

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED JUNE 2010**

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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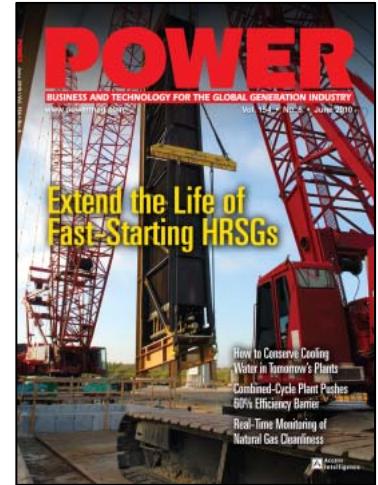
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# POWER

BUSINESS AND TECHNOLOGY FOR THE GLOBAL GENERATION INDUSTRY

Trade Fair Group Publications Ltd.  
11000 Richmond Avenue,  
Suite 500  
Houston, TX 77042  
Tel. No.: 832-242-1969  
FAX No.: 832-242-1971  
[www.powermag.com](http://www.powermag.com)

Official Publication of: None  
Established: 1882  
Issues Per Year: 12



**FIELD SERVED**

POWER serves electric utilities, independent power and cogeneration plants, consulting engineering firms, industrial steam and/or electric-generation facilities and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are presidents, owners, CEO's, vice presidents, directors, general managers, engineering managers/supervisors, engineers and others in the Engineering, Operations, and Maintenance Departments as well as other titled and non-titled personnel, including company copies.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	4
Advertiser and Agency _____	1,531
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	1,342
Digital _____	-
All Other _____	1,346
<b>TOTAL</b>	<b>4,223</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	65,042	99.9	64,323	98.8	719	1.1
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	79	0.1	-	-	79	0.1
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>65,121</b>	<b>100.0</b>	<b>64,323</b>	<b>98.8</b>	<b>798</b>	<b>1.2</b>

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2010 Issue	*Number Removed	*Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	130	165	52,393	12,716	65,109
February _____	77	54	52,422	12,673	65,095
March _____	76	3	52,287	12,743	65,030
April _____	148	218	52,257	12,857	65,114
May _____	14,582	14,655	51,107	14,083	65,190
June _____	-	-	51,107	14,083	65,190
<b>TOTAL</b>	<b>15,013</b>	<b>15,095</b>			

\*See Paragraph 8

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010**  
**This issue is 0.1% or 82 copies above the average of the other 5 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	CLASSIFICATION BY PRIMARY JOB FUNCTION		
					General & Corporate Management (See Note 1)	Engineering Operations & Maintenance (See Note 2)	Other Functions (See Note 3)
1. Electric Utilities including Investor-Owned and Municipal Utility, Rural Electric Co-op, and Federal/State Electric System _____	20,218	31.0	16,541	3,677	7,945	11,298	975
2. IPP/cogeneration including independent power producers, cogenerators, and electric wholesale generators _____	3,253	5.0	2,511	742	1,183	2,012	58
<b>SUBTOTAL</b>	<b>23,471</b>	<b>36.0</b>	<b>19,052</b>	<b>4,419</b>	<b>9,128</b>	<b>13,310</b>	<b>1,033</b>
3. Power Plant consulting engineering firms, including construction, architect-engineer firms _____	19,897	30.5	16,041	3,856	9,681	9,632	584
4. Industrial steam and/or captive electric generating plants (See Note 4) _____	17,629	27.0	12,591	5,038	6,623	10,131	875
5. Others Allied to the Field _____	4,193	6.5	3,423	770	1,977	1,296	920
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>65,190</b>	<b>100.0</b>	<b>51,107</b>	<b>14,083</b>	<b>27,409</b>	<b>34,369</b>	<b>3,412</b>
<b>PERCENT</b>	<b>100.0</b>		<b>78.4</b>	<b>21.6</b>	<b>42.0</b>	<b>52.7</b>	<b>5.3</b>

Note 1 - General and Corporate Management include: Presidents, Owners, CEO's, VP's, Directors, and General Managers.

Note 2 - Engineering, Operations & Maintenance include: Engineers, Engineering Managers/Supervisors, Superintendents and others in the Engineering, Operations, and Maintenance Departments.

Note 3 - Other Functions Include: Company addressed copies and other titled and Non-titled personnel.

