

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.

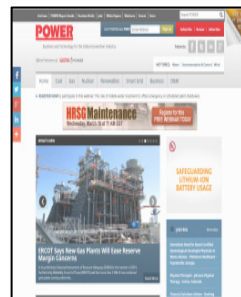
CHANNELS

POWER MAGAZINE



6 Issues in the period
65,022 average circulation

POWER WEBSITE



108,748 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)	65,013	9	65,022
a. Print	37,903	9	37,912
b. Digital	27,110	-	27,110
1. Requested	21,833	-	21,833
2. Non-Requested	5,277	-	5,277
POWER WEBSITE (Monthly Users with 271,229 average Pageviews)	108,748	-	108,748

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	282
Advertiser and Agency	806
Allocated for Trade Shows and Conventions	648
All Other	1,332
TOTAL	3,068

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	65,022	100.0	65,013	100.0	9	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	65,022	100.0	65,013	100.0	9	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Total Qualified
January	38,957	26,050	65,007
February	38,750	26,283	65,033
March	38,446	26,600	65,046
April	36,997	28,033	65,030
May	37,131	27,879	65,010
June	37,191	27,818	65,009

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017
 This issue is -% or 15 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	23,108	35.6	16,166	6,942	8,502	14,203	403
2. IPP/cogeneration including independent power producers, cogenerators, and electric wholesale generators	4,247	6.5	2,305	1,942	1,955	2,248	44
SUBTOTAL	27,355	42.1	18,471	8,884	10,457	16,451	447
3. Power Plant consulting engineering firms, including construction, architect-engineer firms	17,246	26.5	8,784	8,462	6,996	9,898	352
4. Industrial steam and/or captive electric generating plants (See Note 4)	19,678	30.3	9,489	10,189	7,830	11,505	343
5. Others Allied to the Field	731	1.1	387	344	351	296	84
TOTAL QUALIFIED CIRCULATION	65,010	100.0	37,131	27,879	25,634	38,150	1,226
PERCENT	100.0		57.1	42.9	39.4	58.7	1.9

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 2017

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	40,825	6,500	-	26,409	20,916	47,325	72.8
II. Request from recipient's company:	990	-	-	975	15	990	1.5
III. Membership Benefit:	-	-	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	9,737	-	-	4,393	5,344	9,737	15.0
V. TOTAL - Sources other than above (listed alphabetically):	6,958	-	-	5,354	1,604	6,958	10.7
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	6,958	-	-	5,354	1,604	6,958	10.7
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	58,510	6,500	-	37,131	27,879	65,010	100.0
PERCENT	90.0	10.0	-	57.1	42.9	100.0	

*See Additional Data

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

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	37,096	27,878	64,974	100.0
Individuals by name only	18	1	19	-
Titles or functions only	17	-	17	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	37,131	27,879	65,010	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017*

