

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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Newtown, CT 06470  
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**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  
157,143 average circulation

### FINE HOMEBUILDING E-NEWSLETTERS



4 E-Newsletters in the period  
93 total issued in the period  
See below for average per occurrence

### FINE HOMEBUILDING WEBSITE



1,214,796 average users  
19,596 Paid WebRegistrants

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>FINE HOMEBUILDING MAGAZINE</b> (4 issues in the period)	8,289	148,854	157,143
a. Print	8,289	147,438	155,727
b. Digital	-	1,416	1,416
1. Requested	-	1,416	1,416
2. Non-Requested	-	-	-
<b>FINE HOMEBUILDING E-NEWSLETTERS</b>			
a. FineHomebuilding (48 issued in the period)	181,760	-	181,760
b. Building Business (11 issued in the period)	8,596	-	8,596
c. ProHome (9 issued in the period)	2,815	-	2,815
d. Tip of the Day (180 issued in the period)	16,705	-	16,705
<b>FINE HOMEBUILDING WEBSITE</b> (Monthly Users with 2,263,235 average Pageviews)	1,214,796	-	1,214,796
a. Paid Website Registrants (Note 1)	-	19,596	19,596

Note 1: Website paid registrants included in the average user 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	734
Allocated for Trade Shows and Conventions	445
All Other	3,125
<b>TOTAL</b>	<b>4,304</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	124,611	79.3	8,289	5.3	116,322	74.0
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	32,532	20.7	-	-	32,532	20.7
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>157,143</b>	<b>100.0</b>	<b>8,289</b>	<b>5.3</b>	<b>148,854</b>	<b>94.7</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2016/2017 Issue	Print	Digital	Qualified Non-Paid	Qualified Paid	Total Qualified
December/January	147,720	1,410	8,730	140,400	149,130
February/March	161,036	1,370	8,390	154,016	162,406
April/May	156,342	1,465	7,907	149,900	157,807
Houses	157,813	1,417	8,130	151,100	159,230

**3a. BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF HOUSES 2017**

This issue is 1.8% or 2,782 copies above the average of the other 3 issues reported in Paragraph 2.

BUSINESS AND OCCUPATION	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.	119,798	75.2	118,433	1,365	-	119,798
Non-paid copies include credit cancels and public place copies distributed to doctors, automotive, design, architects and libraries.	8,130	5.1	8,130	-	8,130	-
Single Copy Sales	31,302	19.7	31,250	52	-	31,302
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>159,230</b>	<b>100.0</b>	<b>157,813</b>	<b>1,417</b>	<b>8,130</b>	<b>151,100</b>
<b>PERCENT</b>	<b>100.0</b>		<b>99.1</b>	<b>0.9</b>	<b>5.1</b>	<b>94.9</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF HOUSES 2017**

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid*	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	630	-	-	630	-	630	7.7
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. *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	92.3
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>8,130</b>	<b>-</b>	<b>-</b>	<b>8,130</b>	<b>-</b>	<b>8,130</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	<b>-</b>	<b>-</b>	<b>100.0</b>	<b>-</b>	<b>100.0</b>	

\*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 \$28.32

PRICES	Total	Percent
<b>Offers (&gt;5.0% of total orders)</b>		
16 Issues for \$37.95	4,642	12.3
8 Issues for \$37.95	17,648	47.0
16 Issues for \$65.95	6,271	16.7
24 Issues for \$93.95	3,047	8.1
All Others (Avg. Price = \$31.64)	5,961	15.9
<b>TOTAL</b>	<b>37,569</b>	<b>100.0</b>

USE OF FREE PROMOTIONAL INCENTIVES	Total	Percent
Ordered without promotional incentive	37,565	100.0
Ordered with editorial promotional incentive	4	-
*Ordered with other promotional incentive	-	-
<b>TOTAL</b>	<b>37,569</b>	<b>100.0</b>

