

## Mission Statement

**The Journal of Light Construction** is written by and for residential and light commercial contractors—its pro-grade detail and step-by-step instruction make it a leading training manual for the industry. Whether it be through the magazine, website, newsletter or events — JLC's loyal audience rely on it for expert instruction and advice.

The Journal of Light Construction serves builders, remodelers, general contractors, architects/designers, engineers/consultants/home inspectors, subcontractors, code officials, as well as building product or tool dealers/distributors/manufacturers, and others allied to the field including professionals serving the industry.

## Audience Focus

**JLC** reaches over 200,000 unique residential or light construction professionals and professional deck builders.

**Established:** 1982



## 1.7 Million+ Total Engagements

### Magazine

**63,272**

Print + Digital  
Subscribers

(8 Issues per year)

### Website

**493,286**

Average Unique  
Monthly Users

**1,000,420**

Average Monthly  
Page Views

Google Analytics  
(12 month average)

### Newsletters

**175,000**

JLC Newsletter  
Recipients Per Issue

(4 Issues per month)

### Social

**23,700**

Instagram Followers

**8,496**

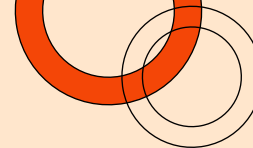
Facebook Followers

(January, 2022)

