

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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the construction specifier

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Website: www.constructionspecifier.com

Official Publication of: The Construction Specifications Institute
Established: 1949
Issues Per Year: 12

FIELD SERVED

The Construction Specifier serves the construction industry including architecture, engineering, specifying, contracting, and other professionals allied to the construction industry.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are architects, engineers, specifiers, designers, consultants, project design & management, general & trade contractors, sub-contractors, surveyors, industrial designers, developers, suppliers, manufacturer's representatives, and other professionals allied to the field including A/E students, associations, educators, government offices and other titled and non-titled paid and non-paid personnel.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	122
Advertiser and Agency _____	407
Rotated or Occasional _____	-
*Allocated for Trade Shows and Conventions _____	567
Electronic _____	-
All Other _____	365
TOTAL	1,461

*See Paragraph 9

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	11,511	45.2	11,276	44.3	235	0.9
Sponsored Individually Addressed __	-	-	-	-	-	-
*Membership Benefit _____	13,948	54.8	-	-	13,948	54.8
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,459	100.0	11,276	44.3	14,183	55.7

*See Paragraph 9

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	23	1,873	10,432	14,210	24,642	April _____	27	48	10,405	14,290	24,695
February _____	18	2	10,416	14,104	24,520	May _____	2,694	5,306	13,017	14,343	27,360
March _____	49	17	10,384	14,083	24,467	*June _____	-	-	13,001	14,072	27,073
						TOTAL					

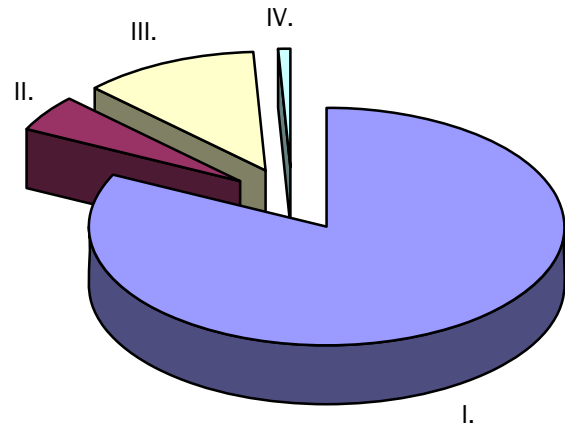
*See Paragraph 9

3a. TITLE AND FUNCTION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009
 This issue is 9.1% or 2,281 copies above the average of the other 5 issues reported in Paragraph two.

TITLES AND FUNCTIONS	TOTAL QUALIFIED	PERCENT OF TOTAL	Qualified Non-Paid	Qualified Paid		
			Single	Subtotal	Single	Association
Architects, Engineers, Specifiers, Designers, Consultants, Project Design & Management and other professionals including A/E Students _____	22,524	82.3	12,957	9,567	103	9,464
General & Trade Contractors, Sub-Contractors, Surveyors, Industrial Designers and Developers _____	1,335	4.9	30	1,305	12	1,293
Suppliers, Manufacturers and their Representatives _____	3,243	11.9	22	3,221	16	3,205
Others allied to the field including Associations, Educators and Government Offices _____	258	0.9	8	250	77	173
TOTAL QUALIFIED CIRCULATION	27,360	100.0	13,017	14,343	208	14,135
PERCENT	100.0		47.6	52.4	0.7	51.7

3a. Breakout of Qualified Circulation by Titles and Functions
 (Please Refer to Paragraph 3a for Complete Descriptions)

Titles and Functions	Copies	%
I. Architects, Engineers, Specifiers, Designers, Consultants, Project Design & Management and other professionals including A/E Students _____	22,524	82.3
II. General & Trade Contractors, Sub-Contractors, Surveyors, Industrial Designers and Developers _____	1,335	4.9
III. Suppliers, Manufacturers and their Representatives _____	3,243	11.9
IV. Others allied to the field including Associations, Educators and Government Offices _____	258	0.9



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	92	528	-	524	96	620	2.3
II. Request from recipient's company: _____	96	45	-	29	112	141	0.5
III. Membership Benefit: _____	11,593	2,542	-	-	14,135	14,135	51.7
IV. Communication from recipient or recipient's company (other than request): _____	3	-	-	3	-	3	-
V. TOTAL - Sources other than above (listed alphabetically): _____	12,461	-	-	12,461	-	12,461	45.5
*Association rosters and directories _____	9,166	-	-	9,166	-	9,166	33.5
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
*Other sources _____	3,295	-	-	3,295	-	3,295	12.0
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	24,245	3,115	-	13,017	14,343	27,360	100.0
*See Paragraph 9	PERCENT	88.6	11.4	47.6	52.4	100.0	

Paid Source Information can be reported at the option of the publisher.

