

PUBLISHER'S STATEMENT OF CIRCULATION

June 2009

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: 5



Total Contacts	
EcoHome Magazine Circulation	30,000
EcoHome Bus. Update e-Newsletter	54,193
EcoHome Digital Edition Alert	324,193
EcoHome Website (unique visits)	33,282
TOTAL CONTACTS	441,668

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	EcoHome Website	Total
Residential Builder, Remodeler, Builder/Remodeler, General Contractor	19,175	21,677	171,822	-	212,674
Architect/Designer, Engineer, Specifier, Consultant	8,685	15,174	32,419	-	56,278
All Other	2,140	17,342	119,952	-	139,434
TOTAL	30,000	54,193	324,193	33,282	441,668

Average Non-Qualified Print Circulation	
	Copies
Other Paid Circulation	-
Advertiser and Agency	300
Rotated or Occasional	-
Allocated for Trade Shows & Conventions	667
All Other	-
TOTAL	967

Average Qualified Print Circulation						
	Total Qualified		Qualified Non-Paid		Qualified Paid	
Qualified Circulation	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	19,175	63.9%	16,379	2,788	8
Architect/Designer, Engineer, Specifier, Consultant	8,685	29.0%	5,062	3,623	0
All Other	2,140	7.1%	1,659	464	17
TOTAL	30,000	100.0%	23,100	6,875	25

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	19,175	63.9%	2,678	1,778	6,531	5,016	1,684	1,150	338
Architect/Designer, Engineer, Specifier, Consultant	8,685	29.0%	1,181	1,617	2,628	1,354	713	750	442
All Other	2,140	7.1%	333	220	470	223	262	229	403
TOTAL	30,000	100.0%	4,192	3,615	9,629	6,593	2,659	2,129	1,183



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Geographical Analysis Of Print Circulation					
State	Total	Percent	State	Total	Percent
Maine	168		Kentucky	205	
New Hampshire	217		Tennessee	358	
Vermont	120		Alabama	179	
Massachusetts	1,081		Mississippi	71	
Rhode Island	183		East So. Central	813	2.7%
Connecticut	652		Arkansas	102	
New England	2,421	8.1%	Louisiana	148	
New York	2,012		Oklahoma	142	
New Jersey	1,158		Texas	1,752	
Pennsylvania	1,518		West So. Central	2,144	7.1%
Middle Atlantic	4,688	15.6%	Montana	104	
Ohio	1,101		Idaho	117	
Indiana	351		Wyoming	23	
Illinois	1,553		Colorado	770	
Michigan	728		New Mexico	149	
Wisconsin	506		Arizona	412	
East No. Central	4,239	14.1%	Utah	172	
Minnesota	532		Nevada	145	
Iowa	215		Mountain	1,892	6.3%
Missouri	378		Alaska	57	
North Dakota	37		Washington	835	
South Dakota	44		Oregon	479	
Nebraska	153		California	3,853	
Kansas	192		Hawaii	117	
West No. Central	1,551	5.2%	Pacific	5,341	17.8%
Delaware	101		United States	29,948	99.8%
Maryland	963		US Territories	49	
Washington, DC	147		Canada	-	
Virginia	1,084		Mexico	-	
West Virginia	70		Other International	-	
North Carolina	1,217		APO/FPO	3	
South Carolina	346			-	
Georgia	919			-	
Florida	2,012			-	
South Atlantic	6,859	22.9%	TOTAL CIRCULATION	30,000	100.0%

Products Specified (Print Circulation)		
<i>Breakout is projection based on a sample of 50% of the total qualified circulation.</i>		
Windows	27,197	90.7%
Doors	26,685	89.0%
Roofing	24,672	82.2%
Siding	24,077	80.3%
Housewrap/Waterproofing	23,033	76.8%
Insulation	24,668	82.2%
Solar Panels	18,105	60.4%
HVAC	20,112	67.0%
FSC Lumber	17,588	58.6%
Paints/Coatings	22,831	76.1%
Sitework/Landscaping Products	18,105	60.4%
Sunspaces	14,496	48.3%
Skylights	21,981	73.3%
Decking	22,960	76.5%
Lighting	24,004	80.0%
Lighting Controls	20,389	68.0%
Cabinets	24,097	80.3%
Plumbing Fixtures	23,171	77.2%
Kitchen Appliances	22,327	74.4%
Floors	23,810	82.7%
Tile	23,800	79.3%
Countertops	23,991	80.0%
Tubs/Shower Surround	22,264	74.2%
Security/Home Automation	15,343	51.1%
Total Circulation	30,000	100.00



YOUR SOURCE FOR GREEN PRODUCTS + TECHNOLOGY

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