

# Replacement

CONTRACTOR

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## PUBLISHER'S STATEMENT OF TOTAL AUDIENCE

### Mission Statement

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REPLACEMENT CONTRACTOR provides business, technical, and product information to owners and senior managers of specialty contracting firms involved in roofing, siding, decking, and window replacement projects.

Established: 2002  
 Issues per year: 5



Total Contacts	
Magazine Circulation	16,500
e-Newsletter Circulation	26,395
Website Unique Visits	7,129
<b>TOTAL CONTACTS</b>	<b>50,024</b>

Analysis of Contacts by Primary Occupation				
<i>Note: Gross data are contained in these tables. No attempt has been made to eliminate any duplication.</i>				
Primary Business	Magazine	e-Newsletter	Website	Total
Exterior and/or Specialty Contractor, General Contractor, Builder, Remodeler, or Developer who installs roofing, siding, windows and/or decking	14,571	16,761	-	31,332
Subcontractors Allied to the Field	1,929	3,431	-	5,360
All Other	-	6,203	7,129	13,332
<b>TOTAL</b>	<b>16,500</b>	<b>26,395</b>	<b>7,129</b>	<b>50,024</b>

Average Non-Qualified Print Circulation	
	Copies
Other Paid Circulation	10
Advertiser and Agency	477
Rotated or Occasional	-
*Allocated for Trade Shows & Conventions	500
All Other	546
<b>TOTAL</b>	<b>1,533</b>

Average Qualified Print Circulation						
Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	16,500	100.0%	16,500	100.0%	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,500</b>	<b>100.0%</b>	<b>16,500</b>	<b>100.0%</b>	<b>-</b>	<b>0.0%</b>

Business/Occupational Breakout of Print Circulation						
Business and Industry	Total Qualified	Percent of Total	Title			
			President, Owner, Partner, CEO, Corp Executive, Vice President, Controller, Treasurer	General Manager, Project Manager, Designer, Construction Supervisor, Foreman	Purchasing Dir., Salesperson, Estimator or Other Manager	Other Titled and Non-Titled Personnel
Exterior and/or Specialty Contractor, General Contractor, Builder, Remodeler, or Developer who installs roofing, siding, windows and/or decking	14,571	88.3%	11,916	1,477	1,057	121
Subcontractors allied to the field	1,929	11.7%	1,207	272	429	21
<b>TOTAL</b>	<b>16,500</b>	<b>100.0%</b>	<b>13,123</b>	<b>1,749</b>	<b>1,486</b>	<b>142</b>

Annual Sales Volume of Print Circulation									
Business and Industry	Total Qualified	Percent of Total	\$10 Million or more	\$5 Million to \$9,999,999	\$2.5 Million to \$4,999,999	\$1 Million to \$2,499,999	\$500,000 to \$999,999	\$250,000 to \$499,999	\$1 to \$249,999
Exterior and/or Specialty Contractor, General Contractor, Builder, Remodeler, or Developer who installs roofing, siding, windows and/or decking	14,571	88.3%	1,317	1,222	1,967	3,741	2,963	1,786	1,575
Subcontractors allied to the field	1,929	11.7%	529	235	266	397	286	94	122
<b>TOTAL</b>	<b>16,500</b>	<b>100.0%</b>	<b>1,846</b>	<b>1,457</b>	<b>2,233</b>	<b>4,138</b>	<b>3,249</b>	<b>1,880</b>	<b>1,697</b>

Geographical Analysis Of Print Circulation					
State	Total	Percent	State	Total	Percent
Maine	77		Kentucky	200	
New Hampshire	122		Tennessee	250	
Vermont	48		Alabama	177	
Massachusetts	547		Mississippi	57	
Rhode Island	84		<b>East So. Central</b>	<b>684</b>	<b>4.1%</b>
Connecticut	318		Arkansas	86	
<b>New England</b>	<b>1,196</b>	<b>7.2%</b>	Louisiana	130	
New York	991		Oklahoma	144	
New Jersey	602		Texas	778	
Pennsylvania	974		<b>West So. Central</b>	<b>1,138</b>	<b>6.9%</b>
<b>Middle Atlantic</b>	<b>2,567</b>	<b>15.6%</b>	Montana	65	
Ohio	787		Idaho	74	
Indiana	409		Wyoming	25	
Illinois	861		Colorado	284	
Michigan	622		New Mexico	55	
Wisconsin	464		Arizona	225	
<b>East No. Central</b>	<b>3,143</b>	<b>19.0%</b>	Utah	104	
Minnesota	518		Nevada	67	
Iowa	247		<b>Mountain</b>	<b>899</b>	<b>5.4%</b>
Missouri	362		Alaska	35	
North Dakota	48		Washington	339	
South Dakota	64		Oregon	175	
Nebraska	140		California	1,378	
Kansas	195		Hawaii	38	
<b>West No. Central</b>	<b>1,574</b>	<b>9.5%</b>	<b>Pacific</b>	<b>1,965</b>	<b>11.9%</b>
Delaware	82		<b>United States</b>	<b>16,485</b>	<b>99.9%</b>
Maryland	448		US Territories	15	<b>0.1%</b>
Washington, DC	11		Canada	-	
Virginia	544		Mexico	-	
West Virginia	54		Other International	-	
North Carolina	489		APO/FPO	-	
South Carolina	186			-	
Georgia	390			-	
Florida	1,115			-	
<b>South Atlantic</b>	<b>3,319</b>	<b>20.1%</b>	<b>TOTAL CIRCULATION</b>	<b>16,500</b>	<b>100.0%</b>

Mailing Address Breakout of Qualified Print Circulation		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	16,471	99.8%
Individuals by name only	4	0.0%
Titles or functions only	25	0.2%
Company names only	0	0.0%
Multiple Copy Same Addressee copies	0	0.0%
<b>TOTAL</b>	<b>16,500</b>	<b>100.0%</b>