

Readership Overview

FACT: LBM Journal has the highest qualified circulation of magazines serving the building products distribution channel. Period.

LBM JOURNAL OFFERS HIGH-QUALITY CIRCULATION

36,499* Total Qualified Circulation

compared to just 34,000 for nearest competitor.***

33,038 Total direct request (1st & 2nd Year; no 3rd Year) vs. 30,883 for nearest competitor.***

31,977 Building Material Dealer/Lumberyard AND Specialty Dealer/Lumberyard compared to just 27,868 for nearest competitor.***

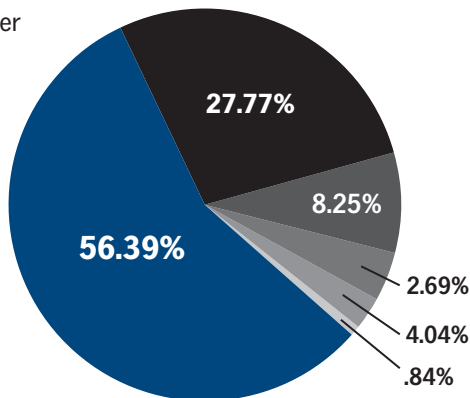
99.8% Individuals by name and title and/or function compared to 99.2% for closest competitor.***

Readers were asked, “Which one of the following publications would you rank number one in terms of overall value to you?” **

THEY SAID...

56.39% LBM Journal

- 27.77%** ProSales
- 8.25%** Home Channel News
- 2.69%** The Merchant/BPD
- 4.04%** Window & Door
- .84%** Shelter



76% of all respondents said that LBM JOURNAL delivers the most info on new products and industry trends. **

LBM JOURNAL READERS MOVE LOTS OF PRODUCT

TOTAL SALES VOLUME IN 2006	PERCENTAGE**
\$50 million or more	14.6%
\$20 million—\$49.9 million	14.5%
\$15 million—\$19.9 million	5.4%
\$10 million—\$14.9 million	10.9%
\$5 million—\$9.9 million	17.6%
\$1 million to \$4.9 million	23.5%
Less than \$1 million	6.6%

“Probably one of the more widely read industry publications. It helps when someone says ‘Did you see it in LBM?’ and you can reply with, ‘Yes I read that.’”

— Doug Gillikin, Sales Manager, Woodgrain Millwork, Lafayette, LA

* BPA Worldwide, LBM Journal, June 2009

** LBM Journal Readership Profile Study, January 2009

*** BPA Worldwide, ProSales, June 2009