

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED JUNE 2011  
(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.

100 Beard Sawmill Road, Sixth Floor  
Shelton, CT USA 06484-6150  
Phone: +1 203.447.2800  
Fax: +1 203.447.2900  
[www.bpaww.com](http://www.bpaww.com)

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.

Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.



Penton Media  
1300 East 9th Street  
Cleveland, OH 44114  
Tel. No.: 216-696-7000  
FAX No.: 216-696-8765  
[www.contractingbusiness.com](http://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 and others allied to the field.

**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 _____	46
Advertiser and Agency _____	2,289
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	183
Digital _____	-
All Other _____	734
<b>TOTAL</b>	<b>3,252</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	42,182	100.0	42,182	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>42,182</b>	<b>100.0</b>	<b>42,182</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	411	404	40,017	2,126	42,143
February _____	492	547	40,005	2,181	42,186
March _____	637	587	40,000	2,280	42,280
April _____	274	216	39,908	2,301	42,209
May _____	1,076	910	39,642	2,370	42,012
June _____	18	70	40,633	1,631	42,264
<b>TOTAL</b>	<b>2,908</b>	<b>2,734</b>			

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**

This issue is 0.5% or 204 copies below 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 _____	15,618	37.2	15,160	458	10,962	962	2,939	755
5-9 employees _____	8,384	19.9	8,092	292	6,156	440	1,346	442
10-19 employees _____	7,053	16.8	6,769	284	5,149	485	976	443
20-49 employees _____	4,562	10.9	4,368	194	2,991	479	684	408
50-99 employees _____	1,689	4.0	1,596	93	911	262	294	222
100 or more employees _____	1,831	4.4	1,821	10	851	497	333	150
Total Copies to Contractors	39,137	93.2	37,806	1,331	27,020	3,125	6,572	2,420
Wholesalers (See Note 1)	2,875	6.8	1,836	1,039				
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>42,012</b>	<b>100.0</b>	<b>39,642</b>	<b>2,370</b>				

Corporate &amp; Executive Mgmt: CEOs, COOs, CFOs, CIOs, Executive VPs &amp; GM's.

Engineering &amp; Technical Mgmt: VPs, Directors &amp; Managers of Engineering along with Engineering Department Managers, Design Engineers &amp; Project Engineers.

Service Mgmt: Service Operators or Managers, HVAC Managers and Installation Managers.

Sales Mgmt: VPs, Directors and Managers of Sales and/or Marketing &amp; Sales Account Executives.

Contractors: Respondents indicating "Contractor" on Q3, "My firm is a."

Note 1: Wholesalers/Distributors also includes Others.

**SUPPLEMENTARY DATA OF ISSUE OF MAY 2011****SUMMARY OF CONTRACTOR CIRCULATION BY TYPES OF WORK**

This is an analysis of the 38,067 respondents, or 90.0% 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. Since any one contractor may be engaged in one, two, or even all fifteen 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 _____	26,953	64.2
Service _____	26,102	62.1
Warm Air Heating (including Radiant Floor Heating & Forced Air Heating/Dry) _____	24,076	57.3
Hydronic Heating (Wet) _____	23,626	56.2
Airhandling _____	22,580	53.7
Building Systems Controls _____	20,001	47.6
Refrigeration _____	18,754	44.6
Sheet Metal Fab. _____	18,139	43.2
Energy Management _____	17,344	41.3
Ice Makers _____	15,311	36.4
Solar Thermal/Photovoltaic _____	13,949	33.2
Glass Fiber Duct Fab. _____	13,781	32.8
Electrical _____	12,668	30.2
Other _____	732	1.7
Total Respondents	38,067	90.6
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>42,012</b>	<b>100.0</b>

Note 1 - Number of contractor respondents to supplementary question analyzed = 38,067. Total copies to contractors = 39,137. Number of respondents = 97.3% of contractors.

