

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.

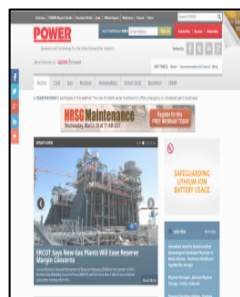
## CHANNELS

### POWER MAGAZINE



6 Issues in the period  
65,056 average circulation

### POWER WEBSITE



91,137 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)	64,966	90	65,056
a. Print	41,133	90	41,223
b. Digital	23,833	-	23,833
1. Requested	20,440	-	20,440
2. Non-Requested	3,393	-	3,393
<b>POWER WEBSITE</b> (Monthly Unique Browsers with 226,136 average Page Impressions)	91,137	-	91,137

### 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	248
Advertiser and Agency	886
Allocated for Trade Shows and Conventions	915
All Other	834
<b>TOTAL</b>	<b>2,883</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	65,051	100.0	64,966	99.9	85	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	5	-	-	-	5	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>65,056</b>	<b>100.0</b>	<b>64,966</b>	<b>99.9</b>	<b>90</b>	<b>0.1</b>

### 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Print	Digital	Total Qualified
January	42,511	22,693	65,204
February	42,330	22,712	65,042
March	41,772	23,261	65,033
April	40,904	24,105	65,009
May	39,813	25,223	65,036
June	40,006	25,005	65,011

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016**  
 This issue is -% or 24 copies below the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY PRIMARY JOB FUNCTION				
			Print	Digital	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	22,553	34.7	15,574	6,979	10,883	11,427	243
2. IPP/cogeneration including independent power producers, cogenerators, and electric wholesale generators	3,930	6.0	2,278	1,652	1,595	2,299	36
<b>SUBTOTAL</b>	<b>26,483</b>	<b>40.7</b>	<b>17,852</b>	<b>8,631</b>	<b>12,478</b>	<b>13,726</b>	<b>279</b>
3. Power Plant consulting engineering firms, including construction, architect-engineer firms	20,566	31.6	12,222	8,344	8,201	12,174	191
4. Industrial steam and/or captive electric generating plants (See Note 4)	17,649	27.2	9,530	8,119	6,090	11,377	182
5. Others Allied to the Field	338	0.5	209	129	123	109	106
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>65,036</b>	<b>100.0</b>	<b>39,813</b>	<b>25,223</b>	<b>26,892</b>	<b>37,386</b>	<b>758</b>
<b>PERCENT</b>	<b>100.0</b>		<b>61.2</b>	<b>38.8</b>	<b>41.3</b>	<b>57.5</b>	<b>1.2</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 MAY 2016**

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	45,557	6,502	-	31,987	20,072	52,059	80.1
II. Request from recipient's company:	353	1	-	354	-	354	0.5
III. Membership Benefit:	-	-	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	7,346	-	-	3,462	3,884	7,346	11.3
V. <b>TOTAL - Sources other than above (listed alphabetically):</b>	<b>5,277</b>	<b>-</b>	<b>-</b>	<b>4,010</b>	<b>1,267</b>	<b>5,277</b>	<b>8.1</b>
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	5,277	-	-	4,010	1,267	5,277	8.1
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>58,533</b>	<b>6,503</b>	<b>-</b>	<b>39,813</b>	<b>25,223</b>	<b>65,036</b>	<b>100.0</b>
<b>PERCENT</b>	<b>90.0</b>	<b>10.0</b>	<b>-</b>	<b>61.2</b>	<b>38.8</b>	<b>100.0</b>	

\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016**

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	39,746	25,223	64,969	99.9
Individuals by name only	18	-	18	-
Titles or functions only	28	-	28	0.1
Company names only	19	-	19	-
Multi-Copy Same Addressee copies	2	-	2	-
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>39,813</b>	<b>25,223</b>	<b>65,036</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 2013	January – June 2014	July – December 2014	January – June 2015	July – December 2015*	January – June 2016*						
Total Audit Average Qualified:	65,232	65,002	65,047	65,026	65,083	65,056						
Qualified Non-Paid:	64,711	64,596	64,800	64,842	64,943	64,966						
Print:	44,096	43,141	42,802	41,980	42,174	41,133						
Digital:	20,615	21,456	21,998	22,862	22,769	23,833						
Qualified Paid:	521	406	247	184	140	90						
Print:	520	405	246	184	139	90						
Digital:	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 2015 – June 2016 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 2016\***

