

Mission Statement

Builder is the No. 1 brand serving the largest, most qualified audience of builders in the residential construction industry. With 3.4 million monthly engagements, Builder delivers the most comprehensive data and insights, which include industry news, housing, and technology trends, to inform, advise, and connect the home builder marketplace.

Audience Focus

Builder continues to expand its audience to serve the most active residential construction professionals across our print and digital magazine, website, newsletter and events. We apply proprietary analytics to ensure we attract, target, and maintain the most active and engaged professionals in home building.

Established Date: 1979

Magazine Issues per year: 8 (Print and Digital editions)

Newsletters per month: 20



3.4 Million Total Engagements

Magazine

60,034

Print Circulation

65,195

Digital Circulation

125,229

Total Circulation

Website

212,428

Average Monthly Unique Visitors

441,145

Average Monthly Page Views

Google Analytics
(12 month average)

Newsletters

137,000

Builder Newsletter Recipients Per Issue

(20 Issues per month)

Events

23,950

Virtual Attendees

5,550

In Person Attendees

29,500

Total Attendees

(Attendees counted annually)

Social

17,971

LinkedIn Members

29,600

Twitter Followers

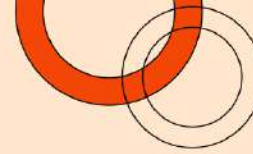
17,410

Facebook Followers

(January, 2022)

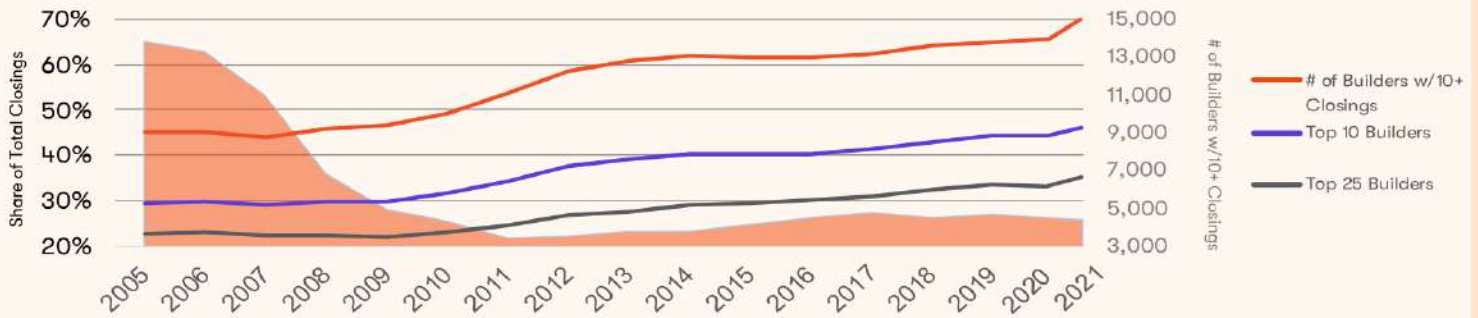


Gross data is contained in the total audience number. No attempt has been made to eliminate any duplication. Gross total includes: print circulation, digital circulation, newsletter recipients, monthly page views, social media likes/members/followers and attendees.



Zonda Builder data is the most comprehensive real estate intelligence platform serving the housing industry. Our database provides access to 500+ housing metrics to help builders stay ahead of local, regional, and national housing market trends. Our goal is to simplify the process of accessing critical insights to help our clients stay ahead, work smarter, and expand their opportunities.

Top Builder Share of Closings Over Time



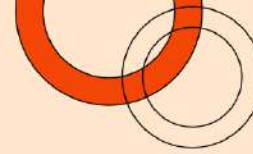
Share of Closings by Top Builders

	2005	2009	2013	2017	2021
Top 10 Builders	23%	22%	28%	31%	33%
Top 25 Builders	29%	30%	39%	41%	44%
Top 250 Builders	45%	47%	61%	62%	65%

Total Builders and Total Builder with 10+ Closings

	2005	2009	2013	2017	2021
Total Builders	97,623	52,715	23,732	30,164	47,433
Builders w/10+ Closings	13,864	4,969	3,824	4,758	5,730





We serve the most active builders who build **90%** of homes nationwide through our data intelligence and media platforms. Our audience is involved in building tract homes, custom homes and multifamily homes as well as developing land and performing general contracting work. We serve national builders building over **1,000** units annually as well as those building less than 10 units annually.

