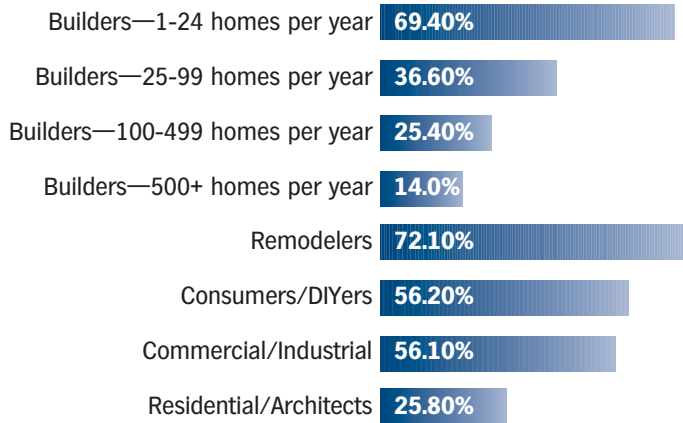


# Readership Overview

## LBM JOURNAL READERS SELL TO ALL TYPES OF TRADE PROS & CONSUMERS

Unlike publications that focus on just one segment of the market (i.e., pros or DIYers), LBM Journal reaches building material dealers and distributors who sell to the full range of customers—homebuilders of all sizes, plus remodelers and DIYers.

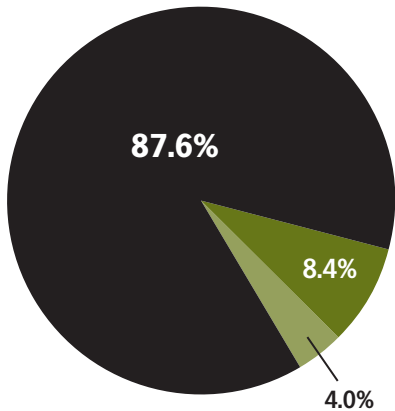
### PERCENTAGE OF READERS WHO SELL TO:\*\*



## REACH YOUR MOST IMPORTANT CUSTOMERS

### LBM JOURNAL SUBSCRIBERS ARE:\*

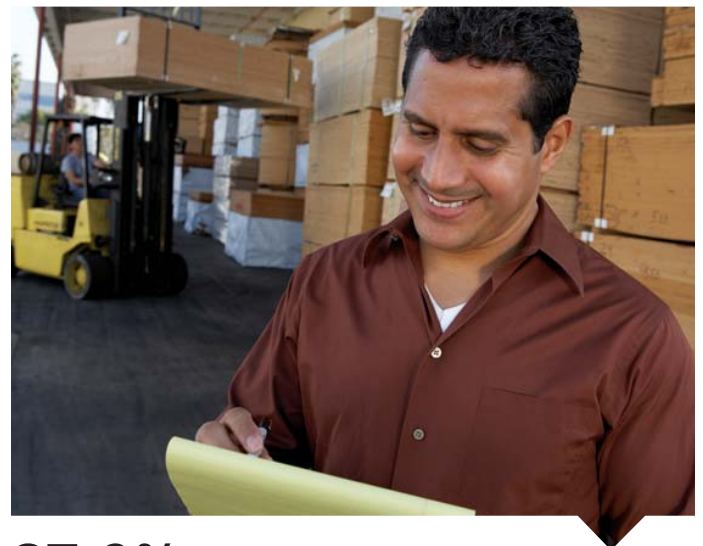
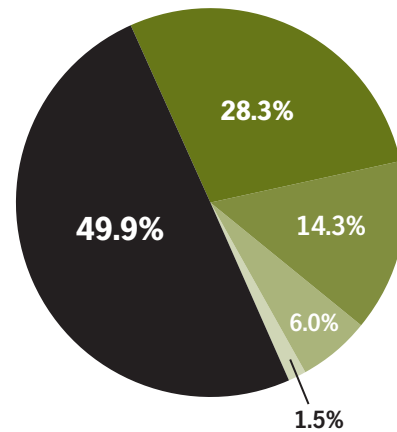
- 87.6%** Building Material Dealer/Lumberyard/Specialty Dealer/Distributor (ex. Windows/Doors; Siding/Roofing)
- 8.4%** Wholesaler/Buying Group/Co-op
- 4.0%** Others Allied to the Field



## PUT YOUR ADVERTISING MESSAGE IN FRONT OF THE DECISION-MAKERS

### JOB TITLES:\*

- 49.9%** Chairman, President, Owner/Partner, Exec. VP, VP Sales, VP Merchandising, VP Operations and other corporate executives
- 28.3%** General Manager, Store Manager, Department Manager
- 14.3%** Sales Manager, Salesperson, Contractor Sales
- 6.0%** Merchandising Manager, Purchasing Director, Product Manager, Buyer, Marketing Manager
- 1.5%** Other



**87.6% of LBM Journal subscribers are Building Material Dealers/Distributors\***

\* BPA Worldwide Circulation Statement, June 2009, TQ = 36,499  
 \*\* LBM Journal Readership Profile Study, January 2009