



**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2011**

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.

No. NEC/06-11

100 Beard Sawmill Road, Sixth Floor
Shelton, CT USA 06484-6150
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

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. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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The Association of the Wall and Ceiling Industry
513 West Broad Street, Ste 210
Falls Church, VA 22046
Tel. No.: (703) 538-1600
Fax No.: (703) 534-8307
www.awci.org

Official Publication of: The Association of the Wall and Ceiling Industry
Established: 1974
Issues Per Year: 12

FIELD SERVED

AWCI's CONSTRUCTION DIMENSIONS serves members of the Association of the Wall and Ceiling Industry (AWCI) including wall and ceiling contractors, manufacturers, suppliers/distributors, architects/specifiers, engineers and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are owners/partners, presidents, vice presidents, project managers, supervisors, estimators, field personnel, other titled and non-titled personnel and company copies.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	15
Advertiser and Agency _____	346
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	505
Digital _____	-
All Other _____	542
TOTAL	1,408

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	32,039	100.0	30,030	93.7	2,009	6.3
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	32,039	100.0	30,030	93.7	2,009	6.3

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Number Removed	Number Added	Total Qualified
January _____	113	116	32,032
February _____	66	71	32,037
March _____	119	118	32,036
April _____	173	212	32,075
May _____	6,568	6,520	32,027
June _____	-	-	32,027
TOTAL	7,039	7,037	

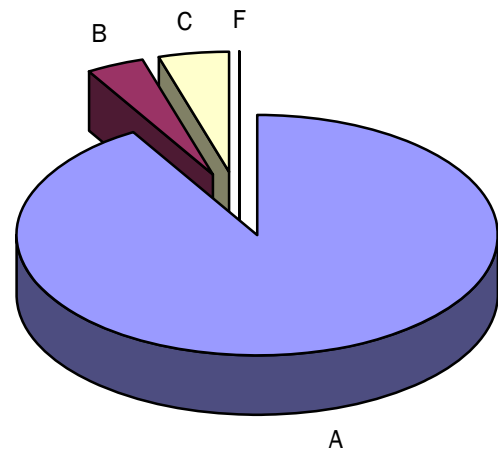
AWCI'S CONSTRUCTION DIMENSIONS / June 2011

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011
 This issue is -% or 14 copies below the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE							
			Owner/ Partner	President	Vice President	Project Manager	Supervisor	Estimator	Field Personnel	Other Titled and Non-Titled Personnel and Company Copies
Contractor _____	29,311	91.5	16,276	9,016	739	553	638	326	183	1,580
Manufacturer _____	1,171	3.7	205	218	107	62	67	6	106	400
Distributor/Supplier _____	1,491	4.7	295	234	94	65	107	27	139	530
Architect/Specifier _____	6	-	5	-	-	1	-	-	-	-
Engineer _____	10	-	1	6	-	1	1	-	-	1
Others Allied to the Field _____	38	0.1	8	6	3	2	-	-	-	19
TOTAL QUALIFIED CIRCULATION	32,027	100.0	16,790	9,480	943	684	813	359	428	2,530
PERCENT	100.0		52.4	29.6	3.0	2.1	2.6	1.1	1.3	7.9

3a. Breakout of Qualified Circulation of Business and Industry

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A Contractor _____	29,311	91.5
B Manufacturer _____	1,171	3.7
C Distributor/Supplier _____	1,491	4.7
D Architect/Specifier _____	6	-
E Engineer _____	10	-
F Others Allied to the Field _____	38	0.1
TOTAL	32,027	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	16,331	5,239	-	21,570	67.4
II. Request from recipient's company: _____	1,189	169	-	1,358	4.2
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	37	24	-	61	0.2
V. TOTAL - Sources other than above (listed alphabetically): _____	9,038	-	-	9,038	28.2
Association rosters and directories _____	-	-	-	-	-
*Business directories _____	9,038	-	-	9,038	28.2
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	26,595	5,432	-	32,027	100.0
PERCENT	83.0	17.0	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	31,409	98.1
Individuals by name only _____	615	1.9
Titles or functions only _____	3	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	32,027	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011					
State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	170		Kentucky _____	413	
New Hampshire _____	229		Tennessee _____	601	
Vermont _____	91		Alabama _____	440	
Massachusetts _____	630		Mississippi _____	218	
Rhode Island _____	108		EAST SO. CENTRAL	1,672	5.2
Connecticut _____	410		Arkansas _____	279	
NEW ENGLAND	1,638	5.1	Louisiana _____	445	
New York _____	1,571		Oklahoma _____	298	
New Jersey _____	677		Texas _____	2,030	
Pennsylvania _____	1,265		WEST SO. CENTRAL	3,052	9.5
MIDDLE ATLANTIC	3,513	11.0	Montana _____	191	
Ohio _____	1,253		Idaho _____	285	
Indiana _____	692		Wyoming _____	92	
Illinois _____	1,068		Colorado _____	729	
Michigan _____	1,116		New Mexico _____	223	
Wisconsin _____	809		Arizona _____	567	
EAST NO. CENTRAL	4,938	15.4	Utah _____	366	
Minnesota _____	950		Nevada _____	222	
Iowa _____	440		MOUNTAIN	2,675	8.4
Missouri _____	626		Alaska _____	131	
North Dakota _____	128		Washington _____	752	
South Dakota _____	141		Oregon _____	498	
Nebraska _____	298		California _____	2,878	
Kansas _____	371		Hawaii _____	162	
WEST NO. CENTRAL	2,954	9.2	PACIFIC	4,421	13.8
Delaware _____	93		UNITED STATES	31,722	99.0
Maryland _____	565		U.S. Territories _____	18	
Washington, DC _____	22		Canada _____	217	
Virginia _____	800		Mexico _____	8	
West Virginia _____	100		Other International _____	62	
North Carolina _____	1,022		APO/FPO _____	-	
South Carolina _____	400		TOTAL QUALIFIED CIRCULATION	32,027	100.0
Georgia _____	1,058				
Florida _____	2,799				
SOUTH ATLANTIC	6,859	21.4			

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 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*	January - June 2011*
Total Audit Average Qualified: _____	33,050	33,050	32,576	32,364	31,842	32,039
Qualified Non-Paid: _____	30,706	30,767	30,430	30,199	29,659	30,030
Qualified Paid: _____	2,344	2,283	2,146	2,165	2,183	2,009
Post Expire Copies included in Total Qualified Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	\$33.64	\$32.87	\$33.43	\$33.85	\$33.99	\$33.89

***NOTE: July 2010 – June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

ADDITIONAL DATA

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 9,038 copies or 28.2%, including Dunn & Bradstreet.

PUBLISHER'S AFFIDAVIT

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

Steven Etkin, Executive Vice President

Laura Porinchak, Editor

(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 circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed August 2, 2011

State Virginia

County Fairfax

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