

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED DECEMBER 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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Remodeling

Hanley-Wood



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Washington, DC 20005
Tel. No.: (202) 452-0800
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www.remodelingmagazine.com

Official Publication of: None
Established: 1982
Issues Per Year: 12

FIELD SERVED

REMODELING MAGAZINE serves the field of remodeling contractors, including residential remodelers, remodelers who do both residential and commercial remodeling, kitchen and bath specialists, general contractors who remodel, fire damage/insurance restoration contractors and historic renovation contractors.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include presidents, owners, partners, CEO's, corporate executives, vice presidents, financial officers, managers, designers, supervisors, purchasing directors, salespersons, other titled personnel in the firms described above, and other paid subscribers.

PURPOSE

The Supplementary data reported herein contains two multiple analyses of qualified recipients: (1) those who specify, purchase or influence the selection of products used in remodeling jobs for their company and (2) those whose company performs specific remodeling activities.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	1,000
Rotated or Occasional _____	-
*Allocated for Trade Shows and Conventions _____	833
Digital _____	-
All Other _____	1,451
TOTAL	3,284

*See Additional Data

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	80,468	100.0	80,000	99.4	468	0.6
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	80,468	100.0	80,000	99.4	468	0.6

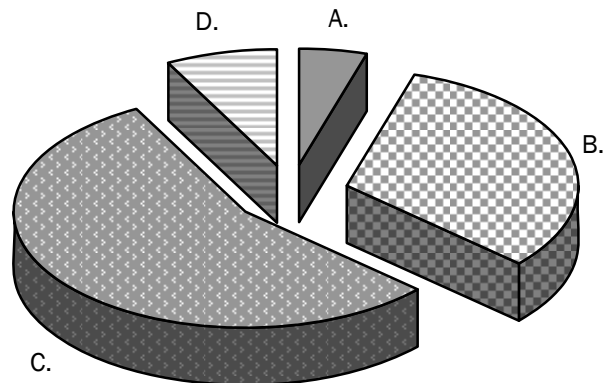
2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2010 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
July _____	791	810	75,469	5,000	80,469
August _____	344	274	75,399	5,000	80,399
September _____	742	829	75,486	5,000	80,486
October _____	309	301	75,478	5,000	80,478
November _____	818	829	75,489	5,000	80,489
December _____	251	251	75,489	5,000	80,489
TOTAL	3,255	3,294			

ADDITIONAL ANALYSIS OF ANNUAL INSTALLED SALES VOLUME SPENT ON BUILDING MATERIAL								
	TOTAL QUALIFIED	PERCENT OF TOTAL	TOTAL RESPONDENTS	75% and over	50 - 74%	25 - 49%	Under 25%	Not Available
Interior/Exterior Residential Remodeling Contractors; Contractors doing both Residential and Commercial Remodeling; including Residential Kitchen and Bath Specialists; and General Contractors Engaged in Residential Remodeling_____	78,885	98.0	78,141	3,691	25,114	43,330	6,006	744
Residential Fire Damage or Insurance Restoration Contractors; Residential Historical Renovation Contractors_____	1,115	1.4	1,097	47	270	617	163	18
Sub-Total Residential Remodelers	80,000	99.4	79,238	3,738	25,384	43,947	6,169	762
Paid Subscriptions_____	489	0.6						
TOTAL QUALIFIED CIRCULATION	80,489	100.0						

ANNUAL INSTALLED SALES VOLUME SPENT ON BUILDING MATERIAL

This chart represents 79,238 respondents

	Total Respondents
A. 75% and over _____	3,738
B. 50 - 74% _____	25,384
C. 25 - 49% _____	43,947
D. Under 25% _____	6,169
TOTAL	79,238



