

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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Forester Media, Inc.  
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Official Publication of: None  
Established: 1999  
Issues Per Year: 7

**FIELD SERVED**

GRADING & EXCAVATION CONTRACTOR serves the highway and heavy construction and general building construction industry, including local, county, state and federal governments, materials producers, utility or mining companies, distributor/dealers and rental houses as reported in Paragraph 3a.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are owners, presidents, partners, vice presidents, general managers, other officers or managers, purchasing agents, superintendents, project managers, field supervisors, foremen, field engineers, equipment, fleet or maintenance superintendents, shop and mechanical supervisors, head mechanics, and other titled personnel as reported in Paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	7
Advertiser and Agency _____	977
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	350
Digital _____	-
All Other _____	328
<b>TOTAL</b>	<b>1,662</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	31,000	100.0	31,000	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>31,000</b>	<b>100.0</b>	<b>31,000</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD						
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified
July/August _____	106	106	27,790	1,571	1,639	31,000
September/October _____	135	135	27,905	1,503	1,592	31,000
November/December _____	105	105	27,957	1,470	1,573	31,000
<b>TOTAL</b>	<b>346</b>	<b>346</b>				

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2011**

This issue is equal to the average of the other 2 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Management (Note 1)	Supervisory Field & Operating Staff (Note 2)	Equipment Staff (Note 3)	Other Titled and Non-Titled Personnel
Highway & Heavy Construction_____	10,137	32.7	9,278	392	467	8,859	1,057	165	56
General Building Construction _____	8,656	27.9	7,975	350	331	8,092	444	90	30
Engaged in Both of the above _____	4,951	16.0	4,446	195	310	4,456	390	75	30
Local Government _____	1,230	4.0	1,030	119	81	728	445	26	31
County Government _____	949	3.0	840	55	54	532	373	23	21
State Government _____	733	2.4	638	53	42	360	328	18	27
Federal Government _____	274	0.9	206	35	33	120	126	8	20
Materials Producer _____	752	2.4	679	37	36	657	69	14	12
Utility or Mining Company _____	1,292	4.2	1,158	76	58	1,094	159	24	15
Distributor/Dealer, Rental House _____	1,254	4.0	1,099	72	83	1,072	91	60	31
Others allied to the field _____	772	2.5	608	86	78	551	101	19	101
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>31,000</b>	<b>100.0</b>	<b>27,957</b>	<b>1,470</b>	<b>1,573</b>	<b>26,521</b>	<b>3,583</b>	<b>522</b>	<b>374</b>
<b>PERCENT</b>	<b>100.0</b>		<b>90.2</b>	<b>4.7</b>	<b>5.1</b>	<b>85.5</b>	<b>11.6</b>	<b>1.7</b>	<b>1.2</b>

Note 1: Management includes owners, presidents, partners, vice presidents, general managers, other officers or managers, purchasing agents and other related personnel.

Note 2: Supervisory Field &amp; Operating Staff includes superintendents, project managers, field supervisors, foremen, field managers and related personnel.

Note 3: Equipment Staff includes equipment, fleet or maintenance superintendents, shop and mechanical supervisors, head mechanics and other related personnel.

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)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
	1 Year	2 Years	3 Years					
I. Direct request: _____	27,900	3,100	-	27,957	1,470	1,573	31,000	100.0
II. Request from recipient's company: _____	-	-	-	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-	-
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: _____	-	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>27,900</b>	<b>3,100</b>	<b>-</b>	<b>27,957</b>	<b>1,470</b>	<b>1,573</b>	<b>31,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>90.0</b>	<b>10.0</b>	<b>-</b>	<b>90.2</b>	<b>4.7</b>	<b>5.1</b>	<b>100.0</b>	<b>100.0</b>

