

CONSOLIDATED MEDIA REPORT

B2B Media

6 months ended December 31, 2023

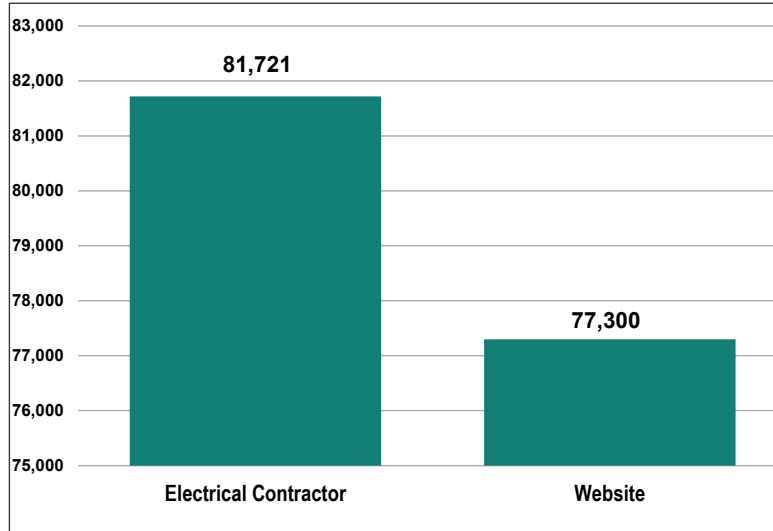
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ELECTRICAL CONTRACTOR

TOTAL GROSS CONTACTS

159,021

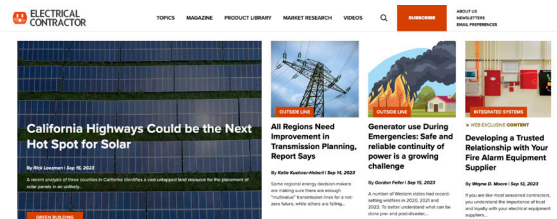


EXECUTIVE SUMMARY

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.





ELECTRICAL CONTRACTOR

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		1,539
Total Average Nonqualified Circulation		1,614

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

BUSINESS/OCCUPATIONAL ANALYSIS														
Classification by Business & Industry		Total	%	Qualified Nonpaid - Print	Classification by Title									
					Management		Super-intendents, Supervisors, Project Managers, Electrical Foremen	Electricians/ Electrical Journeymen, Technicians	Staff Engineers, Designers, Electrical Engineers	Estimators	Purchasing Agents, Buyers	Inspector	Apprentice	Line Worker
					Owners/ Partners, Chairmen, Presidents, Vice Presidents, Secretaries, Treasurers, General Managers	Accredited NECA Representative								
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														
Classification by Business & Industry		Total	%	Qualified Nonpaid - Print	Building Components									
					Total Respondents	Fiber Optics/Comm Systems (VDV)/ Premises Wiring/ Fire Life Safety Systems/ Security/ Building Automation	Fiber Optics/Comm Systems (VDV)/ Premises Wiring/ Fire Life Safety Systems/ Security	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
1.	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

SUPPLEMENTAL ANALYSIS													
Classification by Business & Industry					Total	%	Qualified Nonpaid - Print	Types of Construction					
								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)				24,362	30.4	24,362	21,584	18,503	12,539	11,196	13,045	7,108
	Total Qualified Circulation				80,014	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 **SIGN** and **DATE** it. Incomplete forms cannot be processed.

☐ **YES**, I would like to receive **ELECTRICAL CONTRACTOR**.

Print name: _____

Title: _____

Signature (required): _____

Date: _____

1. Company name and address:

Name: _____

Email: _____

Address: _____

City: _____

State/ZIP: _____

Phone: _____

2. PRIMARY business of your company or employer (Check one) REQUIRED

- (01) ☐ Electrical contracting/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
- (98) ☐ Other, please specify _____

3. PRIMARY job title or function (Check one) REQUIRED

- (01) ☐ Exec. management: owner, partner, president, VP, general manager, etc.
- (10) ☐ Management: project manager, superintendent, supervisor, foreman, etc.
- (12) ☐ Electrician (field), journeyman, technician, installer, serviceperson, etc.
- (07) ☐ Staff engineer, designer, electrical engineer
- (13) ☐ Inspector
- (08) ☐ Estimator
- (09) ☐ Purchasing agent, buyer
- (15) ☐ Lineworker
- (14) ☐ Apprentice
- (98) ☐ Other, please specify: _____

