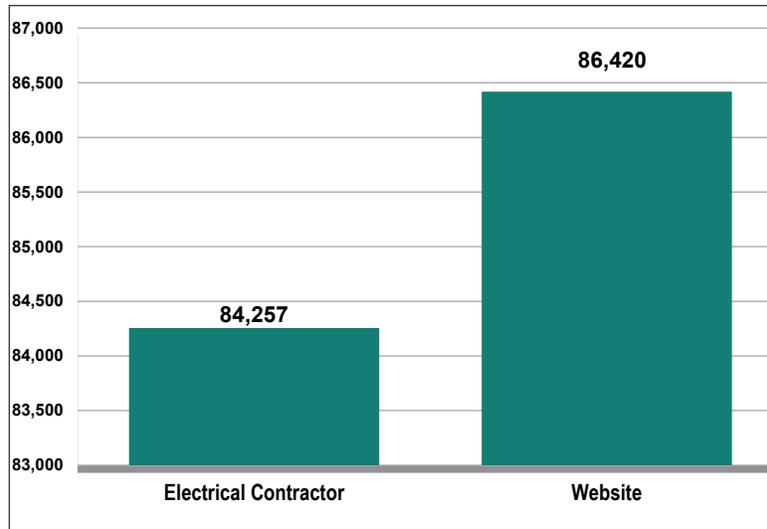


CONSOLIDATED MEDIA REPORT
B2B Media
6 months ended June 30, 2023

TOTAL GROSS CONTACTS

170,677

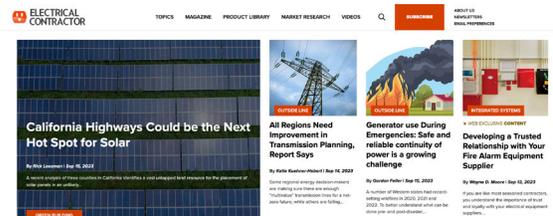


EXECUTIVE SUMMARY

| Channels | Contacts | Period |
|------------------------------|----------|------------------------------|
| Electrical Contractor | | 6 months ended June 30, 2023 |
| Total Qualified Circulation | 84,257 | |
| Website Activity | | 6 months ended June 30, 2023 |
| Page Impressions | 121,525 | |
| Visits | 107,490 | |
| Unique Browsers | 86,420 | |

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 June 30, 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 | 84,257 |
| AVERAGE QUALIFIED NONPAID CIRCULATION | |
| Qualified Nonpaid Individual - Print | 84,257 |
| Total Average Qualified Nonpaid Circulation | 84,257 |

| | |
|--|--------------|
| AVERAGE NONQUALIFIED CIRCULATION | |
| Nonqualified Miscellaneous, Including Staff Copies - Print | 1,375 |
| Total Average Nonqualified Circulation | 1,375 |

| CIRCULATION BY ISSUES | | Qualified Nonpaid - Print |
|------------------------------|--|----------------------------------|
| Issue | | |
| Jan | | 84,628 |
| Feb | | 84,228 |
| Mar | | 83,827 |
| Apr | | 83,997 |
| May | | 85,758 |
| Jun | | 83,102 |

BUSINESS/OCCUPATIONAL ANALYSIS

| Classification by Business & Industry | Total | % | Qualified Nonpaid - Print | Classification by Title | | | | | | | | | | |
|--|---------------|--------------|---------------------------|--|--------------------------------|--|--|--|--------------|---------------------------|------------|------------|-------------|--|
| | | | | Management | | Superintendents, 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) | 5,619 | 6.8 | 5,619 | 1,184 | 4,435 | | | | | | | | | |
| b. Electrical/Low Voltage Contracting (Executive Management employees at Non-NECA Member Companies including company copies) | 53,786 | 64.7 | 53,786 | 53,786 | | | | | | | | | | |
| c. Electrical/Low Voltage Contracting (Non-Executive Management employees, including company copies) | 23,697 | 28.5 | 23,697 | | | 12,658 | 6,952 | 1,153 | 1,367 | 701 | 228 | 584 | 54 | |
| Total Qualified Circulation | 83,102 | 100.0 | 83,102 | 54,970 | 4,435 | 12,658 | 6,952 | 1,153 | 1,367 | 701 | 228 | 584 | 54 | |
| Percent | 100.0 | | 100.0 | 66.1 | 5.3 | 15.2 | 8.4 | 1.4 | 1.6 | 0.8 | 0.3 | 0.7 | 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) | 5,619 | 6.8 | 5,619 | 630 | 596 | 583 | 537 | 510 | 449 | 516 | 462 | 326 | 267 |
| b. Electrical/Low Voltage Contracting (Executive Management employees at Non-NECA Member Companies including company copies) | 53,786 | 64.7 | 53,786 | 23,069 | 20,183 | 19,425 | 17,148 | 13,905 | 10,712 | 18,272 | 12,385 | 7,375 | 9,890 |
| c. Electrical/Low Voltage Contracting (Non-Executive Management employees, including company copies) | 23,697 | 28.5 | 23,697 | 18,389 | 16,173 | 15,641 | 13,839 | 12,179 | 9,867 | 14,155 | 10,543 | 7,025 | 8,186 |
| Total Qualified Circulation | 83,102 | 100.0 | 83,102 | 42,088 | 36,952 | 35,649 | 31,524 | 26,594 | 21,028 | 32,943 | 23,390 | 14,726 | 18,343 |
| Percent | 100.0 | | 100.0 | 50.6 | 44.5 | 42.9 | 37.9 | 32.0 | 25.3 | 39.6 | 28.1 | 17.7 | 22.1 |

