

POWER MAGAZINE
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PUBLICATION DESCRIPTION

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, Distributed Energy Conference, ELECTRIC POWER (trade show and conference), Careers in POWER, COAL POWER, GAS POWER, RENEWABLE POWER and the POWER Buyers' Guide.

FIELD SERVED/DEFINITION OF RECIPIENT QUALIFICATION

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.

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 CIRCULATION: JULY 1, 2018 – DECEMBER 31, 2018

QUALIFIED CIRCULATION	Non-Paid Print	Paid Print	Non-Paid Digital	Paid Digital	Total
Individual Subscription	36,555	-	28,494	-	65,049
TOTAL QUALIFIED CIRCULATION	36,555	-	28,494	-	65,049
TOTAL NON-QUALIFIED CIRCULATION					1,819

Please see the following pages for Recipient Classification, Subscription Source, Recency of Renewal, Business/Industry and Job Title Classification, U.S. Geographical Distribution, International Geographical Distribution, Qualified Circulation by Issue, Explanation, Audit of Internal Records, and Affidavit.

RECIPIENT CLASSIFICATION

RECIPIENT	Non-Paid Print	Non-Paid Digital	Total Qualified	Percent
Individual by Name and Title and/or Company	36,857	28,163	65,020	100.0%
Individual by Name Only	14	-	14	-
Title Only	15	-	15	-
Company Name Only	-	-	-	-
Total Qualified Circulation	36,886	28,163	65,049	100.0%

SUBSCRIPTION SOURCE AND REGENCY OF RENEWAL

RECIPIENT	Non-Paid Print	Non-Paid Digital	Renewed, Requested, or Updated Within*				Total Qualified	Percent
			1 Year	2 Years	3 Years	3+ Years		
Direct Request from the Recipient	25,711	20,652	36,871	9,492	-	-	46,363	71.3%
Request from Recipient's Company	838	8	63	783	-	-	846	1.3%
Association/Group/Directory Lists	10,337	7,503	17,840	-	-	-	17,840	27.4%
Total Qualified Circulation	36,886	28,163	54,774	10,275	-	-	65,049	100.0%

BUSINESS/INDUSTRY AND JOB TITLE CLASSIFICATION

Business Description	Non-Paid Print	Non-Paid Digital	General & Corp Management	Engineering Ops & Maintenance	Other Functions	Total Qualified	Percent
Electric Utilities including Investor-Owned and Municipal Utility, Rural Electric Co-op, and Federal/State Electric System	14,587	5,170	7,848	11,589	320	19,757	30.4%
IPP/cogeneration including independent power producers, co-generators, and electric wholesale generators	1,616	1,407	1,220	1,769	34	3,023	4.6%
Power Plant consulting engineering firms, including construction, architect-engineer firms	9,849	8,261	7,357	10,559	194	18,110	27.8%
Industrial steam and/or captive electric generating plants	9,960	12,866	9,034	13,446	346	22,826	35.1%
CE Public Utilities/Waste Management	478	147	347	276	2	625	1.0%
Others Allied to the Field	396	312	322	307	79	708	1.1%
Total Qualified Circulation	36,886	28,163	26,128	37,946	975	65,049	100.0%

