

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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CONCRETE CONTRACTOR delivers information to help concrete contractors build their projects and run their businesses more profitably. Technology, repair, decorative concrete, sustainable construction, concrete polishing and specification understanding are integral, recurring themes that help subscribers build better slabs, foundations and walls, while business management articles aid contractors in building better businesses.

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

CONCRETE CONTRACTOR MAGAZINE



3 issues in the period
 29,340 average circulation

CONCRETE CONTRACTOR WEBSITE



236,983 average users
 Shared media channel,
 See Note 1

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
CONCRETE CONTRACTOR MAGAZINE (3 issues in the period)	29,340	-	29,340
(See Paragraph 3b for Format Type and Source)			
CONCRETE CONTRACTOR WEBSITE (Monthly Users with 540,961 average Pageviews)	236,983	-	236,983

Note 1: Shared Media Channel – www.forconstructionpros.com – serving Asphalt Contractor, Concrete Contractor, Equipment Today, Pavement Maintenance & Reconstruction, and Rental.

FIELD SERVED

CONCRETE CONTRACTOR serves contractors engaged in residential and commercial concrete construction, general contractors that self-perform concrete, other concrete contractors including decorative concrete and concrete polishing contractors, government (city, county, DOT, FAA), architectural/design firms, trade contractors and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include management, supervisory field staff, equipment staff, architects, designers and other related personnel, including non-titled copies.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	19
Advertiser and Agency	373
Allocated for Trade Shows and Conventions	300
All Other	602
TOTAL	1,294

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	29,340	100.0	29,340	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	29,340	100.0	29,340	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Print	Digital	Total Qualified
January	27,360	2,649	30,009
February/March	27,380	2,622	30,002
May/June	26,015	1,995	28,010

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2020 This issue is 6.7% or 1,996 copies below the average of the other 2 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Print	Digital	Classification by Title				
					Management (Note 1)	Supervisory Field Staff (Note 2)	Equipment Staff (Note 3)	Architect, Designer	Other Titled and Non-Titled (Note 4)
General Contractor that self-performs concrete	5,390	19.2	4,928	462	4,553	693	121	23	-
Residential Concrete/Trade Contractor	2,014	7.2	1,840	174	1,753	214	36	11	-
Commercial Concrete/Trade Contractor (Note 5)	7,000	25.0	6,648	352	5,682	1,078	129	8	103
Both Residential and Commercial Concrete/Trade Contractor	6,576	23.5	6,014	562	5,524	864	169	19	-
Other Concrete/Trade Contractor, Concrete Polishing Contractor, Decorative Concrete Contractor	5,499	19.6	5,320	179	4,303	376	76	5	739
Government: City, County, DOT, FAA	1,234	4.4	998	236	754	402	70	7	1
Architectural/Design Firm	245	0.9	215	30	194	25	6	20	-
Other	52	0.2	52	-	20	2	15	-	15
TOTAL QUALIFIED CIRCULATION	28,010	100.0	26,015	1,995	22,783	3,654	622	93	858
PERCENT	100.0		92.9	7.1	81.3	13.1	2.2	0.3	3.1

Note 1: MANAGEMENT includes: Owner, President, Partner, VP, General Manager, other Officers and Related Personnel.

Note 2: SUPERVISORY FIELD STAFF includes: Superintendent, Project Manager, Field Supervisor and Related Personnel.

Note 3: EQUIPMENT STAFF includes: Equipment, Fleet or Maintenance Supervisor, Shop & Mechanical Supervisor, Master Mechanic and Related Personnel.