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF HOUSES 2017\***

State	Print	Digital	Non-Paid	Single Copy Sales	Other Paid Subscriptions	Qualified Paid	Total Qualified	Percent
Maine	1,790	17	44	196	1,567	1,763	1,807	
New Hampshire	1,739	16	45	245	1,465	1,710	1,755	
Vermont	1,245	13	40	77	1,141	1,218	1,258	
Massachusetts	6,513	67	186	795	5,599	6,394	6,580	
Rhode Island	736	7	17	92	634	726	743	
Connecticut	3,224	32	126	291	2,839	3,130	3,256	
<b>NEW ENGLAND</b>	<b>15,247</b>	<b>152</b>	<b>458</b>	<b>1,696</b>	<b>13,245</b>	<b>14,941</b>	<b>15,399</b>	<b>9.7</b>
New York	9,977	103	516	1,309	8,255	9,564	10,080	
New Jersey	4,329	40	340	510	3,519	4,029	4,369	
Pennsylvania	6,672	59	477	1,045	5,209	6,254	6,731	
<b>MIDDLE ATLANTIC</b>	<b>20,978</b>	<b>202</b>	<b>1,333</b>	<b>2,864</b>	<b>16,983</b>	<b>19,847</b>	<b>21,180</b>	<b>13.3</b>
Ohio	4,929	41	516	773	3,681	4,454	4,970	
Indiana	2,497	20	282	396	1,839	2,235	2,517	
Illinois	5,650	52	440	697	4,565	5,262	5,702	
Michigan	5,432	47	381	939	4,159	5,098	5,479	
Wisconsin	3,315	30	256	374	2,715	3,089	3,345	
<b>EAST NO. CENTRAL</b>	<b>21,823</b>	<b>190</b>	<b>1,875</b>	<b>3,179</b>	<b>16,959</b>	<b>20,138</b>	<b>22,013</b>	<b>13.8</b>
Minnesota	3,585	32	167	595	2,855	3,450	3,617	
Iowa	1,484	13	135	169	1,193	1,362	1,497	
Missouri	2,271	18	227	408	1,654	2,062	2,289	
North Dakota	361	3	12	76	276	352	364	
South Dakota	419	3	38	59	325	384	422	
Nebraska	848	7	84	123	648	771	855	
Kansas	1,248	11	93	157	1,009	1,166	1,259	
<b>WEST NO. CENTRAL</b>	<b>10,216</b>	<b>87</b>	<b>756</b>	<b>1,587</b>	<b>7,960</b>	<b>9,547</b>	<b>10,303</b>	<b>6.5</b>
Delaware	549	4	38	100	415	515	553	
Maryland	3,626	33	168	574	2,917	3,491	3,659	
Washington, DC	308	2	1	58	251	309	310	
Virginia	4,913	44	276	767	3,914	4,681	4,957	
West Virginia	594	5	28	95	476	571	599	
North Carolina	3,928	34	190	770	3,002	3,772	3,962	
South Carolina	1,569	13	114	310	1,158	1,468	1,582	
Georgia	3,435	24	230	1,045	2,184	3,229	3,459	
