



Audit Bureau of Circulations

MULTIMEDIA PUBLISHER'S STATEMENT

For the 6 month period ending December 31, 2010



Published by: Lebhar-Friedman, Inc
Frequency: 12 times per year

TOTAL AVERAGE CIRCULATION for Six Months Ending December 31, 2010

Qualified Paid Circulation	786	
Qualified Non-Paid Circulation	31,264	
TOTAL QUALIFIED CIRCULATION		32,050

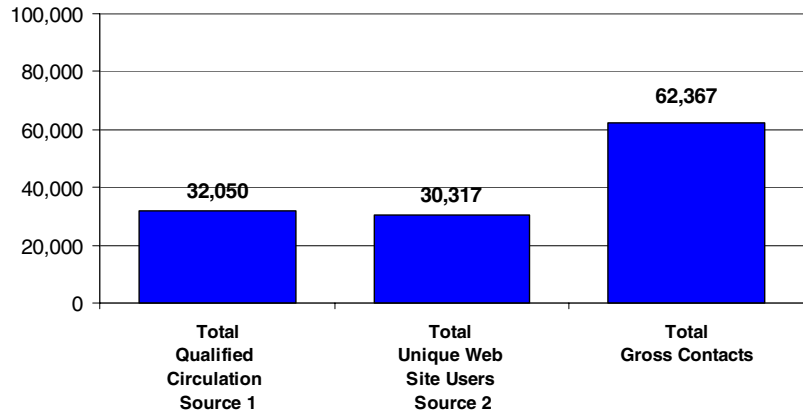
HOMECHANNELNEWS.COM ACTIVITY for October 18 to November 17, 2010

	Total	Daily Avg.	Mon. to Fri. Avg.	Sat. & Sun. Avg.	
Page Impressions	139,915	4,514	5,523	1,611	
Unique Users	30,317	2,212	2,611	1,066	30,317

Website activity audited by ABCi (See Par. 11)

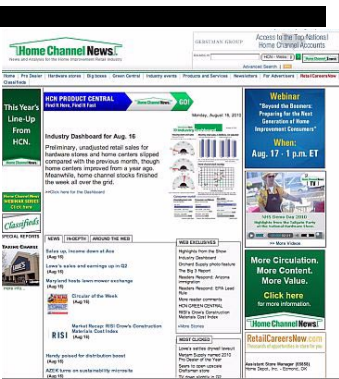
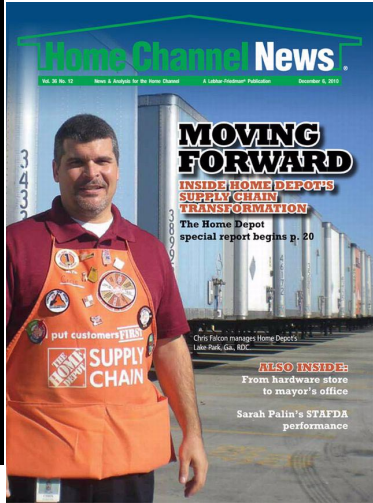
TOTAL GROSS CONTACTS 62,367

TOTAL GROSS CONTACTS



- Source 1 Total qualified circulation for six months ending December 31, 2010 of Home Channel News (subject to audit)
- Source 2 Total unique users of <http://www.homechannelnews.com> - October 18 to November 17, 2010 ABVS Interactive Audit

Gross data are contained in this Multimedia Report. There was no attempt made to eliminate any duplication that may exist.





HOME CHANNEL NEWS

Continuously 6 issue Frequency
 Regularly Scheduled Special Edition Circulation 5 issue frequency, See Par. 11(a)

TOTAL AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION	32,050	16,700
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1A	AVERAGE QUALIFIED PAID CIRCULATION		
	Individual	786	
	Association		
	Sponsored Individually Addressed		
	Multi-Copy Same Addressee		
	Single Copy Sales		
	Total Average Qualified Paid Circulation	786	

1B	AVERAGE QUALIFIED NON-PAID CIRCULATION		
	Individual	31,264	16,700
	Association		
	Multi-Copy Same Addressee		
	Total Average Qualified Non-Paid Circulation	31,264	16,700

1C	AVERAGE NON-QUALIFIED CIRCULATION		
	Non-Continuous Market Coverage Copies		
	Allocated For Shows & Conventions	550	
	Miscellaneous, Including Staff Copies, See Par. 11(b)	941	
	Total Average Non-Qualified Circulation	1,491	

