

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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METAL CONSTRUCTION NEWS is the metal construction industry's original news magazine. Our mission is to inform contractors, installers, fabricators, suppliers and distributors about the use of metal building systems, new and retrofit metal roofing, wall panels, interiors and decorative applications.

FIELD SERVED

METAL CONSTRUCTION NEWS serves the metal building industry including metal building construction, general construction, metal roofing and sidewall construction firms, erectors, suppliers, manufacturers, architecture, engineering, and consulting firms, developers, building management, banks, and others allied to the metal building industry.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are personnel within the field served.

CHANNELS

METAL CONSTRUCTION NEWS



6 issues in the period
 30,075 average circulation

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
METAL CONSTRUCTION NEWS (6 issues in the period)	30,075	-	30,075

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	5
Advertiser and Agency	910
Allocated for Trade Shows and Conventions	167
All Other	111
TOTAL	1,193

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	30,075	100.0	30,075	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,075	100.0	30,075	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Total Qualified
July	29,066
August	29,069
September	30,594
October	30,608
November	30,567
December	30,546

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018

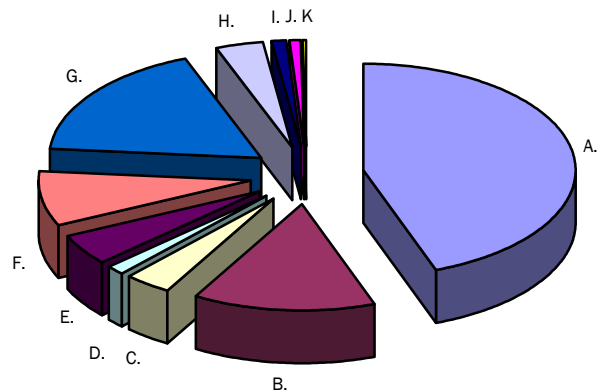
This issue is 2.0% or 590 copies above the average of the other 5 issues reported in Paragraph 2.

Business And Industry (Note 1)	Total Qualified	Percent of Total	Number of Employees					
			1-10	11-20	21-30	31-40	41-50	51 or More
Metal Building/General Contractors	13,547	44.3	9,490	1,751	798	295	339	874
Metal Roofing & Sidewall Contractors	4,236	13.9	3,200	426	207	76	87	240
Erectors	1,140	3.7	852	96	59	35	24	74
Metal Framing & Drywall Contractor	461	1.5	248	69	42	21	22	59
SUB-TOTAL CONTRACTORS/ERECTORS	19,384	63.4	13,790	2,342	1,106	427	472	1,247
Suppliers	1,384	4.5	581	166	77	36	49	475
Manufacturers	2,612	8.6	720	215	127	81	131	1,338
Architecture, Engineering, Consulting	5,365	17.6	4,299	305	132	78	91	460
Developers, Banks, Building Management	1,110	3.6	818	110	47	22	28	85
Public Housing, Government Agency, Utilities	393	1.3	150	34	29	12	22	146
Real Estate Firm, Banker, Code Official	184	0.6	120	24	4	2	10	24
Others Allied to the Field	135	0.4	77	16	6	3	6	27
TOTAL QUALIFIED CIRCULATION	30,567	100.0	20,555	3,212	1,528	661	809	3,802
PERCENT	100.0		67.3	10.5	5.0	2.2	2.6	12.4

NOTE 1: Qualified recipients are personnel within the field served.

3a. Breakout of Qualified Circulation of Business and Industry

Business and Industry	Total Qualified	Percent of Total
A Metal Building/General Contractors	13,547	44.3
B Metal Roofing & Sidewall Contractors	4,236	13.9
C Erectors	1,140	3.7
D Metal Framing & Drywall Contractor	461	1.5
E Suppliers	1,384	4.5
F Manufacturers	2,612	8.6
G Architecture, Engineering Consulting	5,365	17.6
H Developers, Banks, Building Management	1,110	3.6
I Public Housing, Government Agency, Utilities	393	1.3
J Real Estate Firm, Banker, Code Official	184	0.6
K Others Allied to the Field	135	0.4
TOTAL QUALIFIED CIRCULATION	30,567	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018

Qualification Source	Qualified Within			Total Qualified	Percent
	1 year	2 years	3 years		
I. Direct Request:	14,992	5,814	-	20,806	68.1
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	426	-	-	426	1.4
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's, and wholesaler's lists; and Other sources:	9,335	-	-	9,335	30.5
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	24,753	5,814	-	30,567	100.0
PERCENT	81.0	19.0	-	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	101		Kentucky	404	
New Hampshire	133		Tennessee	657	
Vermont	54		Alabama	477	
Massachusetts	559		Mississippi	259	
Rhode Island	91		EAST SO. CENTRAL	1,797	5.9
Connecticut	315		Arkansas	285	
NEW ENGLAND	1,253	4.1	Louisiana	409	
New York	1,363		Oklahoma	438	
New Jersey	744		Texas	2,580	
Pennsylvania	1,329		WEST SO. CENTRAL	3,712	12.1
MIDDLE ATLANTIC	3,436	11.2	Montana	137	
Ohio	1,307		Idaho	166	
Indiana	842		Wyoming	90	
Illinois	1,463		Colorado	579	
Michigan	885		New Mexico	187	
Wisconsin	827		Arizona	492	
EAST NO. CENTRAL	5,324	17.4	Utah	231	
Minnesota	639		Nevada	187	
Iowa	399		MOUNTAIN	2,069	6.8
Missouri	876		Alaska	107	
North Dakota	112		Washington	620	
South Dakota	115		Oregon	357	
Nebraska	375		California	2,760	
Kansas	509		Hawaii	141	
WEST NO. CENTRAL	3,025	9.9	PACIFIC	3,985	13.0
Delaware	74		UNITED STATES	30,489	99.7
Maryland	422		U.S. Territories	78	
Washington, DC	48		Canada	-	
Virginia	676		Mexico	-	
West Virginia	138		Other International	-	
North Carolina	985		APO/FPO	-	
South Carolina	470				
Georgia	976				
Florida	2,099				
SOUTH ATLANTIC	5,888	19.3			
			TOTAL QUALIFIED CIRCULATION	30,567	100.0

ADDITIONAL DATA

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 3,975 copies or 13.0%, including MRCA & IMPACT.
Business directories include 1 source of circulation for a quantity of 5,360 copies or 17.5%, including The Information Refinery.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

John P. Lawrence, President

Blanca Arteaga, Operations Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report.
It will be included in the annual audit made by BPA Worldwide.

Date signed January 10, 2019

State Illinois

County Cook

Received by BPA Worldwide January 10, 2019

Type BJ

ID Number M053B0D8

About BPA Worldwide:

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. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.