**SUMMARY OF CONTRACTOR CIRCULATION BY AREAS ENGAGED IN MAY 2011**

This is an analysis of the 34,826 respondents, or 82.0% 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. Since any one contractor may be engaged in one, two, or even all four 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)

AREAS ENGAGED	Total Responses	Percent Of Total
Residential (All Types) _____	29,862	71.1
Residential (1-3 dwelling units) _____	28,224	67.2
Residential (4 or more dwelling units) _____	21,741	51.7
Non-Residential (Commercial/Institutional/Industrial) _____	27,285	64.9
Commercial/Institutional _____	24,181	57.6
Industrial _____	19,554	46.5
Total Respondents	34,826	82.9
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>42,012</b>	<b>100.0</b>

Note 1 - Number of contractor respondents to supplementary question analyzed = 34,826. Total copies to contractors = 39,137. Number of respondents = 89.0% of contractors.

**SUMMARY OF CONTRACTOR CIRCULATION BY ACTIVITIES ENGAGED IN MAY 2011**

This is an analysis of the 36,317, or 86% 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. 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
Repair, Replacement _____	33,524	79.8
Service _____	31,380	74.7
New Construction _____	29,132	69.3
Modernization/Alteration _____	29,001	69.0
Design/Build Contracting _____	21,527	51.2
Total Respondents	36,317	86.4
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>42,012</b>	<b>100.0</b>

Note 1 - Number of contractor respondents to supplementary question analyzed = 36,317. Total copies to contractors = 39,137. Number of respondents = 92.8% of contractors.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011							
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	34,605	7,407	-	39,642	2,370	42,012	100.0
II. Request from recipient's company: _____	-	-	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. <b>TOTAL</b> - 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>34,605</b>	<b>7,407</b>	<b>-</b>	<b>39,642</b>	<b>2,370</b>	<b>42,012</b>	<b>100.0</b>
<b>PERCENT</b>	<b>82.4</b>	<b>17.6</b>	<b>-</b>	<b>94.4</b>	<b>5.6</b>	<b>100.0</b>	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011				
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	39,642	2,370	42,012	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>39,642</b>	<b>2,370</b>	<b>42,012</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011									
State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	212	8	220		Kentucky _____	563	32	595	
New Hampshire _____	263	12	275		Tennessee _____	858	48	906	
Vermont _____	127	2	129		Alabama _____	509	29	538	
Massachusetts _____	1,008	33	1,041		Mississippi _____	269	12	281	
Rhode Island _____	128	7	135		<b>EAST SO. CENTRAL</b>	<b>2,199</b>	<b>121</b>	<b>2,320</b>	<b>5.5</b>
Connecticut _____	612	20	632		Arkansas _____	320	36	356	
<b>NEW ENGLAND</b>	<b>2,350</b>	<b>82</b>	<b>2,432</b>	<b>5.8</b>	Louisiana _____	425	43	468	
New York _____	2,256	81	2,337		Oklahoma _____	516	42	558	
New Jersey _____	1,234	54	1,288		Texas _____	2,546	259	2,805	
Pennsylvania _____	2,260	94	2,354		<b>WEST SO. CENTRAL</b>	<b>3,807</b>	<b>380</b>	<b>4,187</b>	<b>10.0</b>
<b>MIDDLE ATLANTIC</b>	<b>5,750</b>	<b>229</b>	<b>5,979</b>	<b>14.2</b>	Montana _____	166	9	175	
Ohio _____	1,965	85	2,050		Idaho _____	196	22	218	
Indiana _____	1,097	44	1,141		Wyoming _____	81	9	90	
Illinois _____	1,839	113	1,952		Colorado _____	639	118	757	
Michigan _____	1,424	60	1,484		New Mexico _____	172	22	194	
Wisconsin _____	1,236	58	1,294		Arizona _____	466	48	514	
<b>EAST NO. CENTRAL</b>	<b>7,561</b>	<b>360</b>	<b>7,921</b>	<b>18.9</b>	Utah _____	308	41	349	
Minnesota _____	1,017	40	1,057		Nevada _____	193	28	221	
Iowa _____	750	27	777		<b>MOUNTAIN</b>	<b>2,221</b>	<b>297</b>	<b>2,518</b>	<b>6.0</b>
Missouri _____	1,011	70	1,081		Alaska _____	99	12	111	
North Dakota _____	183	9	192		Washington _____	569	75	644	
South Dakota _____	214	9	223		Oregon _____	356	47	403	
Nebraska _____	455	20	475		California _____	2,626	123	2,749	
Kansas _____	567	30	597		Hawaii _____	38	4	42	
<b>WEST NO. CENTRAL</b>	<b>4,197</b>	<b>205</b>	<b>4,402</b>	<b>10.5</b>	<b>PACIFIC</b>	<b>3,688</b>	<b>261</b>	<b>3,949</b>	<b>9.4</b>
Delaware _____	120	5	125		<b>UNITED STATES</b>	<b>39,251</b>	<b>2,331</b>	<b>41,582</b>	<b>99.0</b>
Maryland _____	898	45	943		U.S. Territories _____	38	1	39	
Washington, DC _____	32	2	34		Canada _____	352	38	390	
Virginia _____	999	58	1,057		Mexico _____	-	-	-	
West Virginia _____	215	5	220		Other International _____	-	-	-	
North Carolina _____	1,419	62	1,481		AP0/FPO _____	1	-	1	
South Carolina _____	606	31	637		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>39,642</b>	<b>2,370</b>	<b>42,012</b>	<b>100.0</b>
Georgia _____	1,046	64	1,110						
Florida _____	2,143	124	2,267						
<b>SOUTH ATLANTIC</b>	<b>7,478</b>	<b>396</b>	<b>7,874</b>	<b>18.7</b>					

