

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.

Two Corporate Drive, Ninth Floor
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www.bpaww.com

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.



Modern Trade Communications
7450 North Skokie Boulevard
Skokie, IL 60077
Tel.: (847) 674-2200
Fax: (847) 674-3676
www.metalarchitecture.com

Official Publication of: None
Established: 1985
Issues Per Year: 12

FIELD SERVED

METAL ARCHITECTURE serves private architectural/engineering firms; city, county, state or federal engineering departments; corporate architectural/engineering departments; construction firms and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are registered architects, architectural interns, engineers, building designers, construction specifiers and other recipients as shown in Paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	482
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	983
Digital _____	-
All Other _____	191
TOTAL	1,656

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	29,272	100.0	29,272	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	29,272	100.0	29,272	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2010 Issue	Number Removed	Number Added	Total Qualified
January _____	232	138	29,888
February _____	505	114	29,497
March _____	262	183	29,418
April _____	577	112	28,953
May _____	300	402	29,055
June _____	295	63	28,823
TOTAL	2,171	1,012	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010
 This issue is 0.9% or 261 copies below the average of the other 5 issues reported in Paragraph two.

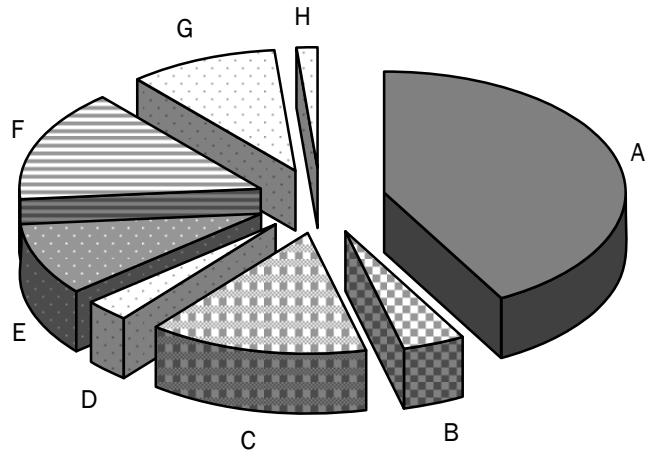
CLASSIFICATION BY TITLE	TOTAL QUALIFIED	PERCENT OF TOTAL
Owners, partners (Note 1) _____	18,524	63.7
Staff architects in private firms _____	2,576	8.8
Architects in Construction firms _____	485	1.6
Architects on staff of Corporate Architectural/Engineering Departments _____	459	1.5
Architects on staff of City, County, State or Federal Architectural Engineering Departments _____	645	2.2
Specifications Writer _____	594	2.0
Marketing/Management Executives _____	4,139	14.2
Engineer of staff of A/E firm _____	1,136	3.9
Others Allied to the Field (Note 2) _____	497	1.7
TOTAL QUALIFIED CIRCULATION	29,055	100.0

Note 1: Also including managers of Architectural or Architectural/Engineering Firms in private practice
 Note 2: including registered Architects not elsewhere classified

CLASSIFICATION BY PROFESSION	TOTAL QUALIFIED	PERCENT OF TOTAL
Registered Architects _____	12,093	41.6
Architectural Interns _____	1,294	4.4
Engineers/Building Designers _____	4,270	14.6
Construction Specifiers in Architectural or Engineering Firms _____	854	2.9
Construction Manager/Architect Coordinator _____	2,869	9.8
MFR./Supplier of Architectural systems & products _____	4,375	15.0
Developer/Building Owner _____	2,837	9.7
Others Allied to the field _____	463	1.5
TOTAL QUALIFIED CIRCULATION	29,055	100.0

3a. Breakout of Qualified Circulation by Profession
 (Please Refer to Paragraph 3a for Complete Descriptions)

CLASSIFICATION BY PROFESSION	TOTAL QUALIFIED	PERCENT OF TOTAL
A Registered Architects _____	12,093	41.6
B Architectural Interns _____	1,294	4.4
C Engineers/Building Designers _____	4,270	14.6
D Construction Specifiers in Architectural or Engineering Firms _____	854	2.9
E Construction Manager/Architect Coordinator _____	2,869	9.8
F MFR./Supplier of Architectural systems & products _____	4,375	15.0
G Developer/Building Owner _	2,837	9.7
H Others Allied to the field __	463	1.5



