

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED JUNE 2009  
(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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# Contracting Business

A Penton Media Publication

A Penton Media Publication  
The Penton Media Bldg.  
1300 E. 9th St.  
Cleveland, OH 44114  
Tel.: (216) 696-7000  
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[www.contractingbusiness.com](http://www.contractingbusiness.com)

Official Publication of: None  
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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: heating, ventilation, air conditioning, refrigeration, warm air heating, hydronic heating, sheet metal and glass fiber duct fabrication, piping, electrical, ice makers, airhandling, building systems controls and energy management. Also included are wholesalers/distributors.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include management, owners, partners, chairmen, presidents, vice presidents, secretaries, treasurers and general managers; engineering & technical: managers of engineering departments, design engineers, application engineers, project engineers; service; hvac managers, service managers, service engineers, servicemen and installation engineers; sales: vice presidents of sales or marketing, salesmen; 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<br>Not Included Elsewhere            | Copies       |
| Other Paid Circulation _____                       | 60           |
| Advertiser and Agency _____                        | 2,423        |
| Rotated or Occasional _____                        | -            |
| Allocated for Trade Shows<br>and Conventions _____ | 250          |
| Electronic _____                                   | -            |
| All Other _____                                    | 3,947        |
| <b>TOTAL</b>                                       | <b>6,680</b> |

| 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 _____                              | -               | -            | -                  | -            | -              | -       |
| <b>TOTAL QUALIFIED CIRCULATION</b>                   | <b>40,000</b>   | <b>100.0</b> | <b>40,000</b>      | <b>100.0</b> | -              | -       |

| 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 |
| January _____   | -              | -            |                    |                | 40,000          | April _____  | 17             | 17           |                    |                | 40,000          |
| February _____  | -              | -            |                    |                | 40,000          | May _____    | 423            | 423          |                    |                | 40,000          |
| March _____   | 4,704          | 4,704        |                    |                | 40,000          | June _____   | 164            | 164          |                    |                | 40,000          |
|   |                |              |                    |                |                 | <b>TOTAL</b> | <b>5,308</b>   | <b>5,308</b> |                    |                |                 |

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 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 | CLASSIFICATION BY TITLE |                         |         |       |
|--|-----------------|------------------|-------------------------|-------------------------|---------|-------|
|  |                 |                  | Management              | Engineering & Technical | Service | Sales |
| <b>1. A. Contractors:</b>                |                 |                  |                         |                         |         |       |
| 1. 1-3 employees _____                   | 9,386           | 23.4             | 8,866                   | 199                     | 222     | 99    |
| 2. 4-7 employees _____                   | 8,639           | 21.6             | 8,094                   | 247                     | 207     | 91    |
| 3. 8-19 employees _____                  | 9,508           | 23.8             | 8,410                   | 499                     | 381     | 218   |
| 4. 20-49 employees _____                 | 5,643           | 14.1             | 4,415                   | 601                     | 386     | 241   |
| 5. 50-99 employees _____                 | 2,030           | 5.1              | 1,356                   | 354                     | 181     | 139   |
| 6. 100 or more employees _____           | 2,085           | 5.2              | 999                     | 701                     | 234     | 151   |
| Total Copies to Contractors _____        | 37,291          | 93.2             | 32,140                  | 2,601                   | 1,611   | 939   |
| <b>B. Wholesalers/Distributors _____</b> | <b>2,709</b>    | <b>6.8</b>       |                         |                         |         |       |
| <b>TOTAL QUALIFIED CIRCULATION</b>       | <b>40,000</b>   | <b>100.0</b>     |                         |                         |         |       |

MANAGEMENT: Owners, Partners, Chairmen, Presidents, Vice Presidents, Treasurers, and General Managers.

ENGINEERING &amp; TECHNICAL: Managers of Engineering Departments, Design Engineers, Application Engineers, Project Engineers.

SERVICE: Service Managers, HVAC Managers and Installation Managers.

SALES: Vice President of Sales and/or Marketing, Account Executives, Sales Managers.

CONTRACTORS: 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: heating, ventilation, air conditioning, refrigeration, warm air heating, hydronic heating, sheet metal and glass fiber duct fabrication, piping electrical, ice makers, airhandling, building systems controls and energy management.

