



Audit Bureau of Circulations

**BUSINESS PUBLICATION  
PUBLISHER'S STATEMENT  
Subject to Audit  
For the 6 month period ending  
June 30, 2011**

# GREENSOURCE

## Field Served:

GreenSource is published for the design community which includes architects, interior designers, contractors and other related professionals in sustainable design and construction.

*This is an independent publication not directly related to or affiliated with any association.*

**TOTAL AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION 45,992**

<b>1A</b>	<b>AVERAGE QUALIFIED PAID CIRCULATION</b>		
	Individual .....	24,494	
	Association .....		
	Sponsored Individually Addressed, See Par. 11(a) .....	15,291	
	Multi-Copy Same Addressee, See Par. 11(b) .....	42	
	Single Copy Sales .....		
	<b>Total Average Qualified Paid Circulation .....</b>		<b>39,827</b>

<b>1B</b>	<b>AVERAGE QUALIFIED NON-PAID CIRCULATION</b>		
	Individual .....	6,165	
	Association .....		
	Multi-Copy Same Addressee .....		
	<b>Total Average Qualified Non-Paid Circulation .....</b>		<b>6,165</b>

<b>1C</b>	<b>AVERAGE NON-QUALIFIED CIRCULATION</b>		
	Non-Continuous Market Coverage Copies .....		
	Allocated For Shows & Conventions .....	350	
	Miscellaneous, Including Staff Copies, See Par. 11(c) .....	4,280	
	<b>Total Average Non-Qualified Circulation .....</b>		<b>4,630</b>

**1D AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS**  
  
None

**2 QUALIFIED PAID & NON-PAID CIRCULATION BY ISSUES & QUALIFIED NON-PAID REMOVALS & ADDITIONS**

2011 Issue	Total	Paid	Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added	2011 Issue	Total	Paid	Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added
Jan./Feb.	45,593	39,596	5,997	3,569	3,039	May/June	46,435	40,134	6,301	16	121
Mar./Apr.	45,945	39,749	6,196	138	337				<b>Total</b>	<b>3,723</b>	<b>3,497</b>

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE MAY/JUNE 2011 ISSUE IN WHICH:

- QUALIFIED PAID CIRCULATION WAS 0.8% GREATER THAN THE PERIOD AVERAGE
- QUALIFIED NON-PAID CIRCULATION WAS 2.2% GREATER THAN THE PERIOD AVERAGE

**3A**

**BUSINESS/OCCUPATIONAL ANALYSIS**

Classification by Business & Industry	Total	%	Paid	Qualified Non-Paid	Classification by Title/Job Function					
					A	B	C	D	E	F
Architects/Engineers/Interior Designers .....	21,429	46.1	18,486	2,943	6,258	6,936	1,868	228	452	5,687
Contractors .....	8,445	18.2	8,051	394	3,260	2,465	546	30	50	2,094
Consultants .....	3,011	6.5	2,677	334	688	1,057	440	21	26	779
Owner Firms/Government .....	4,208	9.0	3,522	686	1,427	1,104	190	142	139	1,206
Academia .....	1,698	3.7	1,576	122	200	252	65	30	514	637
Others Allied to the Field .....	7,644	16.5	5,822	1,822	1,236	2,209	131	50	46	3,972
Other Paid Circulation										
Subscriptions .....										
Single Copy Sales .....										
<b>Total Qualified Circulation .....</b>	<b>46,435</b>	<b>100.0</b>	<b>40,134</b>	<b>6,301</b>	<b>13,069</b>	<b>14,023</b>	<b>3,240</b>	<b>501</b>	<b>1,227</b>	<b>14,375</b>

Key to Classifications by Title/Job Function

- A. Management Personnel - Presidents, Vice Presidents, Owners, Executives, General Managers, Managers and Corporate Subscriptions
- B. Staff Personnel - Chief and Staff Engineers and Architects, Designers and Draftsmen.
- C. Other Department Heads and Managers
- D. Equipment Maintenance Superintendents
- E. Company Name Only
- F. Other Employees including unknown titles

