

Replacement

CONTRACTOR

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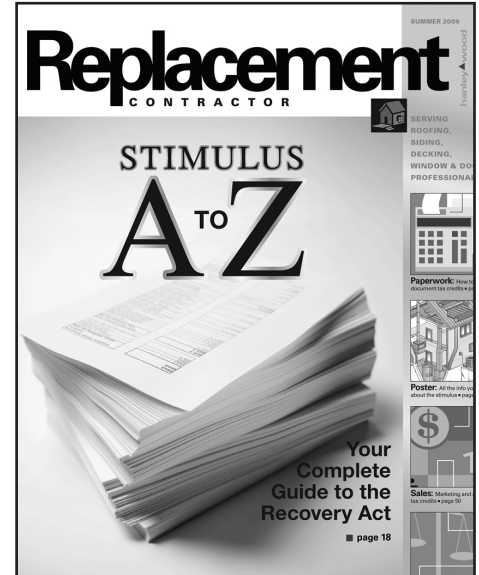
PUBLISHER'S STATEMENT OF TOTAL AUDIENCE

Mission Statement

June 2009

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: 4



Total Contacts	
Magazine Circulation	18,500
e-Newsletter Circulation	24,680
Website Unique Visits	5,495
TOTAL CONTACTS	48,675

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	17,425	13,860	-	31,285
Subcontractors Allied to the Field	1,075	1,017	-	2,092
All Other	-	9,803	5,495	15,298
TOTAL	18,500	24,680	5,495	48,675

Average Non-Qualified Print Circulation	
	Copies
Other Paid Circulation	27
Advertiser and Agency	484
Rotated or Occasional	1,000
Allocated for Trade Shows & Conventions	400
All Other	741
TOTAL	2,652

Average Qualified Print Circulation						
Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	18,500	100.0%	18,500	100.0%	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,500	100.0%	18,500	100.0%	-	0.0%

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	17,425	94.2%	13,750	1,907	1,529	239
Subcontractors allied to the field	1,075	5.8%	712	154	194	15
TOTAL	18,500	100.0%	14,462	2,061	1,723	254

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	17,450	94.3%	2,129	1,405	2,393	4,641	3,975	2,307	600
Subcontractors allied to the field	1,050	5.7%	286	126	138	226	176	98	-
TOTAL	18,500	100.0%	2,415	1,531	2,531	4,867	4,151	2,405	600

Geographical Analysis Of Print Circulation					
State	Total	Percent	State	Total	Percent
Maine	89		Kentucky	227	
New Hampshire	142		Tennessee	312	
Vermont	60		Alabama	184	
Massachusetts	594		Mississippi	73	
Rhode Island	96		East So. Central	796	4.3%
Connecticut	354		Arkansas	78	
New England	1,335	7.2%	Louisiana	136	
New York	1,124		Oklahoma	148	
New Jersey	736		Texas	790	
Pennsylvania	1,041		West So. Central	1,152	6.2%
Middle Atlantic	2,901	15.7%	Montana	65	
Ohio	907		Idaho	73	
Indiana	445		Wyoming	38	
Illinois	991		Colorado	293	
Michigan	714		New Mexico	83	
Wisconsin	555		Arizona	214	
East No. Central	3,612	19.5%	Utah	124	
Minnesota	631		Nevada	64	
Iowa	315		Mountain	954	5.2%
Missouri	427		Alaska	32	
North Dakota	68		Washington	378	
South Dakota	78		Oregon	213	
Nebraska	187		California	1,479	
Kansas	249		Hawaii	43	
West No. Central	1,955	10.6%	Pacific	2,145	11.6%
Delaware	91		United States	18,479	99.9%
Maryland	518		US Territories	21	0.1%
Washington, DC	9		Canada	-	
Virginia	596		Mexico	-	
West Virginia	79		Other International	-	
North Carolina	533		APO/FPO	-	
South Carolina	214			-	
Georgia	454			-	
Florida	1,135			-	
South Atlantic	3,629	19.6%	TOTAL CIRCULATION	18,500	100.0%

Mailing Address Breakout of Qualified Print Circulation		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	18,451	99.7%
Individuals by name only	7	0.0%
Titles or functions only	41	0.0%
Company names only	1	0.0%
Multiple Copy Same Addressee copies	0	0.0%
TOTAL	18,500	100.0%