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 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: _____	66,975	13,514	-	75,489	5,000	80,489	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	66,975	13,514	-	75,489	5,000	80,489	100.0
PERCENT	83.2	16.8	-	93.8	6.2	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	74,180	4,995	79,175	98.3
Individuals by name only _____	299	-	299	0.4
Titles or functions only _____	962	5	967	1.2
Company names only _____	48	-	48	0.1
Multi-Copy Same Addressee copies _____	-	-	-	-
Individuals by name and title and/or function _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	75,489	5,000	80,489	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 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 _____	479	23	502		400-427 Kentucky _____	714	44	758	
030-038 New Hampshire _____	611	39	650		370-385 Tennessee _____	1,056	66	1,122	
050-059 Vermont _____	327	25	352		350-369 Alabama _____	696	38	734	
010-027 Massachusetts _____	2,933	194	3,127		386-397 Mississippi _____	233	11	244	
028-029 Rhode Island _____	418	28	446		EAST SO. CENTRAL	2,699	159	2,858	3.6
060-069 Connecticut _____	1,793	122	1,915		716-729 Arkansas _____	304	17	321	
NEW ENGLAND	6,561	431	6,992	8.7	700-714 Louisiana _____	505	39	544	
100-149 New York _____	4,856	286	5,142		730-749 Oklahoma _____	500	27	527	
070-089 New Jersey _____	3,034	152	3,186		750-799 Texas _____	3,007	227	3,234	
150-196 Pennsylvania _____	4,252	245	4,497		WEST SO. CENTRAL	4,316	310	4,626	5.7
MIDDLE ATLANTIC	12,142	683	12,825	15.9	590-599 Montana _____	363	28	391	
430-459 Ohio _____	3,100	196	3,296		832-838 Idaho _____	348	34	382	
460-479 Indiana _____	1,609	116	1,725		820-831 Wyoming _____	118	14	132	
600-629 Illinois _____	3,960	273	4,233		800-816 Colorado _____	1,529	114	1,643	
480-499 Michigan _____	3,102	242	3,344		870-884 New Mexico _____	320	27	347	
530-549 Wisconsin _____	2,142	124	2,266		850-865 Arizona _____	1,011	69	1,080	
EAST NO. CENTRAL	13,913	951	14,864	18.5	840-847 Utah _____	474	27	501	
550-567 Minnesota _____	2,092	137	2,229		889-898 Nevada _____	307	24	331	
500-528 Iowa _____	1,036	65	1,101		MOUNTAIN	4,470	337	4,807	6.0
630-658 Missouri _____	1,416	87	1,503		995-999 Alaska _____	166	14	180	
580-588 North Dakota _____	196	11	207		980-994 Washington _____	1,813	136	1,949	
570-577 South Dakota _____	241	13	254		970-979 Oregon _____	1,054	74	1,128	
680-693 Nebraska _____	614	36	650		900-961 California _____	7,425	530	7,955	
660-679 Kansas _____	847	50	897		967-968 Hawaii _____	273	12	285	
WEST NO. CENTRAL	6,442	399	6,841	8.5	PACIFIC	10,731	766	11,497	14.3
197-199 Delaware _____	301	12	313		UNITED STATES	75,369	4,983	80,352	99.8
206-219 Maryland _____	2,326	135	2,461		969 & 004-009 U.S. Territories _____	104	17	121	
200-205 Washington, DC _____	129	12	141		Canada _____	15	-	15	
220-246 Virginia _____	2,432	167	2,599		Mexico _____	-	-	-	
247-268 West Virginia _____	251	14	265		Other International _____	1	-	1	
270-289 North Carolina _____	2,239	141	2,380		APO/FPO _____	-	-	-	
290-299 South Carolina _____	878	65	943		TOTAL QUALIFIED CIRCULATION	75,489	5,000	80,489	100.0
300-319 Georgia _____	1,751	142	1,893						
320-349 Florida _____	3,788	259	4,047						
SOUTH ATLANTIC	14,095	947	15,042	18.7					

AVERAGE AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6 Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January-June 2008	July-December 2008	January-June 2009	July-December 2009	January-June 2010	July-December 2010*
Total Audit Average Qualified	80,628	80,630	80,602	80,469	80,465	80,468
Qualified Non-Paid	80,000	80,000	80,000	80,000	80,000	80,000
Print Version Only	80,000	80,000	80,000	80,000	75,000	75,000
Digital Version Only	-	-	-	-	5,000	5,000
Qualified Paid	628	630	602	469	465	468
Print Version Only	628	630	602	469	465	468
Digital Version Only	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	\$15.76	\$23.94	\$21.92	\$14.68	\$25.99	\$16.74

***NOTE: July - December 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods of data are displayed.**
****NC=None Claimed.**

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

Print copies are distributed via Postal Services or other carriers. Recipients of the digital version are notified via email when the digital version is available.

