

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

Kenilworth Media Inc.
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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 contactors, 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 _____	-
Advertiser and Agency _____	1,198
Rotated or Occasional _____	-
*Allocated for Trade Shows and Conventions _____	250
All Other _____	835
TOTAL	2,283

*See Paragraph 11

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	*Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	9,720	40.0	9,384	38.6	336	1.4
Sponsored Individually Addressed _____	-	-	-	-	-	-
*Membership Benefit _____	14,608	60.0	-	-	14,608	60.0
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	24,328	100.0	9,384	38.6	14,944	61.4

*See Paragraph 11

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2007 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2007 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	24	42	9,419	15,304	24,723	October _____	24	14	9,353	14,922	24,275
August _____	17	45	9,447	15,171	24,618	November _____	261	289	9,381	14,573	23,954
September _____	147	63	9,363	15,119	24,482	December _____	39	2	9,344	14,576	23,920
						TOTAL	512	455			

*See Paragraph 11

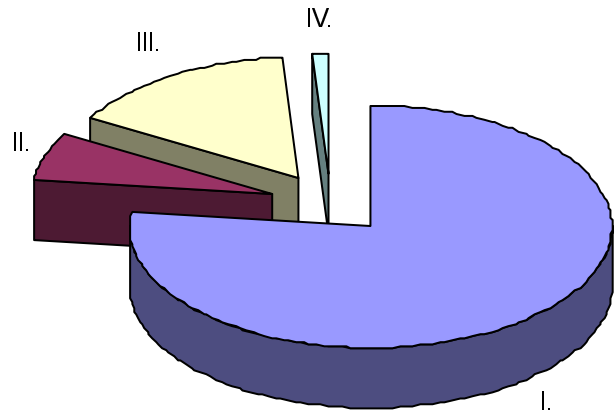
3a. TITLE AND FUNCTION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2007

This issue is 1.8% or 450 copies below 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	Association	Single	Subtotal
Architects, Engineers, Specifiers, Designers, Consultants, Project Design & Management and other professionals including A/E Students	18,417	76.9	8,996	9,220	201	9,421
General & Trade Contractors, Sub-Contractors, Surveyors, Industrial Designers and Developers	1,553	6.5	173	1,361	19	1,380
Suppliers, Manufacturers and their Representatives	3,696	15.4	174	3,502	20	3,522
Others allied to the field including Associations, Educators and Government Offices	288	1.2	38	166	84	250
TOTAL QUALIFIED CIRCULATION	23,954	100.0	9,381	14,249	324	14,573
PERCENT	100.0		39.2	59.5	1.4	60.8

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	18,417	76.9
II. General & Trade Contractors, Sub-Contractors, Surveyors, Industrial Designers and Developers	1,553	6.5
III. Suppliers, Manufacturers and their Representatives	3,696	15.4
IV. Others allied to the field including Associations, Educators and Government Offices	288	1.2



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2007

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Personal direct request from the recipient: _____	1,268	840	382	2,299	191	2,490	10.4
a. Written _____	912	585	370	1,752	115	1,867	7.8
b. Telecommunication _____	5	4	3	1	11	12	0.1
c. Internet and E-Mail _____	351	251	9	546	65	611	2.6
II. TOTAL - Request from recipient's company: _____	130	53	14	64	133	197	0.8
a. Written _____	121	51	13	62	123	185	0.8
b. Telecommunication _____	4	-	-	-	4	4	-
c. Internet and E-Mail _____	5	2	1	2	6	8	-
III. TOTAL - Membership Benefit: _____	10,423	3,818	8	-	14,249	14,249	59.5
a. Individual _____	10,423	3,818	8	-	14,249	14,249	59.5
b. Organizational _____	-	-	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	7	19	13	39	-	39	0.2
a. Written _____	5	15	11	31	-	31	0.1
b. Telecommunication _____	-	-	-	-	-	-	-
c. Internet and E-Mail _____	2	4	2	8	-	8	-
V. TOTAL - Sources other than above (listed alphabetically): _____	6,975	4	-	6,979	-	6,979	29.1
*Association rosters and directories _____	1,323	-	-	1,323	-	1,323	5.5
Business directories _____	-	-	-	-	-	-	-
Independent field reports _____	-	-	-	-	-	-	-
Licensees - National, State or Local Government _____	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-	-
*Other sources _____	5,652	4	-	5,656	-	5,656	23.6
VI. TOTAL - Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,803	4,734	417	9,381	14,573	23,954	100.0
*See Paragraph 11 PERCENT	78.5	19.8	1.7	39.2	60.8	100.0	-

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

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2007

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	8,785	144	8,929	37.3
Individuals by name only _____	536	14,329	14,865	62.1
Titles or functions only _____	5	1	6	-
Company names only _____	55	99	154	0.6
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9,381	14,573	23,954	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2007