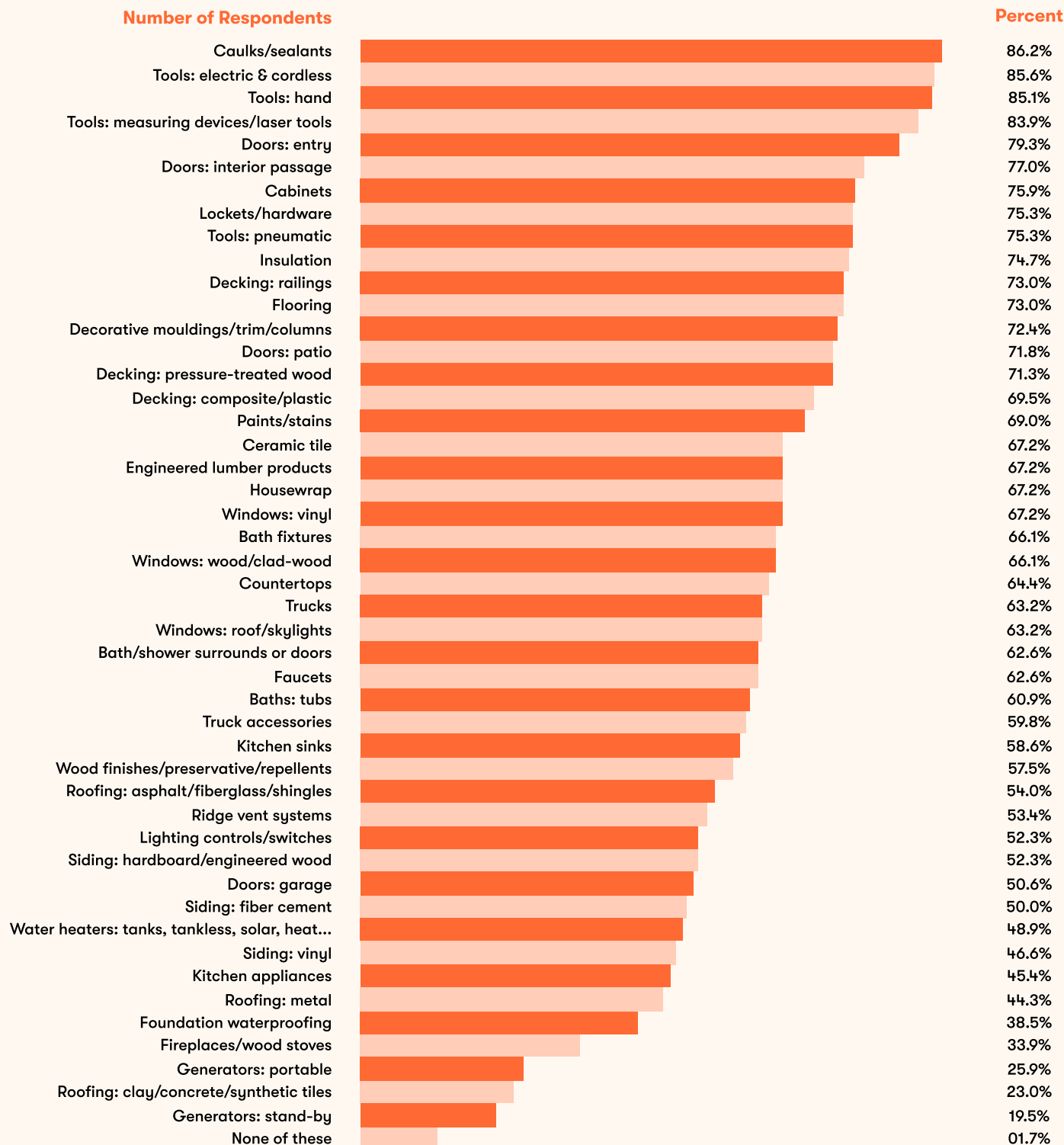


Gross data is contained in the 1.7 million total audience number. No attempt has been made to eliminate any duplication. Gross total includes: print subscribers, newsletter recipients, monthly page views, social media likes/members/followers.

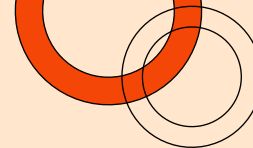




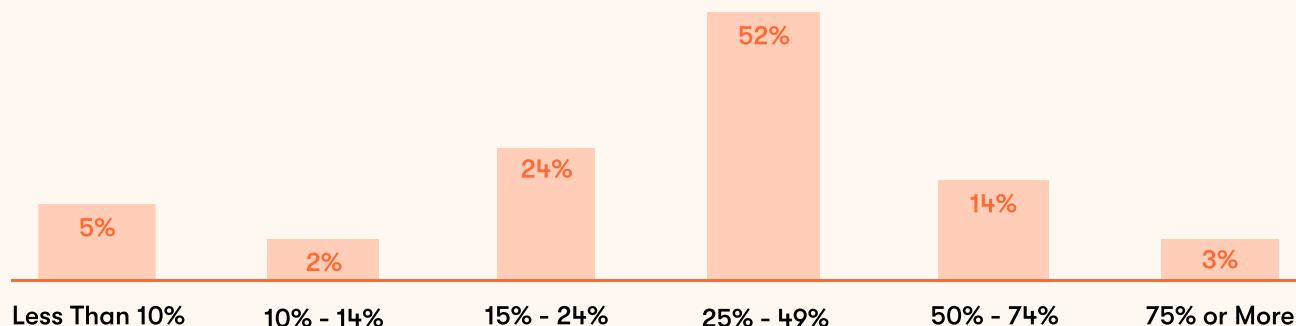
## Which Of The Following Products Did You Purchase Or Specify?



\*Source: JLC Reader Profile (Conducted by The Farnsworth Group)