**3B**

**AGE OF SOURCE DATA ANALYSIS**

Source	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
Qualified Paid and Non-Paid Circulation:					
Total Direct request from recipient:	<b>21,398</b>	<b>2,737</b>	<b>3,731</b>	<b>27,866</b>	<b>60.0</b>
Written .....	19,666	2,290	666	22,622	48.7
Telecommunication .....			1,953	1,953	4.2
Internet and E-mail .....	1,732	447	1,112	3,291	7.1
Total Direct request from recipient's company:					
Written .....					
Telecommunication .....					
Internet and E-mail .....					
Total Communication other than request:					
Written .....					
Telecommunication .....					
Internet and E-mail .....					
Association .....					
Business Directories .....					
Lists, See Par. 11(d) .....	17,489	1,080		18,569	40.0
Acquired Circulation .....					
Other Sources .....					
<b>Total Qualified Paid and Non-Paid Circulation .....</b>	<b>38,887</b>	<b>3,817</b>	<b>3,731</b>	<b>46,435</b>	<b>100.0</b>
<b>Percent .....</b>	<b>76.5</b>	<b>23.5</b>	<b>0.0</b>	<b>100.0</b>	
Paid Subscription Circulation .....					
Paid Acquired Circulation .....					
Single Copy Sales .....					
<b>Total Qualified Circulation .....</b>				<b>46,435</b>	

**3C**

**MAILING ADDRESS ANALYSIS**

	Total	%	Paid	Qualified Non-Paid
Individual by name and title and/or occupation .....	33,100	71.3	28,608	4,492
Individual by name only .....	12,765	27.5	11,033	1,732
Title or occupation only .....	120	0.2	104	16
Company name only .....	413	0.9	357	56
Multi-Copy Same Addressee .....	37	0.1	32	5
<b>Total Qualified Paid Subscription &amp; Non-Paid Circulation .....</b>	<b>46,435</b>	<b>100.0</b>	<b>40,134</b>	<b>6,301</b>
Single Copy Sales .....				
<b>Total Qualified Circulation .....</b>	<b>46,435</b>			

**4**

**GEOGRAPHIC ANALYSIS**

State & ZIP Code	Total	%	Paid	Qualified Non-Paid
<b>New England</b>				
ME 039-049.....	192		161	31
NH 030-038.....	164		148	16
VT 050-059.....	169		146	23
MA 010-027.....	1,518		1,298	220
RI 028-029.....	137		120	17
CT 060-069.....	684		549	135
<b>New England</b>	<b>2,864</b>	<b>6.2</b>	<b>2,422</b>	<b>442</b>
<b>Middle Atlantic</b>				
NY 100-149.....	3,206		2,671	535
NJ 070-089.....	1,171		1,005	166
PA 150-196.....	1,751		1,545	206
<b>Middle Atlantic</b>	<b>6,128</b>	<b>13.2</b>	<b>5,221</b>	<b>907</b>
<b>East N. Central</b>				
OH 430-459.....	1,258		1,130	128
IN 460-479.....	547		500	47
IL 600-629.....	1,975		1,709	266
MI 480-499.....	997		907	90
WI 530-549.....	608		527	81
<b>East N. Central</b>	<b>5,385</b>	<b>11.6</b>	<b>4,773</b>	<b>612</b>
<b>West N. Central</b>				
MN 550-567.....	735		630	105
IA 500-528.....	229		191	38
MO 630-658.....	657		568	89
ND 580-588.....	46		42	4
SD 570-577.....	70		58	12
NE 680-693.....	161		138	23
KS 660-679.....	324		289	35
<b>West N. Central</b>	<b>2,222</b>	<b>4.8</b>	<b>1,916</b>	<b>306</b>
<b>South Atlantic</b>				
DE 197-199.....	82		72	10
MD 206-219.....	1,303		1,168	135
DC 200, 202-205.....	593		510	83
VA 201, 220-246.....	1,489		1,296	193
WV 247-268.....	68		56	12
NC 270-289.....	1,262		1,109	153
SC 290-299.....	425		366	59
GA 300-319.....	1,199		1,102	97
FL 320-349.....	2,978		2,409	569
<b>South Atlantic</b>	<b>9,399</b>	<b>20.2</b>	<b>8,088</b>	<b>1,311</b>