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 year	2 years	3 years		
I. TOTAL - Direct Request: _____	17,068	5,118	6,869	29,055	100.0
a. Written _____	10,766	2,774	1,547	15,087	51.9
b. Telecommunication _____	-	-	3,121	3,121	10.7
c. Electronic _____	6,302	2,344	2,201	10,847	37.4
II. TOTAL - Request from recipient's company: _____	-	-	-	-	-
a. Written _____	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-
c. Electronic _____	-	-	-	-	-
III. TOTAL - Membership Benefit: _____	-	-	-	-	-
a. Individual _____	-	-	-	-	-
b. Organizational _____	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
a. Written _____	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-
c. Electronic _____	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	17,068	5,118	6,869	29,055	100.0
PERCENT	58.8	17.6	23.6	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	29,055	100.0
Individuals by name only _____	-	-
Titles or functions only _____	-	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	29,055	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010					
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	88		400-427 Kentucky _____	307	
030-038 New Hampshire _____	100		370-385 Tennessee _____	589	
050-059 Vermont _____	56		350-369 Alabama _____	389	
010-027 Massachusetts _____	555		386-397 Mississippi _____	230	
028-029 Rhode Island _____	85		EAST SO. CENTRAL	1,515	5.2
060-069 Connecticut _____	345		716-729 Arkansas _____	265	
NEW ENGLAND	1,229	4.2	700-714 Louisiana _____	402	
100-149 New York _____	1,684		730-749 Oklahoma _____	437	
070-089 New Jersey _____	773		750-799 Texas _____	2,317	
150-196 Pennsylvania _____	1,354		WEST SO. CENTRAL	3,421	11.8
MIDDLE ATLANTIC	3,811	13.1	590-599 Montana _____	118	
430-459 Ohio _____	1,126		832-838 Idaho _____	146	
460-479 Indiana _____	554		820-831 Wyoming _____	41	
600-629 Illinois _____	1,357		800-816 Colorado _____	597	
480-499 Michigan _____	781		870-884 New Mexico _____	206	
530-549 Wisconsin _____	662		850-865 Arizona _____	597	
EAST NO. CENTRAL	4,480	15.4	840-847 Utah _____	218	
550-567 Minnesota _____	488		889-898 Nevada _____	187	
500-528 Iowa _____	308		MOUNTAIN	2,110	7.3
630-658 Missouri _____	746		995-999 Alaska _____	95	
580-588 North Dakota _____	74		980-994 Washington _____	723	
570-577 South Dakota _____	62		970-979 Oregon _____	356	
680-693 Nebraska _____	264		900-961 California _____	3,262	
660-679 Kansas _____	334		967-968 Hawaii _____	190	
WEST NO. CENTRAL	2,276	7.8	PACIFIC	4,626	15.9
197-199 Delaware _____	74		UNITED STATES	28,780	99.1
206-219 Maryland _____	465		969 & 004-009 U.S. Territories _____	217	
200-205 Washington, DC _____	162		Canada _____	-	
220-246 Virginia _____	551		Mexico _____	-	
247-268 West Virginia _____	86		Other International _____	58	
270-289 North Carolina _____	766		APO/FPO _____	-	
290-299 South Carolina _____	369		TOTAL QUALIFIED CIRCULATION	29,055	100.0
300-319 Georgia _____	902				
320-349 Florida _____	1,937				
SOUTH ATLANTIC	5,312	18.3			

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009	January - June 2010*
Total Audit Average Qualified: _____	31,165	30,557	30,157	29,079	29,671	29,272
Qualified Non-Paid: ____	31,165	30,557	30,157	29,079	29,671	29,272
Qualified Paid: _____	-	-	-	-	-	-
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: January – June 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. ADDITIONAL DATA

Paragraphs 3c and 7 are being reported at the publisher's option.

PUBLISHER'S AFFIDAVIT

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

John P. Lawrence, President

Blanca Arteaga, Database Manager

(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

June 29, 2010

State

Illinois

County

Cook

Revised

June 29, 2010

Type

PD

ID Number

M051P0J0

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2010**

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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Modern Trade Communications
7450 Skokie Blvd
Skokie, IL 60077
Tel: (847) 674-2200
Fax: (847) 674-3676
www.metalbuildingdeveloper.com