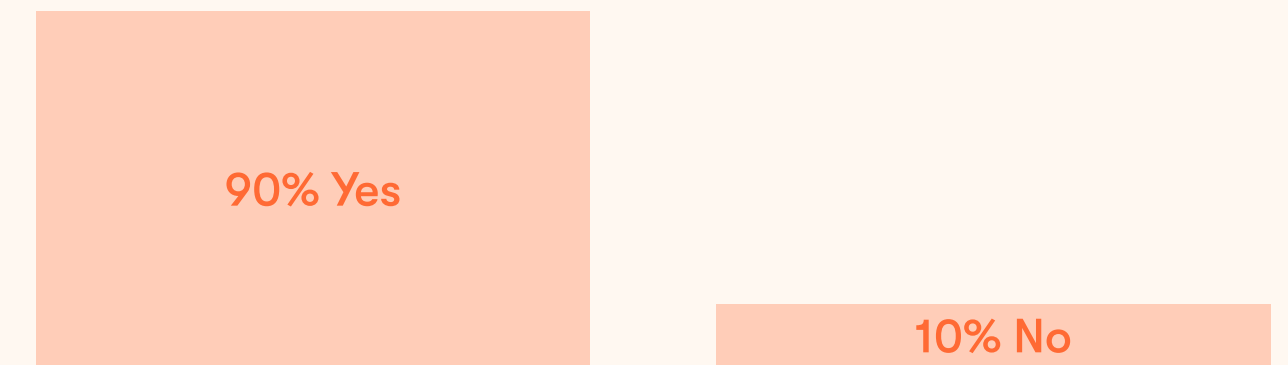


## Roughly What Percent Of Your Company's Total Revenue Was Spent On Building Materials?

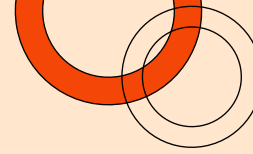


	Total	Revenue			Number of Residential Remodeling Projects			New Res. Const.		Labor Problem	
		<200k	250-750k	750k+	<6	6-24	25+	Yes	No	Yes	No
Less than 10%	4.6%	4.5%	5.6%	3.8%	0.0%	4.9%	5.9%	8.0%	1.1%	3.0%	6.8%
10% - 14%	2.3%	3.0%	0.0%	3.8%	0.0%	1.2%	5.9%	2.3%	2.3%	3.0%	1.4%
15% - 24%	23.6%	23.9%	25.9%	20.8%	32.5%	20.7%	29.4%	16.1%	31.0%	21.8%	26.0%
25% - 49%	52.3%	47.8%	51.9%	58.5%	45.0%	54.9%	50.0%	50.6%	54.0%	55.4%	47.9%
50% - 74%	14.4%	20.9%	13.0%	7.5%	20.0%	17.1%	8.8%	17.2%	11.5%	12.9%	16.4%
75% or More	2.9%	0.0%	3.7%	5.7%	2.5%	1.2%	0.0%	5.7%	0.0%	4.0%	1.4%

## Is Your Company Involved With Residential Remodeling Projects?



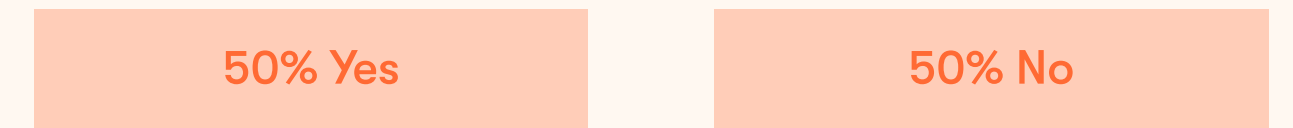
\*Source: JLC Reader Profile (Conducted by The Farnsworth Group)



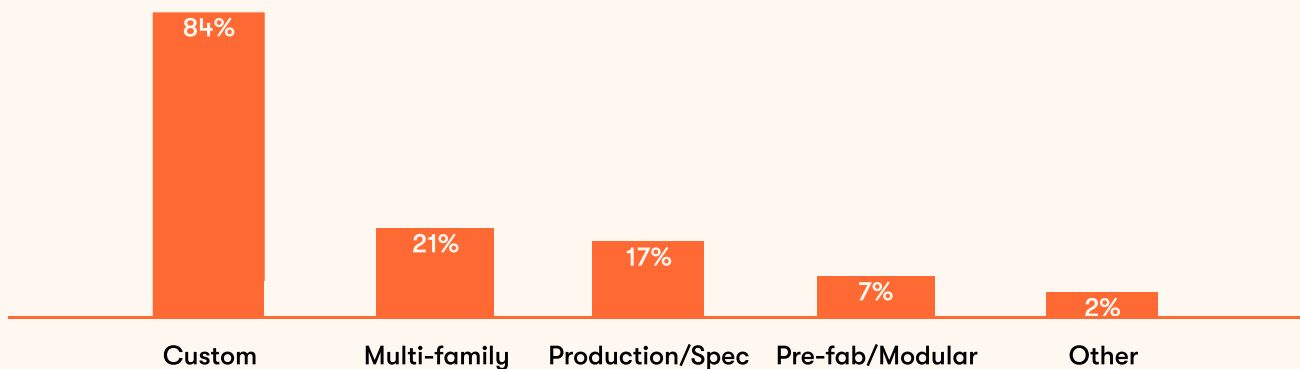
## What Types Of Residential Remodeling Projects Is Your Company Involved In?

Baths	84.0%
Kitchens	80.1%
Cabinet installation	72.4%
Exterior Replacement Projects	78.2%
Flooring	58.3%
Drywall	55.8%
Painting	51.9%
Countertop installation	51.3%
Lighting/Electrical work	50.0%
Room additions	45.5%
Insulation	44.2%
Whole house remodeling	42.9%
Energy efficiency projects	25.0%
HVAC	24.4%
Universal design/aging in place projects	21.8%
Cabinetry	1.3%
Other	4.5%

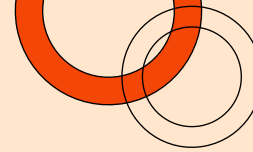
## Is Your Company Involved With Residential New Construction?