U.S. GEOGRAPHICAL DISTRIBUTION

REGION	Non-Paid Print	Non-Paid Digital	Total Qualified	Percent*	REGION	Non-Paid Print	Non-Paid Digital	Total Qualified	Percent*
Maine	179	45	224	0.3%	Kentucky	477	166	643	1.0%
New Hampshire	195	57	252	0.4%	Tennessee	591	261	852	1.3%
Vermont	82	23	105	0.2%	Alabama	449	189	638	1.0%
Massachusetts	786	333	1,119	1.7%	Mississippi	207	57	264	0.4%
Rhode Island	81	33	114	0.2%	E. S. Central	1,724	673	2,397	3.7%
Connecticut	471	177	648	1.0%	Arkansas	209	56	265	0.4%
New England	1,794	668	2,462	3.8%	Louisiana	566	212	778	1.2%
New York	1,590	598	2,188	3.4%	Oklahoma	431	149	580	0.9%
New Jersey	1,062	487	1,549	2.4%	Texas	3,454	1,691	5,145	7.9%
Pennsylvania	1,707	768	2,475	3.8%	W. S. Central	4,660	2,108	6,768	10.4%
Mid Atlantic	4,359	1,853	6,212	9.5%	Montana	165	40	205	0.3%
Delaware	126	78	204	0.3%	Idaho	189	62	251	0.4%
Maryland	457	213	670	1.0%	Wyoming	149	38	187	0.3%
D.C.	159	92	251	0.4%	Colorado	647	281	928	1.4%
Virginia	813	364	1,177	1.8%	New Mexico	152	62	214	0.3%
West Virginia	188	88	276	0.4%	Arizona	485	165	650	1.0%
North Carolina	997	433	1,430	2.2%	Utah	226	95	321	0.5%
South Carolina	662	252	914	1.4%	Nevada	278	79	357	0.5%
Georgia	867	365	1,232	1.9%	Mountain	2,291	822	3,113	4.8%
Florida	1,541	579	2,120	3.3%	Alaska	160	49	209	0.3%
S. Atlantic	5,810	2,464	8,274	12.7%	Washington	707	247	954	1.5%
Ohio	1,600	617	2,217	3.4%	Oregon	428	112	540	0.8%
Indiana	780	246	1,026	1.6%	California	2,303	1,003	3,306	5.1%
Illinois	1,668	655	2,323	3.6%	Hawaii	112	43	155	0.2%
Michigan	1,125	385	1,510	2.3%	Pacific	3,710	1,454	5,164	7.9%
Wisconsin	810	314	1,124	1.7%	U.S. Territories	90	58	148	0.2%
E. N. Central	5,983	2,217	8,200	12.6%	U.S. Total	34,162	13,584	47,746	73.4%
Minnesota	944	315	1,259	1.9%	Canada	483	1,100	1,583	2.4%
Iowa	489	164	653	1.0%	Foreign	2,241	13,479	15,720	24.2%
Missouri	980	337	1,317	2.0%	Foreign Total	2,724	14,579	17,303	26.6%
North Dakota	203	67	270	0.4%					
South Dakota	144	45	189	0.3%					
Nebraska	354	113	467	0.7%					
Kansas	627	226	853	1.3%					
W. N. Central	3,741	1,267	5,008	7.7%	Total Qualified	36,886	28,163	65,049	100.0%

* Percentages rounded to the nearest tenth. Due to this rounding, percentages may not total to 100.0%.

