

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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Hanley Wood, LLC
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Washington, DC 20005
Tel. No.: 202-452-0800
FAX No.: 202-785-1974
www.metalmag.com

Official Publication of: None
Established: 2001
Issues Per Year: 7
(See Additional Data)

FIELD SERVED

METALMAG serves metal roofing/other roofing contractors, metal building contractors/General contractors, builders, architects/engineers/consultants/specifiers, manufacturers, building owners/developers, facility managers, erectors, suppliers, remodelers, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are titled and non-titled personnel including company copies in the above field served.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	273
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	458
Digital _____	-
All Other _____	922
TOTAL	1,653

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
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	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Number Removed	Number Added	Total Qualified
July/August _____	162	162	30,000
September _____	261	261	30,000
October _____	132	132	30,000
November/December _____	627	627	30,000
TOTAL	1,182	1,182	

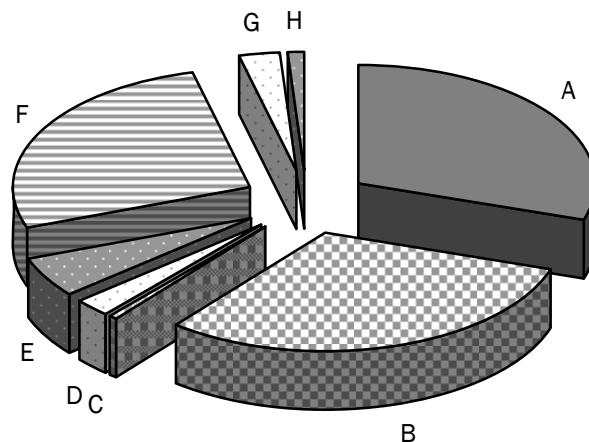
3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2011
 This issue is equal to the average of the other 3 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
Metal Building Contractor/General Contractor/Builder _____	9,003	30.0
Metal Roofing/Other Roofing Contractor _____	9,196	30.7
Erectors _____	213	0.7
Subtotal	18,412	61.4
Suppliers _____	763	2.5
Manufacturers _____	1,653	5.5
Architects/Engineers/Consultants/Specifier _____	8,000	26.7
Building Owners, Developers, or Facility Managers _____	843	2.8
Remodelers and Others allied to the field _____	329	1.1
TOTAL QUALIFIED CIRCULATION	30,000	100.0
PERCENT	100.0	

Qualified recipients are titled and non-titled personnel including company copies in the above field served.

3a. Breakout of Qualified Circulation of Business and Industry

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A Metal Building Contractor/General Contractor/Builder _____	9,003	30.0
B Metal Roofing/Other Roofing Contractor _____	9,196	30.7
C Erectors _____	213	0.7
D Suppliers _____	763	2.5
E Manufacturers _____	1,653	5.5
F Architects/Engineers/Consultants/Specifiers _____	8,000	26.7
G Building Owners, Developers, or Facility Managers _____	843	2.8
H Remodelers and Others allied to the field _____	329	1.1
TOTAL QUALIFIED CIRCULATION	30,000	100.0



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

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	17,525	3,321	994	21,840	72.8
II. Request from recipient's company: _____	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	8,160	-	-	8,160	27.2
Association rosters and directories _____	-	-	-	-	-
*Business directories _____	6,242	-	-	6,242	20.8
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	1,918	-	-	1,918	6.4
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,685	3,321	994	30,000	100.0
PERCENT	85.6	11.1	3.3	100.0	

*See Additional Data

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

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	29,556	98.6
Individuals by name only _____	433	1.4
Titles or functions only _____	11	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	30,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2011

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	105		Kentucky _____	392	
New Hampshire _____	122		Tennessee _____	576	
Vermont _____	79		Alabama _____	499	
Massachusetts _____	576		Mississippi _____	218	
Rhode Island _____	67		EAST SO. CENTRAL	1,685	5.6
Connecticut _____	351		Arkansas _____	388	
NEW ENGLAND	1,300	4.3	Louisiana _____	530	
New York _____	1,273		Oklahoma _____	513	
New Jersey _____	658		Texas _____	2,435	
Pennsylvania _____	1,185		WEST SO. CENTRAL	3,866	12.9
MIDDLE ATLANTIC	3,116	10.4	Montana _____	147	
Ohio _____	1,160		Idaho _____	213	
Indiana _____	630		Wyoming _____	91	
Illinois _____	1,297		Colorado _____	764	
Michigan _____	789		New Mexico _____	256	
Wisconsin _____	691		Arizona _____	634	
EAST NO. CENTRAL	4,567	15.2	Utah _____	260	
Minnesota _____	607		Nevada _____	277	
Iowa _____	380		MOUNTAIN	2,642	8.8
Missouri _____	727		Alaska _____	99	
North Dakota _____	128		Washington _____	622	
South Dakota _____	100		Oregon _____	376	
Nebraska _____	325		California _____	3,379	
Kansas _____	412		Hawaii _____	127	
WEST NO. CENTRAL	2,679	8.9	PACIFIC	4,603	15.4
Delaware _____	80		UNITED STATES	29,923	99.7
Maryland _____	430		U.S. Territories _____	76	
Washington, DC _____	95		Canada _____	-	
Virginia _____	636		Mexico _____	-	
West Virginia _____	106		Other International _____	-	
North Carolina _____	892		APO/FPO _____	1	
South Carolina _____	423		TOTAL QUALIFIED CIRCULATION	30,000	100.0
Georgia _____	903				
Florida _____	1,900				
SOUTH ATLANTIC	5,465	18.2			

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January-June 2009	July - December 2009	January-June 2010	July - December 2010	January-June 2011	July - December 2011*
Total Audit Average Qualified: _____	30,000	30,000	30,000	30,000	30,000	30,000
Qualified Non-Paid: ____	30,000	30,000	30,000	30,000	30,000	30,000
Qualified Paid: _____	-	-	-	-	-	-
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: July - December 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

ADDITIONAL DATA**CHANGE IN FREQUENCY:**

Effective with the January 2011 issue, Metalmag changed its frequency from 8 to 7 issues per year.

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 6,242 copies or 20.8%, including InfoUSA. Other sources include 1 source of circulation for a quantity of 1,918 copies or 6.4%.

PUBLISHER'S AFFIDAVIT

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

Russ Ellis, Group Publisher, Commercial Design

Mary Leiphart, Group Circulation 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 January 17, 2012

State DC

City Washington

Received by BPA Worldwide January 17, 2012

Type PJ

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