Florida	4,198	31	259	1,212	2,758	3,970	4,229	
<b>SOUTH ATLANTIC</b>	<b>23,120</b>	<b>190</b>	<b>1,304</b>	<b>4,931</b>	<b>17,075</b>	<b>22,006</b>	<b>23,310</b>	<b>14.6</b>
Kentucky	1,363	10	120	295	958	1,253	1,373	
Tennessee	2,300	17	193	566	1,558	2,124	2,317	
Alabama	1,280	9	82	367	840	1,207	1,289	
Mississippi	588	4	49	135	408	543	592	
<b>EAST SO. CENTRAL</b>	<b>5,531</b>	<b>40</b>	<b>444</b>	<b>1,363</b>	<b>3,764</b>	<b>5,127</b>	<b>5,571</b>	<b>3.5</b>
Arkansas	741	5	72	162	512	674	746	
Louisiana	1,042	8	118	210	722	932	1,050	
Oklahoma	968	7	65	225	685	910	975	
Texas	6,220	49	555	1,370	4,344	5,714	6,269	
<b>WEST SO. CENTRAL</b>	<b>8,971</b>	<b>69</b>	<b>810</b>	<b>1,967</b>	<b>6,263</b>	<b>8,230</b>	<b>9,040</b>	<b>5.7</b>
Montana	1,116	9	30	227	868	1,095	1,125	
Idaho	941	7	71	206	671	877	948	
Wyoming	503	4	30	79	398	477	507	
Colorado	3,958	37	137	583	3,275	3,858	3,995	
New Mexico	775	7	41	107	634	741	782	
Arizona	1,622	12	71	460	1,103	1,563	1,634	
Utah	1,174	8	65	414	703	1,117	1,182	
Nevada	788	5	37	259	497	756	793	
<b>MOUNTAIN</b>	<b>10,877</b>	<b>89</b>	<b>482</b>	<b>2,335</b>	<b>8,149</b>	<b>10,484</b>	<b>10,966</b>	<b>6.9</b>
Alaska	1,534	13	6	354	1,187	1,541	1,547	
Washington	7,531	69	187	1,925	5,488	7,413	7,600	
Oregon	3,425	30	105	655	2,695	3,350	3,455	
California	13,826	137	367	2,274	11,322	13,596	13,963	
Hawaii	633	6	3	70	566	636	639	
<b>PACIFIC</b>	<b>26,949</b>	<b>255</b>	<b>668</b>	<b>5,278</b>	<b>21,258</b>	<b>26,536</b>	<b>27,204</b>	<b>17.1</b>
<b>UNITED STATES</b>	<b>143,712</b>	<b>1,274</b>	<b>8,130</b>	<b>25,200</b>	<b>111,656</b>	<b>136,856</b>	<b>144,986</b>	<b>91.1</b>
U.S. Territories	68	-	-	-	68	68	68	
Canada	13,270	84	-	5,951	7,403	13,354	13,354	
Mexico	-	-	-	-	-	-	-	
Other International	712	7	-	99	620	719	719	
APO/FPO	51	-	-	-	51	51	51	
Email Only	-	52	-	52	-	52	52	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>157,813</b>	<b>1,417</b>	<b>8,130</b>	<b>31,302</b>	<b>119,798</b>	<b>151,100</b>	<b>159,230</b>	<b>100.0</b>

