

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.

Taunton Press
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www.finehomebuilding.com

FINE HOMEBUILDING is a B2B brand intended for individuals with interests in residential homebuilding, remodeling, and design. The brand content and editorial scope of the publication includes in-depth building/remodeling best practices, industry trends, tool and building material round ups and reviews, and interviews with key industry figures. The content of every issue is also available to subscribers globally via the online digital version and on the iPad.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

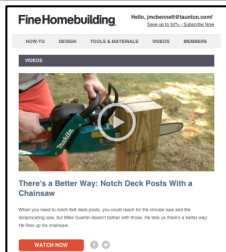
CHANNELS

FINE HOMEBUILDING MAGAZINE



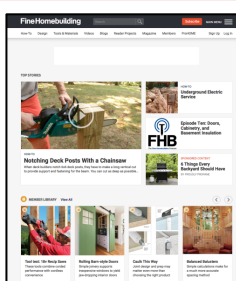
4 Issues in the period
158,536 average circulation

FINE HOMEBUILDING E-NEWSLETTERS



3 E-Newsletters in the period
217 total issued in the period
240,274 average distribution
11,058 average distribution
16,739 average distribution

FINE HOMEBUILDING WEBSITE



947,686 average unique browsers
17,730 Paid Web Registrants

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
FINE HOMEBUILDING MAGAZINE (4 issues in the period)			
a. Print	8,310	150,226	158,536
b. Digital	-	1,626	1,626
1. Requested	-	1,626	1,626
2. Non-Requested	-	-	-
FINE HOMEBUILDING E-NEWSLETTERS			
a. FineHomebuilding (28 issued in the period)	240,274	-	240,274
b. Building Business (11 issued in the period)	11,058	-	11,058
c. Tip of the Day (178 issued in the period)	16,739	-	16,739
FINE HOMEBUILDING WEBSITE (Monthly Unique Browsers with 2,227,731 average Page Impressions)	947,686	-	947,686
a. Paid Website Registrants (Note 1)	-	17,730	17,730

Note 1: Website paid registrants included in the average Unique Browser subtotal.

FIELD SERVED

FINE HOMEBUILDING serves the homebuilding industry.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are paid and non-paid subscribers and purchasers of copies sold on newsstands. Paid subscribers include Homebuilding Enthusiasts, Builders, Custom Builders, Architects, Carpenters, General Contractors, Design Builders, Engineers, Specialty Contractors, and others allied to the field. Non-paid subscribers include credit cancels and public place distribution to doctors, automotive, design, architects and libraries.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	1,136
Allocated for Trade Shows and Conventions	632
All Other	4,626
TOTAL	6,394

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	120,523	76.0	8,310	5.2	112,213	70.8
Sponsored Individually Addressed	2,178	1.4	-	-	2,178	1.4
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	35,835	22.6	-	-	35,835	22.6
TOTAL QUALIFIED CIRCULATION	158,536	100.0	8,310	5.2	150,226	94.8

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Print	Digital	Qualified Non-Paid	Qualified Paid	Total Qualified
December/January	166,847	1,834	8,310	160,371	168,681
February/March	157,852	1,599	8,310	151,141	159,451
April/May	151,960	1,611	8,310	145,261	153,571
Houses	150,981	1,461	8,310	144,132	152,442

3a. BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2016

This issue is 4.1% or 6,620 copies below the average of the other 3 issues reported in Paragraph 2.

	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	Qualified Non-Paid	Qualified Paid
Paid subscribers, including homebuilding enthusiasts (not identified by type of business), builders, custom builders, architects, carpenters, general contractors, design builders, engineers, specialty contractors, and others allied to the field.	112,373	73.2	110,998	1,375	-	112,373
Non-paid copies include credit cancels and public place copies distributed to doctors, automotive, design, architects and libraries.	8,310	5.4	8,310	-	8,310	-
Single Copy Sales	32,888	21.4	32,652	236	-	32,888
TOTAL QUALIFIED CIRCULATION	153,571	100.0	151,960	1,611	8,310	145,261
PERCENT	100.0		99.0	1.0	5.4	94.6

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

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid*	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	810	-	-	810	-	810	9.7
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. *Total Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	7,500	-	-	7,500	-	7,500	90.3
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,310	-	-	8,310	-	8,310	100.0
PERCENT	100.0	-	-	100.0	-	100.0	

*See Additional Data

TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD

Includes gross subscription sales/orders with unpaid invoices pending.