Note 4 - Including plants in process industries (chemicals, petroleum, food, paper, rubber, stone, glass, clay, metal producing, mining, metal fabricating, machinery, transportation equipment, lumber, wood products, textiles)

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010							
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	51,422	5,163	-	42,502	14,083	56,585	86.8
II. Request from recipient's company: _____	1,131	1,336	-	2,467	-	2,467	3.8
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	6,138	-	-	6,138	-	6,138	9.4
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	-	-	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>58,691</b>	<b>6,499</b>	<b>-</b>	<b>51,107</b>	<b>14,083</b>	<b>65,190</b>	<b>100.0</b>
<b>PERCENT</b>	<b>90.0</b>	<b>10.0</b>	<b>-</b>	<b>78.4</b>	<b>21.6</b>	<b>100.0</b>	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010				
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	50,207	14,046	64,253	98.7
Individuals by name only _____	248	36	284	0.4
Titles or functions only _____	87	1	88	0.1
Company names only _____	474	-	474	0.7
Multi-Copy Same Addressee copies _____	91	-	91	0.1
Single Copy Sales _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>51,107</b>	<b>14,083</b>	<b>65,190</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010									
STATE & ZIP CODE	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	STATE & ZIP CODE	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
039-049 Maine _____	287	39	326		400-427 Kentucky _____	625	80	705	
030-038 New Hampshire _____	294	33	327		370-385 Tennessee _____	862	144	1,006	
050-059 Vermont _____	102	21	123		350-369 Alabama _____	739	121	860	
010-027 Massachusetts _____	1,137	182	1,319		386-397 Mississippi _____	283	37	320	
028-029 Rhode Island _____	120	20	140		<b>EAST SO. CENTRAL</b>	<b>2,509</b>	<b>382</b>	<b>2,891</b>	<b>4.4</b>
060-069 Connecticut _____	691	96	787		716-729 Arkansas _____	275	40	315	
<b>NEW ENGLAND</b>	<b>2,631</b>	<b>391</b>	<b>3,022</b>	<b>4.6</b>	700-714 Louisiana _____	486	86	572	
100-149 New York _____	2,287	329	2,616		730-749 Oklahoma _____	496	94	590	
070-089 New Jersey _____	1,564	205	1,769		750-799 Texas _____	3,560	674	4,234	
150-196 Pennsylvania _____	2,599	400	2,999		<b>WEST SO. CENTRAL</b>	<b>4,817</b>	<b>894</b>	<b>5,711</b>	<b>8.8</b>
<b>MIDDLE ATLANTIC</b>	<b>6,450</b>	<b>934</b>	<b>7,384</b>	<b>11.3</b>	590-599 Montana _____	169	20	189	
430-459 Ohio _____	2,074	301	2,375		832-838 Idaho _____	218	30	248	
460-479 Indiana _____	965	130	1,095		820-831 Wyoming _____	156	22	178	
600-629 Illinois _____	2,134	317	2,451		800-816 Colorado _____	1,018	193	1,211	
480-499 Michigan _____	1,356	208	1,564		870-884 New Mexico _____	191	47	238	
530-549 Wisconsin _____	1,099	165	1,264		850-865 Arizona _____	639	102	741	
<b>EAST NO. CENTRAL</b>	<b>7,628</b>	<b>1,121</b>	<b>8,749</b>	<b>13.4</b>	840-847 Utah _____	341	62	403	
550-567 Minnesota _____	920	150	1,070		889-898 Nevada _____	260	60	320	
500-528 Iowa _____	651	105	756		<b>MOUNTAIN</b>	<b>2,992</b>	<b>536</b>	<b>3,528</b>	<b>5.4</b>
630-658 Missouri _____	1,202	194	1,396		995-999 Alaska _____	186	34	220	
580-588 North Dakota _____	265	25	290		980-994 Washington _____	795	160	955	
570-577 South Dakota _____	160	16	176		970-979 Oregon _____	490	60	550	
680-693 Nebraska _____	486	69	555		900-961 California _____	3,293	603	3,896	
660-679 Kansas _____	741	125	866		967-968 Hawaii _____	143	29	172	
<b>WEST NO. CENTRAL</b>	<b>4,425</b>	<b>684</b>	<b>5,109</b>	<b>7.8</b>	<b>PACIFIC</b>	<b>4,907</b>	<b>886</b>	<b>5,793</b>	<b>8.9</b>
197-199 Delaware _____	149	20	169		<b>UNITED STATES</b>	<b>44,285</b>	<b>7,216</b>	<b>51,501</b>	<b>79.0</b>
206-219 Maryland _____	839	165	1,004		969 & 004-009 U.S. Territories _____	135	31	166	
200-205 Washington, DC _____	168	37	205		Canada _____	1,500	456	1,956	
220-246 Virginia _____	1,055	200	1,255		Mexico _____	221	296	517	
247-268 West Virginia _____	282	38	320		Other International _____	4,961	6,083	11,044	
270-289 North Carolina _____	1,302	220	1,522		APO/FPO _____	5	1	6	
290-299 South Carolina _____	740	125	865		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>51,107</b>	<b>14,083</b>	<b>65,190</b>	<b>100.0</b>
300-319 Georgia _____	1,239	193	1,432						
320-349 Florida _____	2,152	390	2,542						
<b>SOUTH ATLANTIC</b>	<b>7,926</b>	<b>1,388</b>	<b>9,314</b>	<b>14.4</b>					

