

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2011**

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 comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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Official Publication of: None
Established: 2006
Issues Per Year: 8

FIELD SERVED

SITE PREP serves those involved in heavy/highway construction, general building construction, government and public works, utilities, equipment distributors/rental houses, engineering/design and construction and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include owners, presidents, VPs, C-level, upper/middle managers, project managers/estimators/equipment managers, superintendents/foremen, design consultants/engineers, and other titles and titles not available.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	5
Advertiser and Agency	872
Rotated or Occasional	-
Allocated for Trade Shows and Conventions	-
Digital	-
All Other	633
TOTAL	1,510

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	25,000	100.0	24,998	100.0	2	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,000	100.0	24,998	100.0	2	-

2a. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
July	19	19	23,588	1,412	25,000
August/September	20	20	23,588	1,412	25,000
October	311	311	23,602	1,398	25,000
November/December	282	282	23,605	1,395	25,000
TOTAL	632	632			

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
July	8,044	4,047	3,547	1.14	00:49	01:49
August	8,463	4,521	3,958	1.14	00:54	01:49
September	8,551	4,364	3,725	1.17	00:56	01:52
October	11,016	5,738	5,063	1.13	00:59	01:54
November	8,971	4,742	4,220	1.12	01:01	02:00
December	7,896	4,514	4,116	1.10	00:56	01:38
AVERAGE:	8,824	4,654	4,105	1.13	00:56	01:50

*See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2011
This issue is equal to the average of the other 3 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	CLASSIFICATION BY TITLE					
					Owner/President/VP/C-Level	Upper/Middle Manager	Project Manager/Estimator/Equipment Manager	Superintendent/Foreman	Design Consultant/Engineer	Other Titles and Titles not Available
Heavy/Highway Construction _____	15,765	63.0	15,427	338	14,302	363	442	299	174	185
General Building Construction _____	2,945	11.8	2,683	262	2,191	232	295	97	61	69
Both Heavy/Highway and General Building Construction _____	930	3.7	851	79	666	88	83	40	15	38
Government and Public Works _____	1,368	5.5	1,210	158	183	312	220	203	236	214
Utilities _____	880	3.5	802	78	546	101	83	46	42	62
Equipment Distributor/Rental House _____	498	2.0	420	78	198	134	58	3	48	57
Engineering/Design and Construction _____	1,667	6.7	1,391	276	800	167	240	37	350	73
Others Allied to the Field _____	947	3.8	821	126	539	150	70	50	23	115
TOTAL QUALIFIED CIRCULATION	25,000	100.0	23,605	1,395	19,425	1,547	1,491	775	949	813
PERCENT	100.0		94.4	5.6	77.7	6.2	6.0	3.1	3.8	3.2

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2011							
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 year	2 year	3 year				
I. TOTAL - Direct Request: _____	8,646	4,268	1,856	13,375	1,395	14,770	59.1
a. Written _____	1,026	351	590	1,947	20	1,967	7.9
b. Telecommunication _____	5,259	2,908	-	7,760	407	8,167	32.7
c. Electronic _____	2,361	1,009	1,266	3,668	968	4,636	18.5
II. TOTAL - Request from recipient's company: _____	202	134	81	417	-	417	1.7
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	38	-	-	38	-	38	0.2
c. Electronic _____	164	134	81	379	-	379	1.5
III. TOTAL - Membership Benefit: _____	-	-	-	-	-	-	-
a. Individual _____	-	-	-	-	-	-	-
b. Organizational _____	-	-	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	504	483	-	987	-	987	3.9
a. Written _____	55	34	-	89	-	89	0.3
b. Telecommunication _____	-	177	-	177	-	177	0.7
c. Electronic _____	449	272	-	721	-	721	2.9
V. TOTAL - Sources other than above (listed alphabetically): _____	8,826	-	-	8,826	-	8,826	35.3
Association rosters and directories _____	-	-	-	-	-	-	-
*Business directories _____	8,826	-	-	8,826	-	8,826	35.3
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,178	4,885	1,937	23,605	1,395	25,000	100.0
PERCENT	72.7	19.5	7.8	94.4	5.6	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2011				
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	23,605	1,395	25,000	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	23,605	1,395	25,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2011									
State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	214	7	221		Kentucky _____	419	24	443	
New Hampshire _____	198	12	210		Tennessee _____	499	33	532	
Vermont _____	123	4	127		Alabama _____	376	26	402	
Massachusetts _____	455	24	479		Mississippi _____	175	17	192	
Rhode Island _____	86	3	89		EAST SO. CENTRAL	1,469	100	1,569	6.3
Connecticut _____	343	12	355		Arkansas _____	251	4	255	
NEW ENGLAND	1,419	62	1,481	5.9	Louisiana _____	390	31	421	
New York _____	1,013	29	1,042		Oklahoma _____	241	16	257	
New Jersey _____	495	24	519		Texas _____	1,016	103	1,119	
Pennsylvania _____	1,222	56	1,278		WEST SO. CENTRAL	1,898	154	2,052	8.2
MIDDLE ATLANTIC	2,730	109	2,839	11.4	Montana _____	254	8	262	
Ohio _____	1,080	57	1,137		Idaho _____	257	11	268	
Indiana _____	639	35	674		Wyoming _____	91	3	94	
Illinois _____	855	49	904		Colorado _____	593	32	625	
Michigan _____	946	38	984		New Mexico _____	178	8	186	
Wisconsin _____	775	25	800		Arizona _____	326	25	351	
EAST NO. CENTRAL	4,295	204	4,499	18.0	Utah _____	217	7	224	
Minnesota _____	735	27	762		Nevada _____	129	15	144	
Iowa _____	483	22	505		MOUNTAIN	2,045	109	2,154	8.6
Missouri _____	554	24	578		Alaska _____	172	10	182	
North Dakota _____	138	8	146		Washington _____	660	39	699	
South Dakota _____	149	8	157		Oregon _____	442	31	473	
Nebraska _____	228	12	240		California _____	1,456	134	1,590	
Kansas _____	337	14	351		Hawaii _____	73	14	87	
WEST NO. CENTRAL	2,624	115	2,739	11.0	PACIFIC	2,803	228	3,031	12.1
Delaware _____	65	3	68		UNITED STATES	23,532	1,309	24,841	99.4
Maryland _____	363	21	384		U.S. Territories _____	67	16	83	
Washington, DC _____	13	1	14		Canada _____	-	17	17	
Virginia _____	560	25	585		Mexico _____	-	1	1	
West Virginia _____	229	6	235		Other International _____	2	51	53	
North Carolina _____	908	37	945		APO/FPO _____	4	1	5	
South Carolina _____	377	12	389		TOTAL QUALIFIED CIRCULATION	23,605	1,395	25,000	100.0
Georgia _____	661	46	707						
Florida _____	1,073	77	1,150						
SOUTH ATLANTIC	4,249	228	4,477	17.9					

