

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, Connected Plant Conference, 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
65,035 average circulation

POWER WEBSITE



105,566 average users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
POWER MAGAZINE (6 issues in the period)	65,033	2	65,035
a. Print	37,659	2	37,661
b. Digital	27,374	-	27,374
1. Requested	20,848	-	20,848
2. Non-Requested	6,526	-	6,526
POWER WEBSITE (Monthly Users with 258,011 average Pageviews)	105,566	-	105,566

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 as well as other functions.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	259
Advertiser and Agency	584
Allocated for Trade Shows and Conventions	144
All Other	1,050
TOTAL	2,037

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	65,035	100.0	65,033	100.0	2	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	65,035	100.0	65,033	100.0	2	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Total Qualified
July	37,738	27,282	65,020
August	37,789	27,280	65,069
September	37,726	27,274	65,000
October	38,021	26,991	65,012
November	38,281	26,766	65,047
December	36,411	28,648	65,059

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017
 This issue is -% or 15 copies above 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 (Note 1)	Engineering Operations & Maintenance (Note 2)	Other Functions
1. Electric Utilities including Investor-Owned and Municipal Utility, Rural Electric Co-op, and Federal/State Electric System	22,148	34.1	15,720	6,428	8,023	13,781	344
2. IPP/cogeneration including independent power producers, cogenerators, and electric wholesale generators	4,031	6.2	2,232	1,799	1,840	2,153	38
SUBTOTAL	26,179	40.2	17,952	8,227	9,863	15,934	382
3. Power Plant consulting engineering firms, including construction, architect-engineer firms	17,438	26.8	9,274	8,164	7,182	9,972	284
4. Industrial steam and/or captive electric generating plants (Note 3)	20,430	31.4	10,434	9,996	8,155	11,925	350
5. Others Allied to the Field	1,000	1.5	621	379	466	450	84
TOTAL QUALIFIED CIRCULATION	65,047	100.0	38,281	26,766	25,666	38,281	1,100
PERCENT	100.0		58.9	41.1	39.4	58.9	1.7

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

Note 2 – Engineering, Operations & Maintenance include Engineers, Managers, Superintendents, Purchasers/Buyers, Supervisors/Foremen, Scientists/Chemists/Metallurgists and other titles in Accounting, Finance, Information Technology, Public Affairs, Regulatory/Safety, Research/Development, Sales/Marketing and Security.

Note 3 – Including plants in process industries (chemicals, petroleum, food, paper, plastics, synthetic resins, rubber, stone, glass, clay, metal producing, mining, metal fabricating, machinery, transportation equipment, pulp, lumber, wood products, textiles).

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	40,848	6,504	-	26,701	20,651	47,352	72.8
II. Request from recipient's company:	991	-	-	977	14	991	1.5
III. Membership Benefit:	-	-	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	9,743	-	-	4,831	4,912	9,743	15.0
V. TOTAL – Sources other than above (listed alphabetically):	6,961	-	-	5,772	1,189	6,961	10.7
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	6,961	-	-	5,772	1,189	6,961	10.7
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	58,543	6,504	-	38,281	26,766	65,047	100.0
PERCENT	90.0	10.0	-	58.9	41.1	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	38,248	26,765	65,013	100.0
Individuals by name only	13	1	14	-
Titles or functions only	20	-	20	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	38,281	26,766	65,047	100.0