## Which Of The Following Types Of Residential Units Is Your Company Involved With Constructing?



\*Source: JLC Reader Profile (Conducted by The Farnsworth Group)



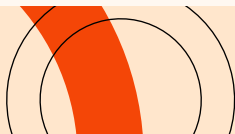
## Business/Occupational Breakout of Magazine Circulation

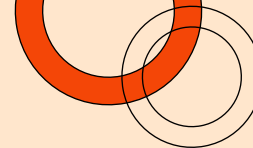
Business By Title	Total	Percent of Total	Project Manager/Foreman/ Lead Carpenter, Construction Supervisor, Architect/Designer, Engineer, Inspector, Carpenter, Business Manager, Estimator, Salesperson, Purchasing Agent or Buyer, Other Manager		
			Owner/Partner/ Principal, President, Vice President, CEO, Corporate Executive	Other	
Builders, Remodelers, General Contractors, Subcontractors	53,326	84.3%	43,637	9,430	259
Architects/Designers, Engineers/Consultants/Home Inspector, Building Product or Tool Dealer/ Distributor/Manufacturer	7,247	11.5%	4,238	2,972	37
Education, Real Estate/Insurance/Finance, Code Officials, Government/Institution/Association	939	1.5%	299	568	72
Other Paid and Others Allied to the Field including Professionals Serving the Industry	1,760	2.8%	435	445	880
<b>Total Circulation</b>	<b>63,272</b>		<b>48,609</b>	<b>13,415</b>	<b>1,248</b>
<b>Percent</b>	<b>100%</b>	<b>100%</b>	<b>76.8%</b>	<b>21.2%</b>	<b>2%</b>

## How Many Of The Last 4 Issues Of JLC Have You Read Or Looked Through?

	Number of Respondents	Percent
4 of 4	239	83%
3 of 4	20	7%
2 of 4	11	4%
1 of 4	5	2%
None	2	1%
Have Not Yet Received 4 Issues	11	4%
No Answer	1	0%
<b>Total</b>	<b>289</b>	<b>100%</b>
<b>Mean</b>	<b>3.8%</b>	
<b>Standard Error</b>	<b>0.04%</b>	
<b>Median</b>	<b>4%</b>	

\*Source: Readex Research: Companion Questionnaire Results





## Geographical Analysis of Magazine Circulation

State	Print	Digital	Total		Print	Digital	Total
<b>New England</b>	<b>6,358</b>	<b>987</b>	<b>7,345</b>	<b>East So. Central</b>	<b>1,728</b>	<b>568</b>	<b>2,296</b>
Maine	661	70	731	Kentucky	454	157	611
New Hampshire	671	94	765	Tennessee	730	204	934
Vermont	480	50	530	Alabama	384	144	528
Massachusetts	2,839	405	3,244	Mississippi	160	63	223
Rhode Island	361	85	446	<b>West So. Central</b>	<b>2,812</b>	<b>1,071</b>	<b>3,883</b>
Connecticut	1,346	283	1,629	Arkansas	270	64	334
<b>Middle Atlantic</b>	<b>7,593</b>	<b>1,792</b>	<b>9,385</b>	Louisiana	310	144	454
New York	3,328	798	4,126	Oklahoma	283	122	405
New Jersey	1,626	430	2,056	Texas	1,949	741	2,690
Pennsylvania	2,639	564	3,203	<b>Mountain</b>	<b>3,293</b>	<b>908</b>	<b>4,201</b>
<b>East No. Central</b>	<b>8,081</b>	<b>1,930</b>	<b>10,011</b>	Montana	340	61	401
Ohio	1,732	453	2,185	Idaho	318	61	379
Indiana	913	246	1,159	Wyoming	124	28	152
Illinois	2,057	552	2,609	Colorado	1,169	308	1,477
Michigan	2,103	407	2,510	New Mexico	223	68	291
Wisconsin	1,276	272	1,548	Arizona	593	186	779
<b>West No. Central</b>	<b>3,838</b>	<b>946</b>	<b>4,784</b>	Utah	334	120	454
Minnesota	1,248	243	1,491	Nevada	192	76	268
Iowa	673	138	811	<b>Pacific</b>	<b>7,463</b>	<b>1,887</b>	<b>9,350</b>
Missouri	754	244	998	Alaska	248	48	296
North Dakota	154	47	201	Washington	1,636	279	1,915
South Dakota	164	42	206	Oregon	837	175	1,012
Nebraska	353	94	447	California	4,523	1,326	5,849
Kansas	492	138	630	Hawaii	219	59	278
<b>South Atlantic</b>	<b>8,684</b>	<b>2,821</b>	<b>11,505</b>	US Territories	49	26	75
Delaware	192	33	225	<b>United States</b>	<b>49,899</b>	<b>12,936</b>	<b>62,835</b>
Maryland	1,254	355	1,609	Canada	90	186	276
Washington, DC	98	46	144	Mexico	-	10	10
Virginia	1,627	427	2,054	Other International	11	140	151
West Virginia	177	54	231	APO/FPO	-	-	-
North Carolina	1,623	468	2,091				
South Carolina	641	216	857				
Georgia	1,089	420	1,509				
Florida	1,983	802	2,785				
				<b>Total</b>	<b>50,000</b>	<b>13,272</b>	<b>63,272</b>