Average Annual Order Price: 8 issues for \$34.15

PRICES	Total	Percent
Offers (>5% total orders)		
8 Issues for \$29.95	3,608	9.5
8 Issues for \$37.95	20,491	54.1
16 Issues for \$65.95	4,832	12.7
24 Issues for \$93.95	3,221	8.5
All Others (Avg. Price = \$31.31)	5,759	15.2
TOTAL	37,911	100.0

USE OF FREE PROMOTIONAL INCENTIVES	Total	Percent
Ordered without promotional incentive	37,816	99.8
*Ordered with editorial promotional incentive	3	-
*Ordered with other promotional incentive	92	0.2
TOTAL	37,911	100.0

*See Additional Data

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

State	Print	Digital	Non-Paid	Single Copy Sales	Other Paid Subscriptions	Qualified Paid	Total Qualified	Percent
Maine	1,642	19	52	204	1,405	1,609	1,661	
New Hampshire	1,633	19	39	217	1,396	1,613	1,652	
Vermont	1,204	14	45	79	1,094	1,173	1,218	
Massachusetts	5,916	68	166	686	5,132	5,818	5,984	
Rhode Island	708	8	21	92	603	695	716	
Connecticut	3,067	35	120	362	2,620	2,982	3,102	
NEW ENGLAND	14,170	163	443	1,640	12,250	13,890	14,333	9.3
New York	9,310	103	429	1,425	7,559	8,984	9,413	
New Jersey	3,997	43	223	641	3,176	3,817	4,040	
Pennsylvania	6,469	68	488	1,147	4,902	6,049	6,537	
MIDDLE ATLANTIC	19,776	214	1,140	3,213	15,637	18,850	19,990	13.0
Ohio	4,754	48	542	871	3,389	4,260	4,802	
Indiana	2,404	24	296	427	1,705	2,132	2,428	
Illinois	5,411	58	437	780	4,252	5,032	5,469	
Michigan	5,302	56	403	990	3,965	4,955	5,358	
Wisconsin	3,096	33	265	369	2,495	2,864	3,129	
EAST NO. CENTRAL	20,967	219	1,943	3,437	15,806	19,243	21,186	13.8
Minnesota	3,260	35	171	544	2,580	3,124	3,295	
Iowa	1,386	14	147	171	1,082	1,253	1,400	
Missouri	2,200	22	248	423	1,551	1,974	2,222	
North Dakota	354	4	14	87	257	344	358	
South Dakota	431	4	43	78	314	392	435	
Nebraska	808	8	88	140	588	728	816	
Kansas	1,185	13	94	161	943	1,104	1,198	
WEST NO. CENTRAL	9,624	100	805	1,604	7,315	8,919	9,724	6.3
Delaware	512	6	3	145	370	515	518	
Maryland	3,813	40	165	954	2,734	3,688	3,853	
Washington, DC	347	3	37	85	228	313	350	
Virginia	4,982	53	281	1,027	3,727	4,754	5,035	
West Virginia	561	6	27	86	454	540	567	
North Carolina	3,593	39	207	670	2,755	3,425	3,632	
South Carolina	1,491	15	126	285	1,095	1,380	1,506	
Georgia	3,165	31	247	917	2,032	2,949	3,196	
Florida	4,056	40	282	1,293	2,521	3,814	4,096	
SOUTH ATLANTIC	22,520	233	1,375	5,462	15,916	21,378	22,753	14.8
Kentucky	1,356	14	124	321	925	1,246	1,370	
Tennessee	2,388	24	221	638	1,553	2,191	2,412	
Alabama	1,159	12	92	240	839	1,079	1,171	
Mississippi	632	7	51	132	456	588	639	
EAST SO. CENTRAL	5,535	57	488	1,331	3,773	5,104	5,592	3.7
Arkansas	783	8	76	176	539	715	791	
Louisiana	975	9	131	188	665	853	984	
Oklahoma	974	10	73	229	682	911	984	
Texas	6,193	62	571	1,558	4,126	5,684	6,255	
WEST SO. CENTRAL	8,925	89	851	2,151	6,012	8,163	9,014	5.9
Montana	1,015	11	31	202	793	995	1,026	
Idaho	869	9	73	185	620	805	878	
Wyoming	489	5	30	88	376	464	494	
Colorado	3,884	42	139	772	3,015	3,787	3,926	
New Mexico	766	8	46	107	621	728	774	
Arizona	1,372	14	70	325	991	1,316	1,386	
Utah	1,045	10	72	360	623	983	1,055	
Nevada	819	8	39	337	451	788	827	
MOUNTAIN	10,259	107	500	2,376	7,490	9,866	10,366	6.7
Alaska	1,510	17	8	345	1,174	1,519	1,527	
Washington	6,654	72	197	1,524	5,005	6,529	6,726	
Oregon	3,340	36	118	764	2,494	3,258	3,376	
California	13,335	149	378	2,528	10,578	13,106	13,484	
Hawaii	605	7	4	54	554	608	612	
PACIFIC	25,444	281	705	5,215	19,805	25,020	25,725	16.8
UNITED STATES	137,220	1,463	8,250	26,429	104,004	130,433	138,683	90.3
U.S. Territories	111	1	-	60	52	112	112	
Canada	13,592	136	55	6,094	7,579	13,673	13,728	
Mexico	37	-	-	35	2	37	37	
Other International	923	10	5	247	681	928	933	
APO/FPO	77	1	-	23	55	78	78	
TOTAL QUALIFIED CIRCULATION	151,960	1,611	8,310	32,888	112,373	145,261	153,571	100.0