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 2015	July – December 2015	January – June 2016	July – December 2016	January – June 2017	July – December 2017*
Total Audit Average Qualified:	65,026	65,083	65,056	65,016	65,022	65,035
Qualified Non-Paid:	64,842	64,943	64,966	64,981	65,013	65,033
Print:	41,980	42,174	41,133	40,026	37,903	37,659
Digital:	22,862	22,769	23,833	24,955	27,110	27,374
Qualified Paid:	184	140	90	35	9	2
Print:	184	139	90	35	9	2
Digital:	-	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 2017 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 2017*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	171	37	208		Kentucky	495	158	653	
New Hampshire	188	55	243		Tennessee	575	216	791	
Vermont	64	22	86		Alabama	456	203	659	
Massachusetts	763	312	1,075		Mississippi	204	58	262	
Rhode Island	82	31	113		EAST SO. CENTRAL	1,730	635	2,365	3.6
Connecticut	471	150	621		Arkansas	221	53	274	
NEW ENGLAND	1,739	607	2,346	3.6	Louisiana	762	283	1,045	
New York	1,405	570	1,975		Oklahoma	444	192	636	
New Jersey	1,292	479	1,771		Texas	3,210	1,651	4,861	
Pennsylvania	1,866	685	2,551		WEST SO. CENTRAL	4,637	2,179	6,816	10.5
MIDDLE ATLANTIC	4,563	1,734	6,297	9.7	Montana	172	31	203	
Ohio	1,800	564	2,364		Idaho	168	62	230	
Indiana	832	270	1,102		Wyoming	155	45	200	
Illinois	1,761	631	2,392		Colorado	623	286	909	
Michigan	1,140	353	1,493		New Mexico	167	91	258	
Wisconsin	869	318	1,187		Arizona	425	189	614	
EAST NO. CENTRAL	6,402	2,136	8,538	13.1	Utah	259	106	365	
Minnesota	992	309	1,301		Nevada	176	105	281	
Iowa	472	169	641		MOUNTAIN	2,145	915	3,060	4.7
Missouri	963	387	1,350		Alaska	166	51	217	
North Dakota	185	63	248		Washington	555	227	782	
South Dakota	138	44	182		Oregon	355	107	462	
Nebraska	455	169	624		California	2,112	1,056	3,168	
Kansas	622	217	839		Hawaii	97	33	130	
WEST NO. CENTRAL	3,827	1,358	5,185	8.0	PACIFIC	3,285	1,474	4,759	7.3
Delaware	115	56	171		UNITED STATES	34,650	13,382	48,032	73.8
Maryland	429	183	612		U.S. Territories	93	56	149	
Washington, DC	140	106	246		Canada	618	1,126	1,744	
Virginia	1,015	345	1,360		Mexico	51	609	660	
West Virginia	233	88	321		Other International	2,867	11,591	14,458	
North Carolina	1,309	430	1,739		APO/FPO	2	2	4	
South Carolina	627	240	867						
Georgia	1,042	362	1,404						
Florida	1,412	534	1,946						
SOUTH ATLANTIC	6,322	2,344	8,666	13.3					
					TOTAL QUALIFIED CIRCULATION	38,281	26,766	65,047	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017*

