

# TOOLS hanleywood

## OF THE TRADE

www.toolsofthetrade.net

### PUBLISHER'S STATEMENT OF TOTAL AUDIENCE

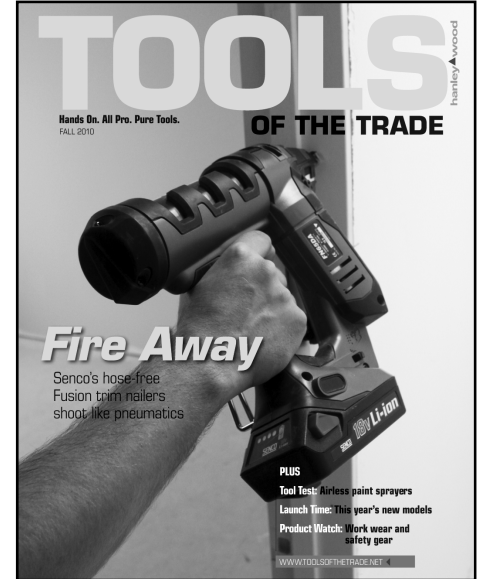
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#### Mission Statement

December 2010

TOOLS OF THE TRADE serves the field of general contracting of new construction, remodeling, new construction and remodeling; carpentry; general contractors (roofing, HVAC, electrical, plumbing, drywall, painting, and concrete); building materials dealers/distributors; hardware/tool distributors and other allied to the field.

Established: 1993  
 Issues per year: 4



Total Contacts	
Magazine Circulation	40,000
e-Newsletter Circulation	79,470
Website Unique Visits	43,390
<b>TOTAL CONTACTS</b>	<b>162,860</b>

Analysis of Contacts by Primary Occupation				
<i>Note: Gross data are contained in these tables. No attempt has been made to eliminate any duplication.</i>				
Primary Business	Magazine	e-Newsletter	Website	Total
GC- New Construction, GC-Remodeling, GC-New Construction/Remodeling	30,677	28,848	-	59,525
Contractors and subcontractors including carpentry-Interior Finish and Rough Framing, Electrical, HVAC, Plumbing, Painting, Concrete, Roofing, and Drywall	7,471	8,583	-	16,054
Hardware/Tool Distributors and Building Material Dealers/Distributors	1,183	1,987	-	3,170
Facilities Managers	669	1,192	-	1,861
Other Professionals Allied to the Field	-	1,748	-	1,748
All Other	-	37,112	43,390	80,502
<b>TOTAL</b>	<b>40,000</b>	<b>79,470</b>	<b>43,390</b>	<b>162,860</b>

Average Non-Qualified Print Circulation	
	Copies
Other Paid Circulation	80
Advertiser and Agency	201
Rotated or Occasional	-
Allocated for Trade Shows & Conventions	750
All Other	465
<b>TOTAL</b>	<b>1,496</b>

Average Qualified Print Circulation						
Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	40,000	100.0%	40,000	100.0%	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,000</b>	<b>100.0%</b>	<b>40,000</b>	<b>100.0%</b>	<b>-</b>	<b>0.0%</b>

Website data source: Omniture; All other data: Publisher's own records

Business/Occupational Breakout of Print Circulation						
Business and Industry	Total Qualified	Percent of Total	Title			
			Owner/ Partner	Foreman/ Crew Chief	Crew Member/ Sub-Contractor	Other Titled and Non-Titled
GC-New Constructions, GC-Remodeling, GC-New Construction/Remodeling	30,677	76.7%	29,012	1,515	150	0
Contractors and subcontractors including Carpentry-Interior/Finish and Rough/Framing, Electrical, HVAC, Plumbing, Painting, Concrete, Roofing and Drywall	7,471	18.7%	6,671	585	215	0
Hardware/Tool Distributors and Building Material Dealers/Distributors	1,183	3.0%	1,108	61	14	0
Facilities Manager	669	1.7%	489	155	25	0
Other professionals allied to the field	0	0.0%	0	0	0	0
<b>TOTAL</b>	<b>40,000</b>	<b>100.0%</b>	<b>37,280</b>	<b>2,316</b>	<b>404</b>	<b>0</b>

Classification by Primary Market- Print Circulation						
Business and Industry	Total Qualified	Percent of Total	Market			
			Residential	Commercial	Both	Not Available
GC-New Constructions, GC-Remodeling, GC-New Construction/Remodeling	30,677	76.7%	21,153	1,410	8,114	0
Contractors and subcontractors including Carpentry-Interior/Finish and Rough/Framing, Electrical, HVAC, Plumbing, Painting, Concrete, Roofing and Drywall	7,471	18.7%	3,729	861	2,881	0
Hardware/Tool Distributors and Building Material Dealers/Distributors	1,183	3.0%	257	212	714	0
Facilities Manager	669	1.7%	172	247	250	0
Other professionals allied to the field	0	0.0%	0	0	0	0
<b>TOTAL</b>	<b>40,000</b>	<b>100.0%</b>	<b>25,311</b>	<b>2,730</b>	<b>11,959</b>	<b>0</b>

Mailing Address Breakout of Qualified Print Circulation				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	39,917	0	39,917	100.0%
Individuals by name only	0	0	0	0.0%
Titles or functions only	83	0	83	0.0%
Company names only	0	0	0	0.0%
Multiple Copy Same Addressee copies	0	0	0	0.0%
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,000</b>	<b>0</b>	<b>40,000</b>	<b>100.0%</b>

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Analysis of Subscribers who Authorize the Purchase of Tools- Print Circulation			
	Total Qualified	Percent of Total	Total Respondents
Total Qualified Circulation	40,000	100.0%	40,000
Percent	100.0%	100.0%	100.0%

Geographical Analysis Of Print Circulation					
State	Total	Percent	State	Total	Percent
Maine	318		Kentucky	385	
New Hampshire	383		Tennessee	514	
Vermont	258		Alabama	293	
Massachusetts	1,718		Mississippi	121	
Rhode Island	233		<b>East So. Central</b>	1,313	3.3%
Connecticut	1,048		Arkansas	212	
<b>New England</b>	3,958	9.9%	Louisiana	231	
New York	2,944		Oklahoma	271	
New Jersey	1,545		Texas	1,371	
Pennsylvania	2,438		<b>West So. Central</b>	2,085	5.2%
<b>Middle Atlantic</b>	6,927	17.3%	Montana	312	
Ohio	1,831		Idaho	191	
Indiana	834		Wyoming	132	
Illinois	1,983		Colorado	871	
Michigan	1,868		New Mexico	204	
Wisconsin	1,288		Arizona	448	
<b>East No. Central</b>	7,804	19.5%	Utah	225	
Minnesota	1,129		Nevada	169	
Iowa	728		<b>Mountain</b>	2,552	6.4%
Missouri	741		Alaska	175	
North Dakota	142		Washington	981	
South Dakota	195		Oregon	575	
Nebraska	391		California	3,757	
Kansas	468		Hawaii	215	
<b>West No. Central</b>	3,794	9.5%	<b>Pacific</b>	5,703	14.3%
Delaware	129		<b>United States</b>	39,929	99.8%
Maryland	818		US Territories	69	
Washington, DC	25		Canada	-	
Virginia	950		Mexico	-	
West Virginia	179		Other International	-	
North Carolina	1,082		APO/FPO	2	
South Carolina	417			-	
Georgia	719			-	
Florida	1,474			-	
<b>South Atlantic</b>	5,793	14.5%	<b>TOTAL CIRCULATION</b>	40,000	100.0%

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