

**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.

Two Corporate Drive, Ninth Floor  
Shelton, CT 06484-6259  
Phone: +1 203.447.2800  
Fax: +1 203.447.2900  
[www.bpaww.com](http://www.bpaww.com)

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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  
Fax: (216) 696-8765  
[www.contractingbusiness.com](http://www.contractingbusiness.com)

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**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 Not Included Elsewhere	Copies
Other Paid Circulation _____	60
Advertiser and Agency _____	2,423
Rotated or Occasional _____	-
Allocated for Trade Shows 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)

ACTIVITES 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:**

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**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.

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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)

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P.O. Box 2100  
 Skokie IL 60076-7800 USA  
 FAX: 913-514-3621  
 onlinesuboffers.com/GBCS7002

**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