Official Publication of: None
Established: 1993
Issues Per Year: 6

FIELD SERVED

METAL BUILDING DEVELOPER serves the construction industry including builder/developer, owner, design/build firm; education- superintendents, administrators K-12 & universities; healthcare-administrator, VP, director & manager of finance; facility & plant managers, warehouse managers, operations; architectural/engineering firm; financial, insurance, banker, code official; government agency, utilities; specialty metal roofing contractor, metal framing & drywall contractor, siding; manufacturer, distributor of metal construction products and others allied to the industry.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are personnel and companies within the field served.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	631
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	150
Digital _____	-
All Other _____	257
TOTAL	1,038

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	29,814	100.0	29,814	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	29,814	100.0	29,814	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2010 Issue	Number Removed	Number Added	Total Qualified
January/February _____	170	172	31,610
March/April _____	107	195	31,698
May/June _____	5,737	172	26,133
TOTAL	6,014	539	

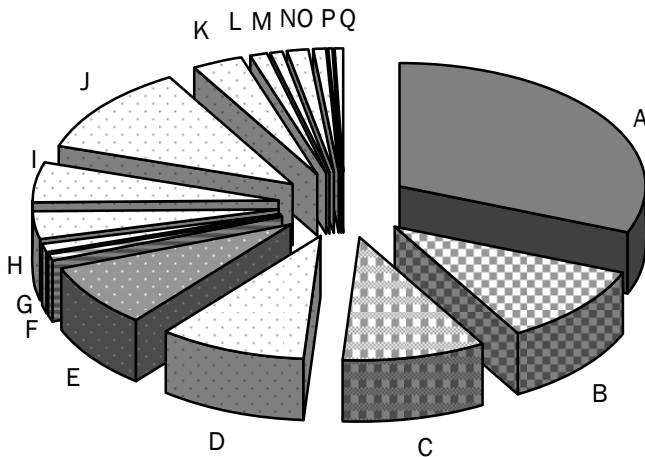
3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2010

This issue is 17.4% or 5,521 copies below the average of the other 2 issues reported in Paragraph two. (See Paragraph 8)

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	1-10	11-20	21-30	31-40	41-50	51 or More
Builder/Developer, Owner, Design/Build Firm _____	8,116	31.1	6,170	847	356	149	129	465
Education-Superintendents, Administrators K-12 & Universities, Private & Public _____	2,739	10.5	2,643	10	7	3	4	72
Healthcare- Administrator, VP Finance, Finance Director, Director of Finance, Finance Manager _____	2,520	9.6	2,489	3	1	1	3	23
Facility Manager, Plant Facility Managers, Plant Managers, Warehouse Managers, Operations _____	2,483	9.5	2,431	11	1	3	2	35
Architectural/Engineering Firm, Engineering/Architectural Firms _____	2,240	8.6	1,704	175	67	42	24	228
Financial, Insurance, Banker, Code Official _____	217	0.8	157	14	8	5	3	30
Government Agency, Utilities _____	283	1.1	58	22	23	9	8	163
Specialty Metal Roofing Contractor, Metal Framing & Drywall Contractor, Siding _____	946	3.6	509	139	70	50	36	142
Manufacturer, Distributor of Metal Construction Products _____	1,392	5.3	405	147	90	54	66	630
Builder/Developer, Owner, Facility Manager, Design/Build Firm _____	3,051	11.7	2,171	344	150	55	67	264
Architectural/Engineering Firm, Engineering/Architectural Firm _____	840	3.2	613	61	33	18	13	102
Specialty Metal Roofing Contractor, Siding & Rainware _____	286	1.1	134	58	37	11	14	32
Metal Framing & Drywall Contractor _____	243	0.9	137	28	19	12	6	41
Distributor of Metal Construction Products _____	334	1.3	114	43	24	16	15	122
Manufacturer of Metal Homes _____	215	0.8	45	19	13	7	12	119
Financial, Insurance, Banker, Code Official _____	70	0.3	42	7	3	1	3	14
Government Agency, Utilities _____	155	0.6	36	14	4	5	8	88
Others Allied to the Field _____	3	-	2	-	-	-	-	1
TOTAL QUALIFIED CIRCULATION	26,133	100.0	19,860	1,942	906	441	413	2,571
PERCENT	100.0		76.0	7.4	3.5	1.7	1.6	9.8

