

B2B Media

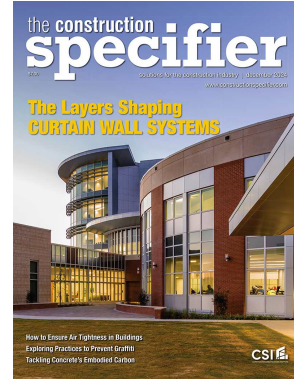
Publisher's Statement

6 months ended December 31, 2024

Subject to Audit

Field Served:

The Construction Specifier serves the construction industry including architecture, engineering, specifying, contracting, and other professionals allied to the construction industry.



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TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION				27,571
AVERAGE QUALIFIED PAID CIRCULATION		AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Paid Individual - Print	21	Qualified Nonpaid Individual - Print		18,658
Qualified Paid Individual - Digital	3	Qualified Nonpaid Individual - Digital		3,479
Total Qualified Paid Individual	24	Total Qualified Nonpaid Individual		22,137
Qualified Paid Membership Benefit - Print	5,410	Total Average Qualified Nonpaid Circulation		22,137
Total Qualified Membership Benefit	5,410			
Total Average Qualified Paid Circulation	5,434			

AVERAGE NONQUALIFIED CIRCULATION		
Nonqualified Allocated for Shows & Conventions - Print		117
Total Nonqualified Allocated for Shows & Conventions		117
Nonqualified Miscellaneous, Including Staff Copies - Print		989
Total Nonqualified Miscellaneous, Including Staff Copies		989
Total Average Nonqualified Circulation		1,106

CIRCULATION BY ISSUES							
Issue	Qualified Paid - Print	Qualified Paid - Digital	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid	Total
Jul	5,517	3	5,520	18,990	3,487	22,477	27,997
Aug	5,471	3	5,474	18,965	3,531	22,496	27,970
Sep	5,416	3	5,419	18,382	3,493	21,875	27,294
Oct	5,420	3	5,423	18,461	3,473	21,934	27,357
Nov	5,376	3	5,379	18,507	3,457	21,964	27,343
Dec	5,386	3	5,389	18,640	3,430	22,070	27,459

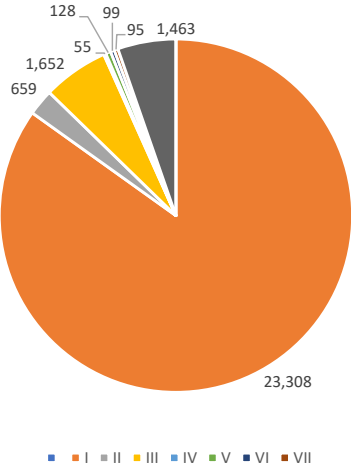
BUSINESS ANALYSIS

Classification by Business & Industry*		Total	%	Qualified Paid & Nonpaid - Print	Qualified Paid & Nonpaid - Digital
1.	Architects, Engineers, Specifiers, Designers, Consultants, Project Design & Management	23,308	84.9	20,572	2,736
2.	General & Trade Contractors, Sub-Contractors, Surveyors, Inspectors	659	2.4	472	187
3.	Suppliers, Manufacturers and their Representatives	1,652	6.0	1,342	310
4.	Associations	55	0.2	32	23
5.	Educators	128	0.5	84	44
6.	Government Offices	99	0.4	61	38
7.	A/E Students	95	0.3	67	28
8.	Other Professionals	1,463	5.3	1,396	67
Other Paid Circulation:					
	Subscriptions				
	Single Copy Sales				
Total Qualified Circulation		27,459	100.0	24,026	3,433
Percent		100.0		87.5	12.5

*Titles and Functions

Titles and Functions	Copies	%
I. Architects, Engineers, Specifiers, Designers, Consultants, Project Design & Management	23,308	84.9
II. General & Trade Contractors, Sub-Contractors, Surveyors, Inspectors	659	2.4
III. Suppliers, Manufacturers and their Representatives	1,652	6.0
IV. Associations	55	0.2
V. Educators	128	0.5
VI. Government Offices	99	0.4
VII. A/E Students	95	0.3
VIII. Other Professionals	1,463	5.3
IX. Other Paid Circulation		
Total Qualified Circulation	27,459	100.0

Breakout of Qualified Circulation by Titles and Functions



SOURCE ANALYSIS				
Source	Print	Digital	Total	Percent
Total Direct Request From Recipient	4,636	3,137	7,773	28.3
Total Direct Request From Recipient's Company	18	2	20	0.1
Total Communication Other Than Request	352	11	363	1.3
Membership Benefit	5,364		5,364	19.5
Business Directories				
Lists	6,385	86	6,471	23.6
Acquired Circulation				
Other Sources	7,271	197	7,468	27.2
Total Qualified Subscriptions	24,026	3,433	27,459	100.0
Percent	87.5	12.5	100.0	
Single Copy Sales				
Total Qualified Circulation			27,459	

7,499 copies or 27.3% of Total Qualified Circulation is >24 months.