| 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) | 5,619 | 6.8 | 5,619 | 759 | 705 | 554 | 503 | 293 | 333 | |
| b. Electrical/Low Voltage Contracting (Executive Management employees at Non-NECA Member Companies including company copies) | 53,786 | 64.7 | 53,786 | 26,469 | 22,841 | 13,419 | 11,388 | 19,662 | 7,312 | |
| c. Electrical/Low Voltage Contracting (Non-Executive Management employees, including company copies) | 23,697 | 28.5 | 23,697 | 21,111 | 18,048 | 12,148 | 10,718 | 12,620 | 6,884 | |
| Total Qualified Circulation | 83,102 | 100.0 | 83,102 | 48,339 | 41,594 | 26,121 | 22,609 | 32,575 | 14,529 | |
| Percent | 100.0 | | 100.0 | 58.2 | 50.1 | 31.4 | 27.2 | 39.2 | 17.5 | |

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.

1. Yes, I would like to start/continue receiving ELECTRICAL CONTRACTOR. No, thank you.

Signature (required): _____ Print name: _____ Date: _____

Name: _____ Title: _____ Company: _____

Work address: _____

City/state/ZIP: _____

Email: _____ Phone: _____ Fax: _____

To receive **ELECTRICAL CONTRACTOR** at home: Address: _____

City/state/ZIP: _____

2. PRIMARY business of your company or employer (check ONE only)

(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

(96) Other, please specify _____

3. PRIMARY job title or function (check ONE only)

(01) Executive management: owner, partner, president, VP, general manager, etc.

(02) Management: project manager, superintendent, supervisor, foreman, etc.

(03) Electrician (field), journeyman, technician, installer, serviceperson, etc.

(07) Staff engineer, designer, electrical engineer

(08) Inspector

(09) Estimator

(10) Purchasing agent, buyer

(14) Apprentice

(98) Other, please specify _____

4. Building components you or your company have installed (check ALL that apply)

(36) Security (includes CCTV, access/motion/intrusion systems)

(37) Fire/life safety systems

(38) Total building automation systems (includes HVAC, lighting)

(39) Fiber optics

(40) Communications systems (voice/data/video)

(41) Premises wiring

(42) Maintenance/service/repair

(43) Power quality systems (includes standby, co-gen, etc.)

(45) Alternative energy systems

(44) None of the above

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

(01) 1-4 (04) 20-49 (07) 250-499

(02) 5-9 (05) 50-99 (08) 500+

(03) 10-19 (06) 100-249

6. Construction types you or your company have performed (check ALL that apply)

(30) F-2 COMMERCIAL

(20) Hotel/resort/restaurants/food service/entertainment/sports/gaming

(21) Financial (banking, insurance)

(22) Retail stores (all types)

(24) Office buildings

(37) F-3 INSTITUTIONAL

(26) Hospital/nursing home

(27) Education (K-12/college/university)

(28) Government administration/police/correctional/military

(29) Transportation (airport, rail, other)

(38) F-4 INDUSTRIAL

(32) Manufacturing plants

(33) Power gen/utility

(41) F-5 RESIDENTIAL

(34) Single-family

(40) Multifamily (6+ floors)

(39) F-6 NON-BUILDING

(35) Road/airport/traffic lighting/line work/waste/water treatment, etc.

(99) F-7 NONE OF THE ABOVE

7. What is your company's estimated total annual sales?

(01) Less than \$250,000 (04) \$2.5 million-\$9.9 million

(02) \$250,000-\$999,999 (05) \$10 million+

(03) \$1 million-\$2.49 million

Check if you do not want **ELECTRICAL CONTRACTOR** to loan your name to marketers for promotional mailings.

Check to opt out of receiving occasional product and service information. This email service is strictly administered by **ELECTRICAL CONTRACTOR**, not by our marketing partners.

Check if you do not want **ELECTRICAL CONTRACTOR** to contact you to participate in the subscriber research panel and be eligible to win a \$200 Amazon e-gift card. Your contact information and feedback are not shared with third-party affiliates.