State & ZIP Code	Total	%	Paid	Qualified Non-Paid
<b>East S. Central</b>				
KY 400-427.....	321		282	39
TN 370-385.....	651		555	96
AL 350-369.....	319		288	31
MS 386-397.....	130		110	20
<b>East S. Central</b>	<b>1,421</b>	<b>3.1</b>	<b>1,235</b>	<b>186</b>
<b>West S. Central</b>				
AR 716-729.....	239		201	38
LA 700-714.....	285		211	74
OK 730-749.....	192		151	41
TX 750-799.....	3,114		2,399	715
<b>West S. Central</b>	<b>3,830</b>	<b>8.3</b>	<b>2,962</b>	<b>868</b>
<b>Mountain</b>				
MT 590-599.....	135		116	19
ID 832-838.....	161		144	17
WY 820-831.....	60		52	8
CO 800-816.....	1,169		1,006	163
NM 870-884.....	310		268	42
AZ 850-865.....	761		663	98
UT 840-847.....	266		237	29
NV 889-898.....	393		340	53
<b>Mountain</b>	<b>3,255</b>	<b>7.0</b>	<b>2,826</b>	<b>429</b>
<b>Pacific</b>				
AK 995-999.....	93		80	13
WA 980-994.....	1,281		1,121	160
OR 970-979.....	556		481	75
CA 900-961.....	6,023		5,243	780
HI 967-968.....	326		285	41
<b>Pacific</b>	<b>8,279</b>	<b>17.8</b>	<b>7,210</b>	<b>1,069</b>
Single Copy Sales .....				
U.S. Unclassified .....				
<b>United States</b>	<b>42,783</b>	<b>92.2</b>	<b>36,653</b>	<b>6,130</b>
Poss. & Other Areas				
004-009, 969.....	160	0.3	132	28
<b>U.S. &amp; Poss., etc.</b>	<b>42,943</b>	<b>92.5</b>	<b>36,785</b>	<b>6,158</b>
Canada .....	719	1.6	603	116
Mexico .....	796	1.7	796	
Military or Civilian Personnel Overseas ..	15	0.0	7	8
Other International .....	1,962	4.2	1,943	19
<b>Total International</b>	<b>3,492</b>	<b>7.5</b>	<b>3,349</b>	<b>143</b>
E-Mail Address Only .....				
Other Unclassified .....				
<b>Grand Total</b>	<b>46,435</b>	<b>100.0</b>	<b>40,134</b>	<b>6,301</b>

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS  
Sold During 6 Month Period Ended June 30, 2011**

**5 PRICE DATA** See Par. 11(e)

Basic Prices: Subscriptions: U.S., 1 yr. \$19.95; 2 yrs. \$39.90; 3 yrs. \$59.85. Canada & Mexico, 1 yr. \$19.95. International, 1 yr. \$40.00.	
Single Copy: \$5.95	
Sales include Premium Values	
Basic & higher than basic: . . . . .	2,229
75% - 99% of basic: . . . . .	None
50% - 74% of basic: . . . . .	408
25% - 49% of basic: . . . . .	None
Less than 25% of basic: . . . . .	4,391
<b>Total</b> . . . . .	<b>7,028</b>

**6 TERM DATA**

Three years or more. . . . .	4,441
Two years or more but less than three. . . . .	363
One year or more but less than two. . . . .	2,212
Less than one year. . . . .	12
<b>Total</b> . . . . .	<b>7,028</b>

**7 SALES CHANNELS**

Ordered by mail and/or directly requested by subscriber . . . . .	6,332
Ordered through salespeople:	
Catalog agencies and individual agents. . . . .	313
Publisher's own and other publishers' salespeople . . . . .	275
Independent agencies' salespeople . . . . .	None
Association memberships . . . . .	108
All other channels. . . . .	None
<b>Total</b> . . . . .	<b>7,028</b>

**8 PREMIUM USAGE**

Ordered without premium. . . . .	7,028
Ordered with reprinted material from this publication. . . . .	None
Ordered with other premiums. . . . .	None
<b>Total</b> . . . . .	<b>7,028</b>

**ADDITIONAL CIRCULATION INFORMATION**

**9 POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION**

Reporting not required

**10 RENEWAL ANALYSIS OF PAID CIRCULATION**

Reporting not required

**11 EXPLANATORY**

Audit Cycle: December Ending.

(a) Sponsored Individually Addressed subscriptions, averaging 15,291 copies per issue, represent copies sold in quantities of 5 to 13,954 to business concerns at prices shown in Par. 5. Copies were mailed to names and addresses furnished by the purchaser.

(b) Multi-Copy Same Addressee subscriptions, averaging 42 copies per issue, represent copies sold in quantities of 2 to 10 to business concerns at prices shown in Par. 5. Copies were mailed in bulk to the purchaser for redistribution.

(c) Miscellaneous includes checking and promotion copies, averaging 1,183 copies per issue, served to advertisers and agencies.

(d) Lists represent copies served to qualified recipients obtained from the USGBC and other recognized lists.

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

1 yr.	\$19.95	2 yrs.	\$39.90	3 yrs.	\$59.85
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**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.

**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**

VP-McGraw Hill Construction

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