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
ASIA					Botswana	1	12	13	
Afghanistan	-	1	1		Burkina Faso	-	4	4	
Armenia	-	2	2		Burundi	-	1	1	
Azerbaijan	-	6	6		Cameroon	-	7	7	
Bangladesh	5	49	54		Chad	-	1	1	
Bhutan	-	2	2		Congo	-	4	4	
Brunei Darussalam	1	9	10		Egypt	13	164	177	
Cambodia	-	2	2		Eritrea	-	1	1	
China	4	105	109		Ethiopia	3	15	18	
Cocos (Keeling) Islands	-	1	1		Gabon	-	1	1	
East Timor (Timor-Leste)	-	1	1		Ghana	2	45	47	
Georgia	-	3	3		Guinea	-	2	2	
Hong Kong - SAR	6	86	92		Kenya	-	45	45	
India	208	1,450	1,658		Lesotho	-	1	1	
Indonesia	16	291	307		Liberia	1	3	4	
Japan	127	84	211		Libyan Arab Jamahiriya	2	15	17	
Kazakhstan	-	12	12		Madagascar	1	3	4	
Korea, Democratic People's	-	4	4		Malawi	1	1	2	
Korea, Republic Of	12	140	152		Mauritius	4	17	21	
Laos	-	2	2		Morocco	-	19	19	
Macao	-	1	1		Mozambique	2	5	7	
Malaysia	35	246	281		Namibia	4	9	13	
Monqolia	2	4	6		Nigeria	10	205	215	
Myanmar	1	3	4		Rwanda	-	3	3	
Nepal	1	14	15		Senegal	-	3	3	
Pakistan	61	240	301		Seychelles	7	-	7	
Philippines	76	230	306		Sierra Leone	-	2	2	
Singapore	49	232	281		South Africa	115	328	443	
Sri Lanka	3	55	58		Sudan	1	28	29	
Taiwan	9	127	136		Swaziland	-	1	1	
Thailand	11	179	190		Tanzania	2	7	9	
Turkmenistan	1	-	1		Togo	-	1	1	
Uzbekistan	-	2	2		Tunisia	3	29	32	
Vietnam	2	44	46		Uganda	1	15	16	
Subtotal	630	3,627	4,257	6.6	Zambia	-	30	30	
MIDDLE EAST					Zimbabwe	5	25	30	
Bahrain	2	29	31		unspecified Africa	-	2	2	
Iran	17	248	265		Subtotal	184	1,119	1,303	2.0
Iraq	2	39	41		NORTH AMERICA				
Israel	7	97	104		Canada	609	1,191	1,800	
Jordan	6	28	34		Mexico	26	620	646	
Kuwait	6	51	57		United States	33,993	14,374	48,367	
Lebanon	-	11	11		Subtotal	34,628	16,185	50,813	78.2
Oman	1	56	57		CARIBBEAN				
Qatar	7	78	85		Anguilla	-	1	1	
Saudi Arabia	25	238	263		Antigua and Barbuda	-	1	1	
Syrian Arab Republic	-	10	10		Aruba	-	2	2	
United Arab Emirates	15	251	266		Bahamas	-	2	2	
Yemen	-	3	3		Barbados	1	3	4	
Subtotal	88	1,139	1,227	1.9	Bermuda	-	1	1	
EUROPE					Cayman Islands	-	2	2	
Albania	-	2	2		Cuba	2	17	19	
Austria	15	29	44		Dominica	-	2	2	
Belarus	-	2	2		Dominican Republic	-	15	15	
Belgium	48	115	163		Grenada	-	1	1	
Bosnia and Herzegovina	-	9	9		Haiti	-	2	2	
Bulgaria	3	28	31		Jamaica	-	19	19	
Croatia	4	34	38		Netherlands Antilles	37	10	47	
Cyprus	1	5	6		Trinidad and Tobago	-	33	33	
Czech Republic	11	30	41		unspecified Caribbean	-	1	1	
Denmark	1	43	44		Subtotal	40	112	152	0.2
Estonia	2	3	5		CENTRAL AMERICA				
Faroe Islands	-	1	1		Belize	1	3	4	
Finland	19	38	57		Costa Rica	-	36	36	
France	186	169	355		El Salvador	-	15	15	
Germany	288	250	538		Guatemala	2	51	53	
Gibraltar	1	1	2		Honduras	1	14	15	
Greece	3	136	139		Nicaragua	-	9	9	
Hungary	1	39	40		Panama	-	19	19	
Iceland	-	4	4		Subtotal	4	147	151	0.2
Ireland	4	64	68		SOUTH AMERICA				
Italy	169	300	469		Argentina	10	264	274	
Latvia	17	8	25		Bolivia	3	41	44	
Lithuania	2	11	13		Brazil	36	388	424	
Luxembourg	-	4	4		Chile	16	142	158	
Macedonia	-	7	7		Colombia	14	236	250	
Malta	1	3	4		Ecuador	5	66	71	
Moldova	-	2	2		Guyana	1	5	6	
Monaco	-	1	1		Paraguay	-	7	7	
Netherlands	47	204	251		Peru	10	200	210	
Norway	24	38	62		Suriname	-	5	5	
Poland	12	70	82		Uruguay	-	47	47	
Portugal	4	124	128		Venezuela	8	214	222	
Romania	6	107	113		Subtotal	103	1,615	1,718	2.6
Russian Federation	10	79	89		ASIA PACIFIC				
San Marino	1	-	1		Australia	119	441	560	
Serbia	6	36	42		Federated States Of	-	1	1	
Slovakia	2	26	28		Micronesia	-	3	3	
Slovenia	3	20	23		Fiji	-	1	1	
Spain	85	364	449		French Polynesia	-	1	1	
Sweden	64	39	103		New Caledonia	-	1	1	
Switzerland	51	90	141		New Zealand	2	59	61	
Turkey	46	193	239		Palau	-	1	1	
Ukraine	3	21	24		Papua New Guinea	1	2	3	
United Kingdom	191	675	866		Subtotal	122	509	631	1.0
unspecified Europe	1	2	3		TOTAL QUALIFIED CIRCULATION				
Subtotal	1,332	3,426	4,758	7.3		37,131	27,879	65,010	100.0
AFRICA									
Algeria	4	58	62						
Angola	2	6	8						
Benin	-	1	1						

*See Additional Data

WEBSITE CHANNEL

WWW.POWERMAG.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	287,198	149,348	117,256	2:08
February	273,766	136,262	110,002	2:02
March	319,699	167,469	133,639	1:57
April	242,243	121,996	95,089	2:15
May	258,375	132,625	101,342	2:21
June	246,093	125,555	95,164	2:33
AVERAGE:	271,229	138,875	108,748	2:12

January – June 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 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 9,737 copies or 15.0%, including Chemical Engineering.

Other Sources include 2 sources of circulation for quantities of 2,547 copies or 3.9% to 4,411 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

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 12, 2017

State

Maryland

County

Montgomery

Received by BPA Worldwide

July 12, 2017

Type

BJ

ID Number

P529B0J7

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.