State	Print	Digital	Total Qualified	Percent
Maine	207	44	251	
New Hampshire	305	51	356	
Vermont	74	20	94	
Massachusetts	1,031	265	1,296	
Rhode Island	80	26	106	
Connecticut	501	156	657	
NEW ENGLAND	2,198	562	2,760	4.2
New York	1,626	481	2,107	
New Jersey	1,180	419	1,599	
Pennsylvania	2,072	604	2,676	
MIDDLE ATLANTIC	4,878	1,504	6,382	9.8
Ohio	1,622	518	2,140	
Indiana	729	222	951	
Illinois	1,691	507	2,198	
Michigan	1,002	363	1,365	
Wisconsin	880	246	1,126	
EAST NO. CENTRAL	5,924	1,856	7,780	12.0
Minnesota	904	266	1,170	
Iowa	450	151	601	
Missouri	1,096	323	1,419	
North Dakota	207	47	254	
South Dakota	252	39	291	
Nebraska	319	93	412	
Kansas	569	210	779	
WEST NO. CENTRAL	3,797	1,129	4,926	7.6
Delaware	126	63	189	
Maryland	546	210	756	
Washington, DC	163	109	272	
Virginia	998	295	1,293	
West Virginia	233	74	307	
North Carolina	1,156	374	1,530	
South Carolina	654	206	860	
Georgia	915	327	1,242	
Florida	1,570	533	2,103	
SOUTH ATLANTIC	6,361	2,191	8,552	13.1
Kentucky	522	149	671	
Tennessee	570	232	802	
Alabama	477	167	644	
Mississippi	200	55	255	
EAST SO. CENTRAL	1,769	603	2,372	3.6
Arkansas	277	45	322	
Louisiana	694	211	905	
Oklahoma	402	138	540	
Texas	3,148	1,557	4,705	
WEST SO. CENTRAL	4,521	1,951	6,472	10.0
Montana	158	37	195	
Idaho	157	57	214	
Wyoming	135	39	174	
Colorado	754	311	1,065	
New Mexico	208	50	258	
Arizona	409	149	558	
Utah	369	103	472	
Nevada	239	88	327	
MOUNTAIN	2,429	834	3,263	5.0
Alaska	136	48	184	
Washington	740	225	965	
Oregon	409	107	516	
California	2,249	930	3,179	
Hawaii	119	35	154	
PACIFIC	3,653	1,345	4,998	7.7
UNITED STATES	35,530	11,975	47,505	73.0
U.S. Territories	99	54	153	
Canada	1,398	1,796	3,194	
Mexico	59	601	660	
Other International	2,716	10,782	13,498	
APO/FPO	3	2	5	
Email Only	8	13	21	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>39,813</b>	<b>25,223</b>	<b>65,036</b>	<b>100.0</b>

