL	5,355	18.5
Minnesota	773	
Iowa	645	
Missouri	852	
North Dakota	170	
South Dakota	191	
Nebraska	366	
Kansas	428	
WEST NO. CENTRAL	3,425	11.8
Delaware	90	
Maryland	504	
Washington, DC	20	
Virginia	676	
West Virginia	149	
North Carolina	963	
South Carolina	365	
Georgia	704	
Florida	1,707	
SOUTH ATLANTIC	5,178	17.8

State	Total Qualified	Percent
Kentucky	470	
Tennessee	569	
Alabama	342	
Mississippi	185	
EAST SO. CENTRAL	1,566	5.4
Arkansas	239	
Louisiana	289	
Oklahoma	372	
Texas	1,817	
WEST SO. CENTRAL	2,717	9.4
Montana	204	
Idaho	249	
Wyoming	119	
Colorado	691	
New Mexico	190	
Arizona	488	
Utah	293	
Nevada	198	
MOUNTAIN	2,432	8.4
Alaska	102	
Washington	535	
Oregon	425	
California	2,427	
Hawaii	109	
PACIFIC	3,598	12.4
UNITED STATES	28,974	99.9
U.S. Territories	26	
Canada	-	
Mexico	-	
Other International	-	
APO/FPO	-	
TOTAL QUALIFIED CIRCULATION	**29,000**	**100.0**

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data July - December 2008	Audited Data January - June 2009	Audited Data July - December 2009	Audited Data January - June 2010	Circulation Claim July - December 2010*	Circulation Claim January - June 2011*
Total Audit Average Qualified: _____	30,001	29,251	29,002	29,006	29,001	29,001
Qualified Non-Paid: ___	30,001	29,251	29,002	29,006	29,001	29,001
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation: __	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:_____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: July 2010 - June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

ADDITIONAL DATA

PARAGRAPH 3b:

Association Rosters include 4 sources of circulation for quantities of 30 copies or 0.1% to 314 copies or 1.1%.
Business directories include 1 source of circulation for a quantity of 3,887 copies or 13.4% including InfoUSA.

PUBLISHER'S AFFIDAVIT

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

Nancy Terrill, Publisher

Christine Gess, Audience Development 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 20, 2011
State	Wisconsin
County	Jefferson
Received by BPA Worldwide	July 20, 2011
Type	PJ
ID Number	C620P0J1

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