

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 comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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The Concrete Producer

hanley-wood

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www.theconcreteproducer.com

Official Publication of: None
Established: 1900
Issues Per Year: 10
(See Paragraph 9)

FIELD SERVED

The CONCRETE PRODUCER serves individuals and firms engaged in the production of precast concrete, prestressed concrete, concrete pipe, concrete block, tile, architectural precast concrete, ready mixed concrete and precast products. Also served are specialty contractors associated with concrete, interlocking/concrete pavers, manufacturers/distributors, materials suppliers, government agencies, testing labs, educational institutions, libraries, trade associations and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients of THE CONCRETE PRODUCER include individuals within management, purchasing and production including corporate executives, owners, partners, vice-presidents, general managers, purchasing directors and agents, buyers, engineering staff, equipment staff, production managers, plant managers, foremen, superintendents, field personnel and other titled and non-titled personnel in the field served.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	78
Advertiser and Agency _____	421
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	732
TOTAL	1,231

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	20,004	100.0	20,000	100.0	4	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,004	100.0	20,000	100.0	4	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July/ August _____	337	336			20,004	October/ November _____	3,380	3,379			20,003
September _____	491	491			20,004	December _____	21	21			20,003
						TOTAL	4,229	4,227			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2009

This issue is -% or 1 copy below the average of the other 3 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	MANAGEMENT Corporate Executive, Owner, Partner, Vice President, General Manager	PURCHASING Purchasing Director, Purchasing Agent, Buyer	PRODUCTION Engineering Staff, Equipment Staff, Production Manager, Plant Manager, Foreman, Superintendent, Field Personnel, Other Production Personnel	OTHER PERSONNEL	COMPANY COPIES AND FUNCTIONS NOT AVAILABLE
1. Producers of Ready Mix Concrete Only	8,176	40.9	4,655	137	2,591	729	64
2. PRODUCERS OF BOTH CONCRETE UNITS & READY MIX CONCRETE							
a. Concrete Block & Pavers _____	1,528	7.6	858	42	499	129	-
b. Concrete Pipe _____	58	0.3	28	1	26	3	-
c. Structural/Architectural Prestressed & Precast Units _____	1,231	6.2	878	21	274	58	-
d. Multiple Products, including block, pipe, precast and/or prestressed _____	1,091	5.4	678	35	306	72	-
Total Copies to Producers of Both Ready Mix Concrete & Concrete Units	3,908	19.5	2,442	99	1,105	262	-
Total All Ready Mix Producers	12,084	60.4	7,097	236	3,696	991	64
3. PRODUCERS OF CONCRETE UNITS (NOT INCLUDED ABOVE)							
a. Concrete Block & Pavers _____	1,049	5.3	638	30	278	103	-
b. Concrete Pipe _____	188	0.9	94	2	74	18	-
c. Structural/Architectural Prestressed & Precast Units _____	4,180	20.9	2,707	104	1,120	245	4
d. Multiple Products, including block, pipe, precast and/or prestressed _____	1,061	5.3	655	34	268	104	-
Total Copies to Producers of Concrete Units	6,478	32.4	4,094	170	1,740	470	4
4. Contractors Who Also Produce Ready Mix and/or Concrete Units _____	365	1.8	279	14	58	14	-
Total Copies to Producers in lines 1, 2, 3, & 4	18,927	94.6	11,470	420	5,494	1,475	68
5. Contractors _____	-	-	-	-	-	-	-
Total Copies to Producers and Contractors _____	18,927	94.6	11,470	420	5,494	1,475	68
6. Manufacturers/Distributors _____	225	1.1	132	5	46	40	2
7. Materials Suppliers _____	851	4.3	471	23	210	147	-
8. Government agencies, testing labs, educational, libraries, and others _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,003	100.0	12,073	448	5,750	1,662	70
PERCENT	100.0		60.4	2.2	28.8	8.3	0.3

