

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 comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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CONCRETE CONSTRUCTION

The World of Concrete

Hanley Wood, LLC.
8725 W. Higgins Road, Suite 600
Chicago, IL 60631
Tel.: (773) 824-2400
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Official Publication of: None
Established: 1956
Issues per Year: 12



FIELD SERVED

CONCRETE CONSTRUCTION serves general building contractors, including those engaged in commercial, industrial and institutional building; residential construction including rehab/repair contractors; concrete contractors and specialty contractors associated with concrete including decorative contractors and residential construction contractors; highway and heavy construction contractors; demolition contractors; architectural/design/engineering firms; construction management; manufacturers of products used in construction; producers of construction products, including ready mix, precast, prestressed; and distributors of equipment, concrete accessories and tools, and related products used in concrete construction. Also qualified are testing labs, trade associations, government agencies, including federal, state, county, local; DOT's, public works/highway department, educational institutions, 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	663
Advertiser and Agency	494
Rotated or Occasional	-
*Allocated for Trade Shows and Conventions	1,415
Digital	-
All Other	1,224
TOTAL	3,796

*See Additional Data

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	35,562	64.7	32,337	58.8	3,225	5.9
*Sponsored Individually Addressed	18,066	32.8	-	-	18,066	32.8
Membership Benefit	-	-	-	-	-	-
*Multi-Copy Same Addressee	1,355	2.5	-	-	1,355	2.5
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	54,983	100.0	32,337	58.8	22,646	41.2

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2011 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January	10	599	31,528	23,372	54,900
February	353	506	31,681	23,319	55,000
March	274	585	31,992	23,008	55,000
April	128	561	32,425	22,575	55,000
May	11,895	12,533	33,063	21,937	55,000
June	347	618	33,334	21,666	55,000
TOTAL	13,007	15,402			

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011
This issue is -% or 20 copies above the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	*Qualified Sponsored Paid	Qualified Non-Sponsored Paid	Qualified Non-Paid
General building contractor , including those engaged in commercial, industrial, institutional building; residential construction including rehab/repair contractors _____	21,309	38.8	5,863	506	14,940
Concrete contractors and specialty contractors associated with concrete including decorative contractors and residential construction contractors _____	19,631	35.7	5,619	1,079	12,933
Highway and heavy construction contractors; demolition contractors; contractors engaged in both highway/heavy and general building construction; including government including federal, state, county, local; DOTs, public works/highway departments _____	6,290	11.4	1,771	144	4,375
Sub-Total Contractors	47,230	85.9	13,253	1,729	32,248
Bulk copies sent to sponsoring companies _____	710	1.3	710	-	-
Architectural/design/engineering firms _____	1,742	3.2	1,389	183	170
Construction Management, including commercial, industrial and institutional project owners with in-house construction departments; construction management firms _____	441	0.8	354	28	59
Producers of construction products, including ready mix, precast, prestressed; other materials used in construction _____	1,884	3.4	1,525	148	211
Testing labs, educational institutions, trade associations, and libraries and others allied to the field _____	685	1.2	481	114	90
Distributors of equipment, concrete accessories and tools, and related products used in concrete construction _____	842	1.5	546	125	171
Manufacturers of products used in concrete construction, including equipment, trucks and related products, concrete accessories and tools, maintenance products _____	548	1.0	340	94	114
Other Paid Circulation _____	918	1.7	243	675	-
TOTAL QUALIFIED CIRCULATION	55,000	100.0	18,841	3,096	33,063

