



**CIRCULATION STATEMENT BUSINESS PUBLICATION  
FOR THE 6 MONTH PERIOD ENDED JUNE 2010**

No attempt has been made to rank the information contained in this report in order of importance, since BPA International believes this is a judgment which must be made by the user of the report.

No. NEC/06-10

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Official Publication of: None  
Established: 1988  
Issues Per Year: 5  
(See Paragraph 8)

**FIELD SERVED**

MASONRY CONSTRUCTION serves individuals and firms involved in masonry work, including general contractors and specialty contractors associated with masonry, masonry contractors, independent masonry craftsmen, rehab/repair contractors, interlocking pavement contractors, architectural and engineering firms, construction management, brick and concrete block distributors, brick and concrete block producers, distributors of equipment and related products, and manufacturers of products or equipment used in masonry construction. Also qualified are government agencies including federal, state, county, local; testing labs, educational institutions, trade associations, libraries and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are titled and non-titled personnel including company copies in the above field served.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	12
Advertiser and Agency _____	350
Rotated or Occasional _____	-
*Allocated for Trade Shows and Conventions _____	842
Digital _____	-
All Other _____	958
<b>TOTAL</b>	<b>2,162</b>

\*See Paragraph 8

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	13,893	57.9	11,823	49.3	2,070	8.6
*Sponsored Individually Addressed_	9,482	39.5	-	-	9,482	39.5
Membership Benefit _____	-	-	-	-	-	-
*Multi-Copy Same Addressee _____	625	2.6	-	-	625	2.6
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>24,000</b>	<b>100.0</b>	<b>11,823</b>	<b>49.3</b>	<b>12,177</b>	<b>50.7</b>

\*See Paragraph 8

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2010 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	3,846	1,043	11,572	12,428	24,000
April _____	421	598	11,749	12,251	24,000
June/July _____	4,316	4,716	12,149	11,851	24,000
<b>TOTAL</b>	<b>8,583</b>	<b>6,357</b>			

\*See Paragraph 8

Masonry Construction / June 2010

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE/JULY 2010**  
**This issue is equal to the average of the other 2 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	*Qualified Sponsored Paid	Qualified Non-Sponsored Paid	Qualified Non-Paid
Masonry and specialty masonry contractors/independent masonry craftsmen _____	15,294	63.7	3,735	1,103	10,456
General building contractors involved in masonry construction including those engaged in commercial, industrial, institutional building; residential construction/general contractor including rehab/repair contractors; interlocking pavement contractor _____	2,767	11.5	1,457	172	1,138
Architectural/design/engineering firms _____	3,199	13.3	2679	163	357
Government, including federal, state, county and local _____	190	0.8	169	9	12
Producers and distributors of brick and concrete block; distributors of equipment and related products _____	759	3.2	612	81	66
Manufacturers of masonry equipment, products, materials, and supplies used in masonry construction; brick manufacturers _____	357	1.5	234	57	66
Construction Management involved in masonry construction; including commercial, industrial, and institutional project owners with in-house construction departments; construction management firms _____	112	0.5	78	20	14
Bulk copies sent to sponsoring companies _____	432	1.8	432	-	-
Trade associations, educational institutions, testing labs, libraries and others allied to the field _____	408	1.7	307	61	40
Other Paid Circulation _____	482	2.0	129	353	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>24,000</b>	<b>100.0</b>	<b>9,832</b>	<b>2,019</b>	<b>12,149</b>

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF JUNE/JULY 2010							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	*Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	2	1	-	3	-	3	-
II. Request from recipient's company: _____	-	-	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request): _____	817	1,208	-	2,025	-	2,025	16.7
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>9,404</b>	<b>278</b>	<b>439</b>	<b>10,121</b>	-	<b>10,121</b>	<b>83.3</b>
Association rosters and directories _____	-	-	-	-	-	-	-
*Business directories _____	9,095	-	-	9,095	-	9,095	74.9
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
*Other sources _____	309	278	439	1,026	-	1,026	8.4
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10,223</b>	<b>1,487</b>	<b>439</b>	<b>12,149</b>	-	<b>12,149</b>	<b>100.0</b>
<b>PERCENT</b>	<b>84.2</b>	<b>12.2</b>	<b>3.6</b>	<b>100.0</b>	-	<b>100.0</b>	

