

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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**CONCRETE CONTRACTOR** delivers information to help cast-in-place concrete contractors build their projects and run their businesses more profitably. Technology, repair, sustainable construction and specification understanding are integral, reoccurring themes that help contractors build better slabs, foundations and walls, while business management knowledge aids contractors in building better businesses.

### BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary.

### 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, including decorative concrete and concrete polishing contractors.

### DEFINITION OF RECIPIENT QUALIFICATION

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

## CHANNELS

### CONCRETE CONTRACTOR MAGAZINE



3 Issues in the period  
27,000 average circulation

## EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
<b>CONCRETE CONTRACTOR MAGAZINE</b> (3 issues in the period)	27,000	-	27,000

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	16
Advertiser and Agency	469
Allocated for Trade Shows and Conventions	450
All Other	192
<b>TOTAL</b>	<b>1,127</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	27,000	100.0	27,000	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>27,000</b>	<b>100.0</b>	<b>27,000</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2013 Issue	Number Removed	Number Added	Total Qualified
August/September	2,380	380	27,000
October/November	141	141	27,000
December	112	112	27,000
<b>TOTAL</b>	<b>2,633</b>	<b>633</b>	

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2013**

This issue is equal to the average of the other 2 issues reported in Paragraph 2.

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	4,943	18.3	4,378	488	77	-
Residential Concrete Contractor	3,071	11.4	2,836	195	40	-
Commercial Concrete Contractor	3,202	11.9	2,843	295	64	-
Both Residential & Commercial Concrete Contractor	9,034	33.4	8,129	703	201	1
Other Concrete Contractor (Note 5)	5,741	21.3	5,371	280	90	-
Other	1,009	3.7	151	27	15	816
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>27,000</b>	<b>100.0</b>	<b>23,708</b>	<b>1,988</b>	<b>487</b>	<b>817</b>
<b>PERCENT</b>	<b>100.0</b>		<b>87.8</b>	<b>7.4</b>	<b>1.8</b>	<b>3.0</b>

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.

Note 5: OTHER CONCRETE CONTRACTOR includes: Concrete Polishing and Decorative Concrete Contractors.

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2013**

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	<b>13,498</b>	<b>8,102</b>	-	<b>21,600</b>	<b>80.0</b>
II. Request from recipient's company:	<b>34</b>	-	-	<b>34</b>	<b>0.1</b>
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>5,366</b>	-	-	<b>5,366</b>	<b>19.9</b>
*Association rosters and directories	684	-	-	684	2.5
*Business directories	4,682	-	-	4,682	17.4
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,898</b>	<b>8,102</b>	-	<b>27,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>70.0</b>	<b>30.0</b>	-	<b>100.0</b>	

\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2013**

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	26,291	97.4
Individuals by name only	709	2.6
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>27,000</b>	<b>100.0</b>

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data		Audited Data		Audited Data		Circulation Claim	
	January – June 2011	July - December 2011	January – June 2012	July – December 2012	January – June 2013	July – December 2013*		
Total Audit Average Qualified:	29,001	29,001	29,000	29,000	29,000	27,000		
Qualified Non-Paid:	29,001	29,001	29,000	29,000	29,000	27,000		
Qualified Paid:	-	-	-	-	-	-		
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC

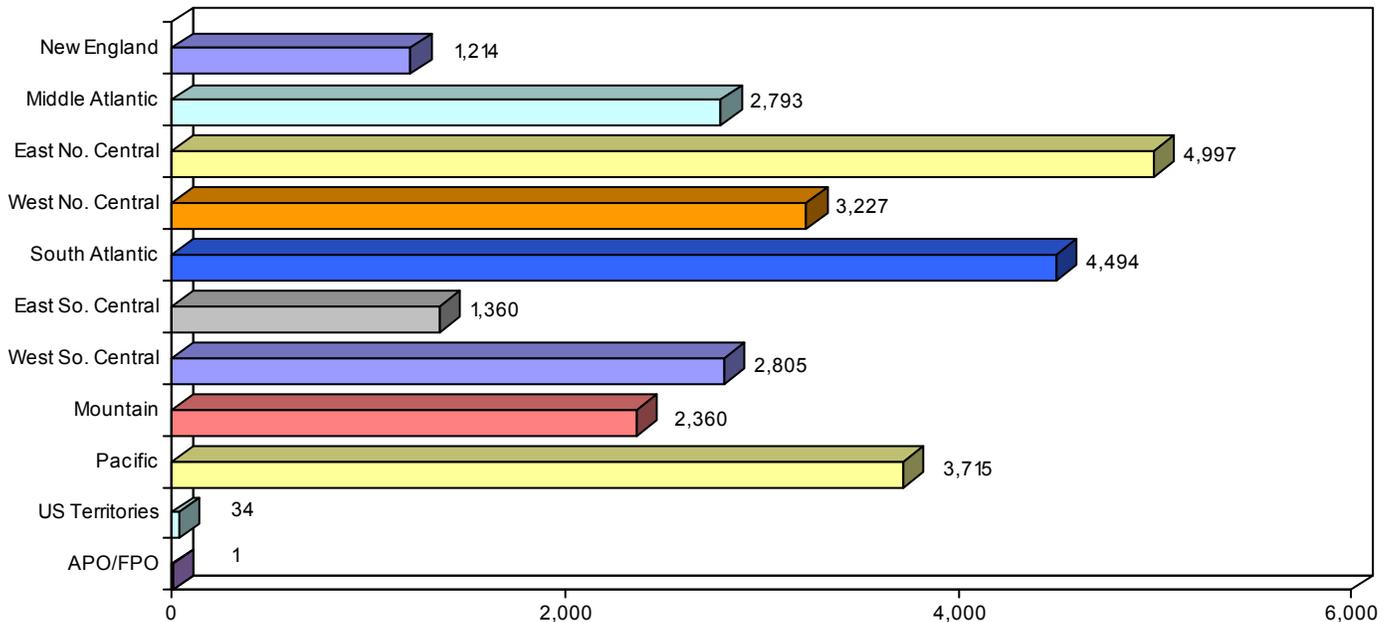
\*NOTE: July – December 2013 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2013**

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	181		Kentucky	405	
New Hampshire	169		Tennessee	499	
Vermont	78		Alabama	291	
Massachusetts	420		Mississippi	165	
Rhode Island	59		<b>EAST SO. CENTRAL</b>	<b>1,360</b>	<b>5.0</b>
Connecticut	307		Arkansas	218	
<b>NEW ENGLAND</b>	<b>1,214</b>	<b>4.5</b>	Louisiana	310	
New York	1,063		Oklahoma	341	
New Jersey	522		<b>TEXAS</b>	<b>1,936</b>	<b>10.4</b>
Pennsylvania	1,208		<b>WEST SO. CENTRAL</b>	<b>2,805</b>	<b>10.4</b>
<b>MIDDLE ATLANTIC</b>	<b>2,793</b>	<b>10.3</b>	Montana	182	
Ohio	1,235		Idaho	222	
Indiana	653		Wyoming	117	
Illinois	1,295		Colorado	655	
Michigan	868		New Mexico	209	
Wisconsin	946		Arizona	472	
<b>EAST NO. CENTRAL</b>	<b>4,997</b>	<b>18.5</b>	Utah	306	
Minnesota	715		Nevada	197	
Iowa	589		<b>MOUNTAIN</b>	<b>2,360</b>	<b>8.7</b>
Missouri	804		Alaska	95	
North Dakota	156		Washington	568	
South Dakota	208		Oregon	460	
Nebraska	348		California	2,471	
Kansas	407		Hawaii	121	
<b>WEST NO. CENTRAL</b>	<b>3,227</b>	<b>12.0</b>	<b>PACIFIC</b>	<b>3,715</b>	<b>13.8</b>
Delaware	69		<b>UNITED STATES</b>	<b>26,965</b>	<b>99.9</b>
Maryland	457		U.S. Territories	34	
Washington, DC	26		Canada	-	
Virginia	556		Mexico	-	
West Virginia	106		Other International	-	
North Carolina	836		APO/FPO	1	
South Carolina	316				
Georgia	626				
Florida	1,502				
<b>SOUTH ATLANTIC</b>	<b>4,494</b>	<b>16.7</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>27,000</b>	<b>100.0</b>

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION**



## ADDITIONAL DATA

### MAGAZINE:

#### PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 684 copies or 2.5%.

Business directories include 2 sources of circulation for quantities of 899 copies or 3.4% to 3,783 copies or 14.0%, including ABI.

### PUBLISHER'S AFFIDAVIT

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

Nancy Terrill, Publisher

Ellen Stormer, 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 brand report has been checked against the previous audit report.

It will be included in the annual audit made by BPA Worldwide.

Date signed

January 29, 2014

State

Wisconsin

County

Jefferson

Received by BPA Worldwide

January 29, 2014

Type

BJ

ID Number

C620B0D3

#### About BPA Worldwide:

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. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.