MAILING ADDRESS ANALYSIS								
	Qualified Paid - Print	Qualified Paid - Digital	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid	Total Circulation	Percent
Individual by Name and Title and/or Occupation	4,396	3	4,399	18,640	3,429	22,069	26,468	96.4
Individual by Name Only	990		990		1	1	991	3.6
Title or Occupation Only								
Company Name Only								
Multicopy Same Addressee								
Total Qualified Subscriptions	5,386	3	5,389	18,640	3,430	22,070	27,459	100.0
Single Copy Sales								
Total Qualified Circulation							27,459	

GEOGRAPHIC ANALYSIS

State	Qualified Paid - Print	Qualified Paid - Digital	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid	Total
Alabama	45		45	620	60	680	725
Arizona	93		93	243	42	285	378
Arkansas	33		33	271	16	287	320
California	511		511	1,884	489	2,373	2,884
Colorado	145		145	448	65	513	658
Connecticut	49		49	658	61	719	768
Delaware	10		10	21	21	42	52
District of Columbia	15		15	184	8	192	207
Florida	229		229	1,242	264	1,506	1,735
Georgia	139		139	561	135	696	835
Idaho	8		8	232	22	254	262
Illinois	263		263	538	152	690	953
Indiana	131		131	219	37	256	387
Iowa	52		52	493	52	545	597
Kansas	48		48	169	29	198	246
Kentucky	43		43	274	35	309	352
Louisiana	69		69	1,214	75	1,289	1,358
Maine	18		18	103	8	111	129
Maryland	86		86	438	78	516	602
Massachusetts	119		119	729	94	823	942
Michigan	209		209	198	66	264	473
Minnesota	156		156	444	59	503	659
Mississippi	45		45	112	13	125	170
Missouri	122		122	592	122	714	836
Montana	3		3	102	14	116	119
Nebraska	51		51	105	12	117	168
Nevada	28		28	119	27	146	174
New Hampshire	16		16	176	13	189	205
New Jersey	128		128	409	89	498	626
New Mexico	49		49	95	16	111	160
New York	276		276	814	198	1,012	1,288
North Carolina	133		133	368	78	446	579
North Dakota	32		32	35	5	40	72
Ohio	183		183	435	115	550	733
Oklahoma	32		32	84	19	103	135
Oregon	154		154	196	49	245	399
Pennsylvania	280		280	657	147	804	1,084
Rhode Island	6		6	139	7	146	152
South Carolina	66		66	96	22	118	184
South Dakota	6		6	63	9	72	78
Tennessee	209		209	327	34	361	570
Texas	435		435	999	224	1,223	1,658
Utah	36		36	130	16	146	182
Vermont	13		13	179	11	190	203
Virginia	142		142	252	81	333	475
Washington	198		198	223	92	315	513
West Virginia	3		3	16	7	23	26
Wisconsin	115		115	147	56	203	318
Wyoming				169	9	178	178
TOTAL 48 CONTERMINOUS STATES	5,232		5,232	18,222	3,353	21,575	26,807
Alaska	19		19	49	4	53	72
Hawaii	54		54	345	61	406	460
TOTAL ALASKA & HAWAII	73		73	394	65	459	532
Single Copy Sales				22	12	34	34
U.S. Unclassified				1		1	1
TOTAL UNITED STATES	5,305		5,305	18,639	3,430	22,069	27,374
Poss. & Other Areas	17		17				17
U.S. & POSS., etc.	5,322		5,322	18,639	3,430	22,069	27,391
Canada	30	2	32				32
International	33	1	34				34
Military or Civilian Personnel Overseas	1		1	1		1	2
Total International	64	3	67	1		1	68
E-mail Address Only							
Other Unclassified							
GRAND TOTAL	5,386	3	5,389	18,640	3,430	22,070	27,459

NOTES

Price Data	Basic Prices
Basic Price Subscriptions	USD\$59.00
Single Copy	USD\$7.00

Definition of Recipient Qualification:

Qualified recipients are architects, engineers, specifiers, designers, consultants, project design & management, general & trade contractors, sub-contractors, surveyors, inspectors, suppliers, manufacturer's representatives, and other professionals allied to the field including A/E students, associations, educators, government offices and other titled and non-titled paid and non-paid personnel.

Rounding %: Due to rounding, percentages may not always add up to 100%.

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Source Analysis Reporting: Includes both paid and nonpaid circulation.

Analyzed Issue: The information in Business Analysis; Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the Dec issue.

Allocated for Shows and Conventions

Represents copies delivered to the following Trade Shows:

Trade Show	Location	Show Dates	Issues	Copies Delivered
MetalCon	Atlanta, GA	Oct 30 - Nov 1, 2024	Oct 2024	200
Western States Roofing Expo (WSRCA)	Las Vegas, NV	Sept 29 - Oct 1, 2024	Sep 2024	200
CSI Annual Business Meeting	Houston, TX	Oct 17 - 19, 2024	Oct 2024	150
CSI Annual Business Meeting	Houston, TX	Oct 17 - 19, 2024	Sep 2024	150

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