

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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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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# Roofing Contractor

BNP Media II, LLC  
2401 W. Big Beaver Road  
Suite 700  
Troy, MI 48084-3333  
Tel. No.: (248) 362-3700  
Fax No.: (248) 362-0317  
[www.roofingcontractor.com](http://www.roofingcontractor.com)

Official Publication of: None  
Established: 1981  
Issues per Year: 12

**FIELD SERVED**

ROOFING CONTRACTOR serves roofing contractors, other contractors, distributors/jobbers and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include presidents/vice presidents/ owners /partners, general managers/ directors/ purchasing managers, sales managers/ estimators/ non-management sales personnel, foremen/ supervisors/ applicators/ technicians/ installers, and other titles as reported in paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	22
Advertiser and Agency _____	983
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	1,110
<b>TOTAL</b>	<b>2,115</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	25,000	100.0	24,980	99.9	20	0.1
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,000</b>	<b>100.0</b>	<b>24,980</b>	<b>99.9</b>	<b>20</b>	<b>0.1</b>

2a. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	53	53	20,000	5,000	25,000
February _____	155	155	20,000	5,000	25,000
March _____	509	509	20,000	5,000	25,000
April _____	3,269	3,269	20,000	5,000	25,000
May _____	1,714	1,714	20,000	5,000	25,000
June _____	25	25	20,000	5,000	25,000
<b>TOTAL</b>	<b>5,725</b>	<b>5,725</b>			

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	21,874	11,414	9,945	1.15	01:08	02:11
February _____	21,783	12,169	10,531	1.16	01:14	02:12
March _____	21,442	12,727	11,371	1.12	01:11	02:01
April _____	16,701	9,556	8,419	1.14	01:14	02:10
May _____	17,828	9,125	7,949	1.15	01:15	02:25
June _____	19,470	9,527	8,278	1.15	01:14	02:36
<b>AVERAGE:</b>	<b>19,850</b>	<b>10,753</b>	<b>9,416</b>	<b>1.14</b>	<b>01:13</b>	<b>02:16</b>

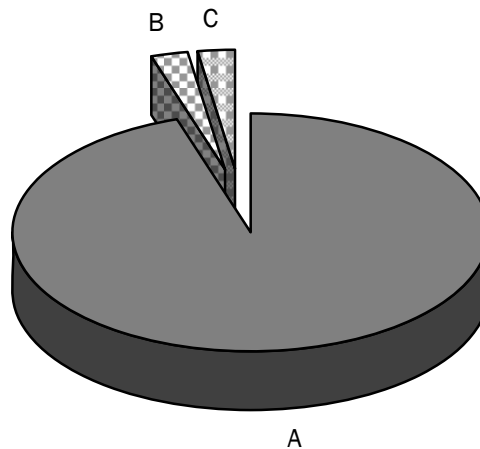
\*See Additional Data

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**  
 This issue is equal to the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	President/ Vice President/ Owner/ Partner	General Mgr./ Director/ Purchasing Mgr.	Sales Manager/ Estimator/ Non-Management Sales Personnel	Foreman/ Supervisor/ Applicator/ Technician/ Installer	Other Titled and Non-Titled Personnel
<b>CONTRACTORS</b>									
Roofing Contractor _____	23,750	95.0	19,111	4,639	19,702	1,666	1,526	856	-
Other Contractors _____	600	2.4	437	163	512	51	22	15	-
Subtotal of Contractors	24,350	97.4	19,548	4,802	20,214	1,717	1,548	871	-
Distributor/Jobber _____	650	2.6	452	198	241	172	227	10	-
Others Allied to the Field _____	-	-	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,000</b>	<b>100.0</b>	<b>20,000</b>	<b>5,000</b>	<b>20,455</b>	<b>1,889</b>	<b>1,775</b>	<b>881</b>	<b>-</b>
<b>PERCENT</b>	<b>100.0</b>		<b>80.0</b>	<b>20.0</b>	<b>81.8</b>	<b>7.6</b>	<b>7.1</b>	<b>3.5</b>	<b>-</b>

**3a. Breakout of Qualified Circulation of Business and Industry**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A Roofing Contractor _____	23,750	95.0
B Other Contractors _____	600	2.4
C Distributor/Jobber _____	650	2.6
D Others Allied to the Field _____	-	-
<b>TOTAL</b>	<b>25,000</b>	<b>100.0</b>