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2011					
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
Individuals by name and title and/or function _____	27,957	1,470	1,573	31,000	100.0
Individuals by name only _____	-	-	-	-	-
Titles or functions only _____	-	-	-	-	-
Company names only _____	-	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>27,957</b>	<b>1,470</b>	<b>1,573</b>	<b>31,000</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2011											
State	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent	State	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
Maine _____	285	8	11	304		Kentucky _____	548	34	26	608	
New Hampshire _____	278	9	8	295		Tennessee _____	616	33	37	686	
Vermont _____	157	2	2	161		Alabama _____	429	17	38	484	
Massachusetts _____	649	25	33	707		Mississippi _____	278	5	11	294	
Rhode Island _____	107	10	5	122		<b>EAST SO. CENTRAL</b>	<b>1,871</b>	<b>89</b>	<b>112</b>	<b>2,072</b>	<b>6.7</b>
Connecticut _____	412	13	26	451		Arkansas _____	274	10	13	297	
<b>NEW ENGLAND</b>	<b>1,888</b>	<b>67</b>	<b>85</b>	<b>2,040</b>	<b>6.6</b>	Louisiana _____	267	13	13	293	
New York _____	1,466	63	75	1,604		Oklahoma _____	308	19	18	345	
New Jersey _____	606	32	30	668		Texas _____	977	75	71	1,123	
Pennsylvania _____	1,677	59	86	1,822		<b>WEST SO. CENTRAL</b>	<b>1,826</b>	<b>117</b>	<b>115</b>	<b>2,058</b>	<b>6.6</b>
<b>MIDDLE ATLANTIC</b>	<b>3,749</b>	<b>154</b>	<b>191</b>	<b>4,094</b>	<b>13.2</b>	Montana _____	256	10	13	279	
Ohio _____	1,522	60	74	1,656		Idaho _____	237	15	12	264	
Indiana _____	856	25	36	917		Wyoming _____	110	5	6	121	
Illinois _____	1,143	54	66	1,263		Colorado _____	533	46	30	609	
Michigan _____	1,063	36	37	1,136		New Mexico _____	191	7	15	213	
Wisconsin _____	932	38	35	1,005		Arizona _____	324	18	29	371	
<b>EAST NO. CENTRAL</b>	<b>5,516</b>	<b>213</b>	<b>248</b>	<b>5,977</b>	<b>19.3</b>	Utah _____	224	12	12	248	
Minnesota _____	936	45	32	1,013		Nevada _____	146	10	12	168	
Iowa _____	627	22	18	667		<b>MOUNTAIN</b>	<b>2,021</b>	<b>123</b>	<b>129</b>	<b>2,273</b>	<b>7.3</b>
Missouri _____	735	30	35	800		Alaska _____	63	3	9	75	
North Dakota _____	189	14	8	211		Washington _____	557	28	36	621	
South Dakota _____	182	7	6	195		Oregon _____	447	21	16	484	
Nebraska _____	336	11	7	354		California _____	1,447	130	141	1,718	
Kansas _____	381	29	17	427		Hawaii _____	43	6	11	60	
<b>WEST NO. CENTRAL</b>	<b>3,386</b>	<b>158</b>	<b>123</b>	<b>3,667</b>	<b>11.8</b>	<b>PACIFIC</b>	<b>2,557</b>	<b>188</b>	<b>213</b>	<b>2,958</b>	<b>9.6</b>
Delaware _____	67	4	4	75		<b>UNITED STATES</b>	<b>27,722</b>	<b>1,398</b>	<b>1,535</b>	<b>30,655</b>	<b>98.9</b>
Maryland _____	461	23	27	511		969 & 004-009 U.S. Territories _____	31	2	6	39	
Washington, DC _____	15	1	3	19		Canada _____	204	24	32	260	
Virginia _____	658	42	45	745		Mexico _____	-	4	-	4	
West Virginia _____	231	6	14	251		Other International _____	-	42	-	42	
North Carolina _____	1,145	46	60	1,251		APO/FPO _____	-	-	-	-	
South Carolina _____	398	27	24	449		<b>TOTALS</b>	<b>27,957</b>	<b>1,470</b>	<b>1,573</b>	<b>31,000</b>	<b>100.0</b>
Georgia _____	765	54	52	871							
Florida _____	1,168	86	90	1,344							
<b>SOUTH ATLANTIC</b>	<b>4,908</b>	<b>289</b>	<b>319</b>	<b>5,516</b>	<b>17.8</b>						

**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	30,678	31,001	31,000	31,000	31,000	31,000
Qualified Non-Paid	30,678	31,001	30,999	31,000	31,000	31,000
Print Version Only	30,678	29,978	27,923	27,494	27,685	27,884
Digital Version Only	-	204	1,303	1,559	1,587	1,515
Both Print & Digital Version (Unduplicated)	-	819	1,774	1,947	1,728	1,601
Qualified Paid	-	-	-	-	-	-
Print Version Only	-	-	-	-	-	-
Digital Version Only	-	-	-	-	-	-
Both Print & Digital Version (Unduplicated)	-	-	-	-	-	-
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 2011 – December 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods of data are displayed.**

\*\*NC = None Claimed.

**ADDITIONAL DATA****METHOD OF DISTRIBUTION:**

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or 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.

**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	27,884	100.0	27,884	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>27,884</b>	<b>100.0</b>	<b>27,884</b>	<b>100.0</b>	-	-

**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	1,515	100.0	1,515	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>1,515</b>	<b>100.0</b>	<b>1,515</b>	<b>100.0</b>	-	-

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - BOTH PRINT & DIGITAL VERSION**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	1,601	100.0	1,601	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>1,601</b>	<b>100.0</b>	<b>1,601</b>	<b>100.0</b>	-	-

**PUBLISHER'S AFFIDAVIT**

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

Dan Waldman, Publisher

Steven Wayner, Circulation & Audience Development Manager

(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 13, 2012

State California

County Santa Barbara

Received by BPA Worldwide January 13, 2012

Type PJ

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