



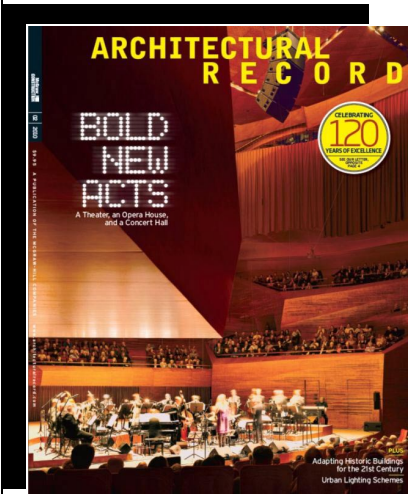
Audit Bureau of Circulations

MULTIMEDIA PUBLISHER'S STATEMENT

For the 6 month period ending
June 30, 2010

ARCHITECTURAL RECORD

Published by: The McGraw-Hill Companies
Frequency: Monthly



TOTAL AVERAGE CIRCULATION for Six Months Ending June 30, 2010

| | |
|--|----------------|
| Qualified Paid Circulation | 113,387 |
| TOTAL QUALIFIED CIRCULATION | 113,387 |

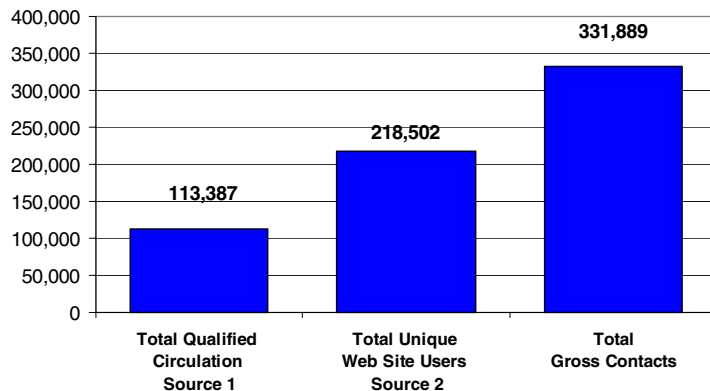
ARCHRECORD.CONSTRUCTION.COM ACTIVITY for the month of March 2010

| | Total | Daily Avg. | Mon. to Fri. Avg. | Sat. & Sun. Avg. | |
|----------------------------|-----------|------------|-------------------|------------------|----------------|
| Page Impressions | 1,904,040 | 61,420 | 72,358 | 29,976 | |
| Unique Users | 218,502 | 8,944 | 10,267 | 5,140 | 218,502 |

Website activity audited by ABCi (See Par. 11)

| | |
|---------------------------------------|----------------|
| TOTAL GROSS CONTACTS | 331,889 |
|---------------------------------------|----------------|

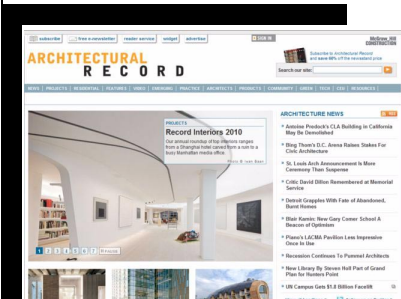
TOTAL GROSS CONTACTS



Source 1 Total qualified circulation for six months ending June 30, 2010 of Architectural Record (subject to audit)

Source 2 Total unique users of <http://www.archrecord.construction.com> - March 2010 ABVS Interactive Audit

Gross data are contained in this Multimedia Report. There was no attempt made to eliminate any duplication that may exist.





TOTAL AVERAGE QUALIFIED PAID CIRCULATION 113,387

1A AVERAGE QUALIFIED PAID CIRCULATION

| | | |
|--|--------|----------------|
| Individual | 31,805 | |
| Association, See Par. 11(a) | 77,962 | |
| Sponsored Individually Addressed, See Par. 11(b) | 111 | |
| Multi-Copy Same Addressee, See Par. 11(c) | 880 | |
| Single Copy Sales, See Par. 11(d) | 2,629 | |
| Total Average Qualified Paid Circulation | | 113,387 |

1B AVERAGE QUALIFIED NON-PAID CIRCULATION None Claimed

1C AVERAGE NON-QUALIFIED CIRCULATION

| | | |
|---|--------|---------------|
| Non-Continuous Market Coverage Copies | | |
| Allocated For Shows & Conventions | 533 | |
| Miscellaneous, Including Staff Copies, See Par. 11(e) | 12,905 | |
| Total Average Non-Qualified Circulation | | 13,438 |

