

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED JUNE 2011**

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.

100 Beard Sawmill Road, Sixth Floor  
Shelton, CT USA 06484-6150  
Phone: +1 203.447.2800  
Fax: +1 203.447.2900  
[www.bpaww.com](http://www.bpaww.com)

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

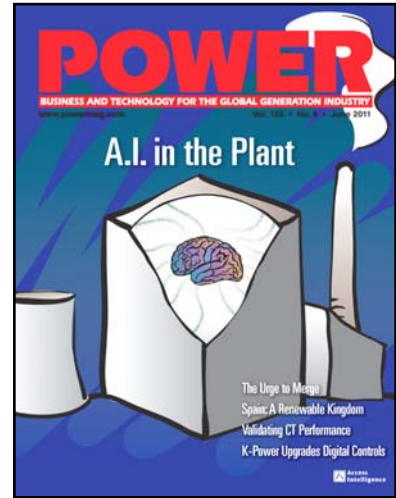
**Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.**

# POWER

**BUSINESS AND TECHNOLOGY FOR THE GLOBAL GENERATION INDUSTRY**

Trade Fair Group Publications Ltd.  
11000 Richmond Avenue,  
Suite 690  
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 _____	1
Advertiser and Agency _____	1,747
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	650
Digital _____	-
All Other _____	896
<b>TOTAL</b>	<b>3,294</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	65,825	99.9	65,164	98.9	661	1.0
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	80	0.1	-	-	80	0.1
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>65,905</b>	<b>100.0</b>	<b>65,164</b>	<b>98.9</b>	<b>741</b>	<b>1.1</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	74	74	50,186	14,911	65,097
February _____	45	54	50,020	15,092	65,112
March _____	52	9	50,363	14,705	65,068
April _____	134	1,263	50,175	16,025	66,200
May _____	19,592	20,439	51,316	15,658	66,974
June _____	-	-	51,316	15,658	66,974
<b>TOTAL</b>	<b>19,897</b>	<b>21,839</b>			

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**

This issue is 2.0% or 1,284 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 _____	23,086	34.5	18,750	4,336	10,046	12,420	620
2. IPP/cogeneration including independent power producers, cogenerators, and electric wholesale generators _____	3,358	5.0	2,454	904	1,249	2,055	54
<b>SUBTOTAL</b>	<b>26,444</b>	<b>39.5</b>	<b>21,204</b>	<b>5,240</b>	<b>11,295</b>	<b>14,475</b>	<b>674</b>
3. Power Plant consulting engineering firms, including construction, architect-engineer firms _____	18,143	27.1	13,063	5,080	7,540	10,047	556
4. Industrial steam and/or captive electric generating plants (See Note 4) _____	20,220	30.2	14,994	5,226	8,311	11,297	612
5. Others Allied to the Field _____	2,167	3.2	2,055	112	245	199	1,723
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>66,974</b>	<b>100.0</b>	<b>51,316</b>	<b>15,658</b>	<b>27,391</b>	<b>36,018</b>	<b>3,565</b>
<b>PERCENT</b>	<b>100.0</b>		<b>76.6</b>	<b>23.4</b>	<b>40.9</b>	<b>53.8</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 &amp; 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 2011							
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	49,352	6,373	-	40,067	15,658	55,725	83.2
II. Request from recipient's company: _____	2,142	68	-	2,210	-	2,210	3.3
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request): _____	9,039	-	-	9,039	-	9,039	13.5
V. TOTAL - 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>60,533</b>	<b>6,441</b>	<b>-</b>	<b>51,316</b>	<b>15,658</b>	<b>66,974</b>	<b>100.0</b>
<b>PERCENT</b>	<b>90.4</b>	<b>9.6</b>	<b>-</b>	<b>76.6</b>	<b>23.4</b>	<b>100.0</b>	