\*See Paragraph 8

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE/JULY 2010				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	11,681	7,656	19,337	80.6
Individuals by name only _____	451	2,922	3,373	14.1
Titles or functions only _____	14	165	179	0.7
Company names only _____	3	47	50	0.2
Multi-Copy Same Addressee copies _____	-	1,061	1,061	4.4
Single Copy Sales _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,149</b>	<b>11,851</b>	<b>24,000</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE/JULY 2010											
State & Zip Code	*Qualified Sponsored Paid	Qualified Non-Sponsored Paid	Qualified Non-Paid	Total Qualified	Percent	State & Zip Code	*Qualified Sponsored Paid	Qualified Non-Sponsored Paid	Qualified Non-Paid	Total Qualified	Percent
039-049 Maine _____	131	24	87	242		400-427 Kentucky _____	207	33	157	397	
030-038 New Hampshire _____	79	15	72	166		370-385 Tennessee _____	113	18	194	325	
050-059 Vermont _____	28	12	24	64		350-369 Alabama _____	4	18	114	136	
010-027 Massachusetts _____	158	61	428	647		386-397 Mississippi _____	21	10	55	86	
028-029 Rhode Island _____	40	5	59	104		<b>EAST SO. CENTRAL</b>	<b>345</b>	<b>79</b>	<b>520</b>	<b>944</b>	<b>3.9</b>
060-069 Connecticut _____	35	40	198	273		716-729 Arkansas _____	39	13	87	139	
<b>NEW ENGLAND</b>	<b>471</b>	<b>157</b>	<b>868</b>	<b>1,496</b>	<b>6.2</b>	700-714 Louisiana _____	184	12	76	272	
100-149 New York _____	464	106	725	1,295		730-749 Oklahoma _____	87	24	100	211	
070-089 New Jersey _____	304	45	407	756		750-799 Texas _____	518	81	574	1,173	
150-196 Pennsylvania _____	1,064	138	599	1,801		<b>WEST SO. CENTRAL</b>	<b>828</b>	<b>130</b>	<b>837</b>	<b>1,795</b>	<b>7.5</b>
<b>MIDDLE ATLANTIC</b>	<b>1,832</b>	<b>289</b>	<b>1,731</b>	<b>3,852</b>	<b>16.1</b>	590-599 Montana _____	31	19	66	116	
430-459 Ohio _____	592	133	487	1,212		832-838 Idaho _____	23	8	79	110	
460-479 Indiana _____	216	58	252	526		820-831 Wyoming _____	4	4	32	40	
600-629 Illinois _____	523	102	536	1,161		800-816 Colorado _____	138	49	257	444	
480-499 Michigan _____	529	60	703	1,292		870-884 New Mexico _____	26	4	48	78	
530-549 Wisconsin _____	85	98	255	438		850-865 Arizona _____	9	20	477	506	
<b>EAST NO. CENTRAL</b>	<b>1,945</b>	<b>451</b>	<b>2,233</b>	<b>4,629</b>	<b>19.3</b>	840-847 Utah _____	66	20	153	239	
550-567 Minnesota _____	30	61	347	438		889-898 Nevada _____	98	17	133	248	
500-528 Iowa _____	183	26	154	363		<b>MOUNTAIN</b>	<b>395</b>	<b>141</b>	<b>1,245</b>	<b>1,781</b>	<b>7.4</b>
630-658 Missouri _____	635	35	216	886		995-999 Alaska _____	31	2	21	54	
580-588 North Dakota _____	70	8	31	109		980-994 Washington _____	64	55	343	462	
570-577 South Dakota _____	31	12	30	73		970-979 Oregon _____	102	18	159	279	
680-693 Nebraska _____	636	9	75	720		900-961 California _____	348	112	939	1,399	
660-679 Kansas _____	334	17	71	422		967-968 Hawaii _____	1	13	106	120	
<b>WEST NO. CENTRAL</b>	<b>1,919</b>	<b>168</b>	<b>924</b>	<b>3,011</b>	<b>12.6</b>	<b>PACIFIC</b>	<b>546</b>	<b>200</b>	<b>1,568</b>	<b>2,314</b>	<b>9.6</b>
197-199 Delaware _____	7	7	46	60		<b>UNITED STATES</b>	<b>9,589</b>	<b>1,917</b>	<b>12,137</b>	<b>23,643</b>	<b>98.5</b>
206-219 Maryland _____	53	46	282	381		969 & 004-009 U.S. Territories _____	-	4	12	16	
200-205 Washington, DC _____	4	5	7	16		Canada _____	240	70	-	310	
220-246 Virginia _____	371	65	324	760		Mexico _____	-	9	-	9	
247-268 West Virginia _____	39	10	102	151		Other International _____	3	19	-	22	
270-289 North Carolina _____	378	64	433	875		APO/FPO _____	-	-	-	-	
290-299 South Carolina _____	152	18	155	325		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>9,832</b>	<b>2,019</b>	<b>12,149</b>	<b>24,000</b>	<b>100.0</b>
300-319 Georgia _____	68	39	236	343							
320-349 Florida _____	236	48	626	910							
<b>SOUTH ATLANTIC</b>	<b>1,308</b>	<b>302</b>	<b>2,211</b>	<b>3,821</b>	<b>15.9</b>						

