

## CONSOLIDATED MEDIA REPORT

**B2B Media**

6 months ended December 31, 2024

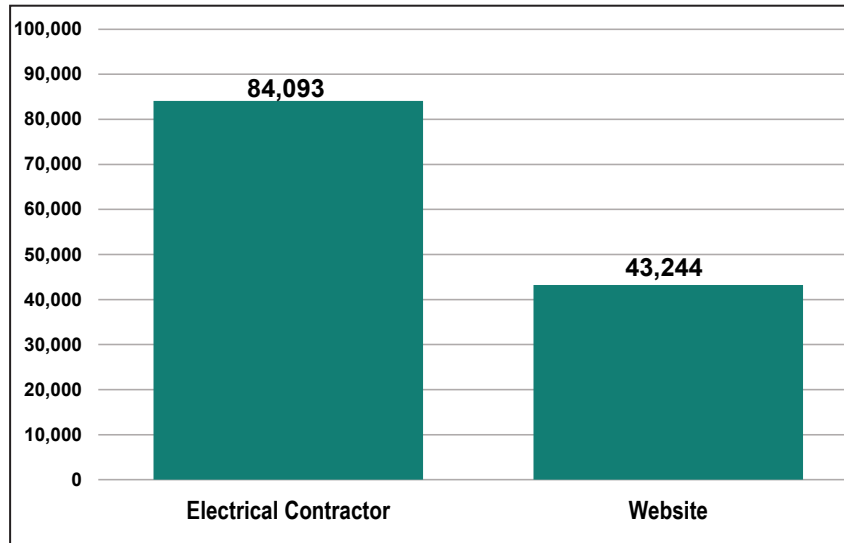
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# ELECTRICAL CONTRACTOR

### TOTAL AVERAGE GROSS CONTACTS

127,337

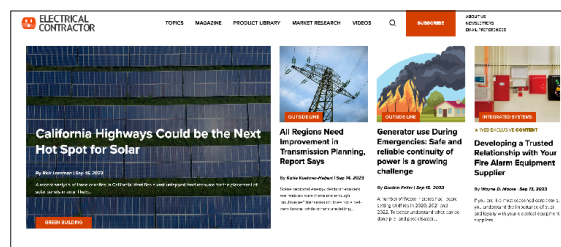


### EXECUTIVE SUMMARY

Channels	Contacts	Period
<b>Electrical Contractor</b>		6 months ended December 31, 2024
Total Qualified Circulation	84,093	
<b>Website Activity</b>		6 months ended December 31, 2024
Page Views	64,067	
Sessions/Visits	52,877	
Users/Visitors	43,244	
<b>Social Media</b>		As of December 31, 2024
Facebook Followers	10,000	
Instagram Followers	2,488	
LinkedIn Group Members	5,159	
X Followers	9,057	
YouTube Subscribers	632	

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, 2024

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		84,093
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		84,093
Total Average Qualified Nonpaid Circulation		84,093

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	58
Nonqualified Miscellaneous, Including Staff Copies - Print	1,233
Total Average Nonqualified Circulation	1,291

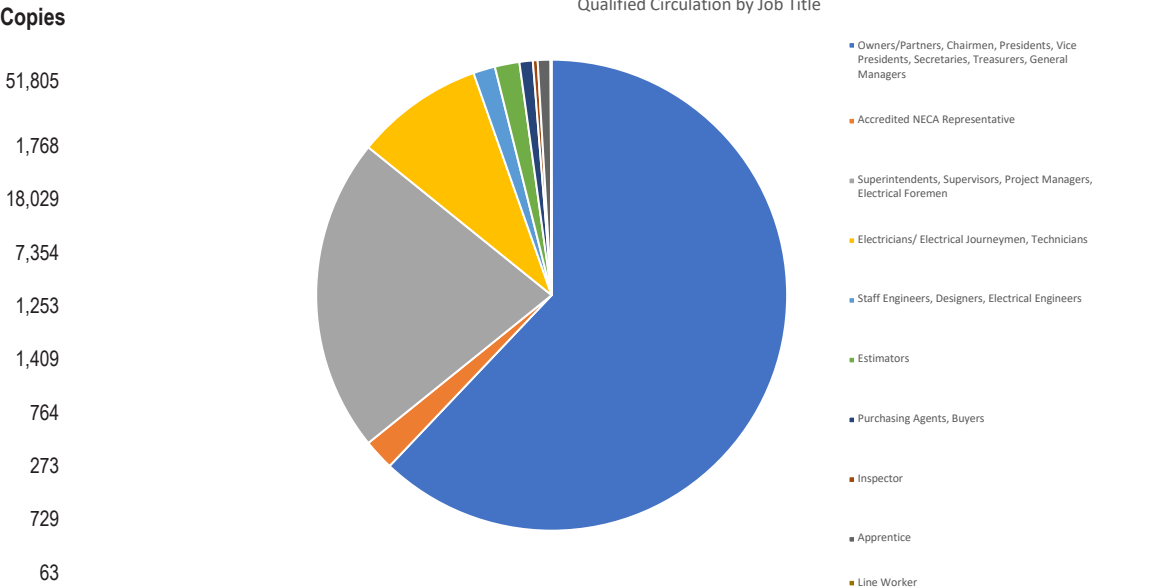
CIRCULATION BY ISSUES	
Issue	Qualified Nonpaid - Print
Jul	85,148
Aug	84,444
Sep	83,992
Oct	83,764
Nov	83,763
Dec	83,447

