

CONSOLIDATED MEDIA REPORT

B2B Media

6 months ended December 31, 2023

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TOTAL GROSS CONTACTS 159,021



EXECUTIVE SUMMARY								
Channels	Contacts	Period						
Electrical Contractor		6 months ended December 31, 2023						
Total Qualified Circulation	81,721							
Website Activity		6 months ended December 31, 2023						
Page Impressions	101,590							
Visits	90,279							
Unique Browsers	77,300							

Website Activity = Avg Monthly

Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.



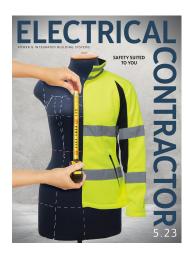




6 months ended December 31, 2023 Subject to Audit

Field Served:

Electrical Contractor serves executive-management and non-executive management employees from NECA and non-NECA companies in the field of electrical contracting/low voltage contracting including power (inside, line lighting, maintenance, control, etc.), electrical work and /or all VDV, security, fire/life safety, fiber optics,home/building automation systems and integrated building systems applications.



TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION	81,721
AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Nonpaid Individual - Print	81,721
Total Average Qualified Nonpaid Circulation	81,721

AVERAGE NONQUALIFIED CIRCULATION					
Nonqualified Allocated for Shows & Conventions - Print	75				
Nonqualified Miscellaneous, Including Staff Copies - Print					
Total Average Nonqualified Circulation	1,614				

CIRCULATION BY ISSUES							
	Qualified						
Issue	Nonpaid - Print						
Jul	83,248						
Aug	82,986						
Sep	82,420						
Oct	81,608						
Nov	80,052						
Dec	80,014						

В	JSINESS/OCCUPATIONAL ANALYSIS													
							Classification by Title							
					Mana	gement								
	Classification by Business & Industry	Total	%		General		Managers, Electrical	Electricians/	Designers, Electrical		Purchasing Agents, Buyers		Apprentice	Line Worker
1	a. Electrical/Low Voltage Contracting (Executive Management employees at NECA Member Companies including company copies)	5,363	6.7	5,363	1,302	4,061								
	b. Electrical/Low Voltage Contracting (Executive Management employees at Non-NECA Member Companies including company copies)	50,289	62.9	50,289	50,289									
	c. Electrical/Low Voltage Contracting (Non-Executive Management employees, including company copies)	24,362	30.4	24,362			12,789	7,251	1,212	1,404	726	257	660	63
	Total Qualified Circulation	80,014	100.0	80,014	51,591	4,061	12,789	7,251	1,212	1,404	726	257	660	63
	Percent	100.0		100.0	64.5	5.1	16.0	9.1	1.5	1.8	0.9	0.3	0.8	0.1

Note 1: Electrical/Low Voltage Contracting includes power (inside, line, lighting, maintenance, control, etc.), electrical work, and/or all VDV, security, fire/life safety, fiber optics, home/building automation systems and integrated building systems applications.

SUPPLEMENTAL ANALYSIS													
								Building Co	omponents				
Classification by Business & Industry	Total	%	Qualified Nonpaid - Print	Total Respondents	Fiber Optics/Comm Systems (VDV)/ Premises Wiring/ Fire Life Safety Systems/ Security/ Building Automation	Fiber Optics/Comm Systems (VDV)/	Fiber Optics/Comm Systems (VDV)/ Premises Wiring	Fire Life Safety Systems/ Security	Total Building Automation Systems	Maintenance Service/ Repair	Power Quality Systems	Alternative Energy Systems	Lighting
a. Electrical/Low Voltage Contracting (Executive Management employees at NECA Member Companies including company copies)	5,363	6.7	5,363	802	755	745	685	659	542	669	597	431	451
b. Electrical/Low Voltage Contracting (Executive Management employees at Non-NECA Member Companies including company copies)	50,289	62.9	50,289	23,375	20,482	19,717	17,400	14,144	10,882	18,560	12,619	7,538	10,712
c. Electrical/Low Voltage Contracting (Non-Executive Management employees, including company copies)	24,362	30.4	24,362	19,025	16,755	16,216	14,317	12,668	10,198	14,638	10,915	7,313	9,111
Total Qualified Circulation	80,014	100.0	80,014	43,202	37,992	36,678	32,402	27,471	21,622	33,867	24,131	15,282	20,274
Percent	100.0		100.0	54.0	47.5	45.8	40.5	34.3	27.0	42.3	30.2	19.1	25.3

SU	PPLEMENTAL ANALYSIS									
							Types of Co	onstruction		
	Classification by Business & Industry		%	Qualified Nonpaid - Print	Total Respondents	Commercial	Industrial	Institutional	Residential	Non-Building
1.	. a. Electrical/Low Voltage Contracting (Executive Management employees at NECA Member Companies including company copies)	5,363	6.7	5,363	928	865	705	657	381	446
	b. Electrical/Low Voltage Contracting (Executive Management employees at Non-NECA Member Companies including company copies)	50,289	62.9	50,289	26,488	22,864	13,526	11,596	19,731	7,379
	c. Electrical/Low Voltage Contracting (Non-Executive Management employees, including company copies) Total Qualified Circulation		30.4	24,362	21,584	18,503	12,539	11,196	13,045	7,108
			100.0	80,014	49,000	42,232	26,770	23,449	33,157	14,933
	Percent	100.0		100.0	61.2	52.8	33.5	29.3	41.4	18.7