\*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011				
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	50,585	15,623	66,208	98.9
Individuals by name only _____	188	33	221	0.3
Titles or functions only _____	50	2	52	0.1
Company names only _____	428	-	428	0.6
Multi-Copy Same Addressee copies _____	65	-	65	0.1
Single Copy Sales _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>51,316</b>	<b>15,658</b>	<b>66,974</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011									
STATE	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	STATE	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	293	35	328		Kentucky _____	663	92	755	
New Hampshire _____	275	46	321		Tennessee _____	885	177	1,062	
Vermont _____	107	19	126		Alabama _____	727	123	850	
Massachusetts _____	1,142	218	1,360		Mississippi _____	331	46	377	
Rhode Island _____	142	13	155		<b>EAST SO. CENTRAL</b>	<b>2,606</b>	<b>438</b>	<b>3,044</b>	<b>4.5</b>
Connecticut _____	689	113	802		Arkansas _____	279	49	328	
<b>NEW ENGLAND</b>	<b>2,648</b>	<b>444</b>	<b>3,092</b>	<b>4.6</b>	Louisiana _____	576	86	662	
New York _____	2,186	401	2,587		Oklahoma _____	540	109	649	
New Jersey _____	1,577	229	1,806		Texas _____	3,691	794	4,485	
Pennsylvania _____	2,631	472	3,103		<b>WEST SO. CENTRAL</b>	<b>5,086</b>	<b>1,038</b>	<b>6,124</b>	<b>9.1</b>
<b>MIDDLE ATLANTIC</b>	<b>6,394</b>	<b>1,102</b>	<b>7,496</b>	<b>11.2</b>	Montana _____	186	19	205	
Ohio _____	2,226	319	2,545		Idaho _____	243	39	282	
Indiana _____	1,010	157	1,167		Wyoming _____	184	32	216	
Illinois _____	2,286	374	2,660		Colorado _____	1,036	217	1,253	
Michigan _____	1,410	238	1,648		New Mexico _____	176	47	223	
Wisconsin _____	1,109	159	1,268		Arizona _____	583	121	704	
<b>EAST NO. CENTRAL</b>	<b>8,041</b>	<b>1,247</b>	<b>9,288</b>	<b>13.9</b>	Utah _____	355	55	410	
Minnesota _____	1,017	163	1,180		Nevada _____	235	56	291	
Iowa _____	698	108	806		<b>MOUNTAIN</b>	<b>2,998</b>	<b>586</b>	<b>3,584</b>	<b>5.4</b>
Missouri _____	1,258	223	1,481		Alaska _____	197	30	227	
North Dakota _____	281	31	312		Washington _____	757	163	920	
South Dakota _____	201	17	218		Oregon _____	462	76	538	
Nebraska _____	477	73	550		California _____	3,231	582	3,813	
Kansas _____	813	147	960		Hawaii _____	125	31	156	
<b>WEST NO. CENTRAL</b>	<b>4,745</b>	<b>762</b>	<b>5,507</b>	<b>8.2</b>	<b>PACIFIC</b>	<b>4,772</b>	<b>882</b>	<b>5,654</b>	<b>8.4</b>
Delaware _____	157	33	190		<b>UNITED STATES</b>	<b>45,046</b>	<b>8,107</b>	<b>53,153</b>	<b>79.4</b>
Maryland _____	762	193	955		U.S. Territories _____	108	43	151	
Washington, DC _____	120	53	173		Canada _____	1,420	525	1,945	
Virginia _____	1,049	207	1,256		Mexico _____	188	304	492	
West Virginia _____	304	37	341		Other International _____	4,550	6,674	11,224	
North Carolina _____	1,339	268	1,607		APO/FPO _____	4	5	9	
South Carolina _____	795	151	946		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>51,316</b>	<b>15,658</b>	<b>66,974</b>	<b>100.0</b>
Georgia _____	1,217	230	1,447						
Florida _____	2,013	436	2,449						
<b>SOUTH ATLANTIC</b>	<b>7,756</b>	<b>1,608</b>	<b>9,364</b>	<b>14.1</b>					