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
ASIA					Benin				
Afghanistan	-	1	1		Botswana	1	13	14	
Armenia	-	2	2		Burkina Faso	-	3	3	
Azerbaijan	1	5	6		Burundi	1	2	3	
Bangladesh	11	50	61		Cameroon	-	12	12	
Bhutan	-	2	2		Central African Republic	-	1	1	
Brunei Darussalam	2	8	10		Chad	-	1	1	
Cambodia	-	2	2		Congo	1	5	6	
China	7	100	107		Egypt	15	167	182	
Cocos (Keeling) Islands	-	1	1		Eritrea	-	1	1	
Georgia	-	3	3		Ethiopia	2	24	26	
Hong Kong - SAR	10	81	91		Gabon	-	1	1	
India	238	1,447	1,685		Gambia	-	2	2	
Indonesia	24	287	311		Ghana	2	48	50	
Japan	128	84	212		Guinea	1	2	3	
Kazakhstan	3	9	12		Kenya	1	48	49	
Korea, Democratic People's Republic Of	-	4	4		Lesotho	-	2	2	
Korea, Republic Of	13	144	157		Liberia	-	6	6	
Laos	-	2	2		Libyan Arab Jamahiriya	4	13	17	
Macao	-	1	1		Madagascar	1	3	4	
Malaysia	46	236	282		Malawi	1	3	4	
Mongolia	2	3	5		Mauritius	4	17	21	
Myanmar	1	4	5		Morocco	2	15	17	
Nepal	1	17	18		Mozambique	2	6	8	
Pakistan	67	240	307		Namibia	4	11	15	
Philippines	82	234	316		Nigeria	11	207	218	
Singapore	55	231	286		Rwanda	-	6	6	
Sri Lanka	4	53	57		Senegal	-	2	2	
Taiwan	10	123	133		Seychelles	7	-	7	
Thailand	13	183	196		Sierra Leone	-	4	4	
Turkmenistan	1	-	1		South Africa	128	330	458	
Uzbekistan	-	2	2		Sudan	1	31	32	
Vietnam	2	44	46		Swaziland	-	2	2	
unspecified Asia	-	1	1		Tanzania	3	15	18	
Subtotal	721	3,604	4,325	6.7	Togo	-	1	1	
MIDDLE EAST					Tunisia	3	28	31	
Bahrain	2	30	32		Uganda	1	25	26	
Iran	25	232	257		Zambia	1	31	32	
Iraq	1	41	42		Zimbabwe	5	26	31	
Israel	16	93	109		unspecified Africa	-	2	2	
Jordan	8	26	34		Subtotal	210	1,182	1,392	2.1
Kuwait	5	53	58		NORTH AMERICA				
Lebanon	1	11	12		Canada	618	1,126	1,744	
Oman	3	54	57		Mexico	51	609	660	
Qatar	14	78	92		United States	34,745	13,440	48,185	
Saudi Arabia	28	239	267		Subtotal	35,414	15,175	50,589	77.8
Syrian Arab Republic	-	10	10		CARIBBEAN				
United Arab Emirates	22	241	263		Anguilla	-	1	1	
Yemen	-	5	5		Antigua and Barbuda	-	1	1	
unspecified Middle East	-	1	1		Aruba	-	2	2	
Subtotal	125	1,114	1,239	1.9	Bahamas	-	2	2	
EUROPE					Barbados	1	4	5	
Albania	1	2	3		Bermuda	-	1	1	
Austria	15	27	42		Cayman Islands	-	2	2	
Belarus	-	2	2		Cuba	2	17	19	
Belgium	51	112	163		Dominica	-	2	2	
Bosnia and Herzegovina	-	10	10		Dominican Republic	-	15	15	
Bulgaria	3	30	33		Grenada	-	1	1	
Croatia	5	31	36		Haiti	-	2	2	
Cyprus	2	3	5		Jamaica	-	18	18	
Czech Republic	11	31	42		Netherlands Antilles	37	9	46	
Denmark	2	40	42		Trinidad and Tobago	1	32	33	
Estonia	2	4	6		unspecified Caribbean	-	1	1	
Faroe Islands	-	1	1		Subtotal	41	110	151	0.2
Finland	21	37	58		CENTRAL AMERICA				
France	197	158	355		Belize	1	3	4	
Germany	302	234	536		Costa Rica	1	34	35	
Gibraltar	1	1	2		El Salvador	2	12	14	
Greece	7	132	139		Guatemala	5	51	56	
Hungary	2	37	39		Honduras	1	15	16	
Iceland	-	4	4		Nicaragua	1	8	9	
Ireland	7	61	68		Panama	1	17	18	
Italy	171	306	477		Subtotal	12	140	152	0.2
Latvia	17	8	25		SOUTH AMERICA				
Lithuania	2	11	13		Argentina	17	260	277	
Luxembourg	-	5	5		Bolivia	5	42	47	
Macedonia	2	5	7		Brazil	51	378	429	
Malta	1	3	4		Chile	17	142	159	
Moldova	-	2	2		Colombia	20	234	254	
Monaco	1	-	1		Ecuador	5	65	70	
Netherlands	53	198	251		Guyana	1	5	6	
Norway	26	36	62		Paraguay	1	6	7	
Poland	16	67	83		Peru	15	198	213	
Portugal	7	125	132		Suriname	-	6	6	
Romania	8	107	115		Uruguay	2	45	47	
Russian Federation	15	72	87		Venezuela	21	203	224	
San Marino	1	-	1		Subtotal	155	1,584	1,739	2.7
Serbia	5	36	41		ASIA PACIFIC				
Slovakia	2	27	29		Australia	144	443	587	
Slovenia	2	20	22		Fiji	1	3	4	
Spain	96	355	451		French Polynesia	-	1	1	
Sweden	67	40	107		New Caledonia	-	1	1	
Switzerland	48	90	138		New Zealand	8	54	62	
Turkey	52	192	244		Palau	-	1	1	
Ukraine	2	22	24		Papua New Guinea	1	5	6	
United Kingdom	226	663	889		Solomon Islands	-	1	1	
unspecified Europe	-	1	1		Subtotal	154	509	663	1.0
Subtotal	1,449	3,348	4,797	7.4	TOTAL QUALIFIED CIRCULATION				
AFRICA					38,281	26,766	65,047	100.0	
Algeria	5	59	64						
Angola	3	6	9						

*See Additional Data

WEBSITE CHANNEL

WWW.POWERMAG.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
July	232,442	120,443	91,106	2:36
August	257,146	133,174	99,900	2:36
September	256,445	148,051	113,582	2:02
October	283,812	155,619	116,141	2:12
November	291,040	159,329	118,365	2:14
December	227,182	128,624	94,307	2:10
AVERAGE:	258,011	140,873	105,566	2:18

July – December 2017 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview 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.

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.

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

Average Session Duration: The 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

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient 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 9,743 copies or 15.0%, including Chemical Engineering.

Other Sources include 2 sources of circulation for quantities of 2,537 copies or 3.9% to 4,424 copies or 6.8%, including 365Media and Zoom Info.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

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

Sarah Garwood, Audience Development Director

Matthew Grant, Group Publisher

(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 15, 2018

State

Maryland

County

Montgomery

Received by BPA Worldwide

January 15, 2018

Type

BJ

ID Number

P529B0D7

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 for the latest audit reports, membership information and publishing and advertising industry news.