*See Additional Data

2016	FineHomebuilding	Building Business	Tip of the Day*
JANUARY			
January 1	-	13,591	17,300
January 4	296,321	-	-
January 8	-	-	17,323
January 11	295,887	-	-
January 15	-	13,541	17,132
January 18	295,840	-	-
January 22	-	-	17,390
January 25	191,012	-	-
January 29	-	-	17,425
FEBRUARY			
February 1	190,522	-	-
February 5	-	9,983	17,176
February 8	296,220	-	-
February 12	-	-	16,605
February 15	189,227	-	-
February 19	-	9,960	16,615
February 22	295,980	-	-
February 26	-	-	16,596
February 29	188,011	-	-
MARCH			
March 4	-	9,866	16,589
March 7	295,215	-	-
March 11	-	-	16,604
March 14	295,217	-	-
March 18	-	13,386	16,611
March 21	294,989	-	-
March 25	-	-	16,582
March 28	186,430	-	-
APRIL			
April 1	-	9,757	16,589
April 4	185,812	-	-
April 8	-	-	16,572
April 11	185,106	-	-
April 15	-	-	16,568
April 18	294,906	-	-
April 22	-	-	16,582
April 25	294,626	-	-
April 29	-	-	16,590
MAY			
May 2	295,207	-	-
May 6	-	9,582	16,578
May 9	295,334	-	-
May 13	-	-	16,584
May 16	183,073	-	-
May 20	-	13,257	16,537
May 23	184,017	-	-
May 26	183,589	-	-
May 27	-	-	16,475
May 30	183,284	-	-
JUNE			
June 2	182,792	-	-
June 3	-	9,346	16,577
June 9	293,632	-	-
June 10	-	-	16,553
June 16	293,777	-	-
June 17	-	9,373	16,513
June 23	181,007	-	-
June 24	-	-	16,468
June 30	180,637	-	-
AVERAGE:	240,274	11,058	16,739

FineHomebuilding (28 issued in the period)

Building Business (11 issued in the period)

Tip of the Day (178 issued in the period)

*Weekly averages are reported for Tip of the Day Daily E-Newsletter.

WEBSITE CHANNEL

WWW.FINEHOMEBUILDING.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	2,420,839	1,229,111	921,173	1.33	01:35	01:32
February	2,161,970	1,184,238	893,448	1.33	01:45	01:26
March	2,302,860	1,277,430	967,444	1.32	01:51	01:29
April	2,286,301	1,293,636	986,289	1.31	01:52	01:26
May	2,090,401	1,254,624	948,794	1.32	02:00	01:20
June	2,104,020	1,308,641	968,973	1.35	02:10	01:19
AVERAGE:	2,227,731	1,257,946	947,686	1.33	01:52	01:25

January – June 2016 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Page Impressions: A Page Impression is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

User Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Unique Browsers: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Unique Browser Frequency: Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

Page Duration: The average time spent viewing any page on a web site.

User Session Duration: The average time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

PAID WEBSITE REGISTRANTS

2016	REGISTRANTS
January	17,573
February	17,788
March	17,588
April	17,659
May	17,746
June	18,025
*AVERAGE:	17,730

*This average is included in the average Unique Browser subtotal.

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

Qualified recipients include paid and non-paid subscribers and individuals purchasing copies through newsstands, retail outlets and Christian Science Reading Rooms. Copies addressed to subscribers and mailed via periodicals USPS. Digital version recipients are notified by app alert 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.

MAGAZINE

PARAGRAPH 3b:

Paragraph 3b includes 8,310 qualified non-paid circulation. Qualified paid circulation of 145,261 combined with the qualified non-paid circulation equal 153,571 total qualified circulation for the analyzed issue.

Other Sources include 4 sources of circulation for quantities of 411 copies or 5.5% to 3,411 copies or 45.5%, including Doctors, Automotive, Design, and Education Public places.

USE OF FREE PROMOTIONAL INCENTIVES:

92 Subscriptions were sold with a \$10 coupon to the Taunton Store. (value = \$10).

3 Subscriptions were sold with a calendar, which had no stated value.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters and Website are not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

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

Renee Jordan, Publisher, Fine Homebuilding, The Taunton Press

Paula Backer, Senior Vice President, Consumer Marketing, The Taunton Press

(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 30, 2016

State Connecticut

County Newtown

Received by BPA Worldwide July 30, 2016

Type BJ

ID Number F304B0J6

About BPA Worldwide:

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. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.