*See Additional Data

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF MAY 2011							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	*Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	3,816	485	-	4,301	-	4,301	13.0
II. Request from recipient's company: _____	-	-	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request): _____	5,593	6,569	-	12,162	-	12,162	36.8
V. TOTAL - Sources other than above (listed alphabetically): _____	15,629	681	290	16,600	-	16,600	50.2
Association rosters and directories _____	-	-	-	-	-	-	-
*Business directories _____	14,215	-	-	14,215	-	14,215	43.0
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
*Other sources _____	1,414	681	290	2,385	-	2,385	7.2
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,038	7,735	290	33,063	-	33,063	100.0
PERCENT	75.7	23.4	0.9	100.0	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	32,180	13,640	45,820	83.4
Individuals by name only _____	868	5,472	6,340	11.5
Titles or functions only _____	13	433	446	0.8
Company names only _____	2	188	190	0.3
Multi-Copy Same Addressee copies _____	-	2,204	2,204	4.0
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	33,063	21,937	55,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011											
State	*Qualified Sponsored Paid	Qualified Non-Sponsored Paid	Qualified Non-Paid	Total Qualified	Percent	State	*Qualified Sponsored Paid	Qualified Non-Sponsored Paid	Qualified Non-Paid	Total Qualified	Percent
Maine _____	289	18	105	412		Kentucky _____	299	26	586	911	
New Hampshire _____	249	21	120	390		Tennessee _____	141	37	492	670	
Vermont _____	48	10	39	97		Alabama _____	2	31	376	409	
Massachusetts _____	256	47	486	789		Mississippi _____	13	18	191	222	
Rhode Island _____	24	12	79	115		EAST SO. CENTRAL	455	112	1,645	2,212	4.0
Connecticut _____	290	29	241	560		Arkansas _____	164	16	201	381	
NEW ENGLAND	1,156	137	1,070	2,363	4.3	Louisiana _____	542	20	365	927	
New York _____	816	108	1,273	2,197		Oklahoma _____	314	39	343	696	
New Jersey _____	283	91	622	996		Texas _____	281	167	2,014	2,462	
Pennsylvania _____	701	167	1,005	1,873		WEST SO. CENTRAL	1,301	242	2,923	4,466	8.1
MIDDLE ATLANTIC	1,800	366	2,900	5,066	9.2	Montana _____	209	27	211	447	
Ohio _____	1,075	109	1,477	2,661		Idaho _____	144	23	227	394	
Indiana _____	1,432	49	608	2,089		Wyoming _____	14	11	109	134	
Illinois _____	623	135	2,128	2,886		Colorado _____	209	82	779	1,070	
Michigan _____	372	83	706	1,161		New Mexico _____	65	21	228	314	
Wisconsin _____	214	97	724	1,035		Arizona _____	144	34	799	977	
EAST NO. CENTRAL	3,716	473	5,643	9,832	17.9	Utah _____	358	34	794	1,186	
Minnesota _____	625	71	681	1,377		Nevada _____	86	30	1,154	1,270	
Iowa _____	1,029	89	594	1,712		MOUNTAIN	1,229	262	4,301	5,792	10.5
Missouri _____	1,135	61	629	1,825		Alaska _____	65	26	130	221	
North Dakota _____	188	13	152	353		Washington _____	583	80	822	1,485	
South Dakota _____	153	11	159	323		Oregon _____	170	38	419	627	
Nebraska _____	406	24	394	824		California _____	1,214	249	4,969	6,432	
Kansas _____	749	45	405	1,199		Hawaii _____	193	35	443	671	
WEST NO. CENTRAL	4,285	314	3,014	7,613	13.9	PACIFIC	2,225	428	6,783	9,436	17.2
Delaware _____	6	6	77	89		UNITED STATES	17,963	2,650	33,002	53,615	97.5
Maryland _____	321	36	485	842		U.S. Territories _____	-	28	57	85	
Washington, DC _____	8	3	39	50		Canada _____	469	276	4	749	
Virginia _____	328	58	546	932		Mexico _____	1	15	-	16	
West Virginia _____	51	10	266	327		Other International _____	408	127	-	535	
North Carolina _____	437	44	697	1,178		APO/FPO _____	-	-	-	-	
South Carolina _____	201	18	326	545		TOTALS	18,841	3,096	33,063	55,000	100.0
Georgia _____	136	50	744	930							
Florida _____	308	91	1,543	1,942							
SOUTH ATLANTIC	1,796	316	4,723	6,835	12.4						

