

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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CONCRETE CONTRACTOR delivers information to help concrete contractors build their projects and run their businesses more profitably. Technology, repair, sustainable construction and specification understanding are integral, recurring themes that help subscribers build better slabs, foundations and walls, while business management articles aid contractors in building better businesses.

FIELD SERVED

CONCRETE CONTRACTOR serves contractors engaged in residential and commercial concrete construction, general contractors that self-perform concrete, and other concrete contractors, including decorative concrete and concrete polishing contractors, government (city, county, DOT, FAA) and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include management, supervisory field staff, equipment staff and other related personnel.

CHANNELS

**CONCRETE
CONTRACTOR
MAGAZINE**



4 Issues in the period
28,303 average circulation

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
CONCRETE CONTRACTOR MAGAZINE (4 issues in the period)	28,303	-	28,303
a. Print	27,002	-	27,002
b. Digital	1,301	-	1,301
1. Requested	1,301	-	1,301
2. Non Requested	-	-	-

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	11
Advertiser and Agency	541
Allocated for Trade Shows and Conventions	143
All Other	192
TOTAL	887

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	28,303	100.0	28,303	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	28,303	100.0	28,303	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Print	Digital	Total Qualified
January	27,000	851	27,851
February/March	27,000	1,023	28,023
April/May	27,007	1,669	28,676
June/July	27,000	1,662	28,662

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2016 This issue is 1.8% or 497 copies above the average of the other 3 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	CLASSIFICATION BY TITLE			
					Management (Note 1)	Supervisory Staff (Note 2)	Field Equipment Staff (Note 3)	Other (Note 4)
General Contractor that self-performs concrete	4,996	17.4	4,644	352	4,390	493	113	-
Residential Concrete Contractor	2,385	8.3	2,255	130	2,144	168	37	36
Commercial Concrete Contractor	3,148	11.0	2,930	218	2,733	336	79	-
Both Residential & Commercial Concrete Contractor	6,989	24.4	6,591	398	6,170	594	225	-
Other Concrete Contractor, Concrete Polishing Contractor, Decorative Concrete Contractor	8,684	30.3	8,360	324	7,804	387	72	421
Government: City, County, DOT, FAA	2,222	7.7	1,978	244	1,414	698	110	-
Other (Note 4)	252	0.9	249	3	109	21	20	102
TOTAL QUALIFIED CIRCULATION	28,676	100.0	27,007	1,669	24,764	2,697	656	559
PERCENT	100.0		94.2	5.8	86.4	9.4	2.3	1.9

Note 1: MANAGEMENT includes: Owner, President, Partner, VP, General Manager, other Officers and Related Personnel.

Note 2: SUPERVISORY FIELD STAFF includes: Superintendent, Project Manager, Field Supervisor and Related Personnel.

Note 3: EQUIPMENT STAFF includes: Equipment, Fleet or Maintenance Supervisor, Shop & Mechanical Supervisor, Master Mechanic and Related Personnel.

Note 4: OTHER includes: members of the American Society of Concrete Contractors (ASCC), Tilt-Up Concrete Association (TCA) and Concrete Foundations Association (CFA).

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2016

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	14,953	7,548	-	20,832	1,669	22,501	78.5
II. Request from recipient's company:	36	-	-	36	-	36	0.1
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	6,139	-	-	6,139	-	6,139	21.4
*Association rosters and directories	763	-	-	763	-	763	2.7
*Business directories	5,376	-	-	5,376	-	5,376	18.7
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,128	7,548	-	27,007	1,669	28,676	100.0
PERCENT	73.7	26.3	-	94.2	5.8	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2016

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	26,694	1,669	28,363	99.0
Individuals by name only	313	-	313	1.0
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	27,007	1,669	28,676	100.0

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
	July - December 2013	January - June 2014	July - December 2014	January - June 2015	July - December 2015*	January - June 2016*
Total Audit Average Qualified:	27,000	27,000	27,000	27,000	27,001	28,303
Qualified Non-Paid Total:	27,000	27,000	27,000	27,000	27,001	28,303
Print:	27,000	27,000	27,000	27,000	27,001	27,002
Digital:	-	-	-	-	-	1,301
Qualified Paid Total:	-	-	-	-	-	-
Print:	-	-	-	-	-	-
Digital:	-	-	-	-	-	-
Post Expire Copies in Total	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

