

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.

Access Intelligence, LLC
9211 Corporate Blvd
4th Floor
Rockville, MD 20850
Tel. No.: 301-354-2000
www.powermag.com

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
65,043 average circulation

**POWER
WEBSITE**



117,843 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)	65,042	1	65,043
a. Print	36,440	1	36,441
b. Digital	28,602	-	28,602
1. Requested	21,162	-	21,162
2. Non-Requested	7,440	-	7,440
POWER WEBSITE (Monthly Users with 274,605 average Pageviews)	117,843	-	117,843

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	243
Advertiser and Agency	586
Allocated for Trade Shows and Conventions	580
All Other	731
TOTAL	2,140

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	65,043	100.0	65,042	100.0	1	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	65,043	100.0	65,042	100.0	1	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Total Qualified
January	36,433	28,587	65,020
February	36,649	28,382	65,031
March	36,849	28,311	65,160
April	36,492	28,503	64,995
May	36,069	28,931	65,000
June	36,155	28,895	65,050

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

This issue is 0.1% or 51 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 (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	20,589	31.7	15,220	5,369	8,260	11,983	346
2. IPP/cogeneration including independent power producers, cogenerators, and electric wholesale generators	3,080	4.7	1,656	1,424	1,237	1,805	38
SUBTOTAL	23,669	36.4	16,876	6,793	9,497	13,788	384
3. Power Plant consulting engineering firms, including construction, architect-engineer firms	18,110	27.9	9,745	8,365	7,308	10,600	202
4. Industrial steam and/or captive electric generating plants (Note 3)	22,487	34.6	9,025	13,462	8,846	13,272	369
5. Others Allied to the Field	734	1.1	423	311	333	313	88
TOTAL QUALIFIED CIRCULATION	65,000	100.0	36,069	28,931	25,984	37,973	1,043
PERCENT	100.0		55.5	44.5	40.0	58.4	1.6

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

Note 4 - 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 MAY 2018

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	36,843	9,485	-	25,596	20,732	46,328	71.3
II. Request from recipient's company:	63	782	-	837	8	845	1.3
III. Membership Benefit:	-	-	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	11,928	-	-	3,815	8,113	11,928	18.3
V. TOTAL - Sources other than above (listed alphabetically):	5,899	-	-	5,821	78	5,899	9.1
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	5,899	-	-	5,821	78	5,899	9.1
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	54,733	10,267	-	36,069	28,931	65,000	100.0
PERCENT	84.2	15.8	-	55.5	44.5	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	36,041	28,931	64,972	100.0
Individuals by name only	14	-	14	-
Titles or functions only	14	-	14	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	36,069	28,931	65,000	100.0

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 2015	January - June 2016	July - December 2016	January - June 2017	July - December 2017*	January - June 2018*
Total Audit Average Qualified:	65,083	65,056	65,016	65,022	65,035	65,043
Qualified Non-Paid:	64,943	64,966	64,981	65,013	65,033	65,042
Print:	42,174	41,133	40,026	37,903	37,659	36,440
Digital:	22,769	23,833	24,955	27,110	27,374	28,602
Qualified Paid:	140	90	35	9	2	1
Print:	139	90	35	9	2	1
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 2017 - June 2018 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 MAY 2018*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	181	48	229		Kentucky	466	175	641	
New Hampshire	195	58	253		Tennessee	558	273	831	
Vermont	82	24	106		Alabama	435	201	636	
Massachusetts	764	344	1,108		Mississippi	201	62	263	
Rhode Island	78	35	113		EAST SO. CENTRAL	1,660	711	2,371	3.6
Connecticut	457	190	647		Arkansas	202	63	265	
NEW ENGLAND	1,757	699	2,456	3.8	Louisiana	548	232	780	
New York	1,553	611	2,164		Oklahoma	426	152	578	
New Jersey	1,034	513	1,547		Texas	3,337	1,772	5,109	
Pennsylvania	1,669	806	2,475		WEST SO. CENTRAL	4,513	2,219	6,732	10.4
MIDDLE ATLANTIC	4,256	1,930	6,186	9.5	Montana	158	43	201	
Ohio	1,546	654	2,200		Idaho	182	65	247	
Indiana	767	256	1,023		Wyoming	146	40	186	
Illinois	1,602	702	2,304		Colorado	626	297	923	
Michigan	1,099	412	1,511		New Mexico	151	64	215	
Wisconsin	826	337	1,163		Arizona	477	173	650	
EAST NO. CENTRAL	5,840	2,361	8,201	12.6	Utah	222	97	319	
Minnesota	932	330	1,262		Nevada	271	85	356	
Iowa	486	167	653		MOUNTAIN	2,233	864	3,097	4.8
Missouri	957	358	1,315		Alaska	158	52	210	
North Dakota	242	70	312		Washington	702	251	953	
South Dakota	143	44	187		Oregon	418	117	535	
Nebraska	349	120	469		California	2,256	1,035	3,291	
Kansas	609	239	848		Hawaii	110	41	151	
WEST NO. CENTRAL	3,718	1,328	5,046	7.8	PACIFIC	3,644	1,496	5,140	7.9
Delaware	124	84	208		UNITED STATES	33,343	14,150	47,493	73.1
Maryland	447	220	667		U.S. Territories	86	57	143	
Washington, DC	158	89	247		Canada	562	1,107	1,669	
Virginia	802	374	1,176		Mexico	21	732	753	
West Virginia	186	91	277		Other International	2,055	12,883	14,938	
North Carolina	971	444	1,415		APO/FPO	2	2	4	
South Carolina	654	263	917						
Georgia	822	388	1,210						
Florida	1,558	589	2,147						
SOUTH ATLANTIC	5,722	2,542	8,264	12.7					
					TOTAL QUALIFIED CIRCULATION	36,069	28,931	65,000	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018*