3a. Breakout of Qualified Circulation of Business and Industry

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A. Builder/Developer, Owner, Design/Build Firm _____	8,116	31.1
B. Education-Superintendents, Administrators K-12 & Universities, Private & Public _____	2,739	10.5
C. Healthcare- Administrator, VP Finance, Finance Director, Director of Finance, Finance Manager _____	2,520	9.6
D. Facility Manager, Plant Facility Managers, Plant Managers, Warehouse Managers, Operations _____	2,483	9.5
E. Architectural/Engineering Firm, Engineering/Architectural Firms _____	2,240	8.6
F. Financial, Insurance, Banker, Code Official _____	217	0.8
G. Government Agency, Utilities _____	283	1.1
H. Specialty Metal Roofing Contractor, Metal Framing & Drywall Contractor, Siding _____	946	3.6
I. Manufacturer, Distributor of Metal Construction Products _____	1,392	5.3
J. Builder/Developer, Owner, Facility Manager, Design/Build Firm _____	3,051	11.7
K. Architectural/Engineering Firm, Engineering/Architectural Firm _____	840	3.2
L. Specialty Metal Roofing Contractor, Siding & Rainware _____	286	1.1
M. Metal Framing & Drywall Contractor _____	243	0.9
N. Distributor of Metal Construction Products _____	334	1.3
O. Manufacturer of Metal Homes _____	215	0.8
P. Financial, Insurance, Banker, Code Official _____	70	0.3
Q. Government Agency, Utilities _____	155	0.6
R. Others Allied to the Field _____	3	-
TOTAL	26,133	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2010

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 year	2 years	3 years		
I. TOTAL - Direct request: _____	13,481	5,186	-	18,667	71.4
a. Written _____	6,931	3,202	-	10,133	38.7
b. Telecommunication _____	-	-	-	-	-
c. Electronic _____	6,550	1,984	-	8,534	32.7
II. TOTAL - Request from recipient's company: _____	-	-	-	-	-
a. Written _____	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-
c. Electronic _____	-	-	-	-	-
III. TOTAL - Membership Benefit: _____	-	-	-	-	-
a. Individual _____	-	-	-	-	-
b. Organizational _____	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
a. Written _____	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-
c. Electronic _____	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	7,465	1	-	7,466	28.6
Association rosters and directories _____	-	-	-	-	-
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	7,465	1	-	7,466	28.6
VI. TOTAL - Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,946	5,187	-	26,133	100.0
*See Paragraph 8	PERCENT	80.2	19.8	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2010

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	26,117	99.9
Individuals by name only _____	16	0.1
Titles or functions only _____	-	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	26,133	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2010

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	104		400-427 Kentucky _____	351	
030-038 New Hampshire _____	114		370-385 Tennessee _____	540	
050-059 Vermont _____	67		350-369 Alabama _____	413	
010-027 Massachusetts _____	517		386-397 Mississippi _____	231	
028-029 Rhode Island _____	84		EAST SO. CENTRAL	1,535	5.9
060-069 Connecticut _____	320		716-729 Arkansas _____	330	
NEW ENGLAND	1,206	4.6	700-714 Louisiana _____	329	
100-149 New York _____	1,343		730-749 Oklahoma _____	439	
070-089 New Jersey _____	822		750-799 Texas _____	1,956	
150-196 Pennsylvania _____	1,220		WEST SO. CENTRAL	3,054	11.7
MIDDLE ATLANTIC	3,385	13.0	590-599 Montana _____	128	
430-459 Ohio _____	1,228		832-838 Idaho _____	123	
460-479 Indiana _____	641		820-831 Wyoming _____	55	
600-629 Illinois _____	1,310		800-816 Colorado _____	437	
480-499 Michigan _____	875		870-884 New Mexico _____	160	
530-549 Wisconsin _____	635		850-865 Arizona _____	471	
EAST NO. CENTRAL	4,689	17.9	840-847 Utah _____	134	
550-567 Minnesota _____	500		889-898 Nevada _____	110	
500-528 Iowa _____	375		MOUNTAIN	1,618	6.2
630-658 Missouri _____	703		995-999 Alaska _____	63	
580-588 North Dakota _____	78		980-994 Washington _____	488	
570-577 South Dakota _____	121		970-979 Oregon _____	271	
680-693 Nebraska _____	266		900-961 California _____	2,663	
660-679 Kansas _____	341		967-968 Hawaii _____	156	
WEST NO. CENTRAL	2,384	9.1	PACIFIC	3,641	13.9
197-199 Delaware _____	59		UNITED STATES	26,022	99.6
206-219 Maryland _____	329		969 & 004-009	98	
200-205 Washington, DC _____	98		U.S. Territories _____	-	
220-246 Virginia _____	462		Canada _____	-	
247-268 West Virginia _____	128		Mexico _____	-	
270-289 North Carolina _____	784		Other International _____	13	
290-299 South Carolina _____	379		APO/FPO _____	-	
300-319 Georgia _____	755		TOTAL QUALIFIED CIRCULATION	26,133	100.0
320-349 Florida _____	1,516				
SOUTH ATLANTIC	4,510	17.3			