**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 year	2 year	3 year				
<b>I. TOTAL - Direct Request:</b>	<b>15,500</b>	<b>6,250</b>	<b>1,250</b>	<b>18,000</b>	<b>5,000</b>	<b>23,000</b>	<b>92.0</b>
a. Written _____	3,272	903	177	3,948	404	4,352	17.4
b. Telecommunication _____	7,578	3,872	705	9,662	2,493	12,155	48.6
c. Electronic _____	4,650	1,475	368	4,390	2,103	6,493	26.0
<b>II. TOTAL - Request from recipient's company:</b>	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	-	-	-	-	-	-	-
<b>III. TOTAL - Membership Benefit:</b>	-	-	-	-	-	-	-
a. Individual _____	-	-	-	-	-	-	-
b. Organizational _____	-	-	-	-	-	-	-
<b>IV. TOTAL - Communication from recipient or recipient's company (other than request):</b>	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	-	-	-	-	-	-	-
<b>V. TOTAL - Sources other than above (listed alphabetically):</b>	<b>2,000</b>	-	-	<b>2,000</b>	-	<b>2,000</b>	<b>8.0</b>
Association rosters and directories _____	-	-	-	-	-	-	-
*Business directories _____	2,000	-	-	2,000	-	2,000	8.0
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
<b>VI. TOTAL - Single Copy Sales:</b>	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>17,500</b>	<b>6,250</b>	<b>1,250</b>	<b>20,000</b>	<b>5,000</b>	<b>25,000</b>	<b>100.0</b>
<b>*See Additional Data</b>	<b>PERCENT</b>	<b>70.0</b>	<b>25.0</b>	<b>80.0</b>	<b>20.0</b>	<b>100.0</b>	

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	20,000	5,000	25,000	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,000</b>	<b>5,000</b>	<b>25,000</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	123	14	137	
New Hampshire _____	92	19	111	
Vermont _____	48	9	57	
Massachusetts _____	420	84	504	
Rhode Island _____	61	11	72	
Connecticut _____	236	57	293	
<b>NEW ENGLAND</b>	<b>980</b>	<b>194</b>	<b>1,174</b>	<b>4.7</b>
New York _____	930	212	1,142	
New Jersey _____	498	125	623	
Pennsylvania _____	968	195	1,163	
<b>MIDDLE ATLANTIC</b>	<b>2,396</b>	<b>532</b>	<b>2,928</b>	<b>11.7</b>
Ohio _____	972	235	1,207	
Indiana _____	467	112	579	
Illinois _____	931	218	1,149	
Michigan _____	674	202	876	
Wisconsin _____	554	115	669	
<b>EAST NO. CENTRAL</b>	<b>3,598</b>	<b>882</b>	<b>4,480</b>	<b>17.9</b>
Minnesota _____	449	117	566	
Iowa _____	301	75	376	
Missouri _____	516	119	635	
North Dakota _____	70	12	82	
South Dakota _____	68	18	86	
Nebraska _____	196	52	248	
Kansas _____	292	76	368	
<b>WEST NO. CENTRAL</b>	<b>1,892</b>	<b>469</b>	<b>2,361</b>	<b>9.4</b>
Delaware _____	56	12	68	
Maryland _____	325	77	402	
Washington, DC _____	2	4	6	
Virginia _____	429	102	531	
West Virginia _____	97	19	116	
North Carolina _____	612	147	759	
South Carolina _____	239	40	279	
Georgia _____	548	159	707	
Florida _____	1,426	396	1,822	
<b>SOUTH ATLANTIC</b>	<b>3,734</b>	<b>956</b>	<b>4,690</b>	<b>18.8</b>
Kentucky _____	285	67	352	
Tennessee _____	394	104	498	
Alabama _____	329	63	392	
Mississippi _____	119	22	141	
<b>EAST SO. CENTRAL</b>	<b>1,127</b>	<b>256</b>	<b>1,383</b>	<b>5.5</b>
Arkansas _____	179	33	212	
Louisiana _____	169	48	217	
Oklahoma _____	288	60	348	
Texas _____	1,352	376	1,728	
<b>WEST SO. CENTRAL</b>	<b>1,988</b>	<b>517</b>	<b>2,505</b>	<b>10.0</b>
Montana _____	122	21	143	
Idaho _____	133	24	157	
Wyoming _____	52	9	61	
Colorado _____	426	122	548	
New Mexico _____	140	23	163	
Arizona _____	324	60	384	
Utah _____	161	34	195	
Nevada _____	93	26	119	
<b>MOUNTAIN</b>	<b>1,451</b>	<b>319</b>	<b>1,770</b>	<b>7.1</b>
Alaska _____	60	8	68	
Washington _____	434	102	536	
Oregon _____	314	62	376	
California _____	1,923	466	2,389	
Hawaii _____	84	21	105	
<b>PACIFIC</b>	<b>2,815</b>	<b>659</b>	<b>3,474</b>	<b>13.9</b>
<b>UNITED STATES</b>	<b>19,981</b>	<b>4,784</b>	<b>24,765</b>	<b>99.0</b>
U.S. Territories _____	11	5	16	
Canada _____	4	42	46	
Mexico _____	1	9	10	
Other International _____	3	160	163	
APO/FPO _____	-	-	-	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,000</b>	<b>5,000</b>	<b>25,000</b>	<b>100.0</b>

