

professional deck builder

www.deckmagazine.com

hanleywood

Hanley Wood LLC
 One Thomas Circle
 Suite 600
 Washington, DC 20005
 T: 202.452.0800
 F: 202.785.1984
 www.hanleywood.com

Geographical Analysis

State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State	Qualified Non-Paid	Qualified Paid	Total	Percent
Maine	120		120		Kentucky	170		170	
New Hampshire	160		160		Tennessee	330		330	
Vermont	45		45		Alabama	220		220	
Massachusetts	694		694		Mississippi	71		71	
Rhode Island	113		113		East So. Central	791	-	791	4.4%
Connecticut	397		397		Arkansas	117		117	
New England	1,529	-	1,529	8.5%	Louisiana	118		118	
New York	1,102		1,102		Oklahoma	132		132	
New Jersey	822		822		Texas	685		685	
Pennsylvania	1,000		1,000		West So. Central	1,052	-	1,052	5.8%
Middle Atlantic	2,924	-	2,924	16.2%	Montana	92		92	
Ohio	765		765		Idaho	100		100	
Indiana	342		342		Wyoming	33		33	
Illinois	756		756		Colorado	414		414	
Michigan	772		772		New Mexico	56		56	
Wisconsin	458		458		Arizona	99		99	
East No. Central	3,093	-	3,093	17.2%	Utah	95		95	
Minnesota	533		533		Nevada	52		52	
Iowa	211		211		Mountain	941	-	941	5.2%
Missouri	431		431		Alaska	47		47	
North Dakota	68		68		Washington	486		486	
South Dakota	83		83		Oregon	320		320	
Nebraska	130		130		California	1,300		1,300	
Kansas	250		250		Hawaii	35		35	
West No. Central	1,706	-	1,706	9.5%	Pacific	2,188	-	2,188	12.2%
Delaware	78		78		United States	17,976	-	17,976	99.9%
Maryland	591		591		US Territories	21		21	
Washington, DC	18		18		Canada	-		-	
Virginia	724		724		Mexico	-		-	
West Virginia	71		71		Other International	-		-	
North Carolina	672		672		APO/FPO	3		3	
South Carolina	261		261			-		-	
Georgia	598		598			-		-	
Florida	739		739			-		-	
South Atlantic	3,752	-	3,752	20.8%	TOTAL QUALIFIED CIRCULATION	18,000	-	18,000	100.0%

PUBLISHER'S STATEMENT OF CIRCULATION

June 2011

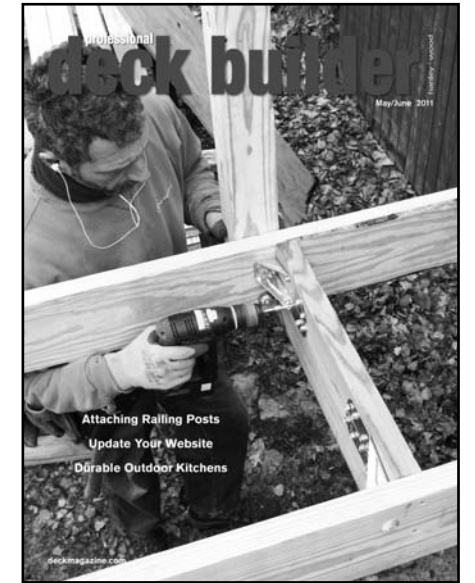
Mission Statement

PROFESSIONAL DECK BUILDER exclusively serves the needs of deck, dock and railing contractors, as well as builders, remodelers, general contractors, dealers, distributors and others involved in the deck, dock and railing industry.

Each issue features a mixture of industry-specific articles and regular departments covering design, structure, construction techniques, business strategies, tools, materials, and industry news. PROFESSIONAL DECK BUILDER is the #1 resource among professionals in this fast-paced industry.

PROFESSIONAL DECK BUILDER is the official publication of NADRA, the North American Deck & Railing Association, and of Deck Expo, the deck, dock and railing industry's annual tradeshow.

Established: 2002
 Issues per year: 7



Average Qualified Circulation

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	18,000	100.0%	18,000	100.0%	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,000	100.0%	18,000	100.0%	-	0.0%

Average Non-Qualified Circulation

	Copies
Other Paid Circulation	-
Advertiser and Agency	351
Rotated or Occasional	-
Allocated for Trade Shows and Conventions	300
All Other	-
TOTAL	651

professional deck builder

Hanley Wood LLC
 One Thomas Circle, Suite 600
 Washington, DC 20005 www.hanleywood.com

Data Source: Publisher's own records.

Business/Occupational Breakout									
Business and Industry	Total Qualified	Percent of Total	Title						
			President/Owner/ Partner	Corp/Exec VP/Controller/ Treasurer	GM/Proj Mgr/ Supervisor	Architect/Designer, Engineer	Sales/Marketing	Inspector, Gov't	Other/ No Answer
Professionals in the Deck, Dock and Railing industry, including Deck, Dock and Railing Contractors; Builders, Remodelers and General Contractors who install decks, docks and railings; Architects and Designers, Engineers, Inspectors, Dealers, Distributors, and Manufacturers and others allied to the field.	18,000	100.0%	13,040	1,063	1,048	567	1,648	185	449
TOTAL	18,000	100.0%	13,040	1,063	1,048	567	1,648	185	449

Annual Sales Volume								
Business and Industry	Total Qualified	Percent of Total	\$1 Million and Over	\$500,000 to \$999,999	\$250,000 to \$499,999	\$100,000 to \$249,999	Under \$99,999	Not Available
TOTAL	18,000	100.0%	5,675	2,514	2,265	2,857	2,852	1,837

Do you specify, purchase or influence the selection of deck, dock, and/or railing products?		
<i>Actuals, based on total respondents to this question.</i>		
Products Specified:		
Decks/Decking Materials	16,331	90.7%
Docks & Dock Accessories	6,170	34.3%
Railing Systems/Balusters	14,720	81.8%
Fencing	11,698	65.0%
Lighting	11,097	61.7%
Outdoor Appliances/Fireplaces	6,930	38.5%
Outdoor Furniture	5,213	29.0%
Pools	3,577	19.9%
Paints, Stains & Coatings	11,135	61.9%
Decking Cleaners	9,333	51.9%
Stairs, Stair Parts	12,484	69.4%
Exterior Trim	12,498	69.4%
Concrete/Masonry Products	10,203	56.7%
Retaining Walls	8,472	47.1%
Patio Paving Stones	8,617	47.9%
Columns	10,289	57.2%
Drainage Systems	8,193	45.5%
Fire Retardant Materials	5,850	32.5%
Roofing	10,313	57.3%
Awnings/Shades	7,027	39.0%
Fasteners	12,182	67.7%
Security/Locks/Locksets	8,756	48.6%
Hand & Power Tools	11,667	64.8%
Trucks/Vans	8,116	45.1%
No Answer	971	5.4%
Total Respondents	18,000	100.00%