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009	January - June 2010*
Total Audit Average Qualified: _____	31,422	31,675	30,469	31,306	31,621	29,814
Qualified Non-Paid: ___	31,422	31,675	30,469	31,306	31,621	29,814
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

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

**NC = None Claimed.

8. ADDITIONAL DATA**PARAGRAPH 3a:**

The May/June 2010 issue is 17.4% or 5,521 copies below the average of the other 2 issues reported in Paragraph two.

PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 7,466 copies or 28.6%, including The Information Refinery.

Paragraphs 3c and 7 are being reported at the publisher's option.

PUBLISHER'S AFFIDAVIT

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

John P. Lawrence, President

Blanca Arteaga, Database Manager

(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 June 30, 2010

State Illinois

County Cook

Received by BPA Worldwide June 30, 2010

Type PD

ID Number M202POJO

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2010**

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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Skokie, IL 60077
Tel.: (847) 674-2200
Fax: (847) 674-3676
www.metalconstructionnews.com

Official Publication of: None
Established: 1980
Issues Per Year: 12

FIELD SERVED

METAL CONSTRUCTION NEWS serves the metal building industry including metal building construction, general construction, metal roofing and sidewall construction firms, erectors, suppliers, manufacturers, architecture, engineering, and consulting firms, developers, building management, banks, and others allied to the metal building industry.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are personnel and companies within the field served.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	523
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	171
Digital _____	-
All Other _____	215
TOTAL	909

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	29,447	100.0	29,447	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	29,447	100.0	29,447	100.0	-	-

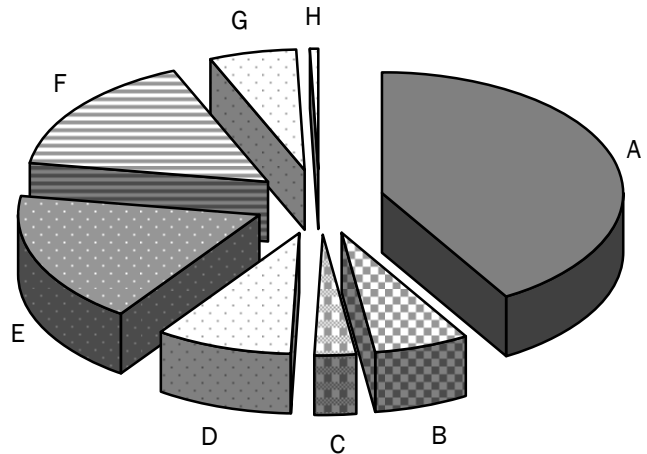
2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2010 Issue	Number Removed	Number Added	Total Qualified
January _____	135	104	30,164
February _____	622	84	29,626
March _____	280	120	29,466
April _____	463	106	29,109
May _____	294	428	29,243
June _____	261	93	29,075
TOTAL	2,055	935	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010
 This issue is 0.8% or 245 copies below the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	1-10	11-20	21-30	31-40	41-50	51 or More
Metal Building/General Contractors _____	12,116	41.4	6,876	1,985	943	456	404	1,452
Metal Roofing & Sidewall Contractors _____	1,841	6.3	798	365	197	85	79	317
Erectors _____	828	2.9	436	146	62	42	27	115
SUB-TOTAL CONTRACTORS/ERECTORS	14,785	50.6	8,110	2,496	1,202	583	510	1,884
Suppliers _____	2,669	9.1	1,006	332	173	108	130	920
Manufacturers _____	5,171	17.7	874	435	300	266	300	2,996
Architecture, Engineering, Consulting _____	4,738	16.2	2,933	458	212	123	107	905
Developers, Banks, Building Management _____	1,727	5.9	1,075	223	79	36	50	264
Others Allied to the Field _____	153	0.5	74	13	6	3	2	55
TOTAL QUALIFIED CIRCULATION	29,243	100.0	14,072	3,957	1,972	1,119	1,099	7,024
PERCENT	100.0		48.2	13.5	6.7	3.8	3.8	24.0