**SUPPLEMENTARY DATA OF ISSUE OF MAY 2009**

**SUMMARY OF CONTRACTOR CIRCULATION BY TYPES OF WORK** This is an analysis of the 36,556 respondents, or 91.4% of the total qualified circulation, that responded to the categories below. (Question 4, Which category 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 eleven 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 |
|---|-----------------|------------------|
| <b>II. A. 1. Air conditioning/ventilation _____</b> | <b>28,791</b>   | <b>72.0</b>      |
| 2. Refrigeration _____                              | 18,020          | 45.1             |
| 3. Warm air heating _____                           | 27,799          | 69.5             |
| 4. Hydronic (wet) heating _____                     | 18,927          | 47.3             |
| 5. Airhandling _____                                | 20,952          | 52.4             |
| 6. Sheet metal fabrication _____                    | 16,010          | 40.0             |
| 7. Glass fiber duct fabrication _____               | 8,736           | 21.8             |
| 8. Piping _____                                     | 22,286          | 55.7             |
| 9. Electrical _____                                 | 14,259          | 35.6             |
| 10. Energy management _____                         | 12,149          | 30.4             |
| 11. Ice makers _____                                | 13,548          | 33.9             |
| Total Respondents _____                             | 36,556          | 91.4             |
| <b>TOTAL QUALIFIED CIRCULATION</b>                  | <b>40,000</b>   | <b>100.0</b>     |

Note 1 - Number of contractor respondents to supplementary question analyzed = 36,556. Total copies to contractors = 37,291. Number of respondents = 98.0% of contractors.

**SUPPLEMENTARY DATA OF ISSUE OF MAY 2009**

**SUMMARY OF CONTRACTOR CIRCULATION BY AREAS ENGAGED IN MAY 2009** This is an analysis of the 34,752 respondents, or 86.9% of the total qualified circulation that responded to the categories below. (Question 7, In which of the following areas 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 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 |
|---|-----------------|------------------|
| 1. Residential (1 - 3 dwelling units) _____   | 27,995          | 70.0             |
| 2. Residential (4 or more dwelling units) _____   | 23,518          | 58.8             |
| 2a. Residential (Any Type) _____  | 30,737          | 76.8             |
| 3. Commercial/Institutional _____   | 29,026          | 72.6             |
| 4. Industrial _____   | 20,044          | 50.1             |
| 4a. Commercial/Institutional and/or Industrial _____  | 29,739          | 74.3             |
| 4b. All of the 3 Main Types of Work-Residential; Commercial/Institutional; Industrial _____ | 16,745          | 41.9             |
| Total Respondents _____   | 34,752          | 86.9             |
| <b>TOTAL QUALIFIED CIRCULATION</b>  | <b>40,000</b>   | <b>100.0</b>     |

Note 1 - Number of contractor respondents to supplementary question analyzed = 34,752. Total copies to contractors = 37,291. Number of respondents = 93.2% of contractors.

**SUPPLEMENTARY DATA OF ISSUE OF MAY 2009**

**SUMMARY OF CONTRACTOR CIRCULATION BY ACTIVITIES ENGAGED IN MAY 2009** This is an analysis of the 37,207, or 93.0% 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 |
|------------------------------------|-----------------|------------------|
| 1. New Construction _____          | 28,659          | 71.6             |
| 2. Modernization/Alteration _____  | 28,417          | 71.0             |
| 3. Repair, Replacement _____       | 34,295          | 85.7             |
| 4. Service _____                   | 31,953          | 79.9             |
| 5. Design/Build Contracting _____  | 19,238          | 48.1             |
| Total Respondents _____            | 37,207          | 93.0             |
| <b>TOTAL QUALIFIED CIRCULATION</b> | <b>40,000</b>   | <b>100.0</b>     |

Note 1 - Number of contractor respondents to supplementary question analyzed = 37,207. Total copies to contractors = 37,291. Number of respondents = 99.8% of contractors.

| 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009    |                  |              |          |                    |                |                 |              |
|---|------------------|--------------|----------|--------------------|----------------|-----------------|--------------|
| QUALIFICATION SOURCE  | Qualified Within |              |          | Qualified Non-Paid | Qualified Paid | Total Qualified | Percent      |
|   | 1 Year           | 2 Years      | 3 Years  |                    |                |                 |              |
| I. Direct Request: _____  | 36,119           | 3,835        | -        |                    |                | 39,954          | 99.9         |
| II. Request from recipient's company: _____   | 32               | 3            | -        |                    |                | 35              | 0.1          |
| III. Membership Benefit: _____  | -                | -            | -        |                    |                | -               | -            |
| IV. Communication from recipient or recipient's company (other than request): _____ | 6                | 5            | -        |                    |                | 11              | -            |
| 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: _____  | -                | -            | -        |                    |                | -               | -            |
| <b>TOTAL QUALIFIED CIRCULATION</b>  | <b>36,157</b>    | <b>3,843</b> | <b>-</b> |                    |                | <b>40,000</b>   | <b>100.0</b> |
| <b>PERCENT</b>  | <b>90.4</b>      | <b>9.6</b>   | <b>-</b> |                    |                | <b>100.0</b>    |              |