BUSINESS 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)	3,716	4.5	3,716	1,948	1,768								
	b. Electrical/Low Voltage Contracting (Executive Management employees at Non-NECA Member Companies including company copies)	49,857	59.7	49,857	49,857									
	c. Electrical/Low Voltage Contracting (Non-Executive Management employees, including company copies)	29,874	35.8	29,874			18,029	7,354	1,253	1,409	764	273	729	63
	Total Qualified Circulation	83,447	100.0	83,447	51,805	1,768	18,029	7,354	1,253	1,409	764	273	729	63
	Percent	100.0		100.0	62.1	2.1	21.6	8.8	1.5	1.7	0.9	0.3	0.9	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.

Qualified Circulation by Job Title	
Owners/Partners, Chairmen, Presidents, Vice Presidents, Secretaries, Treasurers, General Managers	51,805
Accredited NECA Representative	1,768
Superintendents, Supervisors, Project Managers, Electrical Foremen	18,029
Electricians/ Electrical Journeymen, Technicians	7,354
Staff Engineers, Designers, Electrical Engineers	1,253
Estimators	1,409
Purchasing Agents, Buyers	764
Inspector	273
Apprentice	729
Line Worker	63



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)	3,716	4.5	3,716	820	745	733	656	641	519	666	548	437	451
	b. Electrical/Low Voltage Contracting (Executive Management employees at Non-NECA Member Companies including company copies)	49,857	59.7	49,857	27,767	24,326	23,491	20,486	17,488	13,710	21,863	15,226	10,253	16,250
	c. Electrical/Low Voltage Contracting (Non-Executive Management employees, including company copies)	29,874	35.8	29,874	21,543	19,049	18,498	16,068	14,768	12,018	16,590	12,329	8,959	13,156
	<b>Total Qualified Circulation</b>	<b>83,447</b>	<b>100.0</b>	<b>83,447</b>	<b>50,130</b>	<b>44,120</b>	<b>42,722</b>	<b>37,210</b>	<b>32,897</b>	<b>26,247</b>	<b>39,119</b>	<b>28,103</b>	<b>19,649</b>	<b>29,857</b>
	<b>Percent</b>	<b>100.0</b>		<b>100.0</b>	<b>60.1</b>	<b>52.9</b>	<b>51.2</b>	<b>44.6</b>	<b>39.4</b>	<b>31.5</b>	<b>46.9</b>	<b>33.7</b>	<b>23.5</b>	<b>35.8</b>

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)				3,716	4.5	3,716	868	786	658	599	394	419
	b. Electrical/Low Voltage Contracting (Executive Management employees at Non-NECA Member Companies including company copies)				49,857	59.7	49,857	30,492	26,500	15,768	13,433	22,148	9,071
	c. Electrical/Low Voltage Contracting (Non-Executive Management employees, including company copies)				29,874	35.8	29,874	23,748	20,508	13,817	12,194	14,296	8,193
	Total Qualified Circulation				83,447	100.0	83,447	55,108	47,794	30,243	26,226	36,838	17,683
	Percent				100.0		100.0	66.0	57.3	36.2	31.4	44.1	21.2

# 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.

Fold, tape and mail completed card or fax it to 866-658-6156. You can also subscribe online at [www.ecmag.com/subscription](http://www.ecmag.com/subscription).

