

TOOLS hanleywood

OF THE TRADE

www.toolsofthetrade.net

PUBLISHER'S STATEMENT OF TOTAL AUDIENCE

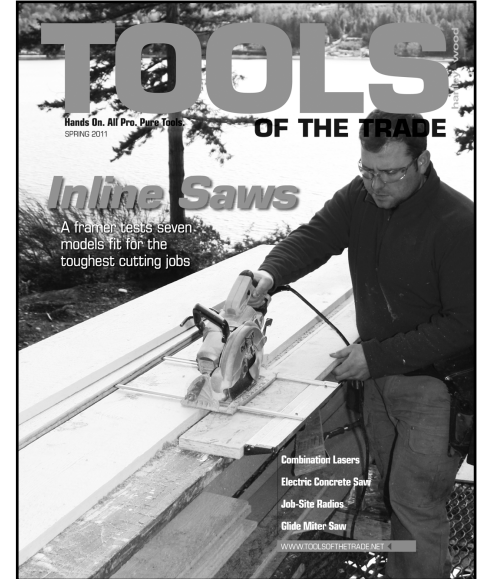
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Mission Statement

June 2011

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 | |
|-----------------------------|----------------|
| Tools of the Trade Magazine | 40,000 |
| Tool Update e-Newsletter | 76,356 |
| Website Unique Visits | 44,784 |
| TOTAL CONTACTS | 161,140 |

| 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 | 30,192 | 28,175 | - | 58,367 |
| Contractors and subcontractors including carpentry-Interior Finish and Rough Framing, Electrical, HVAC, Plumbing, Painting, Concrete, Roofing, and Drywall | 7,872 | 8,399 | - | 16,271 |
| Hardware/Tool Distributors and Building Material Dealers/Distributors | 1,189 | 1,909 | - | 3,098 |
| Facilities Managers | 747 | 1,145 | - | 1,892 |
| Other Professionals Allied to the Field | - | 1,603 | - | 1,603 |
| All Other | - | 35,124 | 44,784 | 79,908 |
| TOTAL | 40,000 | 76,355 | 44,784 | 161,139 |

| Average Non-Qualified Print Circulation | |
|---|------------|
| | Copies |
| Other Paid Circulation | 86 |
| Advertiser and Agency | 202 |
| Rotated or Occasional | - |
| Allocated for Trade Shows & Conventions | 225 |
| All Other | 474 |
| TOTAL | 986 |

| 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 | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 40,000 | 100.0% | 40,000 | 100.0% | - | 0.0% |

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

| Business/Occupational Breakout of Qualified 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 | 30,192 | 75.5% | 28,468 | 1,506 | 218 | 0 |
| Contractors and subcontractors including Carpentry-Interior/Finish and Rough/Framing, Electrical, HVAC, Plumbing, Painting, Concrete, Roofing and Drywall | 7,872 | 19.7% | 7,000 | 599 | 273 | 0 |
| Hardware/Tool Distributors and Building Material Dealers/Distributors | 1,189 | 3.0% | 1,092 | 79 | 18 | 0 |
| Facilities Manager | 747 | 1.8% | 511 | 203 | 33 | 0 |
| Other professionals allied to the field | 0 | 0.0% | 0 | 0 | 0 | 0 |
| TOTAL | 40,000 | 100.0% | 37,071 | 2,387 | 542 | 0 |

| Classification by Primary Market- Qualified 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 | 30,192 | 75.5% | 20,602 | 1,368 | 8,222 | 0 |
| Contractors and subcontractors including Carpentry-Interior/Finish and Rough/Framing, Electrical, HVAC, Plumbing, Painting, Concrete, Roofing and Drywall | 7,872 | 19.7% | 3,932 | 873 | 3,067 | 0 |
| Hardware/Tool Distributors and Building Material Dealers/Distributors | 1,189 | 3.0% | 272 | 213 | 704 | 0 |
| Facilities Manager | 747 | 1.8% | 203 | 288 | 256 | 0 |
| Other professionals allied to the field | 0 | 0.0% | 0 | 0 | 0 | 0 |
| TOTAL | 40,000 | 100.0% | 25,009 | 2,742 | 12,249 | 0 |

| Mailing Address Breakout of Qualified Print Circulation for Spring 2011 Issue | | | | |
|---|--------------------|----------------|-----------------|---------------|
| MAILING ADDRESS | Qualified Non-Paid | Qualified Paid | Total Qualified | Percent |
| Individuals by name and title and/or function | 39,906 | 0 | 39,906 | 99.8% |
| Individuals by name only | 14 | 0 | 14 | 0.0% |
| Titles or functions only | 80 | 0 | 80 | 0.0% |
| Company names only | 0 | 0 | 0 | 0.0% |
| Multiple Copy Same Addressee copies | 0 | 0 | 0 | 0.0% |
| TOTAL QUALIFIED CIRCULATION | 40,000 | 0 | 40,000 | 100.0% |

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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 | 327 | | Kentucky | 385 | |
| New Hampshire | 395 | | Tennessee | 505 | |
| Vermont | 260 | | Alabama | 290 | |
| Massachusetts | 1,733 | | Mississippi | 125 | |
| Rhode Island | 231 | | East So. Central | 1,305 | 3.3% |
| Connecticut | 1,056 | | Arkansas | 216 | |
| New England | 4,002 | 10.0% | Louisiana | 231 | |
| New York | 2,930 | | Oklahoma | 281 | |
| New Jersey | 1,534 | | Texas | 1,359 | |
| Pennsylvania | 2,453 | | West So. Central | 2,087 | 5.2% |
| Middle Atlantic | 6,917 | 17.3% | Montana | 314 | |
| Ohio | 1,832 | | Idaho | 188 | |
| Indiana | 840 | | Wyoming | 128 | |
| Illinois | 1,995 | | Colorado | 874 | |
| Michigan | 1,866 | | New Mexico | 204 | |
| Wisconsin | 1,280 | | Arizona | 452 | |
| East No. Central | 7,813 | 19.5% | Utah | 225 | |
| Minnesota | 1,138 | | Nevada | 162 | |
| Iowa | 721 | | Mountain | 2,547 | 6.4% |
| Missouri | 747 | | Alaska | 179 | |
| North Dakota | 142 | | Washington | 996 | |
| South Dakota | 200 | | Oregon | 568 | |
| Nebraska | 392 | | California | 3,732 | |
| Kansas | 473 | | Hawaii | 214 | |
| West No. Central | 3,813 | 9.5% | Pacific | 5,689 | 14.2% |
| Delaware | 127 | | United States | 39,926 | 99.8% |
| Maryland | 807 | | US Territories | 72 | |
| Washington, DC | 24 | | Canada | - | |
| Virginia | 940 | | Mexico | - | |
| West Virginia | 179 | | Other International | - | |
| North Carolina | 1,087 | | APO/FPO | 2 | |
| South Carolina | 407 | | | - | |
| Georgia | 704 | | | - | |
| Florida | 1,478 | | | - | |
| South Atlantic | 5,753 | 14.4% | TOTAL CIRCULATION | 40,000 | 100.0% |

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