Note 4: OTHER TITLED and NON-TITLED includes: Members of the American Society of Concrete Contractors (ASCC), and Concrete Foundations Association (CFA)

Note 5: Commercial Concrete/Trade Contractor includes Highway & Street Construction Contractor.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2020

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	13,003	8,385	-	19,393	1,995	21,388	76.4
II. Request from recipient's company:	26	13	-	39	-	39	0.1
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	6,583	-	-	6,583	-	6,583	23.5
*Association rosters and directories	902	-	-	902	-	902	3.2
*Business directories	5,681	-	-	5,681	-	5,681	20.3
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,612	8,398	-	26,015	1,995	28,010	100.0
PERCENT	70.0	30.0	-	92.9	7.1	100.0	

*See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data		Audited Data		Circulation Claim		Circulation Claim	
	July – December 2017	January – June 2018	July – December 2018	January – June 2019	July – December 2019*	January – June 2020*		
Total Audit Average Qualified:	28,883	29,074	29,432	29,772	29,903	29,340		
Qualified Non-Paid Total:	28,883	29,074	29,432	29,772	29,903	29,340		
Print:	27,002	27,004	27,007	27,138	27,233	26,918		
Digital:	1,881	2,070	2,425	2,634	2,670	2,422		
Qualified Paid Total:	-	-	-	-	-	-		
Print:	-	-	-	-	-	-		
Digital:	-	-	-	-	-	-		
Post Expire Copies in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC		
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC		

*NOTE: July 2019 – June 2020 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

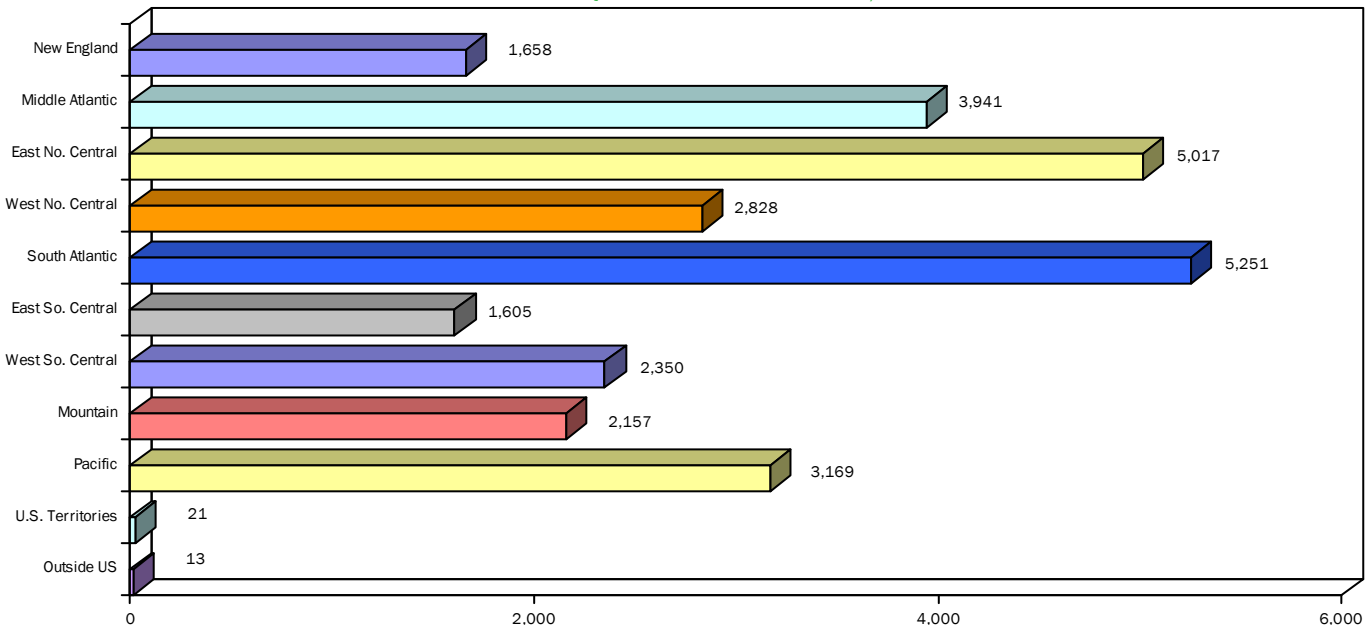
**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2020*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	200	18	218		Kentucky	426	29	455	
New Hampshire	182	12	194		Tennessee	558	47	605	
Vermont	74	4	78		Alabama	283	14	297	
Massachusetts	599	35	634		Mississippi	228	20	248	
Rhode Island	89	3	92		EAST SO. CENTRAL	1,495	110	1,605	5.7
Connecticut	423	19	442		Arkansas	172	14	186	
NEW ENGLAND	1,567	91	1,658	5.9	Louisiana	121	5	126	
New York	1,577	121	1,698		Oklahoma	273	29	302	
New Jersey	749	50	799		Texas	1,603	133	1,736	
Pennsylvania	1,357	87	1,444		WEST SO. CENTRAL	2,169	181	2,350	8.4
MIDDLE ATLANTIC	3,683	258	3,941	14.1	Montana	161	10	171	
Ohio	1,289	97	1,386		Idaho	201	13	214	
Indiana	646	39	685		Wyoming	78	3	81	
Illinois	1,165	70	1,235		Colorado	544	48	592	
Michigan	935	56	991		New Mexico	195	15	210	
Wisconsin	677	43	720		Arizona	432	31	463	
EAST NO. CENTRAL	4,712	305	5,017	17.9	Utah	209	32	241	
Minnesota	570	44	614		Nevada	177	8	185	
Iowa	466	28	494		MOUNTAIN	1,997	160	2,157	7.7
Missouri	665	56	721		Alaska	34	2	36	
North Dakota	131	17	148		Washington	408	35	443	
South Dakota	141	19	160		Oregon	335	31	366	
Nebraska	247	16	263		California	2,055	205	2,260	
Kansas	390	38	428		Hawaii	58	6	64	
WEST NO. CENTRAL	2,610	218	2,828	10.1	PACIFIC	2,890	279	3,169	11.3
Delaware	85	6	91		UNITED STATES	25,984	1,992	27,976	99.9
Maryland	510	39	549		U.S. Territories	18	3	21	
Washington, DC	15	9	24		Canada	6	-	6	
Virginia	663	46	709		Mexico	1	-	1	
West Virginia	122	8	130		Other International	6	-	6	
North Carolina	835	72	907		APO/FPO	-	-	-	
South Carolina	354	20	374						
Georgia	713	40	753						
Florida	1,564	150	1,714						
SOUTH ATLANTIC	4,861	390	5,251	18.8					
					TOTAL QUALIFIED CIRCULATION	26,015	1,995	28,010	100.0

