

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2010
(Including Supplementary Data)**

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 Penton Media Publication
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Cleveland, OH 44114
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Fax: (216) 696-8765
www.contractingbusiness.com

Official Publication of: None
Established: 1944
Issues per year: 12



FIELD SERVED

CONTRACTING BUSINESS serves those contractors engaged in the design, new construction (installation), and/or service of mechanical systems in residential, commercial and industrial buildings. The mechanical systems field includes HVAC and/or Solar Contracting: air conditioning/ventilation, refrigeration, forced air heating, airhandling, service, building systems controls, energy management, solar thermal, solar-photovoltaic, sheet metal and glass fiber duct fabrication, ice makers, electrical; Hydronic heating and/or Mechanical Contracting. Also included are wholesalers.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include Corporate & Executive Management: CEOs, COOs, CFOs, CIOs, Executive VPs & GMs; Engineering & Technical Management: VPs, Directors and Managers of Engineering along with Engineering Department Managers, Design Engineers and Project Engineers; Service Management: Service Directors or Managers, HVAC Managers and Installation Managers; Sales Management: VPs, Directors and Managers or Sales and/or Marketing and Sales Account Executives; Wholesalers/Distributors; and other qualified personnel.

PURPOSE

Included herein is a multiple analysis of contractor circulation by types of work done, activities and area engaged in.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	52
Advertiser and Agency _____	2,147
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	1,260
TOTAL	3,459

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	40,000	100.0	40,000	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,000	100.0	40,000	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2010 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	89	89	38,046	1,954	40,000
February _____	186	186	38,040	1,960	40,000
March _____	236	236	38,041	1,959	40,000
April _____	234	234	38,013	1,987	40,000
May _____	337	337	38,268	1,732	40,000
June _____	290	290	38,270	1,730	40,000
TOTAL	1,372	1,372			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010

This issue is equal to the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	CLASSIFICATION BY TITLE			
					Corporate & Executive Management	Engineering & Technical Management	Service Management	Sales Management
Contractors:								
1-4 employees _____	8,708	21.8	8,338	370	7,435	237	777	259
5-9 employees _____	7,378	18.4	7,156	222	6,564	234	418	162
10-19 employees _____	7,987	20.0	7,697	290	6,883	383	463	258
20-49 employees _____	6,329	15.8	6,081	248	4,036	880	789	624
50-99 employees _____	3,277	8.2	3,097	180	1,483	680	283	531
100 or more employees _____	3,085	7.7	2,889	196	1,143	851	560	503
Total Copies to Contractors	36,764	91.9	35,258	1,506	27,544	3,265	3,290	2,337
Wholesalers (See Note 1)	3,236	8.1	3,010	226				
TOTAL QUALIFIED CIRCULATION	40,000	100.0	38,268	1,732				

Corporate & Executive Mgmt: CEOs, COOs, CFOs, CIOs, Executive VPs & GM's.
 Engineering & Technical Mgmt: VPs, Directors & Managers of Engineering along with Engineering Department Managers, Design Engineers & Project Engineers.
 Service Mgmt: Service Operators or Managers, HVAC Managers and Installation Managers.
 Sales Mgmt: VPs, Directors and Managers of Sales and/or Marketing & Sales Account Executives.
 Contractors: Respondents indicating "Contractor" on Q3, "My firm is a."

Note 1: B. Wholesalers/Distributors also includes Manufacturer's Reps and Others.

SUPPLEMENTARY DATA OF ISSUE OF MAY 2010

SUMMARY OF CONTRACTOR CIRCULATION BY TYPES OF WORK This is an analysis of the 35,350 respondents, or 88.4% of the total qualified circulation, that responded to the categories below. (Question 4, Which of the following categories best describes what your firm does?). See questionnaire used to elicit these data on the back of this report. Data is aggregated from multiple responses from individuals at the same firm. Since any one contractor may be engaged in one, two, or even all fourteen types of work, these numbers should not be added together as the total would exceed the number of copies to contractors. These data are presented for statistical and marketing purposes only. (See Note 1)