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

2010 Issue	Total#	Paid	Continuous			Regularly Scheduled Special Edition Circulation				
			Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added	Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added		
July	5	31,870	879	30,991	151	127	14,193		14,193	
Aug.	9	31,808	852	30,956	115	80	18,707		18,707	
Sept.	6	31,912	822	31,090	51	185	18,700		18,700	
Oct.	4	32,356	766	31,590	77	577	18,403		18,403	
Nov.	1	32,213	723	31,490	138	38	13,496		13,496	
Dec.	6	32,142	673	31,469	158	137				
			Total	690	1,144					83,499

#Total does not include Regularly Scheduled Special Edition Circulation for Qualified Non-Paid Circulation, See Par. 11(a).

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE OCTOBER 4, 2010 ISSUE IN WHICH:

- QUALIFIED PAID CIRCULATION WAS 2.5% LESS THAN THE PERIOD AVERAGE
- QUALIFIED NON-PAID CIRCULATION WAS 1.0% GREATER THAN THE PERIOD AVERAGE
- REGULARLY SCHEDULED SPECIAL EDITION QUALIFIED NON-PAID CIRCULATION WAS 10.2% GREATER THAN THE PERIOD AVERAGE

3A BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Continuous						Regularly Scheduled Special Edition Circulation				Classification by Annual Sales Volume at Recipient's Firm			
	Total#	%	Paid	Qualified Non-Paid	Qualified Non-Paid	%	Classification by Title				\$10,000,000 Plus	\$5,000,000 - \$9,999,999	\$1,000,000 - \$4,999,999	Under \$1,000,000
							A	B	C	D				
I RETAILERS:														
1. Selling predominantly (67% or more) to the consumer	8,591	26.6		8,591	18,403	100.0	3,680	1,771	1,159	1,981	4,630	754	2,979	228
2. Selling predominantly (67% or more) to building professionals.....	5,795	17.9		5,795			2,370	1,061	779	1,585	3,421	991	1,322	61
3. Selling to both (33% - 66%) consumers and building professionals.....	9,517	29.4		9,517			2,626	4,176	860	1,855	6,420	870	2,030	197
Sub-Total Retailers	23,903	73.9		23,903	18,403	100.0	8,676	7,008	2,798	5,421	14,471	2,615	6,331	486
II WHOLESALERS/BUYING CO-OPS:														
4. Wholesale lumber and/or building supplies.....	4,933	15.2		4,933			1,846	598	889	1,600	3,679	471	734	49
5. Wholesale hardware (including co-ops)	1,889	5.8		1,889			543	307	304	735	1,444	114	306	25
6. Other Wholesalers	865	2.7		865			397	140	75	253	559	91	161	54
Sub-Total Wholesalers.....	7,687	23.7		7,687			2,786	1,045	1,268	2,588	5,682	676	1,201	128
Total Retailers & Wholesalers.....	31,590	97.6		31,590	18,403	100.0	11,462	8,053	4,066	8,009	20,153	3,291	7,532	614
III OTHERS - PAID:														
Other Paid Circulation														
Subscriptions	766	2.4	766											
Single Copy Sales.....														
Total Qualified & Regularly Scheduled Special Edition Circulation	32,356	100.0	766	31,590	18,403	100.0								

#Total does not include Regularly Scheduled Special Edition Circulation for Qualified Non-Paid Circulation, See Par. 11(a).

Key to Classification by Title

- A. Chairmen, Presidents, Owners/Partners, Executive Vice-Presidents, Vice-Presidents, General Managers and Corporate Executives
- B. Regional Managers, Store Managers, Department Managers
- C. Merchandise Managers, Purchasing Directors, Agents and Buyers, Product Managers, Advertising Managers
- D. Manager: Sales, Personnel, Training, Other Managers and Other Titled Personnel