STATEMENT OF CONTENT PLATFORM:

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

AVERAGE NON-QUALIFIED CIRCULATION

Distribution of the average of 833 Trade Show Copies is as follows: 5,000 copies of the September 2010 issue to the Remodeling Show in Baltimore, MD

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:

Order Your FREE Subscription Today!

Remodeling

Bill me Payment enclosed

If you are not in the remodeling industry but wish to subscribe, please indicate your preference:

1. Please indicate your company's primary business: (Check only one)
 B2C/R Residential AND Commercial Remodeling Contractor
 Residential Remodeling Contractor ONLY
 Residential Kitchen & Bath Remodeling Contractor
 General Contractor/Engineer in Residential Remodeling
 Residential Fire Damage or Insurance Restoration Contractor
 Residential Historical Remodeling Contractor
 Other (Please Specify) _____

2. Please check the category below which best describes your title: (Check all that apply)
 President, Owner, Partner, CEO
 Corporate Executive, Vice Pres., Controller, Treasurer, Fin. Dir.
 General Manager, Project Manager, Designer, Construction Supervisor, Foreman
 Purchasing Director, Salesperson/Estimator, or other Manager
 Other Filled Personnel (please describe) _____

3. Please check the category below which best describes your title: (Check all that apply)
 Room
 Bathrooms
 Kitchens
 Carpentry
 Flooring
 Cabinet
 Painting
 HVAC
 Insulation
 Whole House Remodeling
 Lighting
 Electric Work
 Plumbing
 Heating
 Condo/Apt.
 Decks
 Masonry
 Other
 Window Replacement (please specify) _____

4. Does your firm do commercial remodeling?
 Yes No

5. Do you specify purchase or influence the selection of products used in remodeling jobs done by your company?
 Yes No

6. If yes, please check the products below that you frequently influence the selection of (check all that apply):
 Windows
 Tile
 Doors
 Laminate
 Solid Surface
 Roofing
 Siding
 Tub/Shower
 Cabinets
 Countertop
 Flooring
 Insulation
 Carpentry
 Painting
 Drywall
 Lighting
 HVAC
 Kitchen Appliances
 Security/Home Automation
 Locksets
 Hardware
 Stairs
 Tubs
 HVAC
 Decks
 Sunrooms
 Masonry
 Other (please describe) _____

7a. Which of the following AREAS of remodeling activity is your firm primarily engaged in? (Check only one)
 Interior AND Exterior Remodeling
 Interior Remodeling ONLY
 Exterior Remodeling ONLY
 None of the Above

7b. Indicate your firm's annual installed sales volume (before materials, overhead and profit): (REQUIRED)
 \$1 million and over
 \$7 million to \$9,999,999
 \$5 million to \$6,999,999
 \$3 million to \$4,999,999
 \$2 million to \$2,999,999
 \$1 million to \$1,999,999
 \$500,000 to \$999,999
 \$200,000 to \$499,999
 Under \$100,000
 None

7c. Of the above, what percent is spent on building materials?
 70% and over
 50-74%
 25-49%
 Under 25%

8. Do you wish to receive/continue to receive Remodeling free of charge? Yes No
 If yes, you must sign and date to validate the form:

Signature _____ Date _____

PLEASE PRINT
 Name _____
 Title _____
 Company _____
 Address _____
 City _____ State _____ ZIP _____
 Business Phone () _____
 Business Fax () _____
 E-Mail Address _____

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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	75,468	100.0	75,000	99.4	468	0.6
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	75,468	100.0	75,000	99.4	468	0.6

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	5,000	100.0	5,000	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,000	100.0	5,000	100.0	-	-

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.		
Paul Ruess, Circulation Director	Date signed	January 14, 2011
Rick Strachan, Group Publisher	State	DC
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	County	Washington
IMPORTANT NOTE:	Received by BPA Worldwide	January 14, 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	PSJ
	ID Number	R021S0D0

