



Audit Bureau of Circulations

**BUSINESS PUBLICATION
PUBLISHER'S STATEMENT
Subject to Audit
For the 6 month period ending
June 30, 2008**

HARDWARE Retailing

Field Served:

Do-It-Yourself Home Improvement Retailers, including hardware stores, home centers, lumber and building material dealers and the wholesalers serving these retailers.

This publication is the official journal of an association. See Par. 11(a).

TOTAL AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION

42,500

1A AVERAGE QUALIFIED PAID CIRCULATION

Individual	
Association	
Sponsored Individually Addressed	
Multi-Copy Same Addressee	
Single Copy Sales	
Total Average Qualified Paid Circulation	

1B AVERAGE QUALIFIED NON-PAID CIRCULATION

Individual	42,500	
Association		
Multi-Copy Same Addressee		
Total Average Qualified Non-Paid Circulation		42,500

1C AVERAGE NON-QUALIFIED CIRCULATION

Non-Continuous Market Coverage Copies		
Allocated For Shows & Conventions	1,417	
Miscellaneous, Including Staff Copies, See Par. 11(b)	2,087	
Total Average Non-Qualified Circulation	3,504	

1D AVERAGE QUALIFIED PAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS

None

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

2008 Issue	Total	Paid	Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added	2008 Issue	Total	Paid	Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added
Jan.	42,500		42,500	298	298	Apr.	42,500		42,500	202	202
Feb.	42,500		42,500	117	117	May	42,500		42,500	2,159	2,159
Mar.	42,500		42,500	321	321	June	42,500		42,500	177	177
						Total			3,274	3,274	



HARDWARE RETAILING

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE MAY, 2008 ISSUE IN WHICH:

• QUALIFIED NON-PAID CIRCULATION WAS THE SAME AS THE PERIOD AVERAGE

3A BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Qualified Non-Paid	%	No. of Units#	Classification by Title		
				Executives Owners, Presidents, Vice Presidents & Other Executives	Management/Purchasing Store, Branch, Merchandise Managers & Buyers	Sales & Other Sales Managers, Salesmen, Other Personnel
1. Home Improvement Retailers						
Hardware Stores, Home Centers and Home Improvement Retailers (Incl. DIY Lumber/Building Materials)	40,518	95.3	36,273	26,662	12,445	1,411
2. Wholesalers						
Hardware, Lumber/Building Material and Home Improvement Wholesalers	1,982	4.7	1,881	1,155	622	205
Other Paid Circulation						
Subscriptions						
Single Copy Sales						
Total Qualified Circulation	42,500	100.0	38,154	27,817	13,067	1,616

#At the option of the publisher, unit analysis is made for Classifications 1 and 2. Definition of a unit for Classification #1, Home Improvement Retailers: A unit is a business establishment, including hardware stores, home centers, lumber/building materials dealers and other retail outlets, engaged in the sale of basic hardware lines at a single physical location. Definition of a unit for Classification #2, Wholesalers: A business establishment, including full line wholesalers, lumber/building wholesalers and specialty distributors engaged in the wholesale distribution of basic hardware lines at a single physical location.

Business Type	Units	%	Classification by Job Title	Copies	%
1. Hardware Stores, Home Centers and Home Improvement Retailers	36,273	95.1	A. Executives	27,817	65.5
			B. Management/Purchasing	13,067	30.7
2. Wholesalers: Hardware, Lumber/ Building Material and Home Improvement Wholesalers	1,881	4.9	C. Sales and Other	1,616	3.8

3B AGE OF SOURCE DATA ANALYSIS

Source	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
Qualified Non-Paid Circulation:					
Total Direct request from recipient:	22,550	6,311		28,861	67.9
Written	7,674	1,505		9,179	21.6
Telecommunication	12,554	4,562		17,116	40.3
Internet and E-mail	2,322	244		2,566	6.0
Total Direct request from recipient's company:	8,327	799		9,126	21.5
Written	8,327	725		9,052	21.3
Telecommunication		74		74	0.2
Internet and E-mail					
Total Communication other than request:	244	59		303	0.7
Written	244	59		303	0.7
Telecommunication					
Internet and E-mail					
Association					
Business Directories					
Lists, See Par. 11(c)	4,210			4,210	9.9
Acquired Circulation					
Other Sources					
Total Qualified Non-Paid Circulation	35,331	7,169		42,500	100.0
Percent	83.1	16.9		100.0	
Paid Subscription Circulation					
Paid Acquired Circulation					
Single Copy Sales					
Total Qualified Circulation				42,500	

The figures used in Par. 3B are based on percentages established for the May, 2008 issue and these percentages are projected against the totals for the November, 2007 issue.