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
ASIA					Burkina Faso	-	1	1	
Afghanistan	-	6	6		Burundi	1	8	9	
Armenia	-	2	2		Cameroon	-	29	29	
Azerbaijan	2	10	12		Central African Republic	-	1	1	
Bangladesh	7	66	73		Chad	-	1	1	
Bhutan	-	3	3		Congo	-	13	13	
Brunei Darussalam	2	8	10		Cote D'Ivoire	-	1	1	
Cambodia	-	2	2		Djibouti	-	2	2	
China	7	117	124		Egypt	3	209	212	
Georgia	-	3	3		Eritrea	-	2	2	
Hong Kong - SAR	4	105	109		Ethiopia	1	61	62	
India	64	1,637	1,701		Gambia	-	10	10	
Indonesia	9	349	358		Ghana	1	95	96	
Japan	6	105	111		Guinea	1	2	3	
Kazakhstan	2	8	10		Kenya	2	89	91	
Korea, Democratic People's Republic Of	-	3	3		Lesotho	-	5	5	
Korea, Republic Of	4	145	149		Liberia	2	23	25	
Laos	-	5	5		Libyan Arab Jamahiriya	-	18	18	
Macao	-	2	2		Madagascar	-	4	4	
Malaysia	10	288	298		Malawi	-	7	7	
Mongolia	-	1	1		Mauritius	3	16	19	
Myanmar	2	10	12		Morocco	1	15	16	
Nepal	-	11	11		Mozambique	1	6	7	
Pakistan	17	302	319		Namibia	-	16	16	
Philippines	42	265	307		Niger	-	1	1	
Singapore	26	296	322		Nigeria	10	336	346	
Sri Lanka	5	65	70		Rwanda	-	20	20	
Taiwan	23	149	172		Senegal	-	2	2	
Thailand	6	247	253		Sierra Leone	-	8	8	
Turkmenistan	1	1	2		Somalia	-	18	18	
Uzbekistan	2	4	4		South Africa	15	383	398	
Vietnam	2	43	45		Sudan	1	39	40	
Subtotal	241	4,258	4,499	6.9	Swaziland	-	3	3	
MIDDLE EAST					Tanzania	-	46	46	
Bahrain	2	37	39		Togo	-	1	1	
Iran	14	262	276		Tunisia	1	24	25	
Iraq	1	32	33		Uganda	1	63	64	
Israel	9	116	125		Zambia	3	49	52	
Jordan	-	24	24		Zimbabwe	1	37	38	
Kuwait	3	63	66		unspecified Africa	-	1	1	
Lebanon	-	11	11		Subtotal	59	1,746	1,805	2.8
Oman	6	63	69		NORTH AMERICA				
Qatar	7	104	111		Canada	562	1,107	1,669	
Saudi Arabia	8	292	300		Mexico	21	732	753	
Syrian Arab Republic	-	15	15		United States	33,431	14,209	47,640	
United Arab Emirates	11	266	277		unspecified North America	-	1	1	
Yemen	-	7	7		Subtotal	34,014	16,049	50,063	77.0
unspecified Middle East	-	1	1		CARIBBEAN				
Subtotal	61	1,293	1,354	2.1	Anguilla	-	1	1	
EUROPE					Antigua and Barbuda	-	1	1	
Albania	1	2	3		Aruba	-	1	1	
Andorra	-	1	1		Bahamas	-	2	2	
Austria	10	22	32		Barbados	-	3	3	
Belarus	5	1	6		Bermuda	1	2	3	
Belgium	80	80	160		Cayman Islands	-	2	2	
Bosnia and Herzegovina	2	11	13		Cuba	1	20	21	
Bulgaria	5	28	33		Dominica	-	1	1	
Croatia	13	27	40		Dominican Republic	1	12	13	
Cyprus	7	3	10		Grenada	-	1	1	
Czech Republic	11	22	33		Haiti	-	4	4	
Denmark	20	28	48		Jamaica	-	27	27	
Estonia	3	6	9		Netherlands Antilles	-	11	11	
Faroe Islands	-	1	1		Trinidad and Tobago	5	47	52	
Finland	22	38	60		Virgin Islands, British	-	1	1	
