

CIRCULATION — WHO READS REMODELING NEWS

Remodeling News is published and mailed to more than 52,000 qualified custom home building and remodeling professionals in six local editions.

TOTAL CIRCULATION: 52,000

Dealers / Retailers / Wholesalers: 2,500

Architects: 1,000

Remodelers / Custom Home Builders: 48,500

**for local circulation, see "Regional Circulation" page*

HOWHOWHOW

do custom home builders and remodelers qualify to receive *Remodeling News*?



THE LUMBERYARD EXCHANGE PROGRAM*

Remodeling News has a reciprocal exchange program with local building material suppliers that allows us to qualify their active trade customers.

LOCAL TRADE SHOWS

Remodeling News attends, sponsors and distributes magazines regularly at local building trade shows.



LOCAL TRADE ASSOCIATIONS

Remodeling News, through our complimentary exchange program, is mailed to the members of every local NAHB, NKBA and NARI chapters in our area.



STATE & COUNTY LICENSEES*

General residential building and remodeling contractors.

**Subscribers are qualified either by direct request or lumberyard exchange program.*

"*Remodeling News* is Read for the Advertisements"

Our readers tell us that besides the informative "How To" articles and local information on Trade Shows, Seminars and Services, they read *Remodeling News* from cover to cover to find out which local supplier has what new products. *Remodeling News* has become their resource for local suppliers and services.

52,000 READERS IN SIX LOCAL EDITIONS