1D AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS

None

2 QUALIFIED PAID CIRCULATION BY ISSUES

| 2010 Issue | Total Paid | 2010 Issue | Total Paid |
|------------|------------|------------|------------|
| Jan. | 114,221 | Apr. | 115,606 |
| Feb. | 114,039 | May | 117,206 |
| Mar. | 114,606 | June | 104,644 |

**THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE MAY 2010 ISSUE IN WHICH:
 • QUALIFIED PAID CIRCULATION WAS 3.4% GREATER THAN THE PERIOD AVERAGE**

3A BUSINESS/OCCUPATIONAL ANALYSIS

| Classification by Business & Industry | Total | % | Paid Non-Association | Paid Assn. | Registered Architects | % | Architectural Graduates & Associates | % | Engineers | % | Other Titles & Company Addressed Copies | % | Owners, Principals, Corporate Executives, General Managers | Registered Staff Architects | Designers & Technical Staff & Drafts- persons | Teachers, Students, Academic Personnel | Others Allied to the Field |
|--|----------------|--------------|----------------------|---------------|-----------------------|--------------|--------------------------------------|--------------|------------|--------------|---|--------------|--|-----------------------------|---|--|----------------------------|
| | | | | | | | | | | | | | Architects | Architects | Architects | Architects | Architects |
| 1. Architectural, architectural-engineering firms and architects and architectural-engineers in private practice | 70,167 | 59.9 | 11,839 | 58,328 | 57,206 | 80.0 | 10,602 | 55.6 | 29 | 9.9 | 2,330 | 9.0 | 37,899 | 20,808 | 9,274 | | 2,186 |
| 2. Consulting engineering firms and engineers in private practice..... | 862 | 0.7 | 649 | 213 | 289 | 0.4 | 72 | 0.4 | 86 | 29.6 | 415 | 1.6 | 424 | 134 | 116 | | 188 |
| 3. Design firms, including architectural, interior, landscape architects and other designers..... | 8,165 | 7.0 | 1,604 | 6,561 | 4,252 | 6.0 | 2,717 | 14.2 | 21 | 7.1 | 1,175 | 4.5 | 3,799 | 1,365 | 2,494 | | 507 |
| 4. Contractors, builders and sub-contractors..... | 2,971 | 2.5 | 1,348 | 1,623 | 1,012 | 1.4 | 414 | 2.2 | 46 | 15.7 | 1,499 | 5.7 | 1,390 | 350 | 389 | | 842 |
| 5. Government, including federal, state, local and International..... | 2,313 | 2.0 | 584 | 1,729 | 1,633 | 2.3 | 344 | 1.8 | 8 | 2.7 | 328 | 1.3 | 1,353 | 423 | 342 | | 195 |
| 6. Commercial/Industrial/Institutional..... | 2,622 | 2.2 | 947 | 1,675 | 1,588 | 2.2 | 276 | 1.5 | 19 | 6.5 | 739 | 2.8 | 1,681 | 359 | 291 | | 291 |
| 7. Universities, colleges, schools..... | 10,071 | 8.6 | 8,677 | 1,394 | 1,429 | 2.0 | 338 | 1.8 | 31 | 11.2 | 8,273 | 31.6 | 1,530 | 418 | 447 | 4,522 | 3,154 |
| 8. Public libraries, professional clubs and societies and trade associations..... | 771 | 0.6 | 545 | 226 | 113 | 0.2 | 64 | 0.3 | 12 | 4.1 | 582 | 2.2 | 512 | 33 | 68 | | 158 |
| 9. Other registered architects, engineers, designers and draftsmen..... | 560 | 0.5 | 13 | 547 | 550 | 0.8 | | | 2 | 0.7 | 8 | 0.0 | 6 | 549 | 2 | | 3 |
| 10. Others Allied to the Field | 9,828 | 8.4 | 869 | 8,959 | 3,364 | 4.7 | 4,230 | 22.2 | 26 | 8.8 | 2,208 | 8.4 | 1,946 | 55 | 2,140 | | 5,687 |
| Other Paid Circulation | | | | | | | | | | | | | | | | | |
| Subscriptions..... | 6,320 | 5.4 | 6,320 | | 225 | 0.0 | | | 11 | 3.7 | 6,084 | 23.2 | 418 | 93 | 30 | | 5,779 |
| Single Copy Sales..... | 2,556 | 2.2 | 2,556 | | | | | | | | 2,556 | 9.7 | | | | | 2,556 |
| Total Qualified Paid Circulation | 117,206 | 100.0 | 35,951 | 81,255 | 71,661 | 100.0 | 19,057 | 100.0 | 291 | 100.0 | 26,197 | 100.0 | 50,958 | 24,587 | 15,593 | 4,522 | 21,546 |