France	96	108	204		Subtotal	8	136	144	0.2
Germany	126	166	292		CENTRAL AMERICA				
Gibraltar	-	2	2		Belize	1	5	6	
Greece	53	116	169		Costa Rica	-	29	29	
Hungary	15	21	36		El Salvador	1	18	19	
Iceland	-	6	6		Guatemala	1	47	48	
Ireland	42	49	91		Honduras	-	14	14	
Italy	157	241	398		Nicaragua	1	12	13	
Latvia	-	8	8		Panama	-	19	19	
Lithuania	6	6	12		Subtotal	4	144	148	0.2
Luxembourg	4	5	9		SOUTH AMERICA				
Macedonia	2	4	6		Argentina	11	305	316	
Malta	2	4	6		Bolivia	-	45	45	
Moldova	-	1	1		Brazil	21	421	442	
Montenegro	-	1	1		Chile	13	153	166	
Netherlands	148	129	277		Colombia	12	269	281	
Norway	1	41	42		Ecuador	5	76	81	
Poland	39	61	100		Guyana	1	5	6	
Portugal	49	103	152		Paraguay	-	4	4	
Romania	45	105	150		Peru	4	232	236	
Russian Federation	9	81	90		Suriname	-	3	3	
Serbia	3	37	40		Uruguay	1	45	46	
Slovakia	11	22	33		Venezuela	5	219	224	
Slovenia	11	10	21		Subtotal	73	1,777	1,850	2.9
Spain	181	276	457		ASIA PACIFIC				
Sweden	21	39	60		Australia	52	550	602	
Switzerland	8	121	129		Fiji	1	4	5	
Turkey	11	221	232		French Polynesia	-	1	1	
Ukraine	-	25	25		New Caledonia	3	1	4	
United Kingdom	320	575	895		New Zealand	3	89	92	
unspecified Europe	3	1	4		Papua New Guinea	1	21	22	
Subtotal	1,542	2,855	4,397	6.8	Solomon Islands	7	5	12	
AFRICA					Tonga	-	1	1	
Algeria	8	56	64		Vanuatu	-	1	1	
Angola	2	8	10		Subtotal	67	673	740	1.1
Benin	-	3	3		TOTAL QUALIFIED CIRCULATION	36,069	28,931	65,000	100.0
Botswana	1	14	15						

*See Additional Data

WEBSITE CHANNEL

WWW.POWERMAG.COM

2018	Pageviews	Sessions	Users	Average Session Duration
January	270,191	152,881	112,403	2:11
February	259,834	143,948	106,179	2:07
March	295,045	166,072	125,599	2:01
April	265,619	153,691	115,831	1:54
May	300,905	182,921	137,018	1:42
June	256,041	148,777	110,032	1:55
AVERAGE:	274,605	158,048	117,843	1:58

January – June 2018 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.

ADDITIONAL DATA

MAGAZINE:

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.

PARAGRAPH 3b:

Communication from Recipient or Recipient's Company (Other Than Request) includes 1 source of circulation for a quantity of 11,928 copies or 18.3%, including Chemical Engineering.

Other Sources include 3 sources of circulation for quantities of 402 copies or 0.6% to 3,113 copies or 4.8%.

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

Matt Grant, Vice President and 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

State

County

Received by BPA Worldwide

Type

ID Number

July 15, 2018

Maryland

Montgomery

July 15, 2018

BJ

P529B0J8

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.