| 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009 |                    |                |                 |              |
|---|--------------------|----------------|-----------------|--------------|
| MAILING ADDRESS   | Qualified Non-Paid | Qualified Paid | Total Qualified | Percent      |
| Individuals by name and title and/or function _____                         |                    |                | 39,959          | 99.9         |
| Individuals by name only _____  |                    |                | 39              | 0.1          |
| Titles or functions only _____  |                    |                | 1               | -            |
| Company names only _____  |                    |                | 1               | -            |
| Multi-Copy Same Addressee copies _____                                      |                    |                | -               | -            |
| Single Copy Sales _____   |                    |                | -               | -            |
| <b>TOTAL QUALIFIED CIRCULATION</b>  |                    |                | <b>40,000</b>   | <b>100.0</b> |

| 4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009 |                    |                |                 |         |                                    |                    |                |                 |              |
|---|--------------------|----------------|-----------------|---------|------------------------------------|--------------------|----------------|-----------------|--------------|
| State & Zip Code  | Qualified Non-Paid | Qualified Paid | Total Qualified | Percent | State & Zip Code                   | Qualified Non-Paid | Qualified Paid | Total Qualified | Percent      |
| 039-049 Maine _____   |                    |                | 208             |         | 400-427 Kentucky _____             |                    |                | 538             |              |
| 030-038 New Hampshire _____   |                    |                | 252             |         | 370-385 Tennessee _____            |                    |                | 778             |              |
| 050-059 Vermont _____   |                    |                | 137             |         | 350-369 Alabama _____              |                    |                | 455             |              |
| 010-027 Massachusetts _____   |                    |                | 953             |         | 386-397 Mississippi _____          |                    |                | 261             |              |
| 028-029 Rhode Island _____  |                    |                | 123             |         | <b>EAST SO. CENTRAL</b>            |                    |                | 2,032           | 5.1          |
| 060-069 Connecticut _____   |                    |                | 584             |         | 716-729 Arkansas _____             |                    |                | 365             |              |
| <b>NEW ENGLAND</b>  |                    |                | 2,257           | 5.6     | 700-714 Louisiana _____            |                    |                | 391             |              |
| 100-149 New York _____  |                    |                | 2,376           |         | 730-749 Oklahoma _____             |                    |                | 545             |              |
| 070-089 New Jersey _____  |                    |                | 1,235           |         | 750-799 Texas _____                |                    |                | 2,889           |              |
| 150-196 Pennsylvania _____  |                    |                | 2,390           |         | <b>WEST SO. CENTRAL</b>            |                    |                | 4,190           | 10.5         |
| <b>MIDDLE ATLANTIC</b>  |                    |                | 6,001           | 15.0    | 590-599 Montana _____              |                    |                | 195             |              |
| 430-459 Ohio _____  |                    |                | 2,054           |         | 832-838 Idaho _____                |                    |                | 219             |              |
| 460-479 Indiana _____   |                    |                | 1,074           |         | 820-831 Wyoming _____              |                    |                | 108             |              |
| 600-629 Illinois _____  |                    |                | 1,799           |         | 800-816 Colorado _____             |                    |                | 690             |              |
| 480-499 Michigan _____  |                    |                | 1,348           |         | 870-884 New Mexico _____           |                    |                | 237             |              |
| 530-549 Wisconsin _____   |                    |                | 1,193           |         | 850-865 Arizona _____              |                    |                | 467             |              |
| <b>EAST NO. CENTRAL</b>   |                    |                | 7,468           | 18.6    | 840-847 Utah _____                 |                    |                | 290             |              |
| 550-567 Minnesota _____   |                    |                | 991             |         | 889-898 Nevada _____               |                    |                | 200             |              |
| 500-528 Iowa _____  |                    |                | 794             |         | <b>MOUNTAIN</b>                    |                    |                | 2,406           | 6.0          |
| 630-658 Missouri _____  |                    |                | 1,012           |         | 995-999 Alaska _____               |                    |                | 103             |              |
| 580-588 North Dakota _____  |                    |                | 189             |         | 980-994 Washington _____           |                    |                | 564             |              |
| 570-577 South Dakota _____  |                    |                | 186             |         | 970-979 Oregon _____               |                    |                | 343             |              |
| 680-693 Nebraska _____  |                    |                | 424             |         | 900-961 California _____           |                    |                | 2,687           |              |
| 660-679 Kansas _____  |                    |                | 557             |         | 967-968 Hawaii _____               |                    |                | 59              |              |
| <b>WEST NO. CENTRAL</b>   |                    |                | 4,153           | 10.4    | <b>PACIFIC</b>                     |                    |                | 3,756           | 9.4          |
| 197-199 Delaware _____  |                    |                | 151             |         | <b>UNITED STATES</b>               |                    |                | 39,528          | 98.8         |
| 206-219 Maryland _____  |                    |                | 926             |         | 969 & 004-009                      |                    |                | 30              |              |
| 200-205 Washington, DC _____  |                    |                | 32              |         | U.S. Territories _____             |                    |                | -               |              |
| 220-246 Virginia _____  |                    |                | 1,069           |         | Canada _____                       |                    |                | 437             |              |
| 247-268 West Virginia _____   |                    |                | 244             |         | Mexico _____                       |                    |                | -               |              |
| 270-289 North Carolina _____  |                    |                | 1,342           |         | Other International _____          |                    |                | 1               |              |
| 290-299 South Carolina _____  |                    |                | 578             |         | AP0/FPO _____                      |                    |                | 4               |              |
| 300-319 Georgia _____   |                    |                | 964             |         | <b>TOTAL QUALIFIED CIRCULATION</b> |                    |                | <b>40,000</b>   | <b>100.0</b> |
| 320-349 Florida _____   |                    |                | 1,959           |         |                                    |                    |                |                 |              |
| <b>SOUTH ATLANTIC</b>   |                    |                | 7,265           | 18.2    |                                    |                    |                |                 |              |