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016\***

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
<b>ASIA</b>					<b>Botswana</b>				
Afghanistan	-	3	3		Burkina Faso	1	4	5	
Armenia	-	1	1		Cameroon	1	5	6	
Azerbaijan	1	7	8		Chad	-	1	1	
Bangladesh	13	44	57		Comoros	-	1	1	
Brunei Darussalam	5	5	10		Congo	2	5	7	
Cambodia	-	4	4		Djibouti	1	-	1	
China	9	112	121		Egypt	33	124	157	
Georgia	1	3	4		Eritrea	-	1	1	
Hong Kong - SAR	9	90	99		Ethiopia	1	15	16	
India	397	1,189	1,586		Gabon	-	1	1	
Indonesia	48	287	335		Gambia	-	1	1	
Japan	82	131	213		Ghana	12	30	42	
Kazakhstan	2	8	10		Guinea	-	2	2	
Korea, Democratic People's Republic Of	-	2	2		Kenya	7	43	50	
Korea, Republic Of	63	151	214		Lesotho	-	1	1	
Laos	-	2	2		Liberia	-	2	2	
Macao	-	1	1		Libyan Arab Jamahiriya	1	9	10	
Malaysia	45	199	244		Madagascar	-	3	3	
Maldives	-	1	1		Malawi	-	2	2	
Mongolia	4	4	8		Mauritius	3	11	14	
Myanmar	1	5	6		Morocco	2	18	20	
Nepal	2	12	14		Mozambique	1	6	7	
Pakistan	58	179	237		Namibia	1	7	8	
Philippines	57	217	274		Niger	-	1	1	
Singapore	38	224	262		Nigeria	47	146	193	
Sri Lanka	23	35	58		Rwanda	-	3	3	
Taiwan	20	126	146		Senegal	1	2	3	
Thailand	68	257	325		Sierra Leone	-	3	3	
Uzbekistan	1	-	1		Somalia	-	1	1	
Vietnam	3	42	45		South Africa	33	291	324	
Subtotal	950	3,341	4,291	6.6	Sudan	2	29	31	
<b>MIDDLE EAST</b>					Swaziland	-	1	1	
Bahrain	7	22	29		Tanzania	-	12	12	
Iran	156	175	331		Tunisia	7	24	31	
Iraq	5	42	47		Uganda	1	18	19	
Israel	18	85	103		Zambia	6	19	25	
Jordan	8	21	29		Zimbabwe	7	33	40	
Kuwait	10	54	64		unspecified Africa	-	1	1	
Lebanon	-	10	10		Subtotal	189	926	1,115	1.7
Oman	10	48	58		<b>NORTH AMERICA</b>				
Qatar	18	64	82		Canada	1,398	1,796	3,194	
Saudi Arabia	36	221	257		Mexico	59	601	660	
Syrian Arab Republic	-	10	10		United States	35,632	12,031	47,663	
United Arab Emirates	38	200	238		Subtotal	37,089	14,428	51,517	79.2
Yemen	1	5	6		<b>CARIBBEAN</b>				
unspecified Middle East	1	-	1		Anguilla	-	1	1	
Subtotal	308	957	1,265	2.0	Aruba	-	2	2	
<b>EUROPE</b>					Bahamas	-	3	3	
Albania	2	2	4		Barbados	1	4	5	
Andorra	-	1	1		Bermuda	3	25	28	
Austria	5	21	26		Cayman Islands	1	2	3	
Belarus	3	1	4		Cuba	3	7	10	
Belgium	16	103	119		Dominica	2	-	2	
Bosnia and Herzegovina	3	12	15		Dominican Republic	1	27	28	
Bulgaria	3	24	27		Grenada	-	1	1	
Croatia	10	38	48		Haiti	-	3	3	
Cyprus	-	5	5		Jamaica	3	16	19	
Czech Republic	4	25	29		Netherlands Antilles	2	5	7	
Denmark	3	38	41		Trinidad and Tobago	7	27	34	
Estonia	3	5	8		unspecified Caribbean	-	1	1	
Faroe Islands	1	-	1		Subtotal	23	124	147	0.2
Finland	9	44	53		<b>CENTRAL AMERICA</b>				
France	35	132	167		Belize	1	3	4	
Germany	62	190	252		Costa Rica	2	34	36	
Gibraltar	1	1	2		El Salvador	2	21	23	
Greece	26	116	142		Guatemala	4	54	58	
Hungary	7	27	34		Honduras	2	16	18	
Iceland	1	4	5		Nicaragua	-	9	9	
Ireland	15	70	85		Panama	2	20	22	
Italy	50	290	340		Subtotal	13	157	170	0.3
Latvia	1	5	6		<b>SOUTH AMERICA</b>				
Lithuania	2	8	10		Argentina	27	228	255	
Luxembourg	3	3	6		Bolivia	6	39	45	
Macedonia	1	7	8		Brazil	167	339	506	
Malta	1	5	6		Chile	43	166	209	
Moldova	-	2	2		Colombia	29	228	257	
Monaco	-	2	2		Ecuador	11	65	76	
Montenegro	-	1	1		Guyana	-	5	5	
Netherlands	34	182	216		Paraguay	-	4	4	
Norway	4	38	42		Peru	26	171	197	
Poland	16	69	85		Suriname	-	4	4	
Portugal	10	95	105		Uruguay	5	41	46	
Romania	19	108	127		Venezuela	8	161	169	
Russian Federation	11	69	80		Subtotal	322	1,451	1,773	2.7
Serbia	10	37	47		<b>ASIA PACIFIC</b>				
Slovakia	7	24	31		American Samoa	-	1	1	
Slovenia	4	16	20		Australia	217	695	912	
Spain	63	357	420		Federated States Of Micronesia	2	-	2	
Sweden	9	45	54		French Polynesia	5	2	7	
Switzerland	33	88	121		New Zealand	9	73	82	
Turkey	39	161	200		Papua New Guinea	-	11	11	
Ukraine	6	22	28		Solomon Islands	1	1	2	
United Kingdom	145	549	694		Subtotal	234	783	1,017	1.6
unspecified Europe	-	1	1		Email Only	8	13	21	
Subtotal	677	3,043	3,720	5.7	<b>TOTAL QUALIFIED CIRCULATION</b>	<b>39,813</b>	<b>25,223</b>	<b>65,036</b>	<b>100.0</b>
<b>AFRICA</b>									
Algeria	17	34	51						
Angola	-	9	9						

\*See Additional Data

# WEBSITE CHANNEL

## WWW.POWERMAG.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	179,904	89,841	68,452	1.31	02:28	02:29
February	243,271	127,467	96,736	1.32	02:17	02:05
March	257,616	135,991	105,247	1.29	02:17	02:02
April	228,233	121,539	94,192	1.29	02:26	02:08
May	221,542	119,135	91,078	1.31	02:30	02:09
June	226,253	119,884	91,118	1.32	02:30	02:13
<b>AVERAGE:</b>	<b>226,136</b>	<b>118,976</b>	<b>91,137</b>	<b>1.31</b>	<b>02:24</b>	<b>02:11</b>

January – June 2016 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 7,346 copies or 11.3%, including Chemical Engineering..

Other sources include 1 source of circulation for a quantity of 5,277 copies or 8.1%.

### 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, 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

July 14, 2016

State

Maryland

County

Montgomery

Received by BPA Worldwide

July 14, 2016

Type

BJ

ID Number

P529B0J6

#### 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.