TYPE OF WORK	Total Responses	Percent Of Total
Air conditioning/ventilation _____	25,694	64.2
Refrigeration _____	15,060	37.7
Forced Air Heating (Dry) _____	7,423	18.6
Service _____	22,914	57.3
Building Systems Controls _____	12,139	30.3
Energy Management _____	10,937	27.3
Solar Thermal/Photovoltaic _____	3,483	8.7
Sheet Metal Fab. _____	13,854	34.6
Glass Fiber Duct Fab. _____	7,710	19.3
Ice Makers _____	11,377	28.4
Electrical _____	11,891	29.7
Hydronic Heating (Wet) _____	17,006	42.5
Radiant Floor Heating _____	5,281	13.2
Other _____	511	1.4
Total Respondents	35,350	88.4
TOTAL QUALIFIED CIRCULATION	40,000	100.0

Note 1 - Number of contractor respondents to supplementary question analyzed = 35,350. Total copies to contractors = 36,764. Number of respondents = 96.2% of contractors.

SUPPLEMENTARY DATA OF ISSUE OF MAY 2010

SUMMARY OF CONTRACTOR CIRCULATION BY AREAS ENGAGED IN MAY 2010 This is an analysis of the 29,710 respondents, or 74% of the total qualified circulation, that responded to the categories below. (Question 7, What types of construction fields is your firm engaged in?). See questionnaire used to elicit these data on the back of this report. Data is aggregated from multiple responses from individuals at the same firm. Since any one contractor may be engaged in one, two, or even all four areas, these numbers should not be added together as the total would exceed the number of copies to contractors. These data are presented for statistical and marketing purposes only. (See Note 1)

AREAS ENGAGED	Total Responses	Percent Of Total
Residential (All Types) _____	25,586	64.0
Residential (1-3 dwelling units) _____	23,441	58.6
Residential (4 or more dwelling units) _____	17,880	44.7
Non-Residential (Commercial/Institutional/Industrial) _____	24,357	60.9
Commercial/Institutional _____	23,655	59.1
Industrial _____	15,357	38.4
Total Respondents	29,710	74.3
TOTAL QUALIFIED CIRCULATION	40,000	100.0

Note 1 - Number of contractor respondents to supplementary question analyzed = 29,710. Total copies to contractors = 36,764. Number of respondents = 87.3% of contractors.

SUPPLEMENTARY DATA OF ISSUE OF MAY 2010

SUMMARY OF CONTRACTOR CIRCULATION BY ACTIVITIES ENGAGED IN MAY 2010 This is an analysis of the 32,011, or 80% of total qualified circulation, recipients that responded to the categories below. (Question 6, In which of the following activities, if any, is your firm engaged?). See questionnaire used to elicit these data on the back of this report. Data is aggregated from multiple responses from individuals at the same firm. Since any one contractor may be engaged in one, two, or even all five types of work, these numbers should not be added together as the total would exceed the number of copies to contractors. These data are presented for statistical and marketing purposes only. (See Note 1)

ACTIVITIES ENGAGED	Total Responses	Percent Of Total
New Construction _____	23,785	59.5
Modernization/Alteration _____	23,073	57.7
Repair, Replacement _____	29,183	73.0
Service _____	26,808	67.0
Design/Build Contracting _____	14,326	35.8
Total Respondents	32,011	80.0
TOTAL QUALIFIED CIRCULATION	40,000	100.0