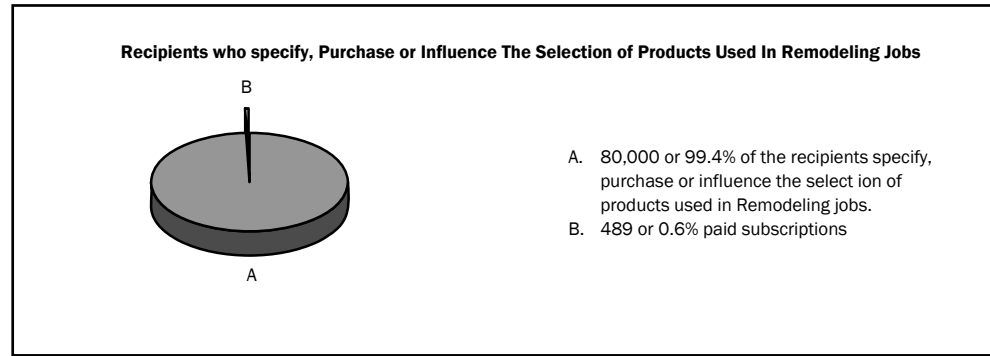
3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010
 This issue is -% or 25 copies above the average of the other 5 issues reported in Paragraph two.

BUSINESS & INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	ANNUAL INSTALLED SALES VOLUME ANALYSIS (Labor, Material, Overhead and Profit)					
					\$3 Million and over (A)	\$2 Million to \$2,999,999 (B)	\$1 Million to \$1,999,999 (C)	\$500,000 to \$999,999 (D)	\$250,000 to \$499,999 (E)	\$1 to \$249,999 (F)
1. Interior/Exterior Residential Remodeling Contractors; Contractors doing both Residential and Commercial Remodeling; including Residential Kitchen & Bath Specialists, and General Contractors Engaged in Residential Remodeling _____	78,885	98.0	73,965	4,920	11,433	4,355	11,159	14,659	12,462	24,817
2. Residential Fire Damage or Insurance Restoration Contractors; Residential Historical Renovation Contractors _____	1,115	1.4	1,035	80	257	76	187	172	121	302
Sub-Total Residential Remodelers	80,000	99.4	75,000	5,000	11,690	4,431	11,346	14,831	12,583	25,119
Paid Subscriptions _____	489	0.6	489	-						
TOTAL QUALIFIED CIRCULATION	80,489	100.0	75,489	5,000						

ADDITIONAL ANALYSIS BY AREA OF REMODELING WORK

BUSINESS & INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Interior and Exterior Remodelers	Interior Remodeling Only	Exterior Remodeling Only	None of the Above	Not Available
1. Interior/Exterior Residential Remodeling Contractors; Contractors doing both Residential and Commercial Remodeling; including Residential Kitchen & Bath Specialists, and General Contractors Engaged in Residential Remodeling _____	78,885	98.0	73,965	4,920	66,754	8,884	3,247	-	-
2. Residential Fire Damage or Insurance Restoration Contractors; Residential Historical Renovation Contractors _____	1,115	1.4	1,035	80	967	102	39	-	-
Sub-Total Residential Remodelers	80,000	99.4	75,000	5,000	67,721	8,986	3,286	-	-
Paid Subscriptions _____	489	0.6	489	-					
TOTAL QUALIFIED CIRCULATION	80,489	100.0	75,489	5,000					

ADDITIONAL ANALYSIS BY TITLE						CLASSIFICATION BY PRIMARY JOB TITLE				
BUSINESS & INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	President, Owner, Partner, CEO	Corporate Executive, Vice President, Controller, Treasurer, Financial Director	General Manager, Project Manager, Designer, Construction Supervisor, Foreman	Purchasing Director, Salesperson/Estimator, or other Manager	Other Titled Personnel	
1. Interior/Exterior Residential Remodeling Contractors; Contractors doing both Residential and Commercial Remodeling, including Residential Kitchen & Bath Specialists, and General Contractors Engaged in Residential Remodeling	78,885	98.0	73,965	4,920	62,294	3,317	8,813	3,503	958	
2. Residential Fire Damage or Insurance Restoration Contractors; Residential Historical Renovation Contractors	1,115	1.4	1,035	80	773	53	179	77	33	
Sub-Total Residential Remodelers	80,000	99.4	75,000	5,000	63,067	3,370	8,992	3,580	991	
Paid Subscriptions	489	0.6	489	-						
TOTAL QUALIFIED CIRCULATION	80,489	100.0	75,489	5,000						



SUPPLEMENTARY DATA - PRODUCT SPECIFIERS
 This is an analysis of the 80,000 or 99.4% of the recipients who answered question 5 and/or 5a indicating that they specify, purchase or influence the selection of products used in remodeling jobs for their company, and the products they buy/specify. Since any recipient may have checked more than one response, the total of each of these products should not be added together as the total may exceed the total circulation.