3A₁

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Continuous			Regularly Scheduled Special Edition Circulation			Classification by Title				Classification by Annual Sales Volume at Recipient's Firm			
	Total	%	Paid	Qualified Non-Paid	Qualified Non-Paid	%	A	B	C	D	\$10,000,000 Plus	\$5,000,000 - \$9,999,999	\$1,000,000 - \$4,999,999	Under \$1,000,000
I RETAILERS:														
1. Selling predominantly (67% or more) to the consumer														
2. Selling predominantly (67% or more) to building professionals.....	12,442	92.2			12,442	92.2				12,442		1,800	10,642	
3. Selling to both (33% - 66%) consumers and building professionals.....	993	7.3			993	7.3				993	986	2	5	
Sub-Total Retailers	13,435	99.5			13,435	99.5				13,435	986	1,802	10,647	
II WHOLESALERS/BUYING CO-OPS:														
4. Wholesale lumber and/or building supplies.....	61	0.5			61	0.5				61	1	3	57	
5. Wholesale hardware (including co-ops)														
6. Other Wholesalers														
Sub-Total Wholesalers.....	61	0.5			61	0.5				61	1	3	57	
Total Retailers & Wholesalers.....	13,496	100.0			13,496	100.0				13,496	987	1,805	10,704	
III OTHERS - PAID:														
Other Paid Circulation														
Subscriptions														
Single Copy Sales.....														
Total Qualified & Regularly Scheduled Special Edition Circulation	13,496	100.0			13,496	100.0								

Key to Classification by Title

- A. Chairmen, Presidents, Owners/Partners, Executive Vice-Presidents, Vice-Presidents, General Managers and Corporate Executives
- B. Regional Managers, Store Managers, Department Managers
- C. Merchandise Managers, Purchasing Directors, Agents and Buyers, Product Managers, Advertising Managers
- D. Manager: Sales, Personnel, Training, Other Managers and Other Titled Personnel

3B

AGE OF SOURCE DATA ANALYSIS (CONTINUOUS)

Source	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
Qualified Paid and Non-Paid Circulation:					
Total Direct request from recipient:	15,926	8,003		23,929	74.0
Written	8,494	4,888		13,382	41.4
Telecommunication	3,228	245		3,473	10.7
Internet and E-mail	4,204	2,870		7,074	21.9
Total Direct request from recipient's company:	4,183	258		4,441	13.7
Written	109	258		367	1.1
Telecommunication					
Internet and E-mail	4,074			4,074	12.6
Total Communication other than request:					
Written					
Telecommunication					
Internet and E-mail					
Association					
Business Directories, See Par. 11(c)	3,986			3,986	12.3
Lists					
Acquired Circulation					
Other Sources					
Total Qualified Paid and Non-Paid Circulation	24,095	8,261		32,356	100.0
Percent	74.5	25.5		100.0	
Paid Subscription Circulation.....					
Paid Acquired Circulation					
Single Copy Sales					
Total Qualified Circulation				32,356	

The figures used in par. 3B are based on percentages established for the June 8, 2010 issue and projected against the totals for the October 4, 2010 issue.



3B₁

AGE OF SOURCE DATA ANALYSIS (REGULARLY SCHEDULED SPECIAL EDITION QUALIFIED NON-PAID CIRCULATION)

Source	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
Regularly Scheduled Special Edition Qualified Non-Paid Circulation:					
Total Direct request from recipient:					
Written					
Telecommunication					
Internet and E-mail					
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)	18,403			18,403	100.0
Acquired Circulation					
Other Sources					
Total Regularly Scheduled Special Edition Qualified Non-Paid Circulation	18,403			18,403	100.0
Percent	100.0			100.0	

3B₂

AGE OF SOURCE DATA ANALYSIS (REGULARLY SCHEDULED SPECIAL EDITION QUALIFIED NON-PAID CIRCULATION)

Source	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
Regularly Scheduled Special Edition Qualified Non-Paid Circulation:					
Total Direct request from recipient:					
Written					
Telecommunication					
Internet and E-mail					
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)	13,496			13,496	100.0
Acquired Circulation					
Other Sources					
Total Regularly Scheduled Special Edition Qualified Non-Paid Circulation	13,496			13,496	100.0
Percent	100.0			100.0	

3C

MAILING ADDRESS ANALYSIS

	Continuous		Regularly Scheduled Special Edition		Regularly Scheduled Special Edition	
	Total Paid & Qualified Non-Paid#	%	Qualified Non-Paid	%	Qualified Non-Paid	%
Individual by name and title and/or occupation	32,175	99.4	13,496	100.0	5,472	29.7
Individual by name only	11	0.0			12,931	70.3
Title or occupation only	148	0.5				
Company name only	22	0.1				
Multi-Copy Same Addressee						
Total Qualified Paid Subscription & Non-Paid Circulation	32,356	100.0	13,496	100.0	18,403	100.0
Single Copy Sales						
Total Qualified Circulation	32,356					

#Total does not include Regularly Scheduled Special Edition Circulation for Qualified Non-Paid Circulation, See Par. 11(a).

