

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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**POWER** is a B2B brand covering topics of many interests in the power generation industry. **POWER** has a number of vehicles that reach its intended audience such as its website, newsletters, webinars, white papers, job board, technical books, social media and a strong trade show and conference presence. Brand extensions include POWERmag.com, POWERnews, ELECTRIC POWER (trade show and conference), Careers in POWER, COAL POWER, GAS POWER, and the POWER Buyers' Guide.

**BRAND REPORT PURPOSE**

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

**CHANNELS**

**POWER MAGAZINE**



6 Issues in the period  
65,083 average circulation

**POWER WEBSITE**



93,885 average unique browsers

**EXECUTIVE SUMMARY**

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
<b>POWER MAGAZINE</b> (6 issues in the period)	64,943	140	65,083
a. Print	42,174	139	42,313
b. Digital	22,769	1	22,770
1. Requested	19,721	1	19,722
2. Non-Requested	3,048	-	3,048
<b>POWER WEBSITE</b> (Monthly Unique Browsers with 237,257 average Page Impressions)	93,885	-	93,885

### 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	227
Advertiser and Agency	1,393
Allocated for Trade Shows and Conventions	229
All Other	1,018
<b>TOTAL</b>	<b>2,868</b>

### 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	65,074	100.0	64,943	99.8	131	0.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	9	-	-	-	9	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>65,083</b>	<b>100.0</b>	<b>64,943</b>	<b>99.8</b>	<b>140</b>	<b>0.2</b>

### 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2015 Issue	Print	Digital	Total Qualified
July	41,843	23,199	65,042
August	41,902	23,179	65,081
September	42,453	22,618	65,071
October	42,509	22,587	65,096
November	42,518	22,508	65,026
December	42,652	22,528	65,180

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2015**  
 This issue is 0.1% or 68 copies below the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	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	22,501	34.6	16,790	5,711	10,597	11,553	351
2. IPP/cogeneration including independent power producers, cogenerators, and electric wholesale generators	4,924	7.6	3,443	1,481	2,260	2,606	58
<b>SUBTOTAL</b>	<b>27,425</b>	<b>42.2</b>	<b>20,233</b>	<b>7,192</b>	<b>12,857</b>	<b>14,159</b>	<b>409</b>
3. Power Plant consulting engineering firms, including construction, architect-engineer firms	20,084	30.9	12,726	7,358	7,954	11,797	333
4. Industrial steam and/or captive electric generating plants (See Note 4)	17,342	26.6	9,405	7,937	6,050	10,963	329
5. Others Allied to the Field	175	0.3	154	21	42	41	92
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>65,026</b>	<b>100.0</b>	<b>42,518</b>	<b>22,508</b>	<b>26,903</b>	<b>36,960</b>	<b>1,163</b>
<b>PERCENT</b>	<b>100.0</b>		<b>65.4</b>	<b>34.6</b>	<b>41.4</b>	<b>56.8</b>	<b>1.8</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 NOVEMBER 2015**

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	<b>46,506</b>	<b>6,328</b>	-	<b>33,195</b>	<b>19,639</b>	<b>52,834</b>	<b>81.3</b>
II. Request from recipient's company:	<b>358</b>	-	-	<b>351</b>	<b>7</b>	<b>358</b>	<b>0.5</b>
III. Membership Benefit:	-	-	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	<b>5,899</b>	-	-	<b>3,037</b>	<b>2,862</b>	<b>5,899</b>	<b>9.1</b>
V. <b>TOTAL - Sources other than above (listed alphabetically):</b>	<b>5,935</b>	-	-	<b>5,935</b>	-	<b>5,935</b>	<b>9.1</b>
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	5,935	-	-	5,935	-	5,935	9.1
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>58,698</b>	<b>6,328</b>	-	<b>42,518</b>	<b>22,508</b>	<b>65,026</b>	<b>100.0</b>
<b>PERCENT</b>	<b>90.3</b>	<b>9.7</b>	-	<b>65.4</b>	<b>34.6</b>	<b>100.0</b>	

\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2015**

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	42,368	22,507	64,875	99.8
Individuals by name only	46	-	46	0.1
Titles or functions only	57	1	58	0.1
Company names only	39	-	39	-
Multi-Copy Same Addressee copies	8	-	8	-
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>42,518</b>	<b>22,508</b>	<b>65,026</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	Audited Data	Circulation Claim
	January – June 2013	July – December 2013	January – June 2014	July – December 2014	January – June 2015	July – December 2015*
Total Audit Average Qualified:	66,439	65,232	65,002	65,047	65,026	65,083
Qualified Non-Paid:	65,867	64,711	64,596	64,800	64,842	64,943
Print:	47,076	44,096	43,141	42,802	41,980	42,174
Digital:	18,791	20,615	21,456	21,998	22,862	22,769
Qualified Paid:	572	521	406	247	184	140
Print:	571	520	405	246	184	139
Digital:	1	1	1	1	-	1
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: July – December 2015 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2015\***