SOURCE ANALYSIS				
Source	Print	Digital	Total	Percent
Total Direct Request From Recipient	57,142		57,142	68.5
Total Direct Request From Recipient's Company	8		8	0.0
Total Communication Other Than Request	2		2	0.0
Membership Benefit				
Business Directories				
Lists	8,262		8,262	9.9
Acquired Circulation				
Other Sources	18,033		18,033	21.6
Total Qualified Subscriptions	83,447		83,447	100.0
Percent	100.0		100.0	
Single Copy Sales				
Total Qualified Circulation			83,447	

13,535 copies or 16.2% of Total Qualified Circulation is >24 months.

MAILING ADDRESS ANALYSIS		
	Qualified Nonpaid - Print	Percent
Individual by Name and Title and/or Occupation	83,381	99.9
Individual by Name Only		
Title or Occupation Only	66	0.1
Company Name Only		
Multicopy Same Addressee		
Total Qualified Subscriptions	83,447	100.0
Total Qualified Circulation	83,447	100.0

GEOGRAPHIC ANALYSIS	
State	Qualified Nonpaid - Print
Alabama	1,004
Arizona	1,341
Arkansas	580
California	8,784
Colorado	1,583
Connecticut	1,426
Delaware	66
District of Columbia	373
Florida	5,442
Georgia	2,488
Idaho	548
Illinois	3,095
Indiana	1,649
Iowa	1,027
Kansas	761
Kentucky	992
Louisiana	1,059
Maine	542
Maryland	1,774
Massachusetts	2,887
Michigan	2,565
Minnesota	1,731
Mississippi	500
Missouri	1,419
Montana	368
Nebraska	677
Nevada	673
New Hampshire	545
New Jersey	2,848
New Mexico	529
New York	5,231
North Carolina	2,992
North Dakota	342
Ohio	3,227
Oklahoma	878
Oregon	1,152
Pennsylvania	3,866
Rhode Island	347
South Carolina	1,107
South Dakota	333
Tennessee	1,585
Texas	5,133
Utah	664
Vermont	236
Virginia	2,053
Washington	1,915
West Virginia	362
Wisconsin	1,801
Wyoming	196
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>82,696</b>
Alaska	232
Hawaii	336
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>568</b>
Single Copy Sales	
U.S. Unclassified	
<b>TOTAL UNITED STATES</b>	<b>83,264</b>
Poss. & Other Areas	46
<b>U.S. &amp; POSS., etc.</b>	<b>83,310</b>
Canada	63
International	70
Military or Civilian Personnel Overseas	4
<b>Total International</b>	<b>137</b>
E-mail Address Only	
Other Unclassified	
<b>GRAND TOTAL</b>	<b>83,447</b>

CHANNEL PROFILES			
WEBSITE ACTIVITY - www.ecmag.com			
2024	Page Views	Sessions/Visits	Users/Visitors
July	65,051	53,838	43,632
August	65,285	55,552	44,893
September	69,787	56,159	47,255
October	74,627	62,450	51,129
November	59,245	48,491	39,963
December	50,407	40,774	32,590

SOCIAL MEDIA	
Channel	As of December 31, 2024
Facebook Followers	10,000
Instagram Followers	2,488
Linkedin Group Members	5,159
X Followers	9,057
YouTube Subscribers	632



## 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, line workers 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 Analysis; Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the Dec issue.

**Source Analysis Projection:** The figures used are based on percentages established for the June 2024 issue and projected against the totals for the December issue.

**Total Average Gross Contacts Include:** Qualified Circulation and Users/Visitors.

**Website Data Source:** Google Analytics.

**Data Center Traffic:** Effective with April 2024 data, filters have been applied to exclude suspected general data center traffic from Google data collected by AAM. Data center traffic comprises sources known with high confidence as non-human and originating from a data center.

**Website Domains:** Domains included in website traffic: [www.ecmag.com](http://www.ecmag.com)

**Users/Visitors:** The number of unique User/Visitor IDs, logging activity on a website or app, for the defined measurement period.

**Page Views:** The total number of web pages or app screens, viewed by all Users/Visitors, for the defined measurement period.

**Sessions/Visits:** The number of sessions logged, across all Users/Visitors on a website or app, for the defined measurement period. 30 minutes of inactivity, or specific user behavior, will end a session.

**Social Media:** Social media is comprised of likes, followers, subscribers and members who may not be actively engaged with the brand. These metrics do not equal an individual person.

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.

Parent Company: Nat'l Elect. Contractors Assoc

ASTRA HUDSON  
Audience Manager

ANDREA KLEE  
Publisher

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