AGE OF SOURCE DATA ANALYSIS Reporting not required

3C MAILING ADDRESS ANALYSIS

| | Total Paid | % |
|--|----------------|--------------|
| Individual by name and title and/or occupation | 87,684 | 76.5 |
| Individual by name only..... | 23,538 | 20.5 |
| Title or occupation only | 20 | 0.0 |
| Company name only | 2,568 | 2.3 |
| Sponsored Individually Addressed/Multi-Copy Same Addressee | 840 | 0.7 |
| Total Qualified Paid Subscription Circulation | 114,650 | 100.0 |
| Single Copy Sales..... | 2,556 | |
| Total Qualified Paid Circulation | 117,206 | |

4

GEOGRAPHIC ANALYSIS

| State & ZIP Code | Total | % | Subs. | Single Copy Sales |
|------------------------|---------------|-------------|---------------|-------------------|
| New England | | | | |
| ME 039-049 | 315 | | 313 | 2 |
| NH 030-038 | 352 | | 348 | 4 |
| VT 050-059 | 315 | | 314 | 1 |
| MA 010-027 | 3,904 | | 3,867 | 37 |
| RI 028-029 | 368 | | 365 | 3 |
| CT 060-069 | 1,615 | | 1,605 | 10 |
| New England | 6,869 | 5.9 | 6,812 | 57 |
| Middle Atlantic | | | | |
| NY 100-149 | 9,788 | | 9,612 | 176 |
| NJ 070-089 | 3,455 | | 3,372 | 83 |
| PA 150-196 | 3,575 | | 3,537 | 38 |
| Middle Atlantic | 16,818 | 14.3 | 16,521 | 297 |
| East N. Central | | | | |
| OH 430-459 | 2,921 | | 2,896 | 25 |
| IN 460-479 | 991 | | 986 | 5 |
| IL 600-629 | 5,227 | | 5,160 | 67 |
| MI 480-499 | 2,328 | | 2,304 | 24 |
| WI 530-549 | 1,616 | | 1,583 | 33 |
| East N. Central | 13,083 | 11.2 | 12,929 | 154 |
| West N. Central | | | | |
| MN 550-567 | 2,105 | | 2,092 | 13 |
| IA 500-528 | 875 | | 867 | 8 |
| MO 630-658 | 1,845 | | 1,835 | 10 |
| ND 580-588 | 177 | | 177 | |
| SD 570-577 | 168 | | 167 | 1 |
| NE 680-693 | 660 | | 655 | 5 |
| KS 660-679 | 1,021 | | 1,015 | 6 |
| West N. Central | 6,851 | 5.8 | 6,808 | 43 |
| South Atlantic | | | | |
| DE 197-199 | 183 | | 178 | 5 |
| MD 206-219 | 2,325 | | 2,308 | 17 |
| DC 200, 202-205 | 1,454 | | 1,437 | 17 |
| VA 201, 220-246 | 3,327 | | 3,304 | 23 |
| WV 247-268 | 218 | | 217 | 1 |
| NC 270-289 | 2,657 | | 2,642 | 15 |
| SC 290-299 | 1,138 | | 1,136 | 2 |
| GA 300-319 | 2,593 | | 2,568 | 25 |
| FL 320-349 | 4,721 | | 4,682 | 39 |
| South Atlantic | 18,616 | 15.9 | 18,472 | 144 |
| East S. Central | | | | |
| KY 400-427 | 740 | | 733 | 7 |
| TN 370-385 | 1,410 | | 1,397 | 13 |
| AL 350-369 | 915 | | 910 | 5 |
| MS 386-397 | 436 | | 435 | 1 |
| East S. Central | 3,501 | 3.0 | 3,475 | 26 |