3C

MAILING ADDRESS ANALYSIS

	Total	%	Paid	Qualified Non-Paid
Individual by name and title and/or occupation	42,075	99.0		42,075
Individual by name only	193	0.5		193
Title or occupation only	232	0.5		232
Company name only				
Multi-Copy Same Addressee				
Total Qualified Paid Subscription & Non-Paid Circulation	42,500	100.0		42,500
Single Copy Sales				
Total Qualified Circulation	42,500			

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GEOGRAPHIC ANALYSIS

State & ZIP Code	Total	%	Paid	Qualified Non-Paid	No. of Units#
New England					
ME 039-049	369			369	329
NH 030-038	300			300	271
VT 050-059	228			228	204
MA 010-027	813			813	712
RI 028-029	127			127	116
CT 060-069	448			448	417
New England	2,285	5.4		2,285	2,049
Middle Atlantic					
NY 100-149	2,411			2,411	2,200
NJ 070-089	949			949	874
PA 150-196	2,063			2,063	1,900
Middle Atlantic	5,423	12.8		5,423	4,974
East N. Central					
OH 430-459	1,860			1,860	1,678
IN 460-479	1,042			1,042	936
IL 600-629	2,005			2,005	1,663
MI 480-499	1,713			1,713	1,519
WI 530-549	1,226			1,226	1,068
East N. Central	7,846	18.5		7,846	6,864
West N. Central					
MN 550-567	1,249			1,249	1,126
IA 500-528	824			824	750
MO 630-658	1,110			1,110	996
ND 580-588	273			273	250
SD 570-577	305			305	283
NE 680-693	503			503	434
KS 660-679	652			652	578
West N. Central	4,916	11.6		4,916	4,417
South Atlantic					
DE 197-199	122			122	115
MD 206-219	614			614	504
DC 200, 202-205	23			23	21
VA 201, 220-246	833			833	766
WV 247-268	385			385	349
NC 270-289	1,316			1,316	1,223
SC 290-299	674			674	611
GA 300-319	1,170			1,170	1,081
FL 320-349	1,756			1,756	1,638
South Atlantic	6,893	16.2		6,893	6,308

State & ZIP Code	Total	%	Paid	Qualified Non-Paid	No. of Units#
East S. Central					
KY 400-427	757			757	686
TN 370-385	986			986	872
AL 350-369	755			755	708
MS 386-397	482			482	456
East S. Central	2,980	7.0		2,980	2,722
West S. Central					
AR 716-729	493			493	447
LA 700-714	652			652	611
OK 730-749	584			584	533
TX 750-799	2,203			2,203	2,013
West S. Central	3,932	9.2		3,932	3,604
Mountain					
MT 590-599	367			367	316
ID 832-838	303			303	272
WY 820-831	156			156	134
CO 800-816	588			588	518
NM 870-884	283			283	254
AZ 850-865	474			474	423
UT 840-847	236			236	215
NV 889-898	203			203	185
Mountain	2,610	6.1		2,610	2,317
Pacific					
AK 995-999	139			139	126
WA 980-994	807			807	691
OR 970-979	622			622	561
CA 900-961	3,022			3,022	2,651
HI 967-968	128			128	114
Pacific	4,718	11.1		4,718	4,143
Single Copy Sales					
U.S. Unclassified					
United States	41,603	97.9		41,603	37,398
Poss. & Other Areas					
004-009, 969	25	0.1		25	22
U.S. & Poss., etc.	41,628	98.0		41,628	37,420
Canada					
Mexico	872	2.0		872	734
Military or Civilian Personnel Overseas					
Other International					
Total International	872	2.0		872	734
E-Mail Address Only					
Other Unclassified					
Grand Total	42,500	100.0		42,500	38,154

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HARDWARE RETAILING

This form, printed on ivory paper, is used by business publications having qualified paid and/or qualified non-paid circulation.

ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS Sold During 6 Month Period Ended June 30, 2008

5 PRICE DATA
 Basic Prices: Subscriptions: U.S., 1 yr. \$50.00. Canada, 1 yr. \$75.00, International, 1 yr. \$100.00
 Single Copy: \$7.00
 Sales include Premium Values
 Basic & higher than basic:
 75% - 99% of basic:
 50% - 74% of basic:
 25% - 49% of basic:
 Less than 25% of basic: Not applicable
 Total applicable

6 TERM DATA
 Three years or more
 Two years or more but less than three
 One year or more but less than two
 Less than one year Not applicable
 Total applicable

7 SALES CHANNELS
 Ordered by mail and/or directly requested by subscriber
 Ordered through salespeople:
 Catalog agencies and individual agents
 Publisher's own and other publishers' salespeople
 Independent agencies' salespeople
 Association memberships
 All other channels Not applicable
 Total applicable

8 PREMIUM USAGE
 Ordered without premium
 Ordered with reprinted material from this publication
 Ordered with other premiums Not applicable
 Total applicable

ADDITIONAL CIRCULATION INFORMATION

9 POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION
 Not applicable

10 RENEWAL ANALYSIS OF PAID CIRCULATION
 Not applicable

11 EXPLANATORY
 Audit Cycle: December Ending.
 (a) This publication is the official journal of the National Retail Hardware Association.
 (b) Miscellaneous includes checking and promotion copies, averaging 1,104 copies per issue, served to advertisers and agencies.
 (c) Lists represent copies served to subscribers obtained from recognized lists.

Definition of Recipient Qualification:

Qualified recipients are: presidents, owners/partners, executive vice-presidents, corporate executives, general managers; regional managers; store managers; department managers; merchandise managers; purchasing directors; agents and buyers; product managers; personnel managers; sales managers; other titled and non-titled personnel in the field served.

<p>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</p>		<p>Frequency: Monthly Format: Standard Established: 1901 ABC Member Since: 1920 Member No. 06-0570-0 SRDS: 62</p>
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