## 4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

Region/Country	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
<b>ASIA</b>				
Armenia	2	2	4	
Azerbaijan	3	3	6	
Bangladesh	25	47	72	
Bhutan	12	4	16	
Brunei Darussalam	6	6	12	
Cambodia	-	3	3	
China	62	81	143	
Georgia	-	3	3	
Hong Kong - SAR	28	45	73	
India	571	579	1,150	
Indonesia	119	331	450	
Japan	80	51	131	
Kazakhstan	4	7	11	
Korea, Democratic People's Republic Of	3	-	3	
Korea, Republic Of	72	73	145	
Laos	1	-	1	
Macao	-	1	1	
Malaysia	120	229	349	
Maldives	-	3	3	
Mongolia	2	3	5	
Myanmar	2	1	3	
Nepal	6	6	12	
Pakistan	156	74	230	
Philippines	123	196	319	
Singapore	64	136	200	
Sri Lanka	31	85	116	
Taiwan	59	43	102	
Thailand	61	145	206	
Turkmenistan	-	1	1	
Uzbekistan	-	1	1	
Vietnam	16	24	40	
Subtotal	1,628	2,183	3,811	5.7
<b>MIDDLE EAST</b>				
Bahrain	11	20	31	
Iran	183	118	301	
Iraq	6	20	26	
Israel	39	48	87	
Jordan	7	26	33	
Kuwait	26	39	65	
Lebanon	4	11	15	
Oman	20	48	68	
Qatar	50	68	118	
Saudi Arabia	96	173	269	
Syrian Arab Republic	4	8	12	
United Arab Emirates	82	184	266	
Yemen	3	13	16	
unspecified Middle East	-	1	1	
Subtotal	531	777	1,308	2.0
<b>EUROPE</b>				
Albania	2	3	5	
Andorra	-	1	1	
Austria	12	7	19	
Belarus	-	2	2	
Belgium	42	59	101	
Bosnia and Herzegovina	9	3	12	
Bulgaria	3	18	21	
Croatia	11	24	35	
Cyprus	4	8	12	
Czech Republic	7	10	17	
Denmark	21	12	33	
Estonia	2	6	8	
Finland	19	18	37	
France	65	80	145	
Germany	62	92	154	
Gibraltar	-	1	1	
Greece	22	68	90	
Hungary	11	11	22	
Iceland	9	7	16	
Italy	103	149	252	
Latvia	1	6	7	
Liechtenstein	-	1	1	
Lithuania	6	6	12	
Luxembourg	-	5	5	
Macedonia	1	7	8	
Malta	-	5	5	
Moldova	-	2	2	
Monaco	1	1	2	
Netherlands	75	84	159	
Norway	21	22	43	
Poland	22	51	73	
Portugal	35	60	95	
Ireland	23	43	66	
Romania	23	75	98	
Russian Federation	24	37	61	
San Marino	-	1	1	
Serbia	7	23	30	
Slovakia	3	18	21	
Slovenia	10	12	22	
Spain	156	203	359	
Sweden	25	28	53	
Switzerland	29	37	66	
Turkey	53	140	193	
Ukraine	5	16	21	
United Kingdom	205	364	569	
Subtotal	1,129	1,826	2,955	4.4
<b>AFRICA</b>				
Algeria	27	44	71	
Angola	1	3	4	
Benin	-	3	3	
Botswana	2	5	7	
Burkina Faso	-	1	1	
Burundi	-	2	2	
Cameroon	1	8	9	
Cape Verde	-	1	1	
Chad	1	-	1	
Congo	1	1	2	
Cote D'Ivoire	1	-	1	
Djibouti	-	1	1	
Egypt	66	134	200	
Eritrea	4	3	7	
Ethiopia	5	9	14	
Ghana	11	26	37	
Guinea	-	1	1	
Kenya	4	23	27	
Lesotho	1	2	3	
Libyan Arab Jamahiriya	5	12	17	
Madagascar	1	1	2	
Malawi	1	2	3	
Mauritius	6	17	23	
Morocco	4	5	9	
Mozambique	-	1	1	
Namibia	1	4	5	
Niger	-	5	5	
Nigeria	125	45	170	
Senegal	18	2	20	
Sierra Leone	-	1	1	
South Africa	84	132	216	
Sudan	11	17	28	
Swaziland	-	2	2	
Tanzania	2	5	7	
Gambia	-	1	1	
Togo	-	1	1	
Tunisia	14	9	23	
Uganda	-	8	8	
Zambia	-	15	15	
Zimbabwe	4	17	21	
Subtotal	401	569	970	1.4
<b>NORTH AMERICA</b>				
Canada	1,420	525	1,945	
United States	45,046	8,107	53,153	
Mexico	188	304	492	
unspecified North America	112	48	160	
Subtotal	46,766	8,984	55,750	83.2
<b>CARIBBEAN</b>				
Antigua and Barbuda	-	1	1	
Aruba	-	1	1	
Barbados	6	3	9	
Cuba	8	9	17	
Dominica	6	-	6	
Dominican Republic	3	16	19	
Grenada	10	1	11	
Guadeloupe	1	-	1	
Haiti	-	1	1	
Jamaica	5	15	20	
Netherlands Antilles	-	4	4	
Saint Lucia	15	-	15	
Bahamas	-	2	2	
Trinidad and Tobago	17	16	33	
Subtotal	71	69	140	0.2
<b>CENTRAL AMERICA</b>				
Belize	-	5	5	
Costa Rica	14	8	22	
El Salvador	9	15	24	
Guatemala	7	30	37	
Honduras	2	4	6	
Nicaragua	2	4	6	
Panama	4	13	17	
Subtotal	38	79	117	0.2
<b>SOUTH AMERICA</b>				
Argentina	97	148	245	
Bolivia	13	18	31	
Brazil	132	197	329	
Chile	48	87	135	
Colombia	110	153	263	
Ecuador	21	46	67	
Guyana	-	4	4	
Paraguay	9	2	11	
Peru	100	124	224	
Suriname	1	2	3	
Uruguay	7	20	27	
Venezuela	48	89	137	
Subtotal	586	890	1,476	2.2
<b>ASIA PACIFIC</b>				
Australia	139	245	384	
Fiji	1	2	3	
French Polynesia	1	-	1	
New Caledonia	1	1	2	
New Zealand	23	33	56	
Papua New Guinea	1	-	1	
Subtotal	166	281	447	0.7
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>51,316</b>	<b>15,658</b>	<b>66,974</b>	<b>100.0</b>