\*See Additional Data

# E-NEWSLETTER CHANNEL

2017	FineHomebuilding	Building Business	ProHome	Tip of the Day*
<b>JANUARY</b>				
January 1	-	-	-	16,181
January 2	170,987	-	-	-
January 5	170,725	-	-	-
January 6	-	8,831	-	-
January 8	-	-	-	16,198
January 9	170,608	-	-	-
January 12	169,816	-	-	-
January 13	-	-	2,431	-
January 15	-	-	-	16,230
January 16	169,513	-	-	-
January 19	169,104	-	-	-
January 20	-	8,811	-	-
January 22	-	-	-	16,226
January 23	168,952	-	-	-
January 26	168,645	-	-	-
January 27	-	-	2,469	-
January 29	-	-	-	16,256
January 30	168,511	-	-	-
<b>FEBRUARY</b>				
February 2	168,096	-	-	-
February 3	-	8,735	-	-
February 5	-	-	-	16,307
February 6	167,736	-	-	-
February 9	167,323	-	-	-
February 10	-	-	2,514	-
February 12	-	-	-	16,364
February 13	273,123	-	-	-
February 16	23,765	-	-	-
February 17	-	8,926	-	-
February 19	-	-	-	16,477
February 20	273,849	-	-	-
February 23	-	-	2,699	-
February 26	-	-	-	16,768
<b>MARCH</b>				
March 2	274,306	-	-	-
March 3	-	8,887	-	-
March 5	-	-	-	16,879
March 6	274,032	-	-	-
March 9	274,421	-	-	-
March 10	-	-	3,016	-
March 12	-	-	-	16,933
March 13	274,426	-	-	-
March 16	273,382	-	-	-
March 17	-	8,509	-	-
March 19	-	-	-	17,005
March 20	166,082	-	-	-
March 23	173,135	-	-	-
March 24	-	-	3,041	-
March 26	-	-	-	17,024
March 27	165,357	-	-	-
March 30	164,946	-	-	-
<b>APRIL</b>				
April 2	-	-	-	17,010
April 3	164,736	-	-	-
April 6	164,428	-	-	-
April 7	-	8,379	-	-
April 8	171,747	-	-	-
April 9	-	-	-	16,995
April 13	171,051	-	-	-
April 14	-	-	3,066	-
April 16	-	-	-	16,927
April 17	170,967	-	-	-
April 20	171,222	-	-	-
April 23	-	-	-	16,879
April 27	169,655	-	3,059	-
April 30	-	-	-	16,930
<b>MAY</b>				
May 1	169,723	-	-	-
May 4	169,328	-	-	-
May 5	-	8,263	-	-
May 7	-	-	-	16,921
May 8	169,069	-	-	-
May 12	-	-	3,043	-
May 14	-	-	-	16,883
May 15	168,507	-	-	-
May 19	-	8,168	-	-
May 21	-	-	-	16,863
May 22	168,129	-	-	-
May 25	167,737	-	-	-
May 28	-	-	-	16,844
May 29	167,407	-	-	-
<b>JUNE</b>				
June 1	220,986	-	-	-
June 2	-	8,080	-	-
June 4	-	-	-	16,815
June 5	167,119	-	-	-
June 8	166,851	-	-	-
June 11	-	-	-	16,798
June 12	169,146	-	-	-
June 15	178,224	-	-	-
June 16	-	8,966	-	-
June 18	166,273	-	-	16,812
June 19	169,529	-	-	-
June 22	166,426	-	-	-
June 25	-	-	-	16,829
June 26	165,748	-	-	-
June 29	149,627	-	-	-
<b>AVERAGE:</b>	<b>181,760</b>	<b>8,596</b>	<b>2,815</b>	<b>16,705</b>

FineHomebuilding (48 issued in the period)  
 Building Business (11 issued in the period)  
 ProHome (9 issued in the period)  
 Tip of the Day (180 issued in the period)  
 \*Weekly averages are reported for Tip of the Day Daily E-Newsletter.

# WEBSITE CHANNEL

## WWW.FINEHOMEBUILDING.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	2,207,065	1,424,832	1,094,277	1:16
February	2,089,099	1,377,611	1,079,939	1:11
March	2,405,631	1,638,143	1,274,491	1:09
April	2,336,682	1,634,589	1,276,701	1:11
May	2,305,866	1,652,402	1,305,188	1:04
June	2,235,068	1,599,277	1,258,184	1:05
<b>AVERAGE:</b>	<b>2,263,235</b>	<b>1,554,475</b>	<b>1,214,796</b>	<b>1:09</b>

January – June 2017 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

### WEBSITE GLOSSARY

**Pageviews:** A Pageview 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.

**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.

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

**Average Session Duration:** The 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](http://www.adicompli.com)

### PAID WEBSITE REGISTRANTS

2017	REGISTRANTS
January	18,643
February	18,640
March	19,817
April	20,033
May	20,165
June	20,280
<b>*AVERAGE:</b>	<b>19,596</b>

\*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. All qualified circulation conforms to the field served and definition of recipient qualification, as reported. 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 8,130 qualified non-paid circulation. Qualified paid circulation of 151,100 combined with the qualified non-paid circulation equals 159,230 total qualified circulation for the analyzed issue.

Other Sources include 1 source of circulation for a quantity of 7,500 copies or 4.7%, including CMS Public Place programs.

### USE OF FREE PROMOTIONAL INCENTIVES:

4 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

Paula Backer, Senior Vice President

(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 31, 2017

State

Connecticut

City

Newtown

Received by BPA Worldwide

July 31, 2017

Type

BJ

ID Number

F304B0J7

### 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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.