*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION
TOTAL QUALIFIED CIRCULATION = 28,010**



WEBSITE CHANNEL

[HTTPS://WWW.FORCONSTRUCTIONPROS.COM](https://www.forconstructionpros.com)

2020	Pageviews	Sessions	Users	Average Session Duration
January	588,032	270,927	218,683	2:33
February	611,281	286,134	233,252	2:28
March	626,145	304,334	249,374	2:23
April	531,163	274,969	225,844	2:28
May	459,722	304,971	254,985	2:32
June	429,428	289,806	239,762	2:29
AVERAGE:	540,961	288,523	236,983	2:28

January – June 2020 data was provided by Google Analytics. All website activity is audited by BPA Worldwide. Shared media channel - www.forconstructionpros.com - serving Asphalt Contractor, Concrete Contractor, Equipment Today, Pavement Maintenance & Reconstruction, and Rental.

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.

ADDITIONAL DATA

MAGAZINE:

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email 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.

CHANGE IN FREQUENCY:

Due to the COVID-19 pandemic and effective with the April/May issue, Concrete Contractor changed its frequency from 7 to 6 issues per year. The stand-alone April/May and June/July issues were combined for the May/June issue.

PARAGRAPH 3b:

Association rosters and directories include 2 sources of circulation for quantities of 195 copies or 0.7% to 707 copies or 2.5%. Business directories include 1 source of circulation for a quantity of 5,681 copies or 20.3%, including Infogroup.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is 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.

Sean Dunphy, Group Publisher

Angela Franks, Audience Development 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 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 14, 2020

State Wisconsin

County Jefferson

Received by BPA Worldwide July 14, 2020

Type BJ

ID Number C620B0J0

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.