

PUBLISHER'S STATEMENT OF CIRCULATION

June 2011

Mission Statement

EcoHome serves the needs of residential builders, remodelers, designers, and product specifiers with information on green building products and product trends, technical innovations, and building science.

Each issue features green product information, construction best practices, and case studies of innovative green homes. EcoHome is the professional's source for the products and practices that contribute to high-quality, practical, and long-lasting sustainable building projects.

Established: 2008

Issues per year: 6



Total Contacts	
EcoHome Magazine Circulation	30,000
EcoHome e-Newsletter	65,000
EcoHome Digital Edition	273,763
AIA Digital Edition distribution	80,000
EcoHome Website (monthly unique visits)	39,431
TOTAL CONTACTS	488,194

Analysis of Contacts by Primary Occupation						
<i>Note: Gross data are contained in these tables. No attempt has been made to eliminate any duplication.</i>						
Primary Business	EcoHome Magazine	EcoHome e-Newsletter	Digital Edition	AIA Digital Distribution	EcoHome Website	Total
Residential Builder, Remodeler, Builder/Remodeler, General Contractor	17,795	35,931	118,306	-	-	172,032
Architect/Designer, Engineer, Specifier, Consultant	9,550	18,608	32,951	-	-	61,109
All Other (includes Multifamily Builder/ Developer and Specialty Contractor)	2,655	10,461	112,506	-	-	135,622
TOTAL	30,000	65,000	273,763	80,000	39,431	488,194

Average Non-Qualified Print Circulation	
	Copies
Other Paid Circulation	-
Advertiser and Agency	300
Rotated or Occasional	-
Allocated for Trade Shows & Conventions	1,133
All Other	-
TOTAL	1,433

Average Qualified Print Circulation						
Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	30,000	100.0%	30,000	100.0%	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,000	100.0%	30,000	100.0%	-	0.0%

Business/Occupational Breakout Print Circulation

Business and Industry	Total Qualified	Percent of Total	Title		
			President/Owner/ Partner/CEO	GM/Proj Mgr/Designer/ Engineer/Const. Supervisor/ Purchaser/Estimator/ Sales Mgr/Other Mrg	Other/ No Answer
Residential Builder, Remodeler, Builder/Remodeler, General Contractor	17,795	59.3%	14,166	3,526	103
Architect/Designer, Engineer, Specifier, Consultant	9,550	31.8%	5,475	3,962	113
All Other (includes Multifamily Builder/Developer and Specialty Contractor)	2,655	8.9%	1,726	893	36
TOTAL	30,000	100.0%	21,367	8,381	252

Annual Sales Volume Of Print Circulation

Business and Industry	Total Qualified	Percent of Total	\$10 Million and Over	\$5 Million to \$9,999,999	\$1 Million to \$4,999,999	\$500,000 to \$999,999	\$250,000 to \$499,999	\$1 to \$249,999	Not Available
Residential Builder, Remodeler, Builder/Remodeler, General Contractor	17,795	59.3%	1,910	1,411	5,355	3,821	2,429	2,584	285
Architect/Designer, Engineer, Specifier, Consultant	9,550	31.8%	1,315	908	2,099	1,140	1,256	2,261	571
All Other (includes Multifamily Builder /Developer and Specialty Contractor)	2,655	8.9%	464	315	628	357	295	476	120
TOTAL	30,000	100.0%	3,689	2,634	8,082	5,318	3,980	5,321	976

Qualified Source Breakout

Qualification Source	Total Qualified	Percent
Direct Request	26,902	89.67%
Communication other than request	3,098	10.33%
TOTAL QUALIFIED CIRCULATION	30,000	100.00%



YOUR SOURCE FOR GREEN PRODUCTS + TECHNOLOGY

One Thomas Circle, Suite 600
Washington, DC 20005
www.ecohome.com

Geographical Analysis Of Print Circulation					
State	Total	Percent	State	Total	Percent
Maine	193		Kentucky	204	
New Hampshire	225		Tennessee	333	
Vermont	128		Alabama	189	
Massachusetts	1,036		Mississippi	67	
Rhode Island	170		East So. Central	793	2.6%
Connecticut	686		Arkansas	125	
New England	2,438	8.1%	Louisiana	181	
New York	2,002		Oklahoma	157	
New Jersey	1,118		Texas	1,844	
Pennsylvania	1,469		West So. Central	2,307	7.7%
Middle Atlantic	4,589	15.3%	Montana	125	
Ohio	1,064		Idaho	138	
Indiana	353		Wyoming	26	
Illinois	1,454		Colorado	795	
Michigan	788		New Mexico	177	
Wisconsin	559		Arizona	486	
East No. Central	4,218	14.1%	Utah	193	
Minnesota	535		Nevada	151	
Iowa	243		Mountain	2,091	7.0%
Missouri	380		Alaska	59	
North Dakota	34		Washington	811	
South Dakota	51		Oregon	545	
Nebraska	132		California	3,921	
Kansas	188		Hawaii	139	
West No. Central	1,563	5.2%	Pacific	5,475	18.3%
Delaware	100		United States	29,922	99.7%
Maryland	906		US Territories	73	
Washington, DC	148		Canada	-	
Virginia	1,062		Mexico	-	
West Virginia	72		Other International	-	
North Carolina	1,157		APO/FPO	5	
South Carolina	333			-	
Georgia	757			-	
Florida	1,913			-	
South Atlantic	6,448	21.5%	TOTAL CIRCULATION	30,000	100.0%

Products Specified (Print Circulation)		
<i>Breakout is projection based on a sample of 90% of the total qualified circulation.</i>		
Windows	27,100	90.3%
Doors	26,490	88.3%
Roofing	24,284	80.9%
Siding	23,808	79.4%
Housewrap/Waterproofing	22,598	75.3%
Insulation	24,423	81.4%
Solar Panels	17,572	58.6%
HVAC	19,314	64.4%
FSC Lumber	17,123	57.1%
Paints/Coatings	22,676	75.6%
Sitework/Landscaping Products	17,422	58.1%
Sunspaces	13,523	45.1%
Skylights	21,602	72.0%
Decking	22,632	75.4%
Lighting	23,651	78.8%
Lighting Controls	19,619	65.4%
Cabinets	23,756	79.2%
Plumbing Fixtures	22,644	75.5%
Kitchen Appliances	21,700	72.3%
Floors	24,525	81.8%
Tile	23,569	78.6%
Countertops	23,700	79.0%
Tubs/Shower Surround	21,722	72.4%
Security/Home Automation	14,121	47.1%
Total Circulation	30,000	100.00%



YOUR SOURCE FOR GREEN PRODUCTS + TECHNOLOGY

One Thomas Circle, Suite 600
 Washington, DC 20005
www.ecohome.com