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
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*	January - June 2011*
Total Audit Average Qualified _____	60,236	63,333	65,091	65,121	65,105	65,905
Qualified Non-Paid Total _____	59,347	62,457	64,267	64,323	64,321	65,164
Print Version Only _____	51,496	52,787	52,108	51,131	49,784	49,826
Digital Version Only _____	7,851	9,670	12,159	13,192	14,537	15,338
Qualified Paid Total _____	889	876	824	798	784	741
Print Version Only _____	889	876	824	798	781	737
Digital Version Only _____	-	-	-	-	3	4
Post Expire Copies included in Total Qualified Circulation _____	**NC	0.1%	0.1%	0.1%	0.1%	0.1%
Average Annual Order Price _____	\$60.49	\$61.03	\$63.19	\$79.98	\$71.21	\$77.17

\*NOTE: July 2010 – June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

#### 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 3b:

Communication from Recipient or Recipient's Company (Other than Request): includes 1 source of circulation for a quantity of 9,030 copies or 13.5% including Chemical Engineering Magazine.

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 _____	50,483	99.8	49,826	98.5	657	1.3
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	80	0.2	-	-	80	0.2
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>50,563</b>	<b>100.0</b>	<b>49,826</b>	<b>98.5</b>	<b>737</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 _____	15,342	100.0	15,338	100.0	4	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,342</b>	<b>100.0</b>	<b>15,338</b>	<b>100.0</b>	<b>4</b>	<b>-</b>

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 7, 2011
Sarah Garwood, Audience Development Director	State	TX
Brian Nessen, Group Publisher	County	Harris
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	July 7, 2011
<b>IMPORTANT NOTE:</b>	Type	PJ
This unaudited circulation statement has been checked against the previous audit report.	ID Number	P529P0J1
It will be included in the annual audit made by BPA Worldwide.		