AVERAGE 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	25,205	24,667	21,667	25,000	25,000	25,000
Qualified Non-Paid	25,176	24,640	21,635	24,970	24,978	24,980
Print Version Only	25,176	24,640	19,968	19,970	19,978	19,980
Digital Version Only	-	-	1,667	5,000	5,000	5000
Qualified Paid	29	27	32	30	22	20
Print Version Only	29	27	32	30	22	20
Digital Version Only	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	**NC	**NC	**NC	**NC	**NC	**NC

**\*NOTE: July 2010 – June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods of data are displayed.**  
**\*\*NC=None Claimed.**

**ADDITIONAL DATA**

**METHOD OF DISTRIBUTION:**

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

**STATEMENT OF CONTENT PLATFORM:**

Replica - Editorial and design are unchanged from the original print edition.

**PARAGRAPH 3b:**

Business directories include 1 source of circulation for a quantity of 2,000 copies or 8.0%.

**WEBSITE GLOSSARY:**

**Unique Browsers:** An identified and unduplicated Cookie Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness

**Page Impressions:** The number of web pages successfully viewed by all browsers within the reporting period

**User Sessions:** A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session

**Unique Browser Frequency:** The average number of user sessions per Unique Browser over the selected reporting period

**User Session Duration:** The average time a browser remained on the site per session

**Page Duration:** The average time a browser spent viewing any page(s) on the site

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	20,000	100.0	19,980	99.9	20	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,000</b>	<b>100.0</b>	<b>19,980</b>	<b>99.9</b>	<b>20</b>	<b>0.1</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	5,000	100.0	5,000	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5,000</b>	<b>100.0</b>	<b>5,000</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**QUESTIONNAIRE INCLUDED AT THE OPTION OF THE PUBLISHER:**



**FREE SUBSCRIPTION CARD**

1. Would you like to receive a FREE subscription to Roofing Contractor?  
 YES!  No  
 Please check your preferred format:  Digital version  Print version  
 YES! Roofing Contractor E-Newsletter  no  
 YES! Architectural Roofing & Waterproofing eNewsletter  no

2. Please indicate which FREE newsletters you would like to receive:  
 YES! Roofing Contractor E-Newsletter  no  
 YES! Architectural Roofing & Waterproofing eNewsletter  no

3. Signature \_\_\_\_\_ Date \_\_\_\_\_

4. Please provide your contact information below

First Name \_\_\_\_\_ Title \_\_\_\_\_  
 Work Phone \_\_\_\_\_ Work Fax \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/State/Zip Code \_\_\_\_\_  
 E-Mail \_\_\_\_\_

\*By providing your first name, you are giving us permission to use your name in our newsletter. We will not release your name and contact information to any third party without your written consent.

Subscribe Online: [www.RoofingContractor.com/subscribe](http://www.RoofingContractor.com/subscribe)

5. What is your type of firm? (Select ONE only)  
 Roofing Contractor  Other (specify) \_\_\_\_\_

6. Which of the following best describes your job title? (Select ONE only)  
 President/Vice President/Owner/Partner  
 General Manager/Chief Purchasing Manager  
 Sales Manager/Estimator/Management Sales Personnel  
 Foreman/Supervisor/Apprentice/Technician/Helper  
 Other (specify) \_\_\_\_\_

7. What is your company's primary field of work? (Select ONE only)  
 Commercial/Institutional  Both  Residential  Other (specify) \_\_\_\_\_

8. How many people does your company employ during peak season? (Select ONE only)  
 1 - 4 employees  20 - 49 employees  
 5 - 9 employees  50 - 99 employees  
 10 - 19 employees  100 or more employees

9. What type(s) of roofing materials does your firm purchase and/or install? (Select ALL that apply)  
 BUR  Tile  Slate  
 Single-Ply  Shakes  Built-up  
 Shingles  Concrete  Sprung Polyurethane Foam  
 Modified Bitumen  All of the above  
 Metal  None of the above

10. What type(s) of roof-related materials does your firm purchase and/or install? (Select ALL that apply)  
 Gutter  Soffit  Siding  
 Insulation  Chimney  Scaffolding & Adhesives  
 Flashing  Underlayment  Waterproofing  
 Venting  Scaffolding/Brackets  All of the above  
 None of the above

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.		
Catherine M. Ronan, Corporate Audience Audit Manager	Date signed	July 6, 2011
Rita M. Fomina, Corporate Strategy Director	State	Michigan
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	County	Oakland
<b>IMPORTANT NOTE:</b>	Received by BPA Worldwide	July 6, 2011
This unaudited circulation statement has been checked against the previous audit report.	Type	PJ
It will be included in the annual audit made by BPA Worldwide.	ID Number	R112Y0J1