

BUSINESS PUBLICATION CIRCULATION STATEMENT FOR THE 6 MONTH PERIOD ENDED JUNE 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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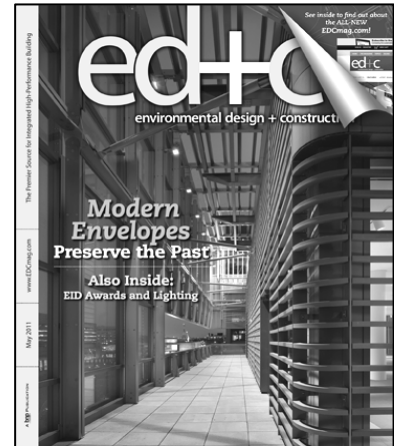
Official Publication of: None
Established: 1998
Issues Per Year: 12

FIELD SERVED

ENVIRONMENTAL DESIGN + CONSTRUCTION serves architecture (which includes commercial architecture and residential architecture), interior design (which includes commercial interior design and residential interior design), building contracting (which includes commercial contracting and residential contracting), specifying engineering/specifying writing, building development, graduate students and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include architects, interior designers, presidents/general managers, engineers, graduate students and builders/owners/building developers.



AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	73
Advertiser and Agency _____	948
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	934
TOTAL	1,955

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	28,500	100.0	28,468	99.9	32	0.1
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	28,500	100.0	28,468	99.9	32	0.1

2a. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	161	161	21,378	7,122	28,500
February _____	107	107	21,476	7,024	28,500
March _____	105	105	21,448	7,052	28,500
April _____	65	65	21,363	7,137	28,500
May _____	452	452	21,133	7,367	28,500
June _____	24	24	21,129	7,371	28,500
TOTAL	914	914			

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	28,284	15,186	12,836	1.18	01:19	02:31
February _____	32,031	15,526	13,108	1.18	01:21	02:47
March _____	32,876	18,353	15,507	1.18	01:17	02:20
April _____	26,835	14,096	11,632	1.21	01:07	02:12
*May _____	34,896	13,175	10,380	1.27	01:06	02:53
June _____	29,034	10,871	8,574	1.27	01:00	02:43
AVERAGE:	30,659	14,535	12,006	1.21	01:12	02:34

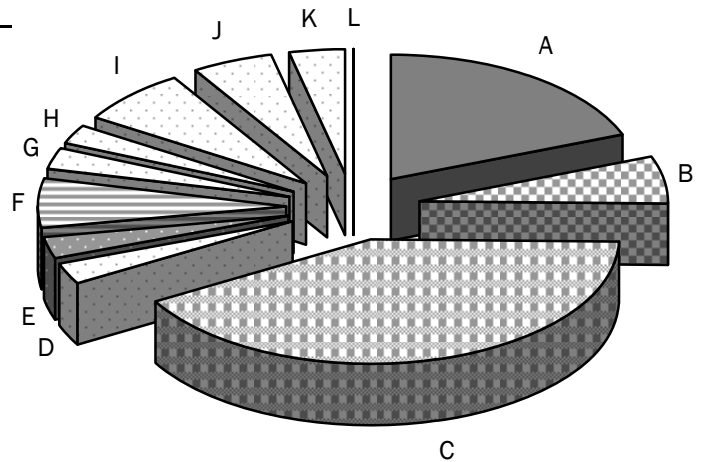
*See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011
 This issue is equal to the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	CLASSIFICATION BY TITLE						
					Architect	Interior Designer	President/General Manager	Engineer	Builder/Owner/Building Developer	Graduate Students	Other
Commercial Architecture _____	5,500	19.3	4,399	1,101	3,443	467	710	377	481	22	-
Residential Architecture _____	1,678	5.9	1,266	412	825	130	238	57	425	3	-
Both Commercial and Residential Architecture ____	11,831	41.5	10,199	1,632	8,892	342	1,131	380	1,069	17	-
Sub Total Architecture	19,009	66.7	15,864	3,145	13,160	939	2,079	814	1,975	42	-
Commercial Interior Design _____	796	2.8	628	168	115	433	140	34	72	2	-
Residential Interior Design _____	737	2.6	595	142	18	390	143	18	167	1	-
Both Commercial and Residential Interior Design	1,865	6.5	1,470	395	149	1,060	337	79	237	3	-
Sub Total Interior Design	3,398	11.9	2,693	705	282	1,883	620	131	476	6	-
Commercial Contracting _____	825	2.9	244	581	40	24	346	197	218	-	-
Residential Contracting _____	688	2.4	241	447	13	28	209	35	403	-	-
Both Commercial and Residential Contracting ____	2,029	7.1	646	1,383	50	37	883	283	774	2	-
Sub Total Building Contracting	3,542	12.4	1,131	2,411	103	89	1,438	515	1,395	2	-
Specifying Engineering/Specifying Writing _____	1,530	5.4	878	652	76	33	350	979	92	-	-
Building Development _____	1,014	3.6	567	447	94	32	300	253	335	-	-
Graduate Student _____	7	-	-	7	1	2	-	-	-	4	-
Others Allied to the Field _____	-	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	28,500	100.0	21,133	7,367	13,716	2,978	4,787	2,692	4,273	54	-
PERCENT	100.0		74.2	25.8	48.1	10.5	16.8	9.4	15.0	0.2	-

