



US Builders Review is a digital trade publication covering general contractors and specialty contractors, architects and engineers, and manufacturers and distributors. Its aim is to show the latest in building techniques and technologies, as well as the philosophies that guide business owners and builders from every nook and cranny of the U.S., to the point where the publication is a resource as much as entertainment.

On June 30th, 2017, Verified Audit Circulation collected analytics and activity data directly from the digital online media accounts of *US Builders Review*. This report provides a summary of the data exactly as it was collected from the accounts. To the best of our knowledge, the information presented is an accurate representation of the digital media activity of *US Builders Review*.

Media Channels Include:

Website Traffic – Website analytics were collected for a six-month period using US Builders Review’s Google Analytics account. The report covers visitor activity, devices, traffic source and monthly web traffic.

Digital Edition Activity – Page Suite is used for digital edition hosting. Reports are provided for the reporting time period by download from the Page Suite client interface.

E-Newsletter – Delivery is accomplished using a proprietary mailing system developed by TrueLine Publishing.

WEB VISITOR ACTIVITY
www.usbuildersreview.com

VISITOR ACTIVITY JANUARY 1 THROUGH JUNE 30, 2017	
Sessions	103,972
Users	89,582
Page Views	358,778
Average Pages per Session – Minutes/Seconds	3.45
Average Session Duration – Minutes/Seconds	1.20

NEW vs RETURNING ACTIVITY	
New Visitors	89,146
Returning Visitors	14,826

Definitions:

Session - A session is a group of user interactions with your website that take place within a given time frame. All usage data (Screen Views, Events, Ecommerce, etc.) is associated with a session.

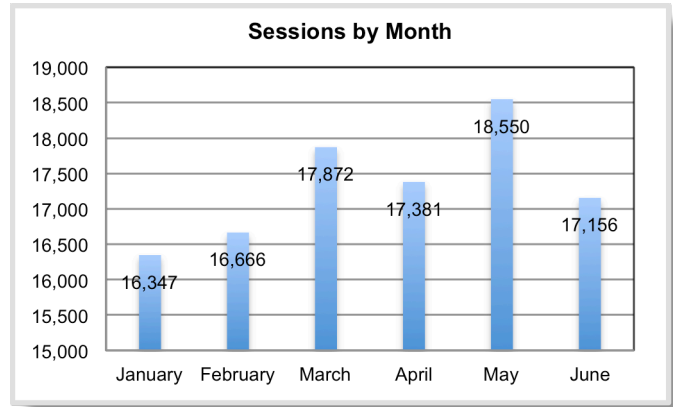
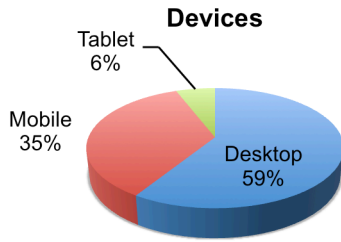
Users – Someone who has had at least one session within the selected date range. Includes both new and returning users.

Page Views - The total number of pages viewed. Repeated views of a single page are counted.

Visitors - Visitors are defined by a unique ID usually stored in visitor's cookies. Whenever the tracking code is executed, it looks for cookies on the browser set by the current domain. If they can't be found, new cookies with a new ID are set. Google Analytics emphasizes visits over visitors because of the inherent inaccuracies of trying to track individual users. For example, a visitor who deletes their cookies, uses multiple browsers or shares their computer will show up inaccurately.

New Visitor - A visitor who did not have Google Analytics cookies when they hit the first page in this visit. If a visitor deletes their cookies and comes back to the site, the visitor will be counted as a new visitor.

Returning Visitor - A visitor with existing Google Analytics cookies from a previous visit.



TRAFFIC SOURCE JANUARY 1 THROUGH JUNE 30, 2017	
Organic Search Visitors	68%
Direct	18%
Social	7%
Referral	7%
Email	.04%
(Other)	.04%
Paid Search	.02%

DIGITAL EDITION ACTIVITY
Page Suite

DIGITAL EDITION ACTIVITY JANUARY 1 THROUGH JUNE 30, 2017	
Visitors	157,024
Unique Visitors	49,020
Page Impressions	1,818,036

DIGITAL EDITION VISITOR LENGTH OF STAY	
0 - 1 Minute Visitors	12,7971
1 Minute - 2 Minutes	11,544
2 Minute - 3 Minutes	4,856
3 Minute - 4 Minutes	3,041
4 Minute - 5 Minutes	2,079
5 Minute - 10 Minutes	4,568
10+ Minutes	2,965

E-NEWSLETTER DELIVERY ACTIVITY

US Builders Review Campaigns: JANUARY 1, 2017 – JUNE 30, 2017

Registered Recipients	Campaigns Sent	Total Messages Sent Successfully	Average Unique Open Rate
21,032	19	157,717	11%

Information obtained by a review of publisher's email campaign site for the period January 1, 2017 – June 30, 2017

About Verified Audit Circulation

With more than 65 years of experience, Verified Audit Circulation is a leading provider of services for confirmation of delivery of print and digital media, company branding, direct-to-home marketing, and online marketing. Verified serves publishers of newspapers, magazines and other media, with an established method of tracking integrated audiences across multiple channels.