\*See Paragraph 8

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

*Average Annual Order Price: 5 issues for \$19.05		
5. PRICES (See Paragraph 8)	Total	Percent
Offers (>= to 5% of total Orders)		
5 for \$15.00 _____	19	6.4
5 for \$24.00 _____	29	9.8
5 for \$30.00 _____	24	8.1
6 for \$30.00 _____	22	7.4
10 for \$24.00 _____	52	17.6
10 for \$33.00 _____	16	5.4
10 for \$46.00 _____	21	7.1
12 for \$23.00 _____	15	5.1
12 for \$46.00 _____	26	8.8
All Others (Average Order Price: \$23.37) _____	72	24.3
<b>TOTAL</b>	<b>296</b>	<b>100.0</b>

6. USE OF FREE PROMOTIONAL INCENTIVES (See Paragraph 8)	Total	Percent
*Ordered without promotional incentive _____	296	100.0
Ordered with editorial promotional incentive _____	-	-
Ordered with other promotional incentive _____	-	-
<b>TOTAL</b>	<b>296</b>	<b>100.0</b>

**7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS (SEE PARAGRAPH 9)**

	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*	January - June 2009*
6-Month Period Ended:	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*	January - June 2009*
Total Audit Average Qualified: _____	28,103	28,100	27,001	27,001	27,000	24,000
Qualified Non-Paid: _____	8,911	10,004	9,974	11,579	13,805	11,823
Qualified Paid: _____	19,192	18,096	17,027	15,422	13,195	12,177
Post Expire Copies included in Total Qualified Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	\$21.88	\$22.75	\$21.88	\$23.72	\$25.36	\$19.05

\*NOTE: July 2009 - June 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.  
\*\*NC = None Claimed

**8. ADDITIONAL DATA (CONTINUED)**

**PARAGRAPHS 5 AND 6:**

Calculated on individual paid subscriptions. Average annual subscription order price for Sponsored paid cannot be determined "for the Period Required" due to the continuous service program. See comments below for Sponsored paid prices.

Sponsored individually addressed orders are continuous service at the following prices:

	Cost Per Copy Range Within Specified Quantity Ranges Based on Number of Names				
	25 - 99	100-199	200-499	500-999	1,000+
Sponsors sending to U.S. Addresses _____	\$0.81 - \$1.20	\$0.81 - \$1.20	\$0.81 - \$1.20	\$0.81 - \$1.20	\$0.81 - \$1.20
Sponsors sending to non-U.S. Addresses _____	\$1.62 - \$4.06	\$1.62 - \$4.06	\$1.62 - \$4.06	\$1.62 - \$4.06	\$1.62 - \$4.06

**8. ADDITIONAL DATA**

**CHANGE IN FREQUENCY:**

Effective with the January 2010 issue, Masonry Construction changed its frequency from 9 to 5 issues per year.

**AVERAGE NON-QUALIFIED CIRCULATION:**

**Allocated for Trade Shows and Conventions:**

2,100 January 2010 copies were sent to World of Concrete in Las Vegas, NV  
225 April 2010 copies were sent to Construct 2010 in Philadelphia, PA  
200 April 2010 copies were sent to World of Concrete Latin America 2010 in Mexico City, Mexico

**PARAGRAPHS 1, 3a, 3b and 4:**

Qualified sponsored paid represents copies purchased by producers of brick and concrete block, distributors of brick and concrete block, distributors of equipment and related products, general building contractor, masonry and specialty masonry contractor/masonry craftsmen, manufacturers of equipment and materials, engineering firms and trade associations serving the masonry industry for their customers, members and prospective customers in quantities of 25 to 933. These copies were mailed by the publisher directly to the qualified recipients.

**PARAGRAPH 1:**

Multi-copy Same Addresses averaging 625 are copies sent in bulk by the firms previously listed and others allied to the field.

**PARAGRAPH 2:**

Qualified non-paid additions and removals are reported at the option of the publisher.

**PARAGRAPH 3b:**

Business directories include 1 source of circulation for a quantity of 9,095 copies or 74.9%, including Dun & Bradstreet. Other sources include 9 sources of circulation for quantities of 24 copies or 0.2% to 285 copies or 2.3%. Communication from recipient's company (other than request) represents World of Concrete trade show registered attendees. Paragraph 3b includes 12,149 qualified non-paid circulation. Qualified paid circulation of 11,851 combined with the qualified non-paid circulation equal 24,000 total qualified circulation for the analyzed issue.

Paragraphs 3c, 5, 6 and 7 are reported at the option of the publisher.

**PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.  
Vaughn Rockhold, Publisher  
Chari O'Rourke, Circulation 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 circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed August 9, 2010  
State Illinois  
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