| State & ZIP Code | Total | % | Subs. | Single Copy Sales |
|-------------------------------|----------------|--------------|----------------|-------------------|
| West S. Central | | | | |
| AR 716-729 | 726 | | 723 | 3 |
| LA 700-714 | 1,272 | | 1,264 | 8 |
| OK 730-749 | 857 | | 850 | 7 |
| TX 750-799 | 7,535 | | 7,482 | 53 |
| West S. Central | 10,390 | 8.9 | 10,319 | 71 |
| Mountain | | | | |
| MT 590-599 | 442 | | 438 | 4 |
| ID 832-838 | 413 | | 412 | 1 |
| WY 820-831 | 150 | | 148 | 2 |
| CO 800-816 | 2,605 | | 2,574 | 31 |
| NM 870-884 | 634 | | 626 | 8 |
| AZ 850-865 | 1,595 | | 1,579 | 16 |
| UT 840-847 | 725 | | 721 | 4 |
| NV 889-898 | 667 | | 660 | 7 |
| Mountain | 7,231 | 6.2 | 7,158 | 73 |
| Pacific | | | | |
| AK 995-999 | 256 | | 254 | 2 |
| WA 980-994 | 3,026 | | 3,002 | 24 |
| OR 970-979 | 1,732 | | 1,715 | 17 |
| CA 900-961 | 15,265 | | 15,103 | 162 |
| HI 967-968 | 858 | | 849 | 9 |
| Pacific | 21,137 | 18.0 | 20,923 | 214 |
| Single Copy Sales | | | | |
| U.S. Unclassified | | | | |
| United States | 104,496 | 89.2 | 103,417 | 1,079 |
| Poss. & Other Areas | | | | |
| 004-009, 969 | 465 | 0.4 | 460 | 5 |
| U.S. & Poss., etc. | 104,961 | 89.6 | 103,877 | 1,084 |
| Canada | | | | |
| Mexico | 1,490 | 1.3 | 1,490 | 180 |
| Military or Civilian | | | | |
| Personnel Overseas .. | 44 | 0.0 | 44 | |
| Other International | 7,442 | 6.3 | 6,150 | 1,292 |
| Total International | 12,245 | 10.4 | 10,773 | 1,472 |
| E-Mail Address Only | | | | |
| Other Unclassified | | | | |
| Grand Total | 117,206 | 100.0 | 114,650 | 2,556 |

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS
Sold During 6 Month Period Ended June 30, 2010**

5 PRICE DATA See Par. 11(f)

Basic Prices: Subscriptions: U.S., 1 yr. \$71.00; 2 yrs. \$117.00; 3 yrs. \$139.00. Canada and Mexico, 1 yr. \$79.00; 2 yrs. \$148.00; 3 yrs. \$158.00. International, 1 yr. \$199.00; 2 yrs. \$368.00; 3 yrs. \$398.00
Single Copy: U.S., U.S. Poss. and Canada, \$8.00. International, \$10.00
Sales include Premium Values

| | |
|----------------------------------|---------------|
| Basic & higher than basic: | 3,644 |
| 75% - 99% of basic: | 3,053 |
| 50% - 74% of basic: | 80,884 |
| 25% - 49% of basic: | 2,675 |
| Less than 25% of basic: | None |
| Total | 90,256 |

6 TERM DATA

| | |
|---|---------------|
| Three years or more | 1,740 |
| Two years or more but less than three | 316 |
| One year or more but less than two | 88,119 |
| Less than one year | 81 |
| Total | 90,256 |

7 SALES CHANNELS

| | |
|---|---------------|
| Ordered by mail and/or directly requested by subscriber | 9,711 |
| Ordered through salespeople: | |
| Catalog agencies and individual agents | 750 |
| Publisher's own and other publishers' salespeople .. | 3,062 |
| Independent agencies' salespeople | None |
| Association memberships | 76,733 |
| All other channels | None |
| Total | 90,256 |

8 PREMIUM USAGE

| | |
|---|---------------|
| Ordered without premium | 89,611 |
| Ordered with reprinted material from this publication | None |
| Ordered with other premiums, See Par. 11(g) | 645 |
| Total | 90,256 |

ADDITIONAL CIRCULATION INFORMATION

9 POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION

| | |
|---|------|
| Percentage of paid subscriptions serviced, from 1 issue to 3 months beyond expiration, on the May 2010 issue | 1.0% |
| Average percentage of paid subscriptions serviced, from 1 issue to 3 months beyond expiration, for the period covered by this statement | 0.9% |