The figures used in Par. 3B are based on percentages established for the June 8, 2010 issue and projected against the totals for the October 4, 2010 issue.

4 GEOGRAPHIC ANALYSIS

State & ZIP Code	Total	Continuous			Regularly Scheduled Special Edition		Regularly Scheduled Special Edition	
		%	Paid	Qualified Non-Paid	Qualified Non-Paid	%	Qualified Non-Paid	%
New England								
ME 039-049.....	254		5	249	160		120	
NH 030-038.....	299		1	298	124		115	
VT 050-059.....	75		1	74	74		87	
MA 010-027.....	850		18	832	413		398	
RI 028-029.....	127		2	125	78		39	
CT 060-069.....	370		16	354	243		167	
New England	1,975	6.1	43	1,932	1,092	5.9	926	6.9
Middle Atlantic								
NY 100-149.....	1,645		43	1,602	1,105		726	
NJ 070-089.....	920		31	889	400		341	
PA 150-196.....	1,664		47	1,617	819		523	
Middle Atlantic	4,229	13.1	121	4,108	2,324	12.6	1,590	11.8
East N. Central								
OH 430-459.....	1,441		46	1,395	712		516	
IN 460-479.....	803		18	785	412		275	
IL 600-629.....	1,961		68	1,893	753		497	
MI 480-499.....	1,204		20	1,184	636		446	
WI 530-549.....	953		27	926	474		335	
East N. Central	6,362	19.6	179	6,183	3,187	17.3	2,069	15.3
West N. Central								
MN 550-567.....	945		37	908	539		351	
IA 500-528.....	496		2	494	364		267	
MO 630-658.....	726		16	710	325		336	
ND 580-588.....	94			94	89		71	
SD 570-577.....	114		2	112	122		76	
NE 680-693.....	267			267	191		112	
KS 660-679.....	421		10	411	218		176	
West N. Central	3,063	9.5	67	2,996	1,848	10.0	1,389	10.3
South Atlantic								
DE 197-199.....	113		2	111	50		35	
MD 206-219.....	506		10	496	204		184	
DC 200, 202-205.....	22		4	18	13		2	
VA 201, 220-246.....	690		13	677	367		342	
WV 247-268.....	165			165	185		93	
NC 270-289.....	1,542		30	1,512	641		504	
SC 290-299.....	425		9	416	302		164	
GA 300-319.....	1,748		47	1,701	575		397	
FL 320-349.....	1,340		20	1,320	983		827	
South Atlantic	6,551	20.2	135	6,416	3,320	18.0	2,548	18.9
East S. Central								
KY 400-427.....	357		6	351	279		279	
TN 370-385.....	739		18	721	321		325	
AL 350-369.....	404		7	397	372		251	
MS 386-397.....	158		1	157	241		250	
East S. Central	1,658	5.1	32	1,626	1,213	6.6	1,105	8.2
West S. Central								
AR 716-729.....	319		1	318	210		210	
LA 700-714.....	262		1	261	356		219	
OK 730-749.....	268		6	262	230		217	
TX 750-799.....	1,633		30	1,603	1,071		651	
West S. Central	2,482	7.7	38	2,444	1,867	10.1	1,297	9.6
Mountain								
MT 590-599.....	184			184	131		107	
ID 832-838.....	237		2	235	156		92	
WY 820-831.....	76			76	74		42	
CO 800-816.....	616		11	605	282		215	
NM 870-884.....	94		2	92	117		106	
AZ 850-865.....	390		5	385	234		166	
UT 840-847.....	199		5	194	114		105	
NV 889-898.....	116		1	115	97		80	
Mountain	1,912	5.9	26	1,886	1,205	6.6	913	6.7
Pacific								
AK 995-999.....	84			84	77		59	
WA 980-994.....	616		15	601	352		266	
OR 970-979.....	400		10	390	272		179	
CA 900-961.....	2,199		56	2,143	1,605		1,106	
HI 967-968.....	90			90	41		49	
Pacific	3,389	10.5	81	3,308	2,347	12.8	1,659	12.3
Single Copy Sales								
U.S. Unclassified								
United States	31,621	97.7	722	30,899	18,403	100.0	13,496	100.0
Poss. & Other Areas								
004-009, 969.....	25	0.1	1	24				
U.S. & Poss., etc.	31,646	97.8	723	30,923	18,403	100.0	13,496	100.0
Canada								
Mexico								
Military or Civilian								
Personnel Overseas	2	0.0		2				
Other International	12	0.0	12					
Total International	710	2.2	43	667				
E-Mail Address Only								
Other Unclassified								
Grand Total	32,356	100.0	766	31,590	18,403	100.0	13,496	100.0