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	12,995	95	13,090	47.9
Individuals by name only _____	19	14,165	14,184	51.8
Titles or functions only _____	3	-	3	-
Company names only _____	-	83	83	0.3
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	13,017	14,343	27,360	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009									
State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____	45	89	134		400-427 Kentucky _____	20	144	164	
030-038 New Hampshire _____	87	59	146		370-385 Tennessee _____	69	479	548	
050-059 Vermont _____	18	42	60		350-369 Alabama _____	69	160	229	
010-027 Massachusetts _____	1,160	278	1,438		386-397 Mississippi _____	83	153	236	
028-029 Rhode Island _____	21	85	106		EAST SO. CENTRAL	241	936	1,177	4.3
060-069 Connecticut _____	109	139	248		716-729 Arkansas _____	405	156	561	
NEW ENGLAND	1,440	692	2,132	7.8	700-714 Louisiana _____	886	266	1,152	
100-149 New York _____	1,442	633	2,075		730-749 Oklahoma _____	33	155	188	
070-089 New Jersey _____	140	265	405		750-799 Texas _____	391	900	1,291	
150-196 Pennsylvania _____	255	710	965		WEST SO. CENTRAL	1,715	1,477	3,192	11.7
MIDDLE ATLANTIC	1,837	1,608	3,445	12.6	590-599 Montana _____	42	19	61	
430-459 Ohio _____	546	499	1,045		832-838 Idaho _____	157	34	191	
460-479 Indiana _____	70	319	389		820-831 Wyoming _____	10	2	12	
600-629 Illinois _____	294	530	824		800-816 Colorado _____	335	281	616	
480-499 Michigan _____	427	317	744		870-884 New Mexico _____	67	139	206	
530-549 Wisconsin _____	72	355	427		850-865 Arizona _____	78	250	328	
EAST NO. CENTRAL	1,409	2,020	3,429	12.5	840-847 Utah _____	56	85	141	
550-567 Minnesota _____	470	568	1,038		889-898 Nevada _____	32	132	164	
500-528 Iowa _____	398	163	561		MOUNTAIN	777	942	1,719	6.3
630-658 Missouri _____	154	328	482		995-999 Alaska _____	12	119	131	
580-588 North Dakota _____	6	26	32		980-994 Washington _____	212	504	716	
570-577 South Dakota _____	12	3	15		970-979 Oregon _____	93	449	542	
680-693 Nebraska _____	54	100	154		900-961 California _____	1,580	1,601	3,181	
660-679 Kansas _____	192	164	356		967-968 Hawaii _____	460	159	619	
WEST NO. CENTRAL	1,286	1,352	2,638	9.6	PACIFIC	2,357	2,832	5,189	19.0
197-199 Delaware _____	39	23	62		UNITED STATES	13,011	14,144	27,155	99.3
206-219 Maryland _____	363	291	654		969 & 004-009 U.S. Territories _____	3	53	56	
200-205 Washington, DC _____	166	85	251		Canada _____	3	78	81	
220-246 Virginia _____	214	428	642		Mexico _____	-	1	1	
247-268 West Virginia _____	14	19	33		Other International _____	-	64	64	
270-289 North Carolina _____	182	306	488		APO/FPO _____	-	3	3	
290-299 South Carolina _____	63	157	220		TOTAL QUALIFIED CIRCULATION	13,017	14,343	27,360	100.0
300-319 Georgia _____	121	321	442						
320-349 Florida _____	787	655	1,442						
SOUTH ATLANTIC	1,949	2,285	4,234	15.5					

TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD
Includes gross subscription sales/orders with unpaid invoices pending.

Average Annual Subscription Order Price: 12 issues for \$15.30		
5. PRICES	Total	Percent
Offers (including ≤ 5% of Total Orders)		
12 Issues for \$15.00 _____	6,733	99.1
All Others _____	59	0.9
Total	6,792	100.0

6. USE OF FREE PROMOTIONAL INCENTIVES	Total	Percent
Ordered without promotional incentive _____	6,792	100.0
Ordered with editorial promotional incentive _____	-	-
Ordered with other promotional incentive _____	-	-
Total	6,792	100.0

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2005	2006	2007	January - June 2008	July - December 2008*	January - June 2009*
6-Month Period Ended:	2005	2006	2007	January - June 2008	July - December 2008*	January - June 2009*
Total Audit Average Qualified: _____	25,714	25,123	24,669	23,671	22,755	25,459
Qualified Non-Paid: _____	9,120	8,812	9,329	8,974	8,668	11,276
Qualified Paid: _____	16,594	16,311	15,340	14,697	14,087	14,183
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	\$15.41	\$15.47	\$15.47	\$15.50	\$15.51	\$15.30

8. PAID CIRCULATION DATA

\$15.30	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

***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.

9. ADDITIONAL DATA

AVERAGE NON-QUALIFIED CIRCULATION:

1,000 copies of the January issue were printed for distribution at the World of Concrete show in Las Vegas NV (February 3 - 6, 2009)
 1,000 copies of the April issue were printed for distribution at the AIA 2009 National Convention in San Francisco CA (April 30 - May 2, 2009)
 400 copies of the May and 1,000 copies of the June issues were printed for distribution at the Construct 2009 show in Indianapolis IN (June 16 - 19, 2009)

PARAGRAPH 1:

Qualified paid Benefit of Membership subscriptions averaging 13,948 copies were sold to qualified recipients at the following price: \$15.00. Member's yearly subscription price is included in the dues and is non-deductible therefrom.

PARAGRAPH 2:

Additions and removals are not required for paid circulation. Due to a system conversion, additions and removals data is not available for the June issue.

PARAGRAPH 3b:

Paragraph 3b includes 13,017 qualified non-paid circulation. Qualified paid circulation of 14,343 combined with the qualified non-paid circulation equals 27,360 total qualified circulation for the analyzed issue. Association rosters and directories include 43 sources of circulation for a quantity of 1 copy or -% to 1,029 copies or 3.8%. Other sources include 3 sources of circulation for quantities of 53 copies or 0.2% to 2,236 copies or 8.2%.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 30, 2009
Rudy Kral, Vice-President	State	New York
Anjo van Vark, Circulation Manager	County	Buffalo
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	July 30, 2009
IMPORTANT NOTE:	Type	PJ
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	C117P0J9