Note 1 - Number of contractor respondents to supplementary question analyzed = 32,011. Total copies to contractors = 36,764. Number of respondents = 90.2% of contractors.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010							
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	32,467	7,533	-	38,268	1,732	40,000	100.0
II. Request from recipient's company: _____	-	-	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	-	-	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	32,467	7,533	-	38,268	1,732	40,000	100.0
PERCENT	81.2	18.8	-	95.7	4.3	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010				
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	38,268	1,732	40,000	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	38,268	1,732	40,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010									
State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
039-049 Maine _____	184	10	194		400-427 Kentucky _____	532	19	551	
030-038 New Hampshire _____	226	7	233		370-385 Tennessee _____	768	37	805	
050-059 Vermont _____	120	2	122		350-369 Alabama _____	453	20	473	
010-027 Massachusetts _____	888	38	926		386-397 Mississippi _____	251	9	260	
028-029 Rhode Island _____	121	1	122		EAST SO. CENTRAL	2,004	85	2,089	5.2
060-069 Connecticut _____	515	19	534		716-729 Arkansas _____	344	18	362	
NEW ENGLAND	2,054	77	2,131	5.3	700-714 Louisiana _____	408	14	422	
100-149 New York _____	2,037	83	2,120		730-749 Oklahoma _____	547	18	565	
070-089 New Jersey _____	1,105	45	1,150		750-799 Texas _____	2,874	146	3,020	
150-196 Pennsylvania _____	2,129	86	2,215		WEST SO. CENTRAL	4,173	196	4,369	10.9
MIDDLE ATLANTIC	5,271	214	5,485	13.7	590-599 Montana _____	187	11	198	
430-459 Ohio _____	1,994	87	2,081		832-838 Idaho _____	209	11	220	
460-479 Indiana _____	1,073	49	1,122		820-831 Wyoming _____	103	1	104	
600-629 Illinois _____	1,771	64	1,835		800-816 Colorado _____	674	43	717	
480-499 Michigan _____	1,318	51	1,369		870-884 New Mexico _____	208	9	217	
530-549 Wisconsin _____	1,170	49	1,219		850-865 Arizona _____	466	24	490	
EAST NO. CENTRAL	7,326	300	7,626	19.1	840-847 Utah _____	288	13	301	
550-567 Minnesota _____	984	51	1,035		889-898 Nevada _____	184	21	205	
500-528 Iowa _____	769	29	798		MOUNTAIN	2,319	133	2,452	6.1
630-658 Missouri _____	994	39	1,033		995-999 Alaska _____	97	5	102	
580-588 North Dakota _____	196	6	202		980-994 Washington _____	564	28	592	
570-577 South Dakota _____	206	7	213		970-979 Oregon _____	335	17	352	
680-693 Nebraska _____	435	17	452		900-961 California _____	2,602	142	2,744	
660-679 Kansas _____	561	17	578		967-968 Hawaii _____	52	3	55	
WEST NO. CENTRAL	4,145	166	4,311	10.8	PACIFIC	3,650	195	3,845	9.6
197-199 Delaware _____	124	6	130		UNITED STATES	37,838	1,695	39,533	98.8
206-219 Maryland _____	879	44	923		969 & 004-009 U.S. Territories _____	36	2	38	
200-205 Washington, DC _____	29	1	30		Canada _____	394	35	429	
220-246 Virginia _____	949	52	1,001		Mexico _____	-	-	-	
247-268 West Virginia _____	208	4	212		Other International _____	-	-	-	
270-289 North Carolina _____	1,303	42	1,345		APO/FPO _____	-	-	-	
290-299 South Carolina _____	524	24	548		TOTAL QUALIFIED CIRCULATION	38,268	1,732	40,000	100.0
300-319 Georgia _____	949	47	996						
320-349 Florida _____	1,931	109	2,040						
SOUTH ATLANTIC	6,896	329	7,225	18.1					

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009	January - June 2010*
Total Audit Average Qualified _____	49,012	49,000	46,000	40,000	40,000	40,000
Qualified Non-Paid Total _____	49,012	49,000	46,000	40,000	40,000	40,000
Print Version Only _____	49,012	49,000	46,000	40,000	40,000	38,113
Digital Version Only _____	-	-	-	-	-	1,887
Qualified Paid Total _____	-	-	-	-	-	-
Print Version Only _____	-	-	-	-	-	-
Digital Version Only _____	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price _____	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: January - 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:

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Replica - Editorial and design are unchanged from the original print edition.

