

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 comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,600 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
Fax: (773) 824-2401

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 _____	-
*Advertiser and Agency _____	497
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	1,486
TOTAL	1,983

*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 _____	33,533	55.9	28,786	48.0	4,747	7.9
*Sponsored Individually Addressed _____	23,983	40.0	-	-	23,983	40.0
Membership Benefit _____	-	-	-	-	-	-
*Multi-Copy Same Addressee _____	2,484	4.1	-	-	2,484	4.1
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	60,000	100.0	28,786	48.0	31,214	52.0

*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 _____	3,207	4,304	27,044	32,957	60,001	October _____	461	666	29,301	30,699	60,000
August _____	5,015	5,681	27,917	32,084	60,001	November _____	796	1,256	29,761	30,239	60,000
September _____	37	2	28,247	31,753	60,000	December _____	250	940	30,452	29,548	60,000
						TOTAL	9,766	12,849			

*See Paragraph 9

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009
This issue is equal to 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 _____	20,486	34.1	7,761	778	11,947
Concrete contractors and specialty contractors associated with concrete including decorative contractors and residential construction contractors _____	23,422	39.0	7,389	2,019	14,014
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 _____	5,449	9.1	2,264	264	2,921
Sub-Total Contractors	49,357	82.2	17,414	3,061	28,882
Bulk copies sent to sponsoring companies _____	1,139	1.9	1,139		
Architectural/design/engineering firms _____	2,548	4.2	2,073	254	221
Construction Management, including commercial, industrial and institutional project owners with in-house construction departments; construction management firms _____	517	0.9	426	50	41
Producers of construction products, including ready mix, precast, prestressed; other materials used in construction _____	2,588	4.3	2,220	209	159
Testing labs, educational institutions, trade associations, and libraries and others allied to the field _____	841	1.4	599	161	81
Distributors of equipment, concrete accessories and tools, and related products used in concrete construction	1,442	2.4	1,013	168	261
Manufacturers of products used in concrete construction, including equipment, trucks and related products, concrete accessories and tools, maintenance products _____	695	1.2	444	135	116
Other Paid Circulation _____	873	1.5	312	561	
TOTAL QUALIFIED CIRCULATION	60,000	100.0	25,640	4,599	29,761

*See Paragraph 9

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF NOVEMBER 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): _____	11,920	-	-	11,920	-	11,920	40.1
V. TOTAL - Sources other than above (listed alphabetically): _____	17,162	649	30	17,841	-	17,841	59.9
Association rosters and directories _____	-	-	-	-	-	-	-
*Business directories _____	16,707	-	-	16,707	-	16,707	56.1
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
*Other sources _____	455	649	30	1,134	-	1,134	3.8
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	29,082	649	30	29,761	-	29,761	100.0
PERCENT	97.7	2.2	0.1	100.0	-	100.0	

*See Paragraph 9

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	28,708	18,664	47,372	78.9
Individuals by name only _____	1,037	6,989	8,026	13.4
Titles or functions only _____	13	575	588	1.0
Company names only _____	3	239	242	0.4
Multi-Copy Same Addressee copies _____	-	3,772	3,772	6.3
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	29,761	30,239	60,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