Field name and mail completed card or file to 866-858-6166. You can also subscribe online at www.enr.com/subscribe.

| AGE OF SOURCE ANALYSIS | | | | | |
|--|---------------|---------|-----------------|---------------|--------------|
| Source | Print | Digital | Print & Digital | Total | Percent |
| Total Direct Request From Recipient | 53,582 | | | 53,582 | 64.5 |
| Total Direct Request From Recipient's Company | 9 | | | 9 | 0.0 |
| Total Communication Other Than Request | 13 | | | 13 | 0.0 |
| Association | | | | | |
| Business Directories | 24,689 | | | 24,689 | 29.7 |
| Lists | 4,809 | | | 4,809 | 5.8 |
| Acquired Circulation | | | | | |
| Other Sources | | | | | |
| Total Qualified Subscriptions | 83,102 | | | 83,102 | 100.0 |
| Percent | 100.0 | | | 100.0 | |
| Single Copy Sales | | | | | |
| Total Qualified Circulation | | | | 83,102 | |

| MAILING ADDRESS ANALYSIS | | |
|--|--------------------------------------|----------------|
| | Qualified Nonpaid - Print | Percent |
| Individual by Name and Title and/or Occupation | 83,022 | 99.9 |
| Individual by Name Only | | |
| Title or Occupation Only | 80 | 0.1 |
| Company Name Only | | |
| Multicopy Same Addressee | | |
| Total Qualified Subscriptions | 83,102 | 100.0 |
| Total Qualified Circulation | 83,102 | 100.0 |

| GEOGRAPHIC ANALYSIS | |
|---|--------------------------------------|
| State | Qualified Nonpaid - Print |
| Alabama | 1,021 |
| Arizona | 1,164 |
| Arkansas | 599 |
| California | 8,793 |
| Colorado | 1,618 |
| Connecticut | 1,482 |
| Delaware | 341 |
| District of Columbia | 83 |
| Florida | 5,595 |
| Georgia | 2,499 |
| Idaho | 537 |
| Illinois | 3,070 |
| Indiana | 1,618 |
| Iowa | 995 |
| Kansas | 772 |
| Kentucky | 960 |
| Louisiana | 1,048 |
| Maine | 511 |
| Maryland | 1,759 |
| Massachusetts | 2,985 |
| Michigan | 2,517 |
| Minnesota | 1,572 |
| Mississippi | 492 |
| Missouri | 1,310 |
| Montana | 339 |
| Nebraska | 608 |
| Nevada | 621 |
| New Hampshire | 542 |
| New Jersey | 2,979 |
| New Mexico | 559 |
| New York | 5,351 |
| North Carolina | 3,004 |
| North Dakota | 350 |
| Ohio | 3,021 |
| Oklahoma | 874 |
| Oregon | 1,038 |
| Pennsylvania | 3,743 |
| Rhode Island | 342 |
| South Carolina | 1,158 |
| South Dakota | 309 |
| Tennessee | 1,542 |
| Texas | 5,354 |
| Utah | 609 |
| Vermont | 233 |
| Virginia | 2,026 |
| Washington | 1,763 |
| West Virginia | 355 |
| Wisconsin | 1,686 |
| Wyoming | 212 |
| TOTAL 48 CONTERMINOUS STATES | 81,959 |
| Alaska | 199 |
| Hawaii | 282 |
| TOTAL ALASKA & HAWAII | 481 |
| Single Copy Sales | |
| U.S. Unclassified | |
| TOTAL UNITED STATES | 82,440 |
| Poss. & Other Areas | 55 |
| U.S. & POSS., etc. | 82,495 |
| Canada | 545 |
| International | 62 |
| Military or Civilian Personnel Overseas | |
| Total International | 607 |
| E-mail Address Only | |
| Other Unclassified | |
| GRAND TOTAL | 83,102 |

CHANNEL PROFILES**WEBSITE ACTIVITY - www.ecmag.com**

| Month | Page Impressions | Visits | Unique Browsers |
|--------------|-------------------------|---------------|------------------------|
| January | 113,970 | 101,968 | 79,678 |
| February | 134,754 | 117,027 | 94,411 |
| March | 134,989 | 117,812 | 92,545 |
| April | 114,376 | 102,171 | 80,252 |
| May | 120,675 | 106,306 | 88,083 |
| June | 110,387 | 99,658 | 83,548 |

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%.

Business Directories: 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 Jun issue.

Miscellaneous: Age of Source paragraph: 6,459 copies or 7.8% of Total Qualified Circulation is >24 months.

Total Gross Contacts Include : Qualified Circulation and Unique Browsers.

Website Data Source: Google Analytics

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

Cross Media Miscellaneous: Due to the recent AAM/BPA merger, this publication is filing cross media with AAM for the first time.

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.

Frequency: Monthly
Format: Standard

Established: 1939
AAM Member Since: 1948
Member #: 06-3015-4
SRDS: 39

Parent Company: National Electrical Contractors Association, Inc.

Published by:
National Electrical Contractors Association, Inc.
1201 Pennsylvania Avenue Suite 1200
Washington, DC 20004
T: (202) 991-6266
<http://www.ecmag.com/ecmag@necanet.org>

ASTRA HUDSON
Audience Manager

ANDREA KLEE
Publisher