ELECTRICAL CONTRACTOR

THE MAGAZINE FOR POWER & INTEGRATED BUILDING SYSTEMS

Act today to guarantee yourself a free, full year of **ELECTRICAL CONTRACTOR**. Complete this postage-paid card. Include your company and home addresses, be sure to <u>SIGN</u> and <u>DATE</u> it. Incomplete forms cannot be processed.

Print name:	Title:
Signature (required):	Date:
. Company name and address:	
Name:	
Address:	
State/ZIP:	Phone:
2. PRIMARY business of your company or employer	5. Building components you or your company have
(Check one) REQUIRED	installed (Check all)
(O1) Electrical contracting/low-voltage contracting,	(46) ☐ Lighting (includes systems, lamps, fixtures,
includes power (inside, line, lighting, maintenance,	ballasts/drivers/engines)
control, etc.), electrical work, and/or all VDV, security,	
fire/life safety, fiber optics, home/building automation	
systems and integrated building systems applications 98) Other, please specify	
90) □ Other, please specify	(38) ☐ Total building automation systems (includes HVAC, lighting controls)
3. PRIMARY job title or function (Check one) REQUIRED	(39) ☐ Fiber optics
01) 🗆 Exec. management: owner, partner, president, VP,	(40) ☐ Communications systems (VDV)
general manager, etc.	(41) ☐ Premises wiring
10) 🗆 Management: project manager, superintendent,	(42) Maintenance, service, repair
supervisor, foreman, etc.	(43) \(\subseteq\) Power quality systems (includes standby co-gen etc.
12) 🗆 Electrician (field), journeyman, technician, installer,	(45) ☐ Alternative-energy systems
serviceperson, etc.	(99) ☐ F-7 None of the above
07) Staff engineer, designer, electrical engineer	6 Country ties to account of the country of the cou
(13) ☐ Inspector	6. Construction types you or your company have performed (Check all)
09) □ Purchasing agent, buyer	(36) \Box F-2 Commercial: hotel, resort, financial, retail,
(15) Lineworker	restaurants, office buildings, etc.
14) Apprentice	(37) \square F-3 Institutional: hospital, education, government,
98) 🗆 Other, please specify:	transportation, etc.
	(38) F-4 Industrial: manufacturing plants, power gen,
4. Total number of people who work for your company	utility
all locations)	(41) F-5 Residential: single-family, multifamily
(01) 🗆 1-4 (04) 🗆 20-49 (07) 🗆 250-49	
(02) \(\sigma 5-9 \) (05) \(\sigma 50-99 \) (08) \(\sigma 500+ \)	line work, waste, water treatment, etc.
(06) □ 100-249	(99) ☐ F-7 None of the above
Check if you do not want ELECTRICAL CONTRACTO	DR to loan your name to marketers for promotional mailings.
Check to opt out of receiving product and service info ELECTRICAL CONTRACTOR , not by our marketing p	

AGE OF SOURCE ANALYSIS					
Source	Print	Digital	Print & Digital	Total	Percent
Total Direct Request From Recipient	51,591			51,591	64.5
Total Direct Request From Recipient's Company	9			9	0.0
Total Communication Other Than Request	12			12	0.0
Association					
Business Directories					
Lists	4,633			4,633	5.8
Acquired Circulation					
Other Sources	23,769			23,769	29.7
Total Qualified Subscriptions	80,014			80,014	100.0
Percent	100.0			100.0	
Single Copy Sales		•	•		
Total Qualified Circulation				80,014	

MAILING ADDRESS ANALYSIS		
	Qualified	
	Nonpaid - Print	Percent
Individual by Name and Title and/or Occupation	79,937	99.9
Individual by Name Only		
Title or Occupation Only	77	0.1
Company Name Only		
Multicopy Same Addressee		
Total Qualified Subscriptions	80,014	100.0
Total Qualified Circulation	80,014	100.0

State Stat	GEOGRAPHIC ANALYSIS	
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Florida	Delaware	
Georgia Capura	District of Columbia	
Idaho	Florida	5,327
Idaho	Georgia	2,409
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Invalidation	Indiana	1,556
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	Other Unclassified GRAND TOTAL	80,014

	CHANNEL PROFILES							
WEBSITE ACTIVITY - www.ecmag.com								
	Month	Page Impressions	Visits	Unique Browsers				
	July	109,783	101,063	84,056				
	August	113,321	100,607	87,585				
	September	109,914	97,090	83,737				
	October	96,584	85,489	71,927				
	November	94,740	82,891	71,829				
	December	85.196	74.532	64.667				

NOTES

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