10 RENEWAL ANALYSIS OF PAID CIRCULATION

| | |
|---|---------|
| (a) Subscriptions Other Than Association: | |
| Total expirations during 12 months November 1, 2008 thru October 31, 2009 | 22,980 |
| Total renewals of those expirations | 11,566 |
| Renewal percentage | 50.3% |
| (b) Association Subscriptions: | |
| Total expirations during 12 months November 1, 2008 thru October 31, 2009 | 83,444 |
| Total renewals of those expirations | 72,799 |
| Renewal percentage | 87.2% |
| (c) Total Renewal: | |
| Total expirations during 12 months November 1, 2008 thru October 31, 2009 | 106,424 |
| Total renewals of those expirations | 84,365 |
| Renewal percentage | 79.3% |



ARCHITECTURAL RECORD

This form, printed on blue paper, is used by business publications having all qualified paid circulation, not claiming any qualified non-paid circulation.

11

EXPLANATORY

Audit Cycle: June Ending.

(a) Association subscriptions, averaging 77,962 copies per issue, represent copies served to members of the American Institute of Architects. \$36.53 is allocated for a 1 year subscription to this publication and is non-deductible from dues. This publication is the official journal of the American Institute of Architects.

(b) Sponsored Individually Addressed subscriptions, averaging 111 copies per issue, represent copies sold in quantities of 2 to 116 to individuals and business concerns at basic prices. Copies were mailed by publisher to names and addresses furnished by the purchasers.

(c) Multi-Copy Same Addressee subscriptions, averaging 880 copies per issue, represent copies sold in quantities of 2 to 213 to individuals and business concerns at basic prices. Copies were mailed by publisher in bulk to purchasers for distribution.

(d) Single Copy Sales, averaging 2,629 copies per issue, represent copies sold through newsdealers at the basic single copy price.

(e) Miscellaneous includes checking and promotion copies, averaging 2,973 copies per issue, served to advertisers and agencies.

(f) Authorized prices with 5% or more of total subscription sales:

| | | | | | | | |
|-------|---------|-------|---------|-------|---------|-------|---------|
| 1 yr. | \$35.00 | 1 yr. | \$36.53 | 1 yr. | \$39.95 | 1 yr. | \$65.95 |
|-------|---------|-------|---------|-------|---------|-------|---------|

(g) A 2010 Architect's Square Foot Costbook, with a value of \$58.95, was offered to subscribers who renewed on the first renewal effort.

Field Served:

ARCHITECTURAL RECORD serves the architectural and engineering markets in the building industry and other businesses and industries as reported in Par. 3A.

This publication is the official journal of an association.

Definition of Recipient Qualification:

Qualified recipients are: management personnel, including owners, partners, corporate executives, general managers and managers, staff personnel, including registered staff architects and engineers, designers and draftsmen, in architectural, architectural-engineering and consulting engineering firms, and registered architects and architect-engineers and engineers in private practice, government and other firms in the field served as reported in Par. 3A.

Web Site Activity

Primary URL: <http://www.archrecord.construction.com>

Audit Period: March 2010

| | Page Impressions | Unique Users |
|-------------------|------------------|--------------|
| Total | 1,904,040 | 218,502 |
| Daily Avg. | 61,420 | 8,944 |
| Mon. to Fri. Avg. | 72,358 | 10,267 |
| Sat. & Sun. Avg. | 29,976 | 5,140 |

SOURCE: March 2010 ABVS Interactive Audit

ABC Interactive Definitions:

Page Impressions: The combination of one or more files presented to a viewer as a single document as a result of a single request received by the server.

Unique Users: This site uses the cookie-based method to measure unique users.

Note: The Total number of Unique Users is adjusted to remove duplicate visits by the same user. In other words, regardless of the number of times that a user visited the site, they were considered a single Unique User for the period. The Daily average represents the number of Unique Users that visited the site each day added together and then divided by the number of days in the period. The Mon. to Fri. and the Sat. & Sun. averages are calculated in the same manner as the Daily average but limited to weekdays and weekends respectively.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules

Parent Company: The McGraw-Hill Companies

BRIAN McGANN

Circulation Director

LAURA VISCUSI

Vice President/Publisher

Signed: September 23, 2010

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| | | |
|-----------|---|----------|
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| | Single Copy Price | 8.00 |
| | Association Subscription Price | 36.53 |
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