INTERNATIONAL GEOGRAPHICAL DISTRIBUTION

COUNTRY/REGION	Non-Paid Print	Non-Paid Digital	Total Qualified	Percent*	COUNTRY/REGION	Non-Paid Print	Non-Paid Digital	Total Qualified	Percent*
Afghanistan	-	6	6	-	Albania	1	2	3	-
Armenia	-	2	2	-	Andorra	-	1	1	-
Azerbaijan	1	11	12	-	Austria	10	23	33	0.1%
Bangladesh	7	66	73	0.1%	Republic of Belarus	5	1	6	-
Bhutan	-	4	4	-	Belgium	81	81	162	0.2%
Brunei	1	8	9	-	Bosnia & Herzegovina	2	11	13	-
Burma (Myanmar)	1	10	11	-	Bulgaria	5	27	32	-
Cambodia	-	2	2	-	Croatia	13	28	41	0.1%
China	8	116	124	0.2%	Cyprus	7	2	9	-
Georgia	-	3	3	-	Czech Republic	14	21	35	0.1%
Hong Kong	4	107	111	0.2%	Denmark	19	31	50	0.1%
India	84	1,634	1718	2.6%	Estonia	3	6	9	-
Indonesia	13	346	359	0.6%	Faero Islands	-	1	1	-
Japan	8	109	117	0.2%	Finland	23	38	61	0.1%
Korea, Republic of	7	143	8	-	France	92	107	200	0.3%
Korea, Democratic People's	0	3	150	0.2%	Germany	122	166	288	0.4%
Kyrgyzstan	-	-	-	-	Gibraltar	-	2	2	-
Laos	-	5	5	-	Greece	52	119	171	0.3%
Macau	-	2	2	-	Guernsey	3	1	4	-
Malaysia	14	283	297	0.5%	Hungary	14	22	36	0.1%
Mongolia	-	1	1	-	Iceland	-	6	6	-
Nepal	-	11	11	-	Ireland	44	52	96	0.1%
Pakistan	18	303	321	0.5%	Italy	157	244	401	0.6%
Philippines	38	264	302	0.5%	Latvia	-	8	8	-
Singapore	33	287	320	0.5%	Lithuania	6	6	12	-
Sri Lanka	6	62	68	0.1%	Luxembourg	4	6	10	-
Taiwan	22	151	173	0.3%	Macedonia	-	4	4	-
Thailand	10	242	252	0.4%	Malta	2	5	7	-
Turkmenistan	1	1	2	-	Moldova	-	1	1	-
Uzbekistan	-	4	4	-	Montenegro	-	1	1	-
Vietnam	2	43	45	0.1%	The Netherlands	143	131	274	0.4%
ASIA	278	4,232	4,515	6.9%	Norway	3	41	44	0.1%
Bahrain	2	39	41	0.1%	Poland	39	61	100	0.2%
Iran	23	257	280	0.4%	Portugal	50	115	165	0.3%
Iraq	2	32	34	0.1%	Romania	44	105	149	0.2%
Israel	10	113	123	0.2%	Russian Federation	12	75	87	0.1%
Jordan	-	24	24	-	Serbia	4	37	41	0.1%
Kazakhstan	0	8	8	-	Slovakia	11	21	32	-
Kuwait	6	59	65	0.1%	Slovenia	10	10	20	-
Lebanon	-	12	12	-	Spain	178	281	459	0.7%
Oman	8	60	68	0.1%	Sweden	21	41	62	0.1%
Palestinian Territory	-	1	1	-	Switzerland	16	113	129	0.2%
Qatar	12	101	113	0.2%	Turkey	14	216	230	0.4%
Saudi Arabia	12	285	297	0.5%	Ukraine	1	24	25	-
Syria	1	14	15	-	United Kingdom	324	569	893	1.4%
United Arab Emirates	12	260	272	0.4%	EUROPE	1,549	2,863	4,413	6.8%
Yemen	-	8	8	-					
MIDDLE EAST	88	1,273	1,353	2.1%					

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INTERNATIONAL GEOGRAPHICAL DISTRIBUTION (Continued)

