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**For Immediate Release**



### **BUILDER Ranks as the Best Read Publication for the 27<sup>th</sup> Consecutive Year**

*Exhibit Surveys, Inc.'s latest Publication Readership Analysis also ranks BUILDER as the "Most Valuable" publication among NAHB International Builders' Show attendees.*

Washington, DC (April 15, 2009)— Exhibit Surveys, Inc. has just released the results of their publication readership study from the 2009 NAHB International Builders' Show in Las Vegas and, for the 27<sup>th</sup> consecutive year, BUILDER remains the most frequently read publication among the builder segment of NAHB International Builders' Show attendees. With a 43% increase in readership over the 2008 study, BUILDER also significantly widened its readership advantage from the prior year over Reed Business Information's PROFESSIONAL BUILDER. Exhibit Surveys, Inc.'s annual IBS readership study is the only independent, third party study that measures unaided publication recall and readership for the residential construction industry.

Not only did BUILDER top the charts for recall and readership, but also was ranked as the "Most Valuable Publication for you in your business" among IBS attendees by a more than 7 to 1 margin over PROFESSIONAL BUILDER. "This year's study results continue to underscore the loyal and engaged relationship that home builders have with the BUILDER brand", said Jeff Calore, Publisher, Residential New Construction Group at Hanley Wood Business Media. "At a time when builders are actively looking for new approaches, ideas, and ways of running their business, BUILDER stands alone as the preferred information source to which they turn."

The Exhibit Surveys' report also serves as a powerful planning tool for marketers looking to better understand what media brands best deliver the home builder target, including readership duplication analysis, add-on readership, and more.

For more information on the survey, or to request a copy of the results please contact Jeff Calore at [jcalore@hanleywood.com](mailto:jcalore@hanleywood.com). For more information on BUILDER, go to [buildermediakit.com](http://buildermediakit.com).

### **About Hanley Wood**

Hanley Wood, LLC, is the premier media and information company serving housing and construction. Through four operating divisions, the company produces award-winning magazines and Web sites, marquee trade shows and events, rich data and custom marketing solutions. The company also is North America's leading publisher of home plans. **Hanley Wood Business Media** (Washington, D.C.), publishes 30 award-winning residential and commercial construction titles, including BUILDER, REMODELING, CUSTOM HOME, CONCRETE CONSTRUCTION and residential architect. **Hanley Wood Business Media** also offers the construction industry's foremost collection of Web sites, including BUILDER ONLINE, REMODELING ONLINE, and **ebuild**, the comprehensive online guide to building products, as well as the largest collection of house plans online through eplans.com and Dream Home Source.

Founded in 1976, Hanley Wood is one of the ten largest B-to-B media companies in the United States. Hanley Wood is owned by affiliates of JPMorgan Partners, which uses CCMP Capital Advisors to manage this investment.

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