3a. Breakout of Qualified Circulation of Business and Industry

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A Metal Building/General Contractors _____	12,116	41.4
B Metal Roofing & Sidewall Contractors _____	1,841	6.3
C Erectors _____	828	2.9
D Suppliers _____	2,669	9.1
E Manufacturers _____	5,171	17.7
F Architects, Engineers, Consulting _____	4,738	16.2
G Developers, Banks, Building Management _____	1,727	5.9
H Others Allied to the Field _____	153	0.5
TOTAL	29,243	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 year	2 years	3 years		
I. TOTAL - Direct Request: _____	17,547	5,529	6,167	29,243	100.0
a. Written _____	9,368	3,455	1,970	14,793	50.5
b. Telecommunication _____	-	-	2,621	2,621	9.0
c. Electronic _____	8,179	2,074	1,576	11,829	40.5
II. TOTAL - Request from recipient's company: _____	-	-	-	-	-
a. Written _____	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-
c. Electronic _____	-	-	-	-	-
III. TOTAL - Membership Benefit: _____	-	-	-	-	-
a. Individual _____	-	-	-	-	-
b. Organizational _____	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
a. Written _____	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-
c. Electronic _____	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	17,547	5,529	6,167	29,243	100.0
PERCENT	60.0	18.9	21.1	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	28,908	98.9
Individuals by name only _____	335	1.1
Titles or functions only _____	-	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	29,243	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	103		400-427 Kentucky _____	435	
030-038 New Hampshire _____	136		370-385 Tennessee _____	761	
050-059 Vermont _____	45		350-369 Alabama _____	561	
010-027 Massachusetts _____	451		386-397 Mississippi _____	326	
028-029 Rhode Island _____	73		EAST SO. CENTRAL	2,083	7.1
060-069 Connecticut _____	287		716-729 Arkansas _____	377	
NEW ENGLAND	1,095	3.7	700-714 Louisiana _____	456	
100-149 New York _____	1,171		730-749 Oklahoma _____	549	
070-089 New Jersey _____	646		750-799 Texas _____	2,533	
150-196 Pennsylvania _____	1,458		WEST SO. CENTRAL	3,915	13.4
MIDDLE ATLANTIC	3,275	11.2	590-599 Montana _____	131	
430-459 Ohio _____	1,269		832-838 Idaho _____	151	
460-479 Indiana _____	739		820-831 Wyoming _____	65	
600-629 Illinois _____	1,232		800-816 Colorado _____	542	
480-499 Michigan _____	789		870-884 New Mexico _____	210	
530-549 Wisconsin _____	743		850-865 Arizona _____	453	
EAST NO. CENTRAL	4,772	16.3	840-847 Utah _____	208	
550-567 Minnesota _____	496		889-898 Nevada _____	189	
500-528 Iowa _____	400		MOUNTAIN	1,949	6.7
630-658 Missouri _____	799		995-999 Alaska _____	91	
580-588 North Dakota _____	90		980-994 Washington _____	625	
570-577 South Dakota _____	106		970-979 Oregon _____	359	
680-693 Nebraska _____	360		900-961 California _____	2,337	
660-679 Kansas _____	425		967-968 Hawaii _____	148	
WEST NO. CENTRAL	2,676	9.2	PACIFIC	3,560	12.2
197-199 Delaware _____	69		UNITED STATES	28,994	99.2
206-219 Maryland _____	338		969 & 004-009 U.S. Territories _____	152	
200-205 Washington, DC _____	102		Canada _____	-	
220-246 Virginia _____	545		Mexico _____	-	
247-268 West Virginia _____	179		Other International _____	97	
270-289 North Carolina _____	1,011		APO/FPO _____	-	
290-299 South Carolina _____	498		TOTAL QUALIFIED CIRCULATION	29,243	100.0
300-319 Georgia _____	1,087				
320-349 Florida _____	1,840				
SOUTH ATLANTIC	5,669	19.4			

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009	January - June 2010*
Total Audit Average Qualified: _____	31,781	31,050	30,390	29,507	30,141	29,447
Qualified Non-Paid: _____	31,781	31,050	30,390	29,507	30,141	29,447
Qualified Paid: _____	-	-	-	-	-	-
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: January – June 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. ADDITIONAL DATA

Paragraphs 3c and 7 are reported at the option of the publisher.

PUBLISHER'S AFFIDAVIT

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

John P. Lawrence, President

Blanca Arteaga, Database Manager

(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 July 14, 2010

State Illinois

County Cook

Received by BPA Worldwide July 14, 2010

Type PD

ID Number M053POJO