COUNTRY/REGION	Non-Paid Print	Non-Paid Digital	Total Qualified	Percent*	COUNTRY/REGION	Non-Paid Print	Non-Paid Digital	Total Qualified	Percent*
Algeria	9	56	65	0.1%	Anguilla	-	1	1	-
Angola	1	8	9	-	Antigua and Barbuda	-	1	1	-
Benin	-	3	3	-	Aruba	-	1	1	-
Botswana	2	13	15	-	Bahamas	-	2	2	-
Burkina Faso	-	1	1	-	Barbados	-	3	3	-
Burundi	1	8	9	-	Bermuda	1	2	3	-
Cameroon	-	29	29	-	Cayman Islands	-	2	2	-
Central African rep	-	1	1	-	Cuba	1	20	21	-
Chad	-	1	1	-	Dominica	-	1	1	-
Congo	-	2	2	-	Dominican Republic	2	11	13	-
Congo Democratic Republic	-	11	11	-	Grenada	-	1	1	-
Cote D'Ivoire	-	1	1	-	Haiti	-	4	4	-
Djiboti	-	2	2	-	Jamaica	1	28	29	-
Egypt	9	207	216	0.3%	Netherlands Antilles	-	11	11	-
Eritrea	-	2	2	-	Trinidad/Tobago	7	44	51	0.1%
Ethiopia	2	60	62	0.1%	Virgin Islands (British)	-	1	1	-
Gambia	-	10	10	-	CARIBBEAN	12	133	145	0.2%
Ghana	3	91	94	0.1%	Belize	1	5	6	-
Guinea	1	2	3	-	Costa Rica	-	30	30	-
Kenya	4	89	93	0.1%	El Salvador	1	19	20	-
Lesotho	-	5	5	-	Guatemala	-	48	48	0.1%
Liberia	2	23	25	-	Honduras	-	13	13	-
Libyan Arab Jjamahiriya	-	17	17	-	Nicaragua	-	12	12	-
Madagascar	-	4	4	-	Panama	-	19	19	-
Malawi	1	6	7	-	CENTRAL AMERICA	2	146	148	0.2%
Mauritius	1	17	18	-	Argentina	24	291	315	0.5%
Morocco	1	15	16	-	Bolivia	2	44	46	0.1%
Mozambique	-	6	6	-	Brazil	24	418	442	0.7%
Namibia	-	15	15	-	Chile	14	151	165	0.3%
Niger	-	1	1	-	Colombia	16	261	277	0.4%
Nigeria	11	334	345	0.5%	Ecuador	3	74	77	0.1%
Rwanda	-	20	20	-	Guyana	-	5	5	-
Saint Helena	-	1	1	-	Paraguay	-	4	4	-
Senegal	-	2	2	-	Peru	12	226	238	0.4%
Sierra Leone	-	8	8	-	Suriname	-	3	3	-
Somalia	-	19	19	-	Uruguay	2	42	44	0.1%
South Africa	19	380	399	0.6%	Venezuela	10	216	226	0.3%
Sudan	1	39	40	0.1%	SOUTH AMERICA	107	1,735	1,842	2.8%
Swaziland	-	3	3	-	Australia	73	527	600	0.9%
Tanzania	-	46	46	0.1%	Fiji	1	4	5	-
Togo	-	1	1	-	French Polynesia	-	1	1	-
Tunisia	1	24	25	-	New Caledonia	3	1	4	-
Uganda	3	64	67	0.1%	New Zealand	9	85	94	0.1%
Zambia	1	50	51	0.1%	Papua New Guinea	3	20	23	-
Zimbabwe	1	38	39	0.1%	Solomon Islands	7	5	12	-
AFRICA	74	1,735	1,809	2.8%	Tonga	-	1	1	-
Canada	483	1,100	1,583	2.4%	Vanuatu	-	1	1	-
Mexico	35	719	754	1.2%	OCEANA	96	645	741	1.1%
U.S.A. & Possessions	34,162	13,584	47,746	73.4%	TOTAL QUALIFIED	36,886	28,163	65,049	100.0%
NORTH AMERICA	34,680	15,403	50,083	77.0%					

* Percentages rounded to the nearest tenth. Due to this rounding, percentages may not total to 100.0%.

QUALIFIED CIRCULATION BY ISSUE

ISSUE	Non-Paid Print	Non-Paid Digital	Total Qualified
July 2018	36,465	28,545	65,010
August 2018	36,575	28,475	65,050
September 2018	36,687	28,369	65,056
October 2018	36,724	28,337	65,061
November 2018	36,886	28,163	65,049
December 2018	35,994	29,077	65,071
6 Month Average	36,555	28,494	65,049

EXPLANATION

Publisher is not required to submit data for all paragraphs/tables. This report does not include an analysis of Additions and Removals by Issue.

Audit of Records and Affidavit

On a continuing basis, VERIFIED AUDIT CIRCULATION conducts audits of printing, distribution, financial records and other data presented by this publication in order to substantiate data submitted to Verified. These examinations follow guidelines prepared in conformity with generally accepted circulation auditing procedures, involving records covering all distribution methods utilized for qualified circulation during the period(s) covered by the reports. The results of these audits warrant the issuance of audit reports as true and accurate statements of the qualified circulation of the client publication.

We certify to the best of our knowledge all information set forth in this Publisher’s Statement is true and report circulation in accordance with VERIFIED AUDIT CIRCULATION Procedures and Regulations.

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