## 4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010

Region/Country	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	Region/Country	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
<b>ASIA</b>					Benin	-	2	2	
Afghanistan	1	-	1		Botsswana	4	1	5	
Armenia	11	2	13		Burkina Faso	-	1	1	
Azerbaijan	1	3	4		Burundi	1	-	1	
Bangladesh	26	39	65		Cameroon	2	4	6	
Bhutan	-	3	3		Congo	2	1	3	
Brunei Darussalam	5	6	11		Cote D'Ivoire	1	-	1	
Cambodia	-	3	3		Djibouti	-	1	1	
China	65	82	147		Egypt	85	139	224	
Georgia	1	2	3		Eritrea	-	2	2	
Hong Kong - SAR	13	37	50		Ethiopia	7	14	21	
India	689	524	1,213		Ghana	21	35	56	
Indonesia	210	345	555		Guinea	-	1	1	
Japan	53	47	100		Kenya	9	28	37	
Kazakhstan	8	6	14		Lesotho	-	2	2	
Korea, Democratic People's Republic Of	1	-	1		Libyan Arab Jamahiriya	12	19	31	
Korea, Republic Of	93	53	146		Madagascar	-	1	1	
Laos	1	-	1		Malawi	1	3	4	
Macao	-	1	1		Mali	1	-	1	
Malaysia	116	224	340		Mauritius	18	13	31	
Maldives	-	1	1		Morocco	3	12	15	
Mongolia	2	2	4		Namibia	1	2	3	
Myanmar	2	3	5		Niger	3	18	21	
Nepal	5	2	7		Nigeria	135	50	185	
Pakistan	144	58	202		Senegal	-	1	1	
Philippines	103	166	269		Seychelles	-	1	1	
Singapore	105	110	215		Sierra Leone	-	1	1	
Sri Lanka	26	73	99		South Africa	85	101	186	
Taiwan	45	37	82		Sudan	10	14	24	
Thailand	66	137	203		Swaziland	1	1	2	
Turkmenistan	2	-	2		Tanzania	2	8	10	
Uzbekistan	1	-	1		Gambia	-	1	1	
Vietnam	20	21	41		Tunisia	10	16	26	
Subtotal	1,815	1,987	3,802	5.8	Uganda	-	6	6	
<b>MIDDLE EAST</b>					Zambia	4	8	12	
Bahrain	15	15	30		Zimbabwe	8	12	20	
Iran	203	166	369		Subtotal	449	564	1,013	1.6
Iraq	18	27	45		<b>NORTH AMERICA</b>				
Israel	34	48	82		Canada	1,500	456	1,956	
Jordan	6	32	38		United States	44,425	7,248	51,673	
Kuwait	35	33	68		Mexico	221	296	517	
Lebanon	4	8	12		Subtotal	46,146	8,000	54,146	83.1
Oman	33	44	77		<b>CARIBBEAN</b>				
Qatar	47	73	120		Antigua and Barbuda	-	2	2	
Saudi Arabia	112	166	278		Aruba	1	3	4	
Syrian Arab Republic	8	16	24		Barbados	1	3	4	
United Arab Emirates	97	185	282		Bermuda	7	-	7	
Yemen	4	11	15		Cuba	8	8	16	
Subtotal	616	824	1,440	2.2	Dominica	3	2	5	
<b>EUROPE</b>					Dominican Republic	4	16	20	
Albania	-	1	1		Guadeloupe	3	-	3	
Andorra	-	1	1		Haiti	-	2	2	
Austria	16	7	23		Jamaica	9	10	19	
Belarus	1	-	1		Martinique	1	-	1	
Belgium	28	44	72		Netherlands Antilles	1	3	4	
Bosnia and Herzegovina	8	10	18		Bahamas	1	2	3	
Bulgaria	11	19	30		Trinidad and Tobago	13	12	25	
Croatia	13	26	39		Virgin Islands, British	-	1	1	
Cyprus	6	6	12		Subtotal	52	64	116	0.2
Czech Republic	13	8	21		<b>CENTRAL AMERICA</b>				
Denmark	17	4	21		Belize	1	3	4	
Estonia	3	5	8		Costa Rica	14	8	22	
Finland	19	12	31		El Salvador	4	9	13	
France	64	61	125		Guatemala	8	25	33	
Germany	67	78	145		Honduras	4	3	7	
Gibraltar	2	1	3		Nicaragua	4	4	8	
Greece	39	50	89		Panama	1	7	8	
Hungary	11	7	18		Subtotal	36	59	95	0.1
Iceland	5	7	12		<b>SOUTH AMERICA</b>				
Italy	126	152	278		Argentina	114	154	268	
Latvia	3	10	13		Bolivia	13	24	37	
Lithuania	3	8	11		Brazil	165	183	348	
Luxembourg	1	2	3		Chile	71	73	144	
Macedonia	3	8	11		Colombia	110	137	247	
Malta	1	3	4		Ecuador	32	51	83	
Moldova	1	1	2		Guyana	2	4	6	
Monaco	-	1	1		Paraguay	1	3	4	
Netherlands	53	59	112		Peru	107	119	226	
Norway	20	19	39		Suriname	-	4	4	
Poland	30	50	80		Uruguay	11	19	30	
Portugal	26	59	85		Venezuela	81	60	141	
Ireland	22	33	55		Subtotal	707	831	1,538	2.4
Romania	40	74	114		<b>ASIA PACIFIC</b>				
Russian Federation	23	28	51		Australia	160	184	344	
San Marino	-	1	1		Fiji	-	3	3	
Serbia	6	32	38		French Polynesia	-	2	2	
Slovakia	14	12	26		New Caledonia	1	1	2	
Slovenia	11	9	20		New Zealand	18	27	45	
Spain	123	157	280		Papua New Guinea	2	2	4	
Sweden	22	21	43		Palau	-	2	2	
Switzerland	29	34	63		Vanuatu	-	1	1	
Turkey	60	128	188		Subtotal	181	222	403	0.6
Ukraine	8	13	21		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>51,107</b>	<b>14,083</b>	<b>65,190</b>	<b>100.0</b>
United Kingdom	157	271	428						
Subtotal	1,105	1,532	2,637	4.0					
<b>AFRICA</b>									
Algeria	22	41	63						
Angola	1	4	5						