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January-June 2009	July-December 2009	January-June 2010	July-December 2010	January-June 2011	July-December 2011*
Total Audit Average Qualified:	26,750	25,000	25,000	25,000	25,000	25,000
Qualified Non-Paid:	26,750	25,000	25,000	25,000	25,000	24,998
Print Version Only	26,750	24,043	23,872	23,684	23,580	23,594
Digital Version Only	-	957	1,128	1,316	1,420	1,404
Qualified Paid:	-	-	-	-	-	2
Print Version Only	-	-	-	-	-	2
Digital Version Only	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July - December 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.
**NC = None Claimed.

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of a recipient's qualification, as reported. Print copies are distributed via postal services and other carriers. Recipients who request the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Replica - Editorial and design are unchanged from the original print edition.

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 8,826 copies or 35.3%, including InfoGroup.

WEBSITE GLOSSARY:

- Unique Browsers:** An identified and unduplicated Cookie Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness
- Page Impressions:** The number of web pages successfully viewed by all browsers within the reporting period
- User Sessions:** A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session
- Unique Browser Frequency:** The average number of user sessions per Unique Browser over the selected reporting period
- User Session Duration:** The average time a browser remained on the site per session
- Page Duration:** The average time a browser spent viewing any page(s) on the site

Questionnaire Included at the option of the publisher:

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	23,596	100.0	23,594	100.0	2	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	23,596	100.0	23,594	100.0	2	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	1,404	100.0	1,404	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,404	100.0	1,404	100.0	-	-

FREE SUBSCRIPTION SU B07

1 Would you like to start/continue a FREE subscription to SITE PREP (SP)? YES NO

2 Your primary business/industry: (Check only one)
 Heavy/Roadway Construction
 General Building Construction
 Primary business is both of the above
 Government and Public Works
 Utilities
 Equipment Distributor/Rental House
 Engineering/Design & Construction
 Other (specify) _____

3 Your job title: (Check only one)
 Owner/President/VP/Chief
 Upper/Middle Manager
 Project Manager/Estimator
 Superintendent/Foreman
 Bridge Construction/Engineer
 Equipment Manager
 Other (specify) _____

4 You specialize in: (Check all that apply)
 Site Preparation
 Land Clearing
 Underground Utilities
 Engineering/Design/Modeling
 Water/Sewer
 Landfill
 Pipelining
 Building Construction
 Paving
 Materials Production
 Trucking/Hauling
 Other (specify) _____

5 Which of the following do you recommend, specify or buy? (Check all that apply)
 Earthmoving Equipment including Excavating, Grading and/or Other types
 Positioning Equipment (Easels, GPS, Total Stations, Software)
 Grade Control Systems
 Software (Estimating, Project Mgmt, Fleet Mgmt, Other)
 Software (Engineering/Design)
 Trucking & Hauling Equipment (On- and Off-Road Trucks, Haulers, Pickups, Mixers, Truck Bodies, Trailers)
 General Utility Equipment (Compressors, Pumps, Generators, Lighting, Mixers)
 Safety Equipment and/or Apparel
 Maintenance Equipment (Saw, S/C or S/C/S)
 Construction Materials (Concrete, Steel, Pipe, Ground Support Fabric)
 Parts, Components and/or Automotive Accessories (Engines, Transmission, Tires, Filters, Hoses)
 None of the above

6 What is the replacement value of all construction equipment and trucks owned and/or leased by your company? (Check only one)
 Up to \$100,000
 \$100,001 - \$500,000
 \$500,001 - \$1,000,000
 \$1,000,001 - \$5,000,000
 \$5,000,001 - \$10,000,000
 More than \$10,000,000

7 What is your firm's annual contract or sales volume? (Check only one)
 Up to \$250,000
 \$250,001 - \$500,000
 \$500,001 - \$1,000,000
 \$1,000,001 - \$5,000,000
 \$5,000,001 - \$10,000,000
 More than \$10,000,000

Print Name: _____ Title: _____
 Company: _____
 Address: _____
 City: _____ State: _____ Zip Code: _____
 Work Phone: () _____ Work Fax: () _____
 E-Mail: _____

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PUBLISHER'S AFFIDAVIT

We hereby make oath and testify that all data set forth in this statement are true.

Catherine M. Ronan, Corporate Audience Audit Manager
 Rita M. Fomina, Corporate Strategy Director

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:
 This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed: January 2, 2012
 State: Michigan
 County: Oakland
 Received by BPA Worldwide: January 2, 2012
 Type: PJ
 ID Number: S458YOD1