*See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*	January - June 2011*
Total Audit Average Qualified: _____	66,000	62,001	60,000	55,000	55,000	54,983
Qualified Non-Paid: _____	27,147	25,659	28,786	27,369	29,540	32,337
Qualified Paid: _____	38,853	36,342	31,214	27,631	25,460	22,646
Post Expire Copies included in Total Qualified Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	\$24.11	\$26.06	\$25.98	\$26.83	\$27.94	\$27.42

*NOTE: July 2010 – June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

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: 12 issues for \$27.42	Total	Percent	
PRICES (See Additional Data)			
Offers (>5% total orders)			
12 for \$30.00 _____	234	21.7	
12 for \$24.00 _____	220	20.4	
12 for \$15.00 _____	55	5.1	
12 for \$33.00 _____	58	5.4	
24 for \$43.00 _____	94	8.7	
24 for \$46.00 _____	223	20.7	
All Other _____	194	18.0	
TOTAL	1,078	100.0	

USE OF FREE PROMOTIONAL INCENTIVES	Total	Percent
Ordered without promotional incentive _____	1,078	100.0
Ordered with editorial promotional incentive _____	-	-
Ordered with other promotional incentive _____	-	-
TOTAL	1,078	100.0

ADDITIONAL DATA

AVERAGE NON-QUALIFIED CIRCULATION:

TRADE SHOW DISTRIBUTION INCLUDES:

Issue	Quantity	Show/Location
January _____	7,890	World of Concrete 2011 in Las Vegas, NV
February _____	100	The Work Truck Show 2011 in Indianapolis, IN
March _____	500	CONEXPO-CON/AGG 2011 in Las Vegas, NV

PARAGRAPH 1, 3a, 3b, and 4:

Qualified sponsored paid represents copies purchased by concrete producers, distributors or concrete construction products, general building contractors, concrete contractors and specialty concrete contractors, highway and heavy contractors, engineering firms, manufacturers and trade associations serving the concrete industry for their customers, members and prospective customers in quantities of 25 – 702. These copies are mailed by the publisher directly to the qualified recipients.

PARAGRAPH 1:

Qualified paid Multi-copy Same Addressee subscriptions averaging 1,355 are copies were sold to qualified recipients at various subscription prices, in quantities of 2 to 101.

PARAGRAPH 3b:

Communication from recipient's company (other than request) includes 1 source of circulation for a quantity of 12,162 copies or 36.8% representing World of Concrete trade show registered attendees.

Business directories include 1 source of circulation for a quantity of 14,215 copies or 43.0%, including Dun & Bradstreet.

Other sources include 10 sources of circulation for quantities of 35 copies or 0.1% to 816 copies or 2.5%.

Paragraph 3b includes 33,063 qualified non-paid circulation. Qualified paid circulation of 21,937 combined with the qualified non-paid circulation equals 55,000 total qualified circulation for the analyzed issue.

PRICES AND PROMOTIONAL INCENTIVES:

Calculated on individual subscriptions. Average annual other subscription price for Sponsored Paid cannot be determined "for the Period" due to continuous service program. See below comments 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 _____	\$0.69 - \$1.08	\$0.69 - \$1.04	\$0.69 - \$1.02	\$0.69 - \$1.00	\$0.69 - \$0.98
Sponsors sending to non-U.S. Addresses _____	\$1.53 - \$4.06	\$1.53 - \$4.06	\$1.53 - \$4.06	\$1.53 - \$4.06	\$1.53 - \$4.06

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 15, 2011
Vaughn Rockhold, Publisher	State	Illinois
Chari O'Rourke, Circulation Manager	County	Cook
(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	July 15, 2011
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	A004P0J1