BUSINESS & INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	TOTAL RESPONDENTS	WINDOWS	DOORS	ROOFING	SIDING	CABINETS	PLUMBING FIXTURES	SKYLIGHTS	KITCHEN APPLIANCES	LOCK-SETS/HARDWARE	TOOLS	HVAC	FLOORS	TILES	LAMINATE/SOLID SURFACE/COUNTERTOPS	LIGHTING	TUBS/ SHOWER SURROUND	FAUCETS	FIREPLACES	STAIRS	INSULATION	DECKING
1. Interior/Exterior Residential Remodeling Contractors; Contractors doing both Residential and Commercial Remodeling, including Residential Kitchen & Bath Specialists, and General Contractors Engaged in Residential Remodeling	78,885	98.0	78,885	68,603	68,759	56,525	59,244	63,925	57,346	50,688	48,890	58,968	60,110	39,579	59,669	58,373	56,886	56,700	55,233	55,769	43,249	48,451	57,152	56,403
2. Residential Fire Damage or Insurance Restoration Contractors; Residential Historical Renovation Contractors	1,115	1.4	1,115	934	930	814	813	860	779	660	676	804	826	555	853	798	772	792	722	768	631	690	805	722
Sub-Total Residential Remodelers	80,000	99.4	80,000	69,537	69,689	57,339	60,057	64,785	58,125	51,348	49,566	59,772	60,936	40,134	60,522	59,171	57,658	57,492	55,955	56,537	43,880	49,141	57,957	57,125
Paid Subscriptions	489	0.6																						
TOTAL QUALIFIED CIRCULATION	80,489	100.0																						

SUPPLEMENTARY DATA - REMODELING ACTIVITIES
 This is a multiple analysis of the 79,655 or 99.0% of the recipients who answered question 6 of the qualification questionnaire indicating that their company performs specific remodeling activities. Since any recipient may have checked more than one response, the total of each of these activities should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes only.

BUSINESS & INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	TOTAL RESPONDENTS	ROOM ADDITIONS	KITCHENS	BATHS	ROOFING	SIDING	INSULATION	LIGHTING/ELECTRICAL WORK	PAINTING	CONDO/APARTMENT REMODELING	DRYWALL	MASONRY	WINDOW REPLACEMENT	DOORS	COMMERCIAL	FLOORING	CARPENTRY	CABINET INSTALLATION	HVAC	WHOLE HOUSE REMODELING	DECKS	INSURANCE RESTORATION	HISTORIC RENOVATION	OTHER ACTIVITY
1. Interior/Exterior Residential Remodeling Contractors; Contractors doing both Residential and Commercial Remodeling, including Residential Kitchen & Bath Specialists, and General Contractors Engaged in Residential Remodeling	78,885	98.0	78,550	57,486	66,924	66,443	46,447	53,133	47,855	43,585	49,662	30,974	52,895	36,717	58,863	62,256	35,488	52,663	60,357	57,430	28,861	53,035	51,102	26,919	25,720	5,162
2. Residential Fire Damage or Insurance Restoration Contractors; Residential Historical Renovation Contractors	1,115	1.4	1,105	627	802	795	648	691	671	583	736	434	724	561	758	790	481	700	786	734	400	648	573	603	636	63
Sub-Total Residential Remodelers	80,000	99.4	79,655	58,113	67,726	67,238	47,095	53,824	48,526	44,168	50,398	31,408	53,619	37,278	59,621	63,046	35,969	53,363	61,143	58,164	29,261	53,683	51,675	27,522	26,356	5,225
Paid Subscriptions	489	0.6																								
TOTAL QUALIFIED CIRCULATION	80,489	100.0																								