**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS
Sold During 6 Month Period Ended December 31, 2010**

5 PRICE DATA See Par. 11(e)
 Basic Prices: Subscriptions: U.S., 1 yr. \$119.00. Canada/Mexico, 1 yr. \$139.00. International, 1 yr. \$279.00
 Single Copy: \$5.00
 Sales include Premium Values
 Basic & higher than basic:
 75% - 99% of basic:
 50% - 74% of basic:
 25% - 49% of basic: Reporting
 Less than 25% of basic: not
Total required

6 TERM DATA Reporting not required

7 SALES CHANNELS Reporting not required

8 PREMIUM USAGE Reporting not required

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: June Ending.

(a) Regularly Scheduled Special Edition Qualified Non-Paid Circulation represents circulation from qualified Dun & Bradstreet lists obtained by the publisher. This regularly scheduled special edition qualified non-paid circulation for the July 5, 2010; August 9, 2010; September 6, 2010; October 4, 2010; November 1, 2010 issues are not included in the continuous totals in Par. 2; and October 4, 2010; November 1, 2010 issues are not included in Par. 3A, 3B, 3C and 4.

(b) Miscellaneous includes checking and promotion copies, averaging 941 copies per issue, served to advertisers and agencies.

(c) Business Directories represent copies served to subscribers obtained from Chain Store Guide.

(d) Lists represent copies served to subscribers obtained from Dun & Bradstreet.

(e) Authorized prices with 5% or more of total subscription sales:
Reporting not required

11

EXPLANATORY (Continued)**Field Served:**

HOME CHANNEL NEWS serves independent and chain retailers selling building materials, hardware and home improvement products to do-it-yourself consumers and building professionals. It also serves wholesalers, distributors and buying co-ops selling the retail home improvement market. Also served are others allied to the field.

Definition of Recipient Qualification:

Qualified recipients are: executives (chairmen, presidents, owners/partners, executive vice presidents, vice presidents, general managers and corporate executives); operation managers (regional managers, store managers, department managers); purchasing management (merchandise managers, purchasing directors/agents, buyers, product managers, advertising managers); other managers (sales managers, training managers, personnel managers, other managers); other titled/non-titled personnel; or company copies requested by such personnel.

Website Activity**Primary URL:** <http://www.homechannelnews.com>**Audit Period:** October 18 to November 17, 2010

	Page Impressions	Unique Users
Total	139,915	30,317
Daily	4,514	2,212
Mon. to Fri.	5,523	2,611
Sat. & Sun.	1,611	1,066

SOURCE: October 18 to November 17, 2010 ABVS Interactive Audit

ABC Interactive Definitions:

Page Impressions: The combination of one or more files presented to a viewer as a single document as a result of a single request received by the server.

Unique Users:

This site uses the IP address and user-agent in combination based method to measure unique users.

Note: The Total number of Unique Users is adjusted to remove duplicate visits by the same user. In other words, regardless of the number of times that a user visited the site, they were considered a single Unique User for the period. The Daily average represents the number of Unique Users that visited the site each day added together and then divided by the number of days in the period. The Mon. to Fri. and the Sat. & Sun. averages are calculated in the same manner as the Daily average but limited to weekdays and weekends respectively.

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: Lebhar-Friedman, Inc.

LYNN BUSHELL

VP, Audience Development

JOHN KENLON

President/Group Publisher

Signed: February 28, 2011

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www.homechannelnews.com

President/Group Publisher: John Kenlon

06-0870-0	Analyzed Issue Date	10/04/10
	Analyzed Issue Text (for double month issue date)	
	Single Copy Price	5.00
	Association Subscription Price	
	U.S. Subscription Price	119.00
	Canadian Subscription Price	139.00
	International Subscription Price	279.00