| 7. 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    |
|  | 2005         | 2006         | 2007         | January - June 2008 | July - December 2008* | January - June 2009* |
| Total Audit Average Qualified: _____   | 49,049       | 49,025       | 49,012       | 49,000              | 49,000                | 40,000               |
| Qualified Non-Paid: _____  | 49,049       | 49,025       | 49,012       | 49,000              | 49,000                | 40,000               |
| Qualified Paid: _____  | -            | -            | -            | -                   | -                     | -                    |
| Post Expire Copies included in Paid Circulation: _____                                       | **NC         | **NC         | **NC         | **NC                | **NC                  | **NC                 |
| Average Annual Order Price: _____  | **NC         | **NC         | **NC         | **NC                | **NC                  | **NC                 |

**\*NOTE: July 2008 - June 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

**9. ADDITIONAL DATA**

**PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.**

**QUESTIONNAIRE USED TO ELICIT SUPPLEMENTARY DATA:**

# Free Subscription Offer

Please print with a black pen. Please allow four to six weeks for processing.

Print Name \_\_\_\_\_  
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 City \_\_\_\_\_  
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**1 Do you wish to receive/continue to receive Contracting Business FREE?** Y  YES N  No  
 Signature required \_\_\_\_\_  
 Date \_\_\_\_\_ CS7001

**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 questions 4-11 below)  
 04  Wholesaler  
 99  Other (please specify) \_\_\_\_\_

**4 Which category best describes what your firm does?**  
(check all that apply)  
 01  Air Conditioning/Ventilation  
 02  Refrigeration  
 03  Warm Air Heating  
 04  Electrical  
 05  Hydronic (Wet) Heating  
 06  Sheet Metal Fab.  
 07  Airhandling  
 08  Plumbing  
 09  Piping  
 10  Ice Makers  
 11  Building Systems Controls  
 12  Service  
 13  Glass Fiber Duct Fab.  
 14  Sprinkler/Fire Protection Systems  
 15  Energy Management  
 00  None of the above

CS7001

Incomplete forms cannot be processed or acknowledged. The publisher reserves the right to serve only those individuals who meet the publication qualifications.

Master - Rev. 6/22/09

| 8. PAID CIRCULATION DATA |  |
|--------------------------|--|
| **NC                     | Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any) |
| 12                       | Issues Per Year  |
| **NC                     | All Single Copy Sales Prices for the Period  |
| **NC                     | Renewal Rate of Paid Subscribers (Optional)  |

## Contracting Business

A Penton Media Publication

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**5 Number of people we employ at this location** (annual average, including myself):  
 1  1 - 3      4  20 - 49  
 2  4 - 7      5  50 - 99  
 3  8 - 19      6  100+

**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  
 00  None of the above

**7 In which of the following areas is your firm engaged?**  
(check all that apply)  
 01  Residential (1-3 Units, Apartments, Houses)  
 02  Residential (4 or more Units, Apartments)  
 03  Commercial/Institutional  
 04  Industrial  
 00  None of the above

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

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

**10 My job function is:** (check all that apply)  
 01  Corporate Management  
 02  Project Management  
 03  Mechanical Engineering  
 04  Service/Technical  
 05  Sales  
 00  None of the above

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

| PUBLISHER'S AFFIDAVIT   |                           |                 |
|---|---------------------------|-----------------|
| We hereby make oath and say that all data set forth in this statement are true.   | Date signed               | August 13, 2009 |
| Joseph A. Fristik, Group Publisher  | State                     | Ohio            |
| Tyler Motsinger, Sr. Audience Marketing Manager   | County                    | Cuyahoga        |
| (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 | August 13, 2009 |
| <b>IMPORTANT NOTE:</b>  | Type                      | PSJ             |
| 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                 | C136S0J9        |