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*	January - June 2010*
Total Audit Average Qualified	60,037	60,209	60,236	63,333	65,091	65,121
Qualified Non-Paid Total	58,990	59,277	59,347	62,457	64,267	64,323
Print Version Only	58,692	54,700	51,496	52,787	52,108	51,131
Digital Version Only	298	4,577	7,851	9,670	12,159	13,192
Qualified Paid Total	1,047	932	889	876	824	798
Print Version Only	1,047	932	889	876	824	798
Digital Version Only	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation	0.2	**NC	**NC	0.1	0.1	0.1%
Average Annual Order Price	\$60.98	\$67.54	\$60.49	\$61.03	\$63.19	\$79.98

\*NOTE: July 2009 – June 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

#### 8. ADDITIONAL DATA

##### METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served of a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital version are notified via email when the version is available.

##### STATEMENT OF CONTENT PLATFORM:

Replica - Editorial and design are unchanged from the original print edition.

##### PARAGRAPH 2:

Non-Paid Additions and Removals are reported at the option of the publisher.

Paragraphs 3c and 7 are reported at the option of the publisher.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – PRINT VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	51,850	99.8	51,131	98.5	719	1.4
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	79	0.2	-	-	79	0.2
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>51,929</b>	<b>100.0</b>	<b>51,131</b>	<b>98.5</b>	<b>798</b>	<b>1.5</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – DIGITAL VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	13,192	100.0	13,192	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,192</b>	<b>100.0</b>	<b>13,192</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

#### PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Brian Nessen, Group Publishing Director

Terry Best, Circulation Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

##### IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed July 15, 2010

State Texas

County Harris

Received by BPA Worldwide July 15, 2010

Type PJ

ID Number P529P0J0