

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 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. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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# Kitchen & Bath design news

Cygnus Business Media  
3 Huntington Quadrangle  
Suite 301N  
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Tel. No.: (631) 845-2700  
Fax No.: (631) 845-2721  
<http://www.forresidentialpros.com/magazine/kbdn>

Official Publication of: None  
Established: 1983  
Issues Per Year: 12

**FIELD SERVED**

KITCHEN & BATH DESIGN NEWS serves kitchen and bath dealers, designer/specifiers, specialists and remodelers, wholesale distributors and "whotailers" of kitchen and bath products, home improvement contractors, interior designers or architects, custom home builders, home centers, building material dealers, department stores, furniture stores, wholesale-only distributor of kitchen & bath products, distributor/wholesaler of cabinet manufacturing and fabricating supplies, decorative hardware/plumbing showrooms, cabinet shop/retailers, kitchen cabinet/vanity manufacturers, countertop fabricators, independent manufacturer's representatives and other retailers of kitchen and bath products.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are owners, partners, and other corporate titles, staff designers, architects, managers, purchasing managers, merchandising managers, supervisors, marketing managers, sales managers and other related personnel.



AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	199
Advertiser and Agency _____	762
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	97
Digital _____	-
All Other _____	475
<b>TOTAL</b>	<b>1,533</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	49,056	100.0	49,056	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>49,056</b>	<b>100.0</b>	<b>49,056</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
July _____	441	446	46,108	2,820	48,928
August _____	496	557	46,108	2,881	48,989
September _____	396	615	46,108	3,100	49,208
October _____	1,140	1,366	46,108	3,326	49,434
November _____	11,368	10,522	45,588	3,000	48,588
December _____	156	758	46,108	3,082	49,190
<b>TOTAL</b>	<b>13,997</b>	<b>14,264</b>			

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011**  
 This issue is 1.1% or 562 copies below the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)
<b>KITCHEN &amp; BATH DESIGN/RETAIL/CONSTRUCTION</b>				
Kitchen & Bath Dealer/Specifier, Designer or Specialist _____	12,525	25.7	11,767	758
Wholesale Distributor/Retailer (Whotailer) of kitchen & bath products _____	4,510	9.3	4,251	259
Kitchen & Bath Remodeler _____	8,835	18.2	8,358	477
<b>DEALER/DESIGNER/SPECIALIST/WHOTAILER/REMODELER SUB-TOTAL</b>	<b>25,870</b>	<b>53.2</b>	<b>24,376</b>	<b>1,494</b>
Home Improvement Contractor _____	3,927	8.1	3,662	265
Interior Designer or Architect _____	5,522	11.4	5,067	455
Custom Home Builder _____	2,435	5.0	2,274	161
Home Center, Building Material Dealer, Department Store, Furniture Store and other Retailer of kitchen and bath products _____	1,628	3.4	1,534	94
<b>DISTRIBUTORS/WHOLESALERS</b>				
Wholesale-only Distributor of kitchen & bath products _____	583	1.2	546	37
Distributor/Wholesaler of cabinet manufacturing and fabricating supplies _____	827	1.7	790	37
Decorative Hardware/Plumbing Showroom _____	442	0.9	427	15
<b>CABINET MANUFACTURING &amp; FABRICATING</b>				
Cabinet Shop/Retailer _____	2,418	5.0	2,319	99
Kitchen Cabinet/Vanity Manufacturer _____	2,968	6.1	2,819	149
Countertop Fabricator _____	1,620	3.3	1,553	67
<b>SALES REPRESENTATIVES</b>				
Manufacturers' and Independent Sales Representative _____	348	0.7	221	127
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>48,588</b>	<b>100.0</b>	<b>45,588</b>	<b>3,000</b>
<b>PERCENT</b>	<b>100.0</b>		<b>93.8</b>	<b>6.2</b>

Qualified recipients are owners, partners, and other corporate titles, staff designers, architects, managers, purchasing managers, merchandising managers, supervisors, marketing managers, sales managers and other related personnel.

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011**

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	47,860	728	-	45,588	3,000	48,588	100.0
II. Request from recipient's company: _____	-	-	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	-	-	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>47,860</b>	<b>728</b>	<b>-</b>	<b>45,588</b>	<b>3,000</b>	<b>48,588</b>	<b>100.0</b>
<b>PERCENT</b>	<b>98.5</b>	<b>1.5</b>	<b>-</b>	<b>93.8</b>	<b>6.2</b>	<b>100.0</b>	

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011**

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	45,588	3,000	48,588	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>45,588</b>	<b>3,000</b>	<b>48,588</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011**