State & Zip Code	*Qualified Sponsored Paid	*Qualified Non-Sponsored Paid	Qualified Non-Sponsored	Total Qualified	Percent
039-049 Maine _____	409	17	101	527	
030-038 New Hampshire _____	350	34	121	505	
050-059 Vermont _____	171	11	46	228	
010-027 Massachusetts _____	365	66	421	852	
028-029 Rhode Island _____	112	16	65	193	
060-069 Connecticut _____	464	43	194	701	
NEW ENGLAND	1,871	187	948	3,006	5.0
100-149 New York _____	927	162	1,068	2,157	
070-089 New Jersey _____	333	114	566	1,013	
150-196 Pennsylvania _____	855	218	975	2,048	
MIDDLE ATLANTIC	2,115	494	2,609	5,218	8.7
430-459 Ohio _____	2,161	172	1,081	3,414	
460-479 Indiana _____	1,501	66	539	2,106	
600-629 Illinois _____	839	178	2,080	3,097	
480-499 Michigan _____	633	122	777	1,532	
530-549 Wisconsin _____	445	141	651	1,237	
EAST NO. CENTRAL	5,579	679	5,128	11,386	19.0
550-567 Minnesota _____	815	118	595	1,528	
500-528 Iowa _____	1,289	107	468	1,864	
630-658 Missouri _____	1,240	106	568	1,914	
580-588 North Dakota _____	190	17	113	320	
570-577 South Dakota _____	184	24	155	363	
680-693 Nebraska _____	421	40	347	808	
660-679 Kansas _____	792	57	310	1,159	
WEST NO. CENTRAL	4,931	469	2,556	7,956	13.3
197-199 Delaware _____	15	5	62	82	
206-219 Maryland _____	390	70	416	876	
200-205 Washington, DC _____	7	5	25	37	
220-246 Virginia _____	546	94	530	1,170	
247-268 West Virginia _____	54	12	274	340	
270-289 North Carolina _____	492	75	704	1,271	
290-299 South Carolina _____	300	54	283	637	
300-319 Georgia _____	192	105	714	1,011	
320-349 Florida _____	590	177	1,635	2,402	
SOUTH ATLANTIC	2,586	597	4,643	7,826	13.0
400-427 Kentucky _____	545	38	531	1,114	
370-385 Tennessee _____	154	50	505	709	
350-369 Alabama _____	33	39	371	443	
386-397 Mississippi _____	77	26	187	290	
EAST SO. CENTRAL	809	153	1,594	2,556	4.3
716-729 Arkansas _____	207	25	218	450	
700-714 Louisiana _____	570	39	322	931	
730-749 Oklahoma _____	337	44	332	713	
750-799 Texas _____	579	229	1,906	2,714	
WEST SO. CENTRAL	1,693	337	2,778	4,808	8.0
590-599 Montana _____	272	38	249	559	
832-838 Idaho _____	225	33	220	478	
820-831 Wyoming _____	24	16	136	176	
800-816 Colorado _____	364	134	781	1,279	
870-884 New Mexico _____	68	36	236	340	
850-865 Arizona _____	211	78	648	937	
840-847 Utah _____	558	46	647	1,251	
889-898 Nevada _____	172	53	838	1,063	
MOUNTAIN	1,894	434	3,755	6,083	10.1
995-999 Alaska _____	165	30	117	312	
980-994 Washington _____	650	131	828	1,609	
970-979 Oregon _____	230	63	452	745	
900-961 California _____	1,672	467	3,983	6,122	
967-968 Hawaii _____	200	54	299	553	
PACIFIC	2,917	745	5,679	9,341	15.6
UNITED STATES	24,395	4,095	29,690	58,180	97.0
969 & 004-009 U.S. Territories _____	5	40	29	74	
Canada _____	525	308	33	866	
Mexico _____	3	15	1	19	
Other International _____	712	141	8	861	
APO/FPO _____	-	-	-	-	
TOTAL QUALIFIED CIRCULATION	25,640	4,599	29,761	60,000	100.0

*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: 12 issued for \$25.98			6. USE OF FREE PROMOTIONAL INCENTIVES (See Paragraph 9)			
5. PRICES (See Paragraph 9)			Total	Percent	Total	Percent
Offers (>5% total orders)						
12 for \$30.00 _____		281	25.6	Ordered without promotional incentive _____	1,100	100.0
12 for \$24.00 _____		143	13.0	Ordered with editorial promotional incentive _____	-	-
12 for \$27.00 _____		91	8.3	Ordered with other promotional incentive _____	-	-
24 for \$46.00 _____		237	21.5			
24 for \$43.00 _____		99	9.0			
All Others-Average Order Price: \$29.36 _____		249	22.6			
	TOTAL	1,100	100.0	TOTAL	1,100	100.0

*See Paragraph 9

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS (See Paragraph 9)

6-Month Period Ended:	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*
Total Audit Average Qualified: _____	70,002	70,000	70,000	66,000	62,001	60,000
Qualified Non-Paid: _____	24,975	27,161	29,358	27,147	25,659	28,786
Qualified Paid: _____	45,027	42,839	40,642	38,853	36,342	31,214
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
***Average Annual Order Price: _____	\$24.81	\$23.82	\$25.19	\$24.11	\$26.06	\$25.98

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

**NC = None Claimed.

***See Paragraph 9

9. ADDITIONAL DATA**PARAGRAPHS 1, 3a, 3b & 4:**

Qualified sponsored paid represents copies purchased by concrete producers, distributors of 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 - 975. These copies are mailed by the publisher directly to the qualified recipients.

PARAGRAPH 1:

Multi-copy Same Addresses averaging 2,484 are copies sent bulk to 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 16,707 copies or 56.1%, including Dun & Bradstreet.

Other sources include 10 sources of circulation for quantities of 36 copies or 0.1% to 840 copies or 2.8%.

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

Paragraph 3b includes 29,761 qualified non-paid circulation. Qualified paid circulation of 30,239 combined with the qualified non-paid circulation equal 60,000 total qualified circulation for the analyzed issue.

PARAGRAPHS 5 AND 6:

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.

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 Cook

Received by BPA Worldwide February 9, 2010

Type PJ

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