Business Occupational Breakout

Builder, Builder/Developer, Design/Builder, General Contractor/Builder, or Land Developer

60,034	47,626	3,662	1,163	2,865	3,866	556
Print	Owners Partners Corp. Executive Director Gen. Manager	Proj. Manager Supervisor Foreman	Purchasing Dir. Agent	Sales Manger Marketing Manager	Other Management Personnel	Architect, Designer, or Engineer

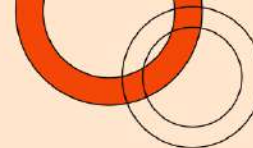
Types of Construction

Types of Construction	Total Subscribers
Single-Family, Spec/Tract	31,191
Single-Family, Custom	32,291
Multi-Family, Rental	11,187
Multi-Family, Condo	10,527
Non-Residential	9,878
For Sale - Townhomes or Attached	7,551
Manufactured Housing	2,291
Land Developer	1,625
General Contractor	2,902

Annual Number of Units Closed

Number of Units	Total Subscribers
Over 1000 units	1,054
500-1000 units	15,039
101-499 units	6,489
26 to 100 units	7,055
11 to 25 units	7,943
1 to 10 units	22,454
Total	60,034





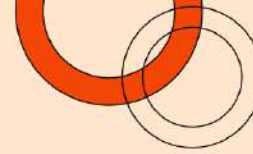
Geographical Analysis of Magazine Print Circulation

State	Print
New England	3,381
Maine	332
New Hampshire	388
Vermont	173
Massachusetts	1,260
Rhode Island	253
Connecticut	975
Middle Atlantic	7,542
New York	3,184
New Jersey	1,711
Pennsylvania	2,647
East No. Central	9,823
Ohio	2,320
Indiana	1,307
Illinois	2,554
Michigan	2,280
Wisconsin	1,362
West No. Central	4,696
Minnesota	1,388
Iowa	809
Missouri	914
North Dakota	222
South Dakota	210
Nebraska	512
Kansas	641
South Atlantic	12,929
Delaware	240
Maryland	1,430
Washington, DC	145
Virginia	1,900
West Virginia	209
North Carolina	2,419
South Carolina	878
Georgia	2,139
Florida	3,569

State	Print
East So. Central	2,646
Kentucky	693
Tennessee	1,013
Alabama	712
Mississippi	228
West So. Central	4,970
Arkansas	366
Louisiana	450
Oklahoma	467
Texas	3,687
Mountain	4,980
Montana	320
Idaho	490
Wyoming	127
Colorado	1,296
New Mexico	344
Arizona	1,199
Utah	746
Nevada	458
Pacific	9,067
Alaska	136
Washington	1,449
Oregon	862
California	6,335
Hawaii	285

Total Subscribers **60,034**





Geographical Analysis of Magazine Digital Circulation

State	Digital
New England	3,391
Maine	297
New Hampshire	316
Vermont	203
Massachusetts	1,489
Rhode Island	222
Connecticut	864
Middle Atlantic	6,565
New York	2,773
New Jersey	1,501
Pennsylvania	2,291
East No. Central	7,795
Ohio	1,859
Indiana	946
Illinois	2,173
Michigan	1,637
Wisconsin	1,180
West No. Central	3,689
Minnesota	1,081
Iowa	575
Missouri	870
North Dakota	139
South Dakota	161
Nebraska	360
Kansas	503
South Atlantic	11,122
Delaware	174
Maryland	1,243
Washington, DC	217
Virginia	1,675
West Virginia	157
North Carolina	1,945
South Carolina	818
Georgia	1,836
Florida	3,057

State	Digital
East So. Central	2,350
Kentucky	598
Tennessee	894
Alabama	631
Mississippi	227
West So. Central	4,602
Arkansas	309
Louisiana	486
Oklahoma	368
Texas	3,439
Mountain	4,270
Montana	283
Idaho	353
Wyoming	103
Colorado	1,242
New Mexico	243
Arizona	1,027
Utah	591
Nevada	428
Pacific	8,435
Alaska	179
Washington	1,369
Oregon	800
California	5,815
Hawaii	272
Other	12,976
US Territories/APO/FPO/Canada/International	722
Not Available	12,254

Total 65,195

Digital Business/Occupation Breakout

Business Type	Percent
Builder/General Contractor/Remodeler	74.2%
Architect/Engineer/Designer	8.6%
Other Allied to the Field	5%
Special Trade Contractor	9.7%
Builder Products Manufacturer/Dealer/Distributor	2.5%