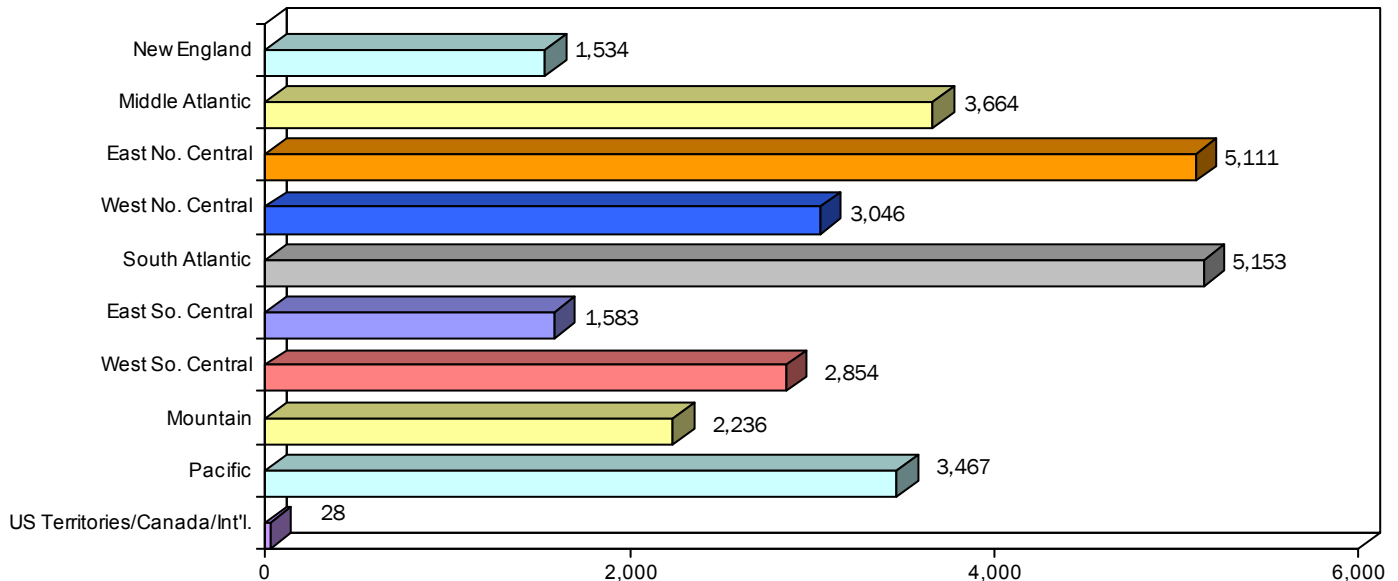
*NOTE: July 2015 - June 2016 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2016

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	199	12	211		Kentucky	415	27	442	
New Hampshire	185	9	194		Tennessee	544	36	580	
Vermont	85	4	89		Alabama	318	12	330	
Massachusetts	509	28	537		Mississippi	214	17	231	
Rhode Island	90	3	93		EAST SO. CENTRAL	1,491	92	1,583	5.5
Connecticut	392	18	410		Arkansas	228	9	237	
NEW ENGLAND	1,460	74	1,534	5.3	Louisiana	277	22	299	
New York	1,439	89	1,528		Oklahoma	330	19	349	
New Jersey	651	51	702		TEXAS	1,845	124	1,969	
Pennsylvania	1,355	79	1,434		WEST SO. CENTRAL	2,680	174	2,854	10.0
MIDDLE ATLANTIC	3,445	219	3,664	12.8	Montana	189	6	195	
Ohio	1,319	63	1,382		Idaho	191	9	200	
Indiana	647	41	688		Wyoming	97	9	106	
Illinois	1,240	62	1,302		Colorado	568	30	598	
Michigan	866	44	910		New Mexico	178	13	191	
Wisconsin	788	41	829		Arizona	441	33	474	
EAST NO. CENTRAL	4,860	251	5,111	17.8	Utah	267	30	297	
Minnesota	673	28	701		Nevada	163	12	175	
Iowa	537	27	564		MOUNTAIN	2,094	142	2,236	7.8
Missouri	715	30	745		Alaska	89	1	90	
North Dakota	139	13	152		Washington	502	32	534	
South Dakota	167	9	176		Oregon	363	22	385	
Nebraska	302	9	311		California	2,234	162	2,396	
Kansas	373	24	397		Hawaii	56	6	62	
WEST NO. CENTRAL	2,906	140	3,046	10.6	PACIFIC	3,244	223	3,467	12.1
Delaware	72	3	75		UNITED STATES	26,985	1,663	28,648	99.9
Maryland	457	33	490		U.S. Territories	16	5	21	
Washington, DC	24	4	28		Canada	6	-	6	
Virginia	620	34	654		Mexico	-	-	-	
West Virginia	136	8	144		Other International	-	1	1	
North Carolina	896	43	939		APO/FPO	-	-	-	
South Carolina	325	27	352						
Georgia	725	54	779						
Florida	1,550	142	1,692						
SOUTH ATLANTIC	4,805	348	5,153	18.0					
					TOTAL QUALIFIED CIRCULATION	27,007	1,669	28,676	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of a recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica - If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

PARAGRAPH 3b:

Association rosters and directories include 3 sources of circulation for quantities of 125 copies or 0.4% to 418 copies or 1.5%. Business directories include 1 source of circulation for a quantity of 5,376 copies or 18.7%, including InfoUSA.

PUBLISHER'S AFFIDAVIT

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

Vaughn Rockhold, Publisher

Wendy Chady, Audience Development Director

(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 July 8, 2016

State Wisconsin

County Jefferson

Received by BPA Worldwide July 8, 2016

Type BJ

ID Number C620B0J6

About BPA Worldwide:

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