State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____	36	95	131	
030-038 New Hampshire _____	31	63	94	
050-059 Vermont _____	31	91	122	
010-027 Massachusetts _____	322	290	612	
028-029 Rhode Island _____	28	92	120	
060-069 Connecticut _____	132	160	292	
NEW ENGLAND	580	791	1,371	5.7
100-149 New York _____	762	625	1,387	
070-089 New Jersey _____	282	272	554	
150-196 Pennsylvania _____	378	715	1,093	
MIDDLE ATLANTIC	1,422	1,612	3,034	12.7
430-459 Ohio _____	337	559	896	
460-479 Indiana _____	156	333	489	
600-629 Illinois _____	461	564	1,025	
480-499 Michigan _____	233	338	571	
530-549 Wisconsin _____	161	390	551	
EAST NO. CENTRAL	1,348	2,184	3,532	14.7
550-567 Minnesota _____	173	542	715	
500-528 Iowa _____	75	158	233	
630-658 Missouri _____	183	342	525	
580-588 North Dakota _____	22	25	47	
570-577 South Dakota _____	23	4	27	
680-693 Nebraska _____	60	104	164	
660-679 Kansas _____	90	162	252	
WEST NO. CENTRAL	626	1,337	1,963	8.2
197-199 Delaware _____	26	31	57	
206-219 Maryland _____	208	333	541	
200-205 Washington, DC _____	76	89	165	
220-246 Virginia _____	259	432	691	
247-268 West Virginia _____	33	18	51	
270-289 North Carolina _____	220	289	509	
290-299 South Carolina _____	108	156	264	
300-319 Georgia _____	275	336	611	
320-349 Florida _____	605	642	1,247	
SOUTH ATLANTIC	1,810	2,326	4,136	17.3
400-427 Kentucky _____	82	137	219	
370-385 Tennessee _____	133	441	574	
350-369 Alabama _____	104	171	275	
386-397 Mississippi _____	57	143	200	
EAST SO. CENTRAL	376	892	1,268	5.3
716-729 Arkansas _____	58	156	214	
700-714 Louisiana _____	96	245	341	
730-749 Oklahoma _____	91	145	236	
750-799 Texas _____	562	886	1,448	
WEST SO. CENTRAL	807	1,432	2,239	9.3
590-599 Montana _____	39	24	63	
832-838 Idaho _____	48	33	81	
820-831 Wyoming _____	23	3	26	
800-816 Colorado _____	220	270	490	
870-884 New Mexico _____	60	136	196	
850-865 Arizona _____	187	256	443	
840-847 Utah _____	84	80	164	
889-898 Nevada _____	61	167	228	
MOUNTAIN	722	969	1,691	7.1
995-999 Alaska _____	31	113	144	
980-994 Washington _____	257	504	761	
970-979 Oregon _____	113	426	539	
900-961 California _____	1,176	1,604	2,780	
967-968 Hawaii _____	52	166	218	
PACIFIC	1,629	2,813	4,442	18.5
UNITED STATES	9,320	14,356	23,676	98.8
969 & 004-009 U.S. Territories _____	40	64	104	
Canada _____	20	76	96	
Mexico _____	-	-	-	
Other International _____	-	75	75	
APO/FPO _____	1	2	3	
TOTAL QUALIFIED CIRCULATION	9,381	14,573	23,954	100.0

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 \$15.98 USD		
5. PRICES	Total	Percent
Offers (≥ 5% of Total Orders)		
12 for \$15.00 (Association Membership)	3,832	97.1
All Others	116	2.9
Total	3,948	100.0

6. LENGTH OF SUBSCRIPTIONS	Total	Percent
Less than 1 year	-	-
1 year or more (but less than 2)	3,934	99.6
2 years or more (but less than 3)	4	0.1
3 years or more	10	0.3
Total	3,948	100.0

7. USE OF FREE PROMOTIONAL INCENTIVES	Total	Percent
Ordered without promotional incentive	3,948	100.0
Ordered with editorial promotional incentive	-	-
Ordered with other promotional incentive	-	-
Total	3,948	100.0

8. HOW ORDERED	Total	Percent
Ordered by individuals	116	2.9
Ordered by sponsors, individually addressed	-	-
Membership benefit	3,832	97.1
Ordered as multi-copy same addressee	-	-
Ordered with other product or service	-	-
Total	3,948	100.0

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2003	2004	2005	2006	*2007
Total Audit Average Qualified	26,130	26,531	25,714	25,123	24,669
Qualified Non-Paid Total	8,533	9,865	9,120	8,812	9,329
Qualified Paid Total	17,597	16,666	16,594	16,311	15,340
Post Expire Copies included in Paid Circulation	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	\$15.43	\$15.47	\$15.41	\$15.47	\$15.92

10. PAID CIRCULATION DATA

\$15.98	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: The audited average qualified circulation for January - June 2007 = 25,009. The unaudited average qualified circulation for July - December 2007 = 24,328. Yielding an average qualified circulation of 24,669.

**NC = None Claimed.

11. ADDITIONAL DATA

AVERAGE NON-QUALIFIED CIRCULATION:

1,500 copies of the November issue were printed for distribution at the GreenBuild 2007 Show in Chicago IL (November 7-9, 2007)

PARAGRAPH 1:

Qualified paid Benefit of Membership subscriptions averaging 14,608 copies were sold to qualified recipients at the following subscription prices: \$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.

PARAGRAPH 3b:

Paragraph 3b includes 9,381 qualified non-paid circulation. Qualified Paid circulation of 14,573 combined with the qualified non-paid circulation equals 23,954 total qualified circulation for the analyzed issue.

Association rosters and directories include 1 source of circulation for a quantity of 1,323 copies or 5.5%.

Other Sources include 2 sources of circulation of 68 copies or 0.3% to 5,588 copies or 23.3%, including The Information Refinery Inc.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.		Date signed	January 29, 2008
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	January 29, 2008
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	C117P0D7