

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 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.

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# CONCRETE CONTRACTOR

Cygnus Business Media  
1233 Janesville Avenue  
P.O. Box 803  
Fort Atkinson, WI 53538-0803  
Tel.: (920) 563-6388  
Fax: (920) 563-1700  
[www.forconststructionpros.com](http://www.forconststructionpros.com)

Official Publication of: None  
Established: 2002  
Issues Per Year: 7



**FIELD SERVED**

CONCRETE CONTRACTOR serves contractors engaged in residential and commercial concrete construction, concrete road and highway construction, general contractors that self-perform, and other concrete contractors.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include management, supervisory field staff, equipment staff and other related construction personnel as shown in paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	51
Advertiser and Agency _____	657
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	294
Electronic _____	-
All Other _____	282
<b>TOTAL</b>	<b>1,284</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	29,251	100.0	29,251	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>29,251</b>	<b>100.0</b>	<b>29,251</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	230	230			30,001	April/ May _____	2,357	2,357			29,001
February/ March _____	5,092	4,092			29,001	June/ July _____	516	516			29,001
						<b>TOTAL</b>	<b>8,195</b>	<b>7,195</b>			

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2009**

This issue is 1.1% or 333 copies below the average of the other 3 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE			
			Management (Note 1)	Supervisory Field Staff (Note 2)	Equipment Staff (Note 3)	Other Association Members (Note 4)
Residential Concrete Contractor _____	5,525	19.1	5,118	359	48	-
Commercial Concrete Contractor _____	6,032	20.8	5,250	699	83	-
Both Residential & Commercial Concrete Contractor _____	12,340	42.5	11,283	923	134	-
Concrete Road & Highway Contractor _____	1,901	6.6	1,333	490	78	-
Other Concrete Contractor and General Contractors that self perform _____	3,203	11.0	2,471	112	26	594
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>29,001</b>	<b>100.0</b>	<b>25,455</b>	<b>2,583</b>	<b>369</b>	<b>594</b>
<b>PERCENT</b>	<b>100.0</b>		<b>87.8</b>	<b>8.9</b>	<b>1.3</b>	<b>2.0</b>

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 &amp; Mechanical Supervisor, Master Mechanic and Related Personnel.

Note 4: OTHER includes: titles not included above and non-titled qualified association members.

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2009**

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	20,467	5,800	-			26,267	90.6
II. Request from recipient's company: _____	252	-	-			252	0.9
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	2,482	-	-			2,482	8.5
*Association rosters and directories _____	1,136	-	-			1,136	3.9
*Business directories _____	1,346	-	-			1,346	4.6
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>23,201</b>	<b>5,800</b>	<b>-</b>			<b>29,001</b>	<b>100.0</b>
<b>PERCENT</b>	<b>80.0</b>	<b>20.0</b>	<b>-</b>			<b>100.0</b>	

\*See Paragraph 9

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2009**

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			28,407	98.0
Individuals by name only _____			594	2.0
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>29,001</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2009**

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	162		400-427 Kentucky _____	479	
030-038 New Hampshire _____	141		370-385 Tennessee _____	579	
050-059 Vermont _____	78		350-369 Alabama _____	334	
010-027 Massachusetts _____	435		386-397 Mississippi _____	174	
028-029 Rhode Island _____	71		<b>EAST SO. CENTRAL</b>	<b>1,566</b>	<b>5.4</b>
060-069 Connecticut _____	321		716-729 Arkansas _____	242	
<b>NEW ENGLAND</b>	<b>1,208</b>	<b>4.2</b>	700-714 Louisiana _____	256	
100-149 New York _____	1,117		730-749 Oklahoma _____	358	
070-089 New Jersey _____	580		750-799 Texas _____	1,887	
150-196 Pennsylvania _____	1,277		<b>WEST SO. CENTRAL</b>	<b>2,743</b>	<b>9.5</b>
<b>MIDDLE ATLANTIC</b>	<b>2,974</b>	<b>10.3</b>	590-599 Montana _____	245	
430-459 Ohio _____	1,267		832-838 Idaho _____	263	
460-479 Indiana _____	708		820-831 Wyoming _____	133	
600-629 Illinois _____	1,345		800-816 Colorado _____	799	
480-499 Michigan _____	1,054		870-884 New Mexico _____	227	
530-549 Wisconsin _____	979		850-865 Arizona _____	569	
<b>EAST NO. CENTRAL</b>	<b>5,353</b>	<b>18.3</b>	840-847 Utah _____	312	
550-567 Minnesota _____	788		889-898 Nevada _____	257	
500-528 Iowa _____	623		<b>MOUNTAIN</b>	<b>2,805</b>	<b>9.7</b>
630-658 Missouri _____	946		995-999 Alaska _____	63	
580-588 North Dakota _____	168		980-994 Washington _____	569	
570-577 South Dakota _____	174		970-979 Oregon _____	430	
680-693 Nebraska _____	383		900-961 California _____	2,523	
660-679 Kansas _____	394		967-968 Hawaii _____	93	
<b>WEST NO. CENTRAL</b>	<b>3,476</b>	<b>12.0</b>	<b>PACIFIC</b>	<b>3,678</b>	<b>12.7</b>
197-199 Delaware _____	87		<b>UNITED STATES</b>	<b>29,001</b>	<b>100.0</b>
206-219 Maryland _____	481		969 & 004-009 U.S. Territories _____	-	
200-205 Washington, DC _____	22		Canada _____	-	
220-246 Virginia _____	635		Mexico _____	-	
247-268 West Virginia _____	118		Other International _____	-	
270-289 North Carolina _____	942		APO/FPO _____	-	
290-299 South Carolina _____	367		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>29,001</b>	<b>100.0</b>
300-319 Georgia _____	754				
320-349 Florida _____	1,792				
<b>SOUTH ATLANTIC</b>	<b>5,198</b>	<b>17.9</b>			

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

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2005	2006	2007	January - June 2008	July - December 2008*	January - June 2009*
Total Audit Average Qualified: _____	24,879	25,004	30,004	30,001	30,001	29,251
Qualified Non-Paid: _____	24,879	25,004	30,004	30,001	30,001	29,251
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: July 2008 - June 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

**8. PAID CIRCULATION DATA**

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
7	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

**9. ADDITIONAL DATA****PARAGRAPH 3b:**

Business directories include 1 source for a quantity of 1,346 copies or 4.6%

Association rosters and directories includes 5 sources for quantities of 109 copies or 0.4% to 1,136 copies or 3.9%.

**PARAGRAPHS 5 & 6 ARE NOT REQUIRED****PUBLISHER'S AFFIDAVIT**

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

Nancy Terrill, Publisher

Christine Gess, 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 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 15, 2009

State Wisconsin

County Jefferson

Received by BPA Worldwide July 15, 2009

Type PJ

ID Number C620P0J9