**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.

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 _____	40,034	100.0	40,034	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,034</b>	<b>100.0</b>	<b>40,034</b>	<b>100.0</b>	-	-

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 _____	2,148	100.0	2,148	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>2,148</b>	<b>100.0</b>	<b>2,148</b>	<b>100.0</b>	-	-

**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 Contracting  
11  Air Conditioning/Ventilation  
12  Refrigeration  
13  Forced Air Heating (Dry)  
14  Air Handling  
15  Service  
16  Building Systems Controls  
17  Energy Management  
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

Please print with a black pen. Please allow four to six weeks for processing.  
Firm Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_  
ZIP: \_\_\_\_\_  
Phone (\_\_\_\_): \_\_\_\_\_  
FAX\* (\_\_\_\_): \_\_\_\_\_  
E-Mail\*\* @ \_\_\_\_\_

\*Your firm number is used to communicate to you. By providing your firm number, you are giving your written permission to receive subscription & other related information from Contracting Business that may be of interest to you. We will not share this information with any other source. You may opt-out of receiving these items at any time in the future.  
\*\*For a full statement of our Subscriber Privacy Policy, visit our website at [gbc.com](http://gbc.com).

7 What types of construction fields is your firm engaged in? (check all that apply)  
RESIDENTIAL  
01  1-3 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  
02  5-9  
03  10-19  
04  20-49  
05  50-99  
06  100-249  
07  250-499  
08  500 or more

9 Would you like to receive CB Hotmail eNewsletter free?  Yes  
Would you like to receive HVAC Talk eNewsletter free?  Yes  
E-mail: \_\_\_\_\_

CS/001 Incomplete forms cannot be processed or acknowledged. The publisher reserves the right to remove only those individuals who meet the publication qualifications. 10/12/09

PUBLISHER'S AFFIDAVIT		
We hereby make oath and testify that all data set forth in this statement are true.		
Joseph A. Fristik, Group Publisher	Date signed	July 27, 2011
Sonja Cheadle, Audience Development Manager	State	Ohio
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	County	Cuyahoga
<b>IMPORTANT NOTE:</b>	Received by BPA Worldwide	July 27, 2011
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	Type	PSD
	ID Number	C136Y011