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. Direct Request _____	14,273	2,928	-			17,201	86.0
II. Request from recipient's company: _____	1,404	427	-			1,831	9.1
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	971	-	-			971	4.9
V. TOTAL - Sources other than above (listed alphabetically): _____	-	-	-			-	-
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	16,648	3,355	-			20,003	100.0
PERCENT	83.2	16.8	-			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			19,941	99.7
Individuals by name only _____			61	0.3
Titles or functions only _____			1	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			20,003	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2009								
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	94		400-427 Kentucky _____	363				
030-038 New Hampshire _____	99		370-385 Tennessee _____	465				
050-059 Vermont _____	73		350-369 Alabama _____	338				
010-027 Massachusetts _____	277		386-397 Mississippi _____	225				
028-029 Rhode Island _____	48		EAST SO. CENTRAL	1,391	6.9			
060-069 Connecticut _____	166		716-729 Arkansas _____	255				
NEW ENGLAND	757	3.8	700-714 Louisiana _____	246				
100-149 New York _____	754		730-749 Oklahoma _____	267				
070-089 New Jersey _____	314		750-799 Texas _____	1,160				
150-196 Pennsylvania _____	1,014		WEST SO. CENTRAL	1,928	9.6			
MIDDLE ATLANTIC	2,082	10.4	590-599 Montana _____	169				
430-459 Ohio _____	846		832-838 Idaho _____	176				
460-479 Indiana _____	586		820-831 Wyoming _____	102				
600-629 Illinois _____	841		800-816 Colorado _____	432				
480-499 Michigan _____	689		870-884 New Mexico _____	133				
530-549 Wisconsin _____	604		850-865 Arizona _____	397				
EAST NO. CENTRAL	3,566	17.8	840-847 Utah _____	350				
550-567 Minnesota _____	576		889-898 Nevada _____	296				
500-528 Iowa _____	482		MOUNTAIN	2,055	10.3			
630-658 Missouri _____	566		995-999 Alaska _____	34				
580-588 North Dakota _____	109		980-994 Washington _____	412				
570-577 South Dakota _____	177		970-979 Oregon _____	222				
680-693 Nebraska _____	297		900-961 California _____	1,369				
660-679 Kansas _____	325		967-968 Hawaii _____	38				
WEST NO. CENTRAL	2,532	12.7	PACIFIC	2,075	10.4			
197-199 Delaware _____	36		UNITED STATES	19,944	99.7			
206-219 Maryland _____	208		969 & 004-009 U.S. Territories _____	57				
200-205 Washington, DC _____	9		Canada _____	2				
220-246 Virginia _____	533		Mexico _____	-				
247-268 West Virginia _____	163		Other International _____	-				
270-289 North Carolina _____	633		APO/FPO _____	-				
290-299 South Carolina _____	320		TOTAL QUALIFIED CIRCULATION	20,003				
300-319 Georgia _____	582							
320-349 Florida _____	1,074							
SOUTH ATLANTIC	3,558	17.8						

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2006	2007	January - June 2008	July - December 2008	January - June 2009*	July - December 2009*
Total Audit Average Qualified: _____	20,012	20,008	20,002	20,004	20,007	20,004
Qualified Non-Paid: _____	20,000	20,000	20,000	20,000	20,000	20,000
Qualified Paid: _____	12	8	2	4	7	4
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: January - December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
10	Issues Per Year (See Paragraph 9)
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. ADDITIONAL DATA

CHANGE IN FREQUENCY:

Effective with the January 2009 issue, The Concrete Producer changed its frequency from 12 to 10 issues per year.

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.		Date signed	January 27, 2010
Vaughn Rockhold, Publisher		State	Illinois
Chari O'Rourke, Circulation Manager		County	Cook
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)		Received by BPA Worldwide	January 27, 2010
IMPORTANT NOTE:		Type	PD
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.		ID Number	C373P0D9