4. Total number of people who work for your company (all locations)

- (01) ☐ 1-4 (04) ☐ 20-49 (07) ☐ 250-499
- (02) ☐ 5-9 (05) ☐ 50-99 (08) ☐ 500+
- (03) ☐ 10-19 (06) ☐ 100-249

5. Building components you or your company have installed (Check all)

- (46) ☐ Lighting (includes systems, lamps, fixtures, ballasts/drivers/engines)
- (36) ☐ Security (includes CCTV, access/motion/intrusion systems)
- (37) ☐ Fire/life safety systems
- (38) ☐ Total building automation systems (includes HVAC, lighting controls)
- (39) ☐ Fiber optics
- (40) ☐ Communications systems (VDV)
- (41) ☐ Premises wiring
- (42) ☐ Maintenance, service, repair
- (43) ☐ Power quality systems (includes standby, co-gen, etc.)
- (45) ☐ Alternative-energy systems
- (99) ☐ F-7 None of the above

6. Construction types you or your company have performed (Check all)

- (36) ☐ F-2 Commercial: hotel, resort, financial, retail, restaurants, office buildings, etc.
- (37) ☐ F-3 Institutional: hospital, education, government, transportation, etc.
- (38) ☐ F-4 Industrial: manufacturing plants, power gen, utility
- (41) ☐ F-5 Residential: single-family, multifamily
- (39) ☐ F-6 Non-building: road, airport, traffic lighting, line work, waste, water treatment, etc.
- (99) ☐ F-7 None of the above

- ☐ Check if you do not want **ELECTRICAL CONTRACTOR** to loan your name to marketers for promotional mailings.
- ☐ Check to opt out of receiving product and service information. This service is strictly administered by **ELECTRICAL CONTRACTOR**, not by our marketing partners.

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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

GEOGRAPHIC ANALYSIS	
State	Qualified Nonpaid - Print
Alabama	968
Arizona	1,106
Arkansas	570
California	8,310
Colorado	1,516
Connecticut	1,426
Delaware	76
District of Columbia	343
Florida	5,327
Georgia	2,409
Idaho	511
Illinois	2,922
Indiana	1,556
Iowa	969
Kansas	754
Kentucky	923
Louisiana	1,026
Maine	504
Maryland	1,734
Massachusetts	2,861
Michigan	2,448
Minnesota	1,523
Mississippi	475
Missouri	1,300
Montana	325
Nebraska	609
Nevada	605
New Hampshire	518
New Jersey	2,934
New Mexico	538
New York	5,146
North Carolina	2,918
North Dakota	336
Ohio	2,904
Oklahoma	844
Oregon	995
Pennsylvania	3,670
Rhode Island	336
South Carolina	1,121
South Dakota	296
Tennessee	1,522
Texas	5,055
Utah	600
Vermont	222
Virginia	1,972
Washington	1,647
West Virginia	348
Wisconsin	1,683
Wyoming	192
TOTAL 48 CONTERMINOUS STATES	78,893
Alaska	183
Hawaii	278
TOTAL ALASKA & HAWAII	461
Single Copy Sales	
U.S. Unclassified	
TOTAL UNITED STATES	79,354
Poss. & Other Areas	51
U.S. & POSS., etc.	79,405
Canada	544
International	61
Military or Civilian Personnel Overseas	4
Total International	609
E-mail Address Only	
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

Definition of Recipient Qualification:

Qualified recipients are owners, partners, chairmen, presidents, vice presidents, secretaries, treasurers, general managers, accredited NECA representatives, superintendents, supervisors, project managers, electrical foremen, electricians, journeymen, technicians installers, staff/electrical engineers, designers, estimators, purchasing agents, buyers, inspectors, apprentices, and company copies in the above field.

Rounding %: Due to rounding, percentages may not always add up to 100%.

Other Sources: Includes copies served to subscribers obtained from Construction Marketplace Masterfile.

Analyzed Issue: The information in Business/Occupational Analysis; Age of Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the Dec issue.

Total Gross Contacts Include : Qualified Circulation and Unique Browsers.

Website Data Source: Google Analytics

Website Domains: Domains included in website traffic: www.ecmag.com

Unique Browsers: This site uses the cookie-based measurement method to count unique browsers. If cookies are not accepted, then the IP address & user-agent in combination method is used to measure unique browsers.

Page Impressions: The combination of one or more files presented to a browser as a single document as a result of a single request received by the server, recorded as late as possible in the process of delivery of the content to the user's browser. One request by a browser should result in one page impression reported.

Visits: A series of interactions with a site by a unique browser or user (if registration-based or a panel participant) without 30 minutes of inactivity.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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Format: Standard

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