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	263	39	302		Kentucky	627	149	776	
New Hampshire	222	50	272		Tennessee	855	213	1,068	
Vermont	81	21	102		Alabama	628	159	787	
Massachusetts	970	288	1,258		Mississippi	286	45	331	
Rhode Island	95	22	117		EAST SO. CENTRAL	2,396	566	2,962	4.6
Connecticut	590	138	728		Arkansas	268	46	314	
NEW ENGLAND	2,221	558	2,779	4.3	Louisiana	602	181	783	
New York	1,740	458	2,198		Oklahoma	531	133	664	
New Jersey	1,211	361	1,572		Texas	3,850	1,469	5,319	
Pennsylvania	1,970	589	2,559		WEST SO. CENTRAL	5,251	1,829	7,080	10.9
MIDDLE ATLANTIC	4,921	1,408	6,329	9.7	Montana	216	34	250	
Ohio	1,722	503	2,225		Idaho	185	47	232	
Indiana	879	217	1,096		Wyoming	183	30	213	
Illinois	1,919	472	2,391		Colorado	1,028	314	1,342	
Michigan	1,149	333	1,482		New Mexico	186	51	237	
Wisconsin	941	227	1,168		Arizona	562	158	720	
EAST NO. CENTRAL	6,610	1,752	8,362	12.8	Utah	304	100	404	
Minnesota	967	213	1,180		Nevada	214	78	292	
Iowa	638	120	758		MOUNTAIN	2,878	812	3,690	5.7
Missouri	1,251	320	1,571		Alaska	180	43	223	
North Dakota	284	45	329		Washington	841	206	1,047	
South Dakota	237	37	274		Oregon	448	93	541	
Nebraska	382	98	480		California	2,786	880	3,666	
Kansas	755	197	952		Hawaii	118	33	151	
WEST NO. CENTRAL	4,514	1,030	5,544	8.5	PACIFIC	4,373	1,255	5,628	8.7
Delaware	144	55	199		UNITED STATES	40,271	11,308	51,579	79.3
Maryland	575	185	760		U.S. Territories	87	53	140	
Washington, DC	235	104	339		Canada	514	974	1,488	
Virginia	971	289	1,260		Mexico	50	566	616	
West Virginia	239	60	299		Other International	1,591	9,601	11,192	
North Carolina	1,226	380	1,606		APO/FPO	2	5	7	
South Carolina	790	198	988		Email Only	3	1	4	
Georgia	1,095	313	1,408						
Florida	1,832	514	2,346						
SOUTH ATLANTIC	7,107	2,098	9,205	14.1					
					<b>TOTAL QUALIFIED CIRCULATION</b>	<b>42,518</b>	<b>22,508</b>	<b>65,026</b>	<b>100.0</b>

\*See Additional Data



# WEBSITE CHANNEL

## WWW.POWERMAG.COM

2015	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	220,885	110,100	85,537	1.29	02:15	02:16
August	236,949	116,333	91,265	1.27	02:24	02:30
September	243,273	124,248	96,524	1.29	02:33	02:27
October	274,367	144,245	114,616	1.26	02:30	02:16
November	241,209	120,984	93,778	1.29	02:27	02:26
December	206,860	105,558	81,591	1.29	02:42	02:36
<b>AVERAGE:</b>	<b>237,257</b>	<b>120,244</b>	<b>93,885</b>	<b>1.28</b>	<b>02:28</b>	<b>02:25</b>

July – December 2015 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

### WEBSITE GLOSSARY

**Page Impressions:** A Page Impression is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

**User Sessions:** A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

**Unique Browsers:** An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

**Unique Browser Frequency:** Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

**Page Duration:** The average time spent viewing any page on a web site.

**User Session Duration:** The average time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit [www.adicompli.com](http://www.adicompli.com)

## ADDITIONAL DATA

### METHOD OF DISTRIBUTION:

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

### STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

### MAGAZINE:

#### PARAGRAPH 3b:

Communication from Recipient or Recipient's Company (Other Than Request) includes 1 source of circulation for a quantity of 5,899 copies or 9.1%, including Chemical Engineering.

Other sources include 1 source of circulation for a quantity of 5,935 copies or 9.1%.

### PUBLISHER'S AFFIDAVIT

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

Sarah Garwood, Audience Development Director

Michael Grossman, Group Publisher, Vice President

(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 brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

January 11, 2016

State

Maryland

County

Montgomery

Received by BPA Worldwide

January 11, 2016

Type

BJ

ID Number

P529B0D5

#### About BPA Worldwide:

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. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as 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.