

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.

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# Masonry Construction

The World of Masonry

Hanley Wood, LLC.  
8725 W. Higgins Road, Suite 600  
Chicago, IL 60631  
Tel.: (773) 824-2400  
Fax: (773) 824-2401

Official Publication of: None  
Established: 1988  
Issues Per Year: 9  
(See Paragraph 9)

**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 _____	-
Advertiser and Agency _____	357
Rotated or Occasional _____	-
*Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	1,065
<b>TOTAL</b>	<b>1,422</b>

\*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 _____	15,955	59.1	13,805	51.1	2,150	8.0
*Sponsored Individually Addressed_	10,253	38.0	-	-	10,253	38.0
Membership Benefit _____	-	-	-	-	-	-
*Multi-Copy Same Addressee _____	792	2.9	-	-	792	2.9
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>27,000</b>	<b>100.0</b>	<b>13,805</b>	<b>51.1</b>	<b>13,195</b>	<b>48.9</b>

\*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
July/ August _____	1,556	1,939	13,026	13,974	27,000	November/ December _____	604	965	14,375	12,625	27,000
September/ October _____	3,377	4,365	14,014	12,986	27,000	<b>TOTAL</b>	<b>5,537</b>	<b>7,269</b>			

\*See Paragraph 9

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009**  
**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 _____	18,034	66.9	3,982	1230	12,822
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 _____	2,829	10.5	1,598	199	1,032
Architectural/design/engineering firms _____	3,310	12.3	2,820	168	322
Government, including federal, state, county and local _____	202	0.7	180	10	12
Producers and distributors of brick and concrete block; distributors of equipment and related products _____	793	2.9	639	87	67
Manufacturers of masonry equipment, products, materials, and supplies used in masonry construction; brick manufacturers _____	373	1.4	245	63	65
Construction Management involved in masonry construction; including commercial, industrial, and institutional project owners with in-house construction departments; construction management firms _____	117	0.4	83	20	14
Bulk copies sent to sponsoring companies _____	464	1.7	464	-	-
Trade associations, educational institutions, testing labs, libraries and others allied to the field _____	441	1.6	317	83	41
Other Paid Circulation _____	437	1.6	128	309	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>27,000</b>	<b>100.0</b>	<b>10,456</b>	<b>2,169</b>	<b>14,375</b>

\*See Paragraph 9

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009							
QUALIFICATION SOURCE	Qualified Within			*Qualified Non-Paid	*Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	-	-	-	-	-	-	-
II. Request from recipient's company: _____	-	-	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request): _____	1,745	-	-	1,745	-	1,745	12.1
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>11,896</b>	<b>403</b>	<b>331</b>	<b>12,630</b>	-	<b>12,630</b>	<b>87.9</b>
Association rosters and directories _____	-	-	-	-	-	-	-
*Business directories _____	11,550	-	-	11,550	-	11,550	80.4
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
*Other sources _____	346	403	331	1,080	-	1,080	7.5
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,641</b>	<b>403</b>	<b>331</b>	<b>14,375</b>	-	<b>14,375</b>	<b>100.0</b>
<b>PERCENT</b>	<b>94.9</b>	<b>2.8</b>	<b>2.3</b>	<b>100.0</b>	-	<b>100.0</b>	