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	259	14	273		Kentucky _____	567	37	604	
New Hampshire _____	322	19	341		Tennessee _____	773	44	817	
Vermont _____	172	8	180		Alabama _____	503	25	528	
Massachusetts _____	1,232	83	1,315		Mississippi _____	165	10	175	
Rhode Island _____	150	7	157		<b>EAST SO. CENTRAL</b>	<b>2,008</b>	<b>116</b>	<b>2,124</b>	<b>4.4</b>
Connecticut _____	883	39	922		Arkansas _____	310	9	319	
<b>NEW ENGLAND</b>	<b>3,018</b>	<b>170</b>	<b>3,188</b>	<b>6.6</b>	Louisiana _____	417	20	437	
New York _____	2,924	172	3,096		Oklahoma _____	424	21	445	
New Jersey _____	1,703	98	1,801		Texas _____	2,153	146	2,299	
Pennsylvania _____	2,294	130	2,424		<b>WEST SO. CENTRAL</b>	<b>3,304</b>	<b>196</b>	<b>3,500</b>	<b>7.2</b>
<b>MIDDLE ATLANTIC</b>	<b>6,921</b>	<b>400</b>	<b>7,321</b>	<b>15.1</b>	Montana _____	244	13	257	
Ohio _____	1,708	100	1,808		Idaho _____	275	14	289	
Indiana _____	1,102	50	1,152		Wyoming _____	93	1	94	
Illinois _____	2,362	139	2,501		Colorado _____	956	79	1,035	
Michigan _____	1,574	94	1,668		New Mexico _____	204	13	217	
Wisconsin _____	1,287	62	1,349		Arizona _____	725	58	783	
<b>EAST NO. CENTRAL</b>	<b>8,033</b>	<b>445</b>	<b>8,478</b>	<b>17.4</b>	Utah _____	355	17	372	
Minnesota _____	1,107	64	1,171		Nevada _____	235	14	249	
Iowa _____	645	32	677		<b>MOUNTAIN</b>	<b>3,087</b>	<b>209</b>	<b>3,296</b>	<b>6.8</b>
Missouri _____	1,019	48	1,067		Alaska _____	110	7	117	
North Dakota _____	169	12	181		Washington _____	1,039	79	1,118	
South Dakota _____	225	12	237		Oregon _____	606	42	648	
Nebraska _____	389	19	408		California _____	4,722	363	5,085	
Kansas _____	468	31	499		Hawaii _____	134	12	146	
<b>WEST NO. CENTRAL</b>	<b>4,022</b>	<b>218</b>	<b>4,240</b>	<b>8.7</b>	<b>PACIFIC</b>	<b>6,611</b>	<b>503</b>	<b>7,114</b>	<b>14.6</b>
Delaware _____	173	6	179		<b>UNITED STATES</b>	<b>45,515</b>	<b>2,818</b>	<b>48,333</b>	<b>99.5</b>
Maryland _____	839	55	894		U.S. Territories _____	72	5	77	
Washington, DC _____	56	5	61		Canada _____	-	140	140	
Virginia _____	1,179	78	1,257		Mexico _____	-	5	5	
West Virginia _____	167	7	174		Other International _____	-	31	31	
North Carolina _____	1,505	93	1,598		AP0/FPO _____	1	1	2	
South Carolina _____	595	40	635		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>45,588</b>	<b>3,000</b>	<b>48,588</b>	<b>100.0</b>
Georgia _____	1,048	78	1,126						
Florida _____	2,949	199	3,148						
<b>SOUTH ATLANTIC</b>	<b>8,511</b>	<b>561</b>	<b>9,072</b>	<b>18.7</b>					

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
	January-June 2009	July-December 2009	January-June 2010	July-December 2010	January-June 2011*	July-December 2011*
Total Audit Average Qualified: _____	49,355	48,520	48,231	48,802	48,667	49,056
Qualified Non-Paid: _____	49,355	48,520	48,231	48,802	48,667	49,056
Print Version Only _____	49,355	48,520	46,522	46,108	46,105	46,021
Digital Version Only _____	-	-	1,709	2,694	2,562	3,035
Qualified Paid: _____	-	-	-	-	-	-
Print Version Only _____	-	-	-	-	-	-
Digital Version Only _____	-	-	-	-	-	-
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 – December 2011 data is unaudited. With each successive year, new data will be added until six 6-month periods of data are displayed.**

\*\*NC = None Claimed

**ADDITIONAL DATA**

**METHOD OF DISTRIBUTION:**

All qualified circulation conforms to the field served of a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital version are notified via email when the version is available.

**STATEMENT OF CONTENT PLATFORM:**

Replica – Editorial and design are unchanged from the original print edition.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	46,021	100.0	46,021	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>46,021</b>	<b>100.0</b>	<b>46,021</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	3,035	100.0	3,035	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>3,035</b>	<b>100.0</b>	<b>3,035</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	January 13, 2012
Eliot Sefrin, Publisher	State	Wisconsin
Tammy Steller, Audience Development Manager	County	Jefferson
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	January 13, 2012
<b>IMPORTANT NOTE:</b>	Type	PD
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	K005Y0D1