3a. Breakout of Qualified Circulation of Business and Industry

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A Commercial Architecture _____	5,500	19.3
B Residential Architecture _____	1,678	5.9
C Both Commercial and Residential Architecture _____	11,831	41.5
D Commercial Interior Design _____	796	2.8
E Residential Interior Design _____	737	2.6
F Both Commercial and Residential Interior Design _____	1,865	6.5
G Commercial Contracting _____	825	2.9
H Residential Contracting _____	688	2.4
I Both Commercial and Residential Contracting _____	2,029	7.1
J Specifying Engineering/Specifying Writing _____	1,530	5.4
K Building Development _____	1,014	3.6
L Graduate Student _____	7	-
M Others Allied to the Field _____	-	-
TOTAL	28,500	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 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:	16,506	6,801	-	15,940	7,367	23,307	81.8
a. Written	1,753	889	-	2,533	109	2,642	9.3
b. Telecommunication	5,730	1,764	-	5,890	1,604	7,494	26.3
c. Electronic	9,023	4,148	-	7,517	5,654	13,171	46.2
II. TOTAL - Request from recipient's company:	352	281	-	633	-	633	2.2
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	352	281	-	633	-	633	2.2
III. TOTAL - Membership Benefit:	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	4,560	-	-	4,560	-	4,560	16.0
Association rosters and directories	-	-	-	-	-	-	-
*Business directories	4,560	-	-	4,560	-	4,560	16.0
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. TOTAL - Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,418	7,082	-	21,133	7,367	28,500	100.0
*See Additional Data	PERCENT	75.2	24.8	74.2	25.8	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function	21,133	7,367	28,500	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,133	7,367	28,500	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine	94	19	113	
New Hampshire	102	26	128	
Vermont	68	20	88	
Massachusetts	582	156	738	
Rhode Island	69	13	82	
Connecticut	351	82	433	
NEW ENGLAND	1,266	316	1,582	5.6
New York	1,552	438	1,990	
New Jersey	554	158	712	
Pennsylvania	821	205	1,026	
MIDDLE ATLANTIC	2,927	801	3,728	13.1
Ohio	664	178	842	
Indiana	282	72	354	
Illinois	1,073	338	1,411	
Michigan	570	174	744	
Wisconsin	420	120	540	
EAST NO. CENTRAL	3,009	882	3,891	13.7
Minnesota	370	112	482	
Iowa	167	50	217	
Missouri	422	118	540	
North Dakota	40	7	47	
South Dakota	35	10	45	
Nebraska	117	41	158	
Kansas	178	54	232	
WEST NO. CENTRAL	1,329	392	1,721	6.0
Delaware	53	7	60	
Maryland	440	141	581	
Washington, DC	192	55	247	
Virginia	590	177	767	
West Virginia	43	12	55	
North Carolina	563	170	733	
South Carolina	200	70	270	
Georgia	507	164	671	
Florida	1,356	361	1,717	
SOUTH ATLANTIC	3,944	1,157	5,101	17.9
Kentucky	142	38	180	
Tennessee	295	87	382	
Alabama	186	40	226	
Mississippi	90	21	111	
EAST SO. CENTRAL	713	186	899	3.2
Arkansas	147	28	175	
Louisiana	182	35	217	
Oklahoma	166	40	206	
Texas	1,155	294	1,449	
WEST SO. CENTRAL	1,650	397	2,047	7.2
Montana	108	31	139	
Idaho	129	30	159	
Wyoming	42	8	50	
Colorado	712	178	890	
New Mexico	157	28	185	
Arizona	452	113	565	
Utah	149	51	200	
Nevada	152	39	191	
MOUNTAIN	1,901	478	2,379	8.3
Alaska	46	10	56	
Washington	562	170	732	
Oregon	293	88	381	
California	3,296	820	4,116	
Hawaii	108	19	127	
PACIFIC	4,305	1,107	5,412	19.0
UNITED STATES	21,044	5,716	26,760	94.0
U.S. Territories	74	33	107	
Canada	7	148	155	
Mexico	-	69	69	
Other International	6	1,398	1,404	
APO/FPO	2	3	5	
TOTAL QUALIFIED CIRCULATION	21,133	7,367	28,500	100.0

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
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010	January - June 2011*
Total Audit Average Qualified	25,500	25,500	26,500	28,500	28,500	28,500
Qualified Non-Paid Total	25,430	25,430	26,438	28,452	28,464	28,468
Print Version Only	22,855	22,351	21,947	21,118	21,113	21,290
Digital Version Only	2,575	3,079	4,491	7,334	7,351	7,178
Qualified Paid Total	70	70	62	48	36	32
Print Version Only	64	64	58	46	34	31
Digital Version Only	6	6	4	2	2	1
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: January - June 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 recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital versions are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Replica - Editorial and design are unchanged from the original print edition. The May 2011 digital edition included additional data and is therefore Enhanced - Editorial is retained from the original edition and is redesigned and/or supplemented.

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 4,560 copies or 16.0%, 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

4. GEOGRAPHICAL BREAKOUT OF INTERNATIONAL CIRCULATION FOR ISSUE OF MAY 2011

Regions	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	Regions	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
ASIA	2	690	692	2.4	CARIBBEAN	-	18	18	0.1
MIDDLE EAST	1	161	162	0.6	CENTRAL AMERICA	-	14	14	-
EUROPE	2	234	236	0.8	SOUTH AMERICA	-	115	115	0.4
AFRICA	-	115	115	0.4	ASIA PACIFIC	1	51	52	0.2
NORTH AMERICA	21,127	5,969	27,096	95.1	TOTAL QUALIFIED CIRCULATION	21,133	7,367	28,500	100.0

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	21,321	100.0	21,290	99.9	31	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,321	100.0	21,290	99.9	31	0.1

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	7,179	100.0	7,178	100.0	1	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7,179	100.0	7,178	100.0	1	-

PUBLISHER'S AFFIDAVIT

We hereby make oath and say 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.)

Date signed June 23, 2011
 State Michigan
 County Oakland
 Received by BPA Worldwide June 23, 2011
 Type PD
 ID Number E169Y0J1

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.