

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.

Two Corporate Drive, Ninth Floor
Shelton, CT USA 06484-6259
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,600 advertiser and agency members.

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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.: 832-242-1969
Fax: 832-242-1971
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 _____	7
Advertiser and Agency _____	1,504
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	192
Digital _____	-
All Other _____	646
TOTAL	2,349

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	64,998	99.9	64,267	98.7	731	1.2
Sponsored Individually Addressed ___	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	93	0.1	-	-	93	0.1
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	65,091	100.0	64,267	98.7	824	1.3

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD															
2009 Issue	*Number Removed	*Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	*Number Removed	*Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	1	2	52,986	12,064			65,050	October ____	161	170	52,898	12,199			65,097
August _____	97	165	53,038	12,057			65,095	November __	165	161	52,820	12,276			65,096
September __	192	209	53,200	11,900			65,100	December __	123	137	52,647	12,458			65,105
								TOTAL	739	844					

*See Paragraph 9

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

This issue is -% or 7 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 _____	20,751	31.9	17,656	3,095	8,202	11,557	992
2. IPP/cogeneration including independent power producers, cogenerators, and electric wholesale generators _____	3,481	5.3	2,783	698	1,205	2,225	51
SUBTOTAL	24,232	37.2	20,439	3,793	9,407	13,782	1,043
3. Power Plant consulting engineering firms, including construction, architect-engineer firms _____	19,379	29.8	15,594	3,785	8,211	10,283	885
4. Industrial steam and/or captive electric generating plants (See Note 4) _____	17,456	26.8	13,338	4,118	6,228	10,274	954
5. Others Allied to the Field _____	4,029	6.2	3,449	580	1,698	1,341	990
TOTAL QUALIFIED CIRCULATION	65,096	100.0	52,820	12,276	25,544	35,680	3,872
PERCENT	100.0		81.1	18.9	39.2	54.8	6.0

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 NOVEMBER 2009									
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years						
I. Direct Request: _____	51,806	6,317	-	45,847	12,276			58,123	89.3
II. Request from recipient's company: _____	2,925	192	-	3,117	-			3,117	4.8
III. Membership Benefit: _____	-	-	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	3,856	-	-	3,856	-			3,856	5.9
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: _____	-	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	58,587	6,509	-	52,820	12,276			65,096	100.0
PERCENT	90.0	10.0	-	81.1	18.9			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009						
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	51,934	12,251			64,185	98.6
Individuals by name only _____	229	25			254	0.4
Titles or functions only _____	78	-			78	0.1
Company names only _____	488	-			488	0.8
Multi-Copy Same Addressee copies _____	91	-			91	0.1
Single Copy Sales _____	-	-			-	-
TOTAL QUALIFIED CIRCULATION	52,820	12,276			65,096	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009									
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 _____	291	27	318		400-427 Kentucky _____	638	74	712	
030-038 New Hampshire _____	283	33	316		370-385 Tennessee _____	856	121	977	
050-059 Vermont _____	91	18	109		350-369 Alabama _____	723	116	839	
010-027 Massachusetts _____	1,215	161	1,376		386-397 Mississippi _____	291	32	323	
028-029 Rhode Island _____	111	15	126		EAST SO. CENTRAL	2,508	343	2,851	4.4
060-069 Connecticut _____	787	97	884		716-729 Arkansas _____	291	29	320	
NEW ENGLAND	2,778	351	3,129	4.8	700-714 Louisiana _____	492	59	551	
100-149 New York _____	2,302	325	2,627		730-749 Oklahoma _____	489	82	571	
070-089 New Jersey _____	1,582	178	1,760		750-799 Texas _____	3,841	676	4,517	
150-196 Pennsylvania _____	2,591	357	2,948		WEST SO. CENTRAL	5,113	846	5,959	9.1
MIDDLE ATLANTIC	6,475	860	7,335	11.2	590-599 Montana _____	164	22	186	
430-459 Ohio _____	2,092	237	2,329		832-838 Idaho _____	206	23	229	
460-479 Indiana _____	883	115	998		820-831 Wyoming _____	154	20	174	
600-629 Illinois _____	2,126	299	2,425		800-816 Colorado _____	1,035	165	1,200	
480-499 Michigan _____	1,387	194	1,581		870-884 New Mexico _____	214	38	252	
530-549 Wisconsin _____	1,057	122	1,179		850-865 Arizona _____	643	93	736	
EAST NO. CENTRAL	7,545	967	8,512	13.1	840-847 Utah _____	345	51	396	
550-567 Minnesota _____	918	123	1,041		889-898 Nevada _____	293	43	336	
500-528 Iowa _____	640	83	723		MOUNTAIN	3,054	455	3,509	5.4
630-658 Missouri _____	1,289	162	1,451		995-999 Alaska _____	187	34	221	
580-588 North Dakota _____	270	19	289		980-994 Washington _____	789	129	918	
570-577 South Dakota _____	138	13	151		970-979 Oregon _____	461	54	515	
680-693 Nebraska _____	493	50	543		900-961 California _____	3,516	570	4,086	
660-679 Kansas _____	762	118	880		967-968 Hawaii _____	153	23	176	
WEST NO. CENTRAL	4,510	568	5,078	7.8	PACIFIC	5,106	810	5,916	9.1
197-199 Delaware _____	164	22	186		UNITED STATES	45,244	6,403	51,647	79.3
206-219 Maryland _____	888	134	1,022		969 & 004-009 U.S. Territories _____	171	31	202	
200-205 Washington, DC _____	147	24	171		Canada _____	1,514	361	1,875	
220-246 Virginia _____	1,118	172	1,290		Mexico _____	211	211	422	
247-268 West Virginia _____	275	28	303		Other International _____	5,675	5,266	10,941	
270-289 North Carolina _____	1,330	178	1,508		APO/FPO _____	5	4	9	
290-299 South Carolina _____	737	96	833		TOTAL QUALIFIED CIRCULATION	52,820	12,276	65,096	100.0
300-319 Georgia _____	1,260	183	1,443						
320-349 Florida _____	2,236	366	2,602						
SOUTH ATLANTIC	8,155	1,203	9,358	14.4					

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2006	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*
Total Audit Average Qualified	60,256	60,037	60,209	60,236	63,333	65,091
Qualified Non-Paid Total	58,977	58,990	59,277	59,347	62,457	64,267
Print Version Only	58,977	58,692	54,700	51,496	52,787	52,108
Digital Version Only	-	298	4,577	7,851	9,670	12,159
Qualified Paid Total	1,279	1,047	932	889	876	824
Print Version Only	1,279	1,047	932	889	876	824
Digital Version Only	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation	0.4	0.2	**NC	**NC	0.1	0.1
Average Annual Order Price	\$59.74	\$60.98	\$67.54	\$60.49	\$61.03	\$63.19

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

**NC = None Claimed.

8. PAID CIRCULATION DATA	
\$63.19	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. 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.

PARAGRAPH 2:

Additions and removals are not required for paid circulation.

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.

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	52,839	99.8	52,108	98.4	731	1.4
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	93	0.2	-	-	93	0.2
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	52,932	100.0	52,108	98.4	824	1.6

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	12,159	100.0	12,159	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,159	100.0	12,159	100.0	-	-

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 January 15, 2010

State Texas

County Harris

Received by BPA Worldwide January 15, 2010

Type PJ

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