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

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	38,113	100.0	38,113	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	38,113	100.0	38,113	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	1,887	100.0	1,887	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,887	100.0	1,887	100.0	-	-

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:

COMPLIMENTARY Subscription Offer



1 Do you wish to receive/continue to receive a COMPLIMENTARY subscription to Contracting Business? Y YES N No
Signature required _____
Date _____

2 How would you like to receive your copy of Contracting Business?
If you want to receive the digital version of the magazine, we must have your email address.
P Print version of Contracting Business
D Digital version of Contracting Business

3 My firm is a:
01 Contractor (if Contractor, please complete ALL questions below)
04 Wholesaler
99 Other (please specify) _____

4 Which of the following categories best describes what your firm does? (check all that apply)
HVAC and/or Solar Contracting
11 Air Conditioning/Ventilation 18 Solar - Thermal/Photovoltaic
12 Refrigeration 20 Sheet Metal Fab
13 Forced Air Heating (Dry) 21 Glass Fiber Duct Fab
14 Air Handling 22 Ice Makers
15 Service 23 Electrical
16 Building Systems Controls 02 Hydronic Heating (Wet)
17 Energy Management 07 Radiant Floor Heating
99 Other (please specify) _____
00 None of the above

5 Please select the ONE TITLE CATEGORY that best describes your position: (please check one only)
01 Corporate & Executive Management (including CEOs, COOs, CFOs, CIOs, Executive VPs & GMs)
02 Engineering & Technical Management (including VPs, Directors and Managers of Engineering along with Engineering Department Managers, Design Engineers and Project Engineers)
03 Service Management (including Service Directors or Managers, HVAC Managers and Installation Managers)
04 Sales Management (including VPs, Directors and Managers of Sales and/or Marketing and Sales Account Executives)
05 Wholesalers/Distributors (including Manufacturing Reps)
99 Other (please specify) _____

6 In which of the following activities, if any, is your firm engaged? (check all that apply)
01 New Construction
02 Modernization/Alteration
03 Repair, Replacement
04 Service
05 Design/Building Contracting
99 Other (please specify) _____
00 None of the above

7 What types of construction fields is your firm engaged in? (check all that apply)
RESIDENTIAL
01 1/2 Dwelling Units - Houses
02 4 or more Dwelling Units - Apartments including Garden Apartments & Townhomes
NON-RESIDENTIAL
04 Commercial/Institutional
05 Industrial
99 Other (please specify) _____
00 None of the above

8 How many people does your firm employ? (check only one)
01 1 - 4 05 50 - 99
02 5 - 9 06 100 - 249
03 10 - 19 07 250 - 499
04 20 - 49 08 500 or more

9 What job functions do you perform? (check all that apply)
01 Corporate Management
02 Project Management
03 Mechanical Engineering
04 Service/Technical
05 Sales
99 Other (please specify) _____
00 None of the above

10 Does your firm provide design/engineering services for commercial, institutional or industrial new or existing buildings?
Y Yes N No

11 Do you personally specify, design, recommend or buy products for mechanical systems?
Y Yes N No

12 Do you purchase hand tools for yourself or for others in your company?
Y Yes N No

13 Would you like to receive CB Hotmail eNewsletter free? Yes
Would you like to receive HVAC Talk eNewsletter free? Yes
E-mail _____

Please print with a black pen. Please allow four to six weeks for processing.
First Name _____
Title _____
Company _____
Address _____
City _____
State _____
ZIP _____
Phone (_____) _____
FAX* (_____) _____
E-Mail** _____@_____.com
*Your e-mail address is used to communicate to you. By providing your e-mail address, you are giving us written permission to receive subscription & other related information from Contracting Business that may be of interest to you. We will not share this information or give it to any other recipient. You may opt out or remove from lists at any time at the below.
**For full statement of our privacy policy, visit our website at public.csb.com

PUBLISHER'S AFFIDAVIT

We hereby make oath and testify that all data set forth in this statement are true.
Joseph A. Fristik, Group Publisher
Sonja Cheadle, Audience Development 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 July 29, 2010
State Ohio
County Cuyahoga
Received by BPA Worldwide July 29, 2010
Type PSD
ID Number C136Y0JO