\*See Paragraph 9

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	13,834	8,194	22,028	81.6
Individuals by name only _____	524	3,068	3,592	13.3
Titles or functions only _____	14	181	195	0.7
Company names only _____	3	56	59	0.2
Multi-Copy Same Addressee copies _____	-	1,126	1,126	4.2
Single Copy Sales _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,375</b>	<b>12,625</b>	<b>27,000</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009											
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 _____	133	36	117	286		400-427 Kentucky _____	209	37	166	412	
030-038 New Hampshire _____	79	15	93	187		370-385 Tennessee _____	123	17	251	391	
050-059 Vermont _____	29	13	49	91		350-369 Alabama _____	4	19	146	169	
010-027 Massachusetts _____	158	67	538	763		386-397 Mississippi _____	23	10	70	103	
028-029 Rhode Island _____	41	4	76	121		<b>EAST SO. CENTRAL</b>	<b>359</b>	<b>83</b>	<b>633</b>	<b>1,075</b>	<b>4.0</b>
060-069 Connecticut _____	35	40	294	369		716-729 Arkansas _____	39	17	91	147	
<b>NEW ENGLAND</b>	<b>475</b>	<b>175</b>	<b>1,167</b>	<b>1,817</b>	<b>6.7</b>	700-714 Louisiana _____	187	10	75	272	
100-149 New York _____	466	108	870	1,444		730-749 Oklahoma _____	87	24	115	226	
070-089 New Jersey _____	317	50	501	868		750-799 Texas _____	525	81	654	1,260	
150-196 Pennsylvania _____	1,153	179	800	2,132		<b>WEST SO. CENTRAL</b>	<b>838</b>	<b>132</b>	<b>935</b>	<b>1,905</b>	<b>7.1</b>
<b>MIDDLE ATLANTIC</b>	<b>1,936</b>	<b>337</b>	<b>2,171</b>	<b>4,444</b>	<b>16.4</b>	590-599 Montana _____	32	19	70	121	
430-459 Ohio _____	622	160	570	1,352		832-838 Idaho _____	23	10	95	128	
460-479 Indiana _____	244	63	287	594		820-831 Wyoming _____	4	4	29	37	
600-629 Illinois _____	690	100	652	1,442		800-816 Colorado _____	139	48	300	487	
480-499 Michigan _____	565	62	843	1,470		870-884 New Mexico _____	26	9	56	91	
530-549 Wisconsin _____	126	101	348	575		850-865 Arizona _____	8	21	506	535	
<b>EAST NO. CENTRAL</b>	<b>2,247</b>	<b>486</b>	<b>2,700</b>	<b>5,433</b>	<b>20.1</b>	840-847 Utah _____	124	22	178	324	
550-567 Minnesota _____	31	67	392	490		889-898 Nevada _____	98	14	128	240	
500-528 Iowa _____	186	28	188	402		<b>MOUNTAIN</b>	<b>454</b>	<b>147</b>	<b>1,362</b>	<b>1,963</b>	<b>7.3</b>
630-658 Missouri _____	643	40	285	968		995-999 Alaska _____	31	3	22	56	
580-588 North Dakota _____	69	9	26	104		980-994 Washington _____	64	59	378	501	
570-577 South Dakota _____	31	11	33	75		970-979 Oregon _____	105	17	193	315	
680-693 Nebraska _____	640	10	80	730		900-961 California _____	356	116	1,002	1,474	
660-679 Kansas _____	336	17	94	447		967-968 Hawaii _____	1	15	93	109	
<b>WEST NO. CENTRAL</b>	<b>1,936</b>	<b>182</b>	<b>1,098</b>	<b>3,216</b>	<b>11.9</b>	<b>PACIFIC</b>	<b>557</b>	<b>210</b>	<b>1,688</b>	<b>2,455</b>	<b>9.1</b>
197-199 Delaware _____	10	9	67	86		<b>UNITED STATES</b>	<b>10,218</b>	<b>2,078</b>	<b>14,363</b>	<b>26,659</b>	<b>98.7</b>
206-219 Maryland _____	55	55	312	422		969 & 004-009 U.S. Territories _____	1	5	12	18	
200-205 Washington, DC _____	4	2	8	14		Canada _____	234	71	-	305	
220-246 Virginia _____	376	70	383	829		Mexico _____	-	3	-	3	
247-268 West Virginia _____	39	9	107	155		Other International _____	3	12	-	15	
270-289 North Carolina _____	382	62	506	950		APO/FPO _____	-	-	-	-	
290-299 South Carolina _____	158	24	183	365		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10,456</b>	<b>2,169</b>	<b>14,375</b>	<b>27,000</b>	<b>100.0</b>
300-319 Georgia _____	153	45	303	501							
320-349 Florida _____	239	50	740	1,029							
<b>SOUTH ATLANTIC</b>	<b>1,416</b>	<b>326</b>	<b>2,609</b>	<b>4,351</b>	<b>16.1</b>						

\*See Paragraph 9

**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: 10 issues for \$25.36		
5. PRICES (SEE PARAGRAPH 9)	Total	Percent
Offers (>= to 5% of total Orders)		
10 for \$30.00 _____	93	22.8
20 for \$46.00 _____	74	18.1
20 for \$23.00 _____	31	7.6
10 for \$15.00 _____	26	6.4
10 for \$24.00 _____	32	7.8
20 for \$43.00 _____	36	8.8
7 for \$27.00 _____	21	5.1
All Others (Average Order Price: \$35.38) _____	95	23.4
<b>TOTAL</b>	<b>408</b>	<b>100.0</b>

\*See Paragraph 9

6. USE OF FREE PROMOTIONAL INCENTIVES (SEE PARAGRAPH 9)	Total	Percent
*Ordered without promotional incentive _____	408	100.0
Ordered with editorial promotional incentive _____	-	-
Ordered with other promotional incentive _____	-	-
<b>TOTAL</b>	<b>408</b>	<b>100.0</b>

\*See Paragraph 9

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

	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2006	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009
6-Month Period Ended:						
Total Audit Average Qualified: _____	28,103	28,103	28,100	27,001	27,001	27,000
Qualified Non-Paid: _____	7,008	8,911	10,004	9,974	11,579	13,805
Qualified Paid: _____	21,095	19,192	18,096	17,027	15,422	13,195
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	\$22.29	\$21.88	\$22.75	\$21.88	\$23.72	\$25.36

\*July-December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC

**8. PAID CIRCULATION DATA (SEE PARAGRAPH 9)**

\$25.36	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
9	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

**9. ADDITIONAL DATA**

**ISSUES PER YEAR:**

Effective with the September/October 2009 issue, this publication changed its frequency from 10 to 9 issues per year

**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 909. These copies were mailed by the publisher directly to the qualified recipients.

**PARAGRAPH 1:**

Multi-copy Same Addresses averaging 792 are copies sent in bulk by the firms previously listed and others allied to the field.

**PARAGRAPH 2:**

Additions and removals are not required for paid circulation.

**PARAGRAPH 3b:**

Business directories include 1 source of circulation for a quantity of 11,550 copies or 80.4%, including Dun & Bradstreet.

Other sources include 9 sources of circulation for quantities of 24 copies or 0.2% to 292 copies or 2.0%

Communication from recipient's company (other than request) represents World of Concrete registered attendees.

Paragraph 3b includes 14,375 qualified non-paid circulation. Qualified paid circulation of 12,625 combined with the qualified non-paid circulation equal 27,000 total qualified circulation for the analyzed issue.

**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 paid 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

**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 February 9, 2010

State Illinois

County DuPage

Received by BPA Worldwide February 9, 2010

Type PJ

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