

CONSOLIDATED MEDIA REPORT

B2B Media

6 months ended June 30, 2024

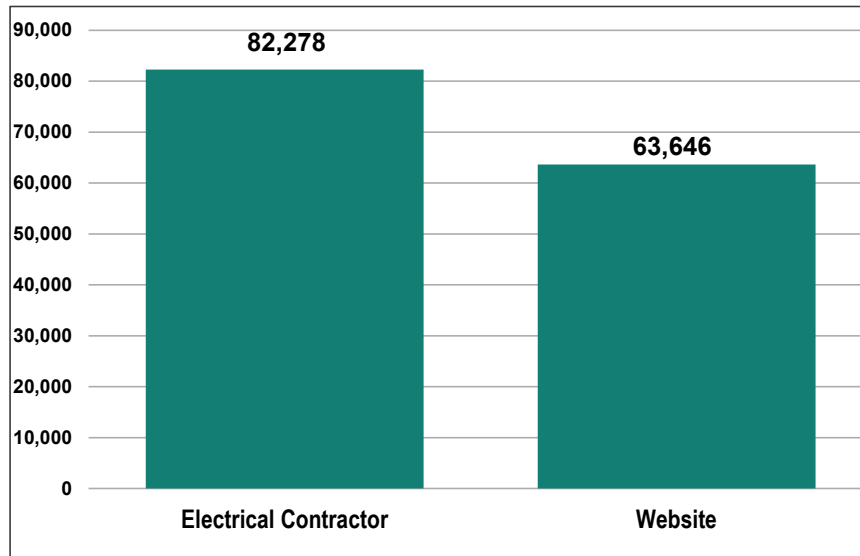
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ELECTRICAL CONTRACTOR

TOTAL AVERAGE GROSS CONTACTS

145,924

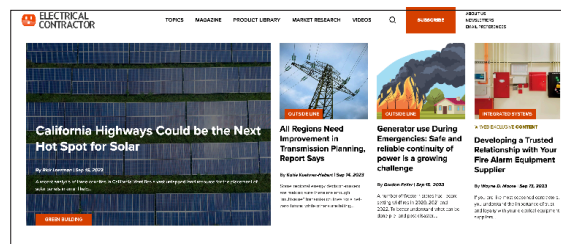


EXECUTIVE SUMMARY

Channels	Contacts	Period
Electrical Contractor		6 months ended June 30, 2024
Total Qualified Circulation	82,278	
Website Activity		6 months ended June 30, 2024
Page Impressions	88,099	
Visits	75,546	
Unique Browsers	63,646	
Social Media		As of June 30, 2024
Facebook Likes	9,900	
Instagram Followers	2,317	
LinkedIn Group Members	4,412	
X Followers	8,967	
You Tube Subscribers	604	

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, 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		82,278
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		82,278
Total Average Qualified Nonpaid Circulation		82,278

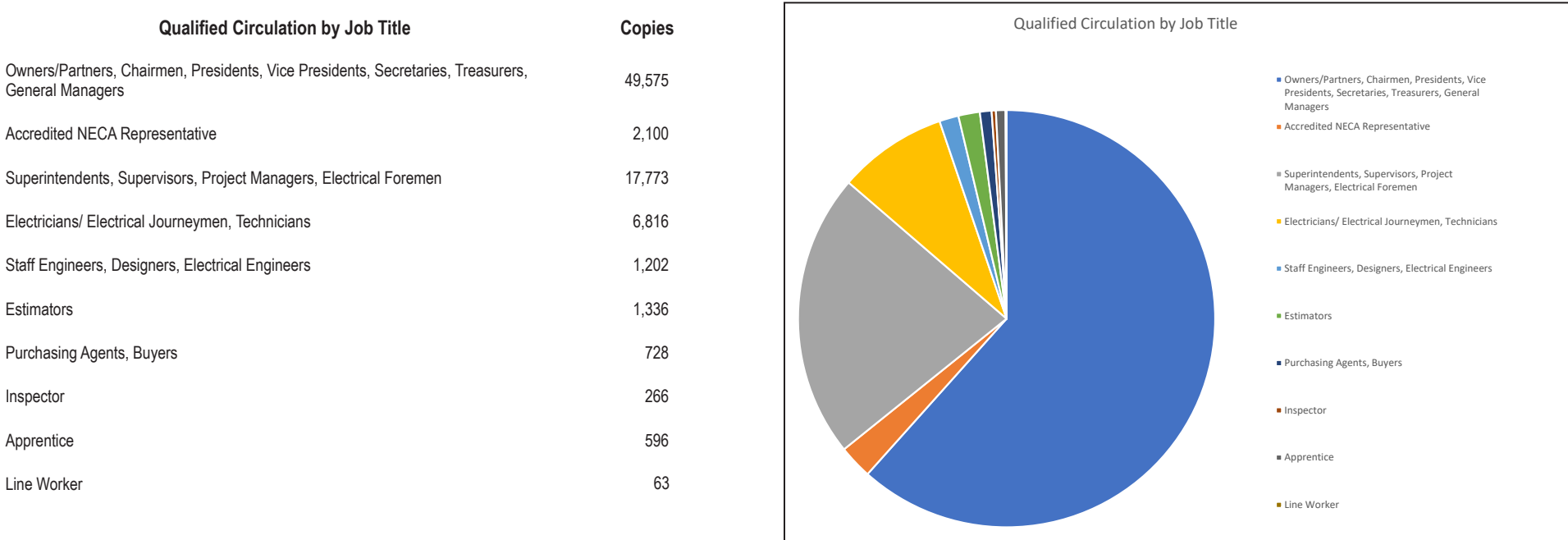
AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Market Coverage Copies - Print	1,268
Nonqualified Allocated for Shows & Conventions - Print	33
Nonqualified Miscellaneous, Including Staff Copies - Print	1,124
Total Average Nonqualified Circulation	2,425

CIRCULATION BY ISSUES	
Issue	Qualified Nonpaid - Print
Jan	80,040
Feb	81,265
Mar	83,002
Apr	83,840
May	85,065
Jun	80,455

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)	3,811	4.7	3,811	1,711	2,100								
	b. Electrical/Low Voltage Contracting (Executive Management employees at Non-NECA Member Companies including company copies)	47,864	59.5	47,864	47,864									
	c. Electrical/Low Voltage Contracting (Non-Executive Management employees, including company copies)	28,780	35.8	28,780			17,773	6,816	1,202	1,336	728	266	596	63
	Total Qualified Circulation	80,455	100.0	80,455	49,575	2,100	17,773	6,816	1,202	1,336	728	266	596	63
	Percent	100.0		100.0	61.6	2.6	22.1	8.5	1.5	1.7	0.9	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)	3,811	4.7	3,811	530	478	474	435	424	338	446	372	305	446
	b. Electrical/Low Voltage Contracting (Executive Management employees at Non-NECA Member Companies including company copies)	47,864	59.5	47,864	25,237	22,169	21,484	18,761	16,109	12,542	19,941	13,935	9,478	16,033
	c. Electrical/Low Voltage Contracting (Non-Executive Management employees, including company copies)	28,780	35.8	28,780	19,959	17,743	17,241	14,994	13,786	11,206	15,404	11,501	8,404	12,809
	Total Qualified Circulation	80,455	100.0	80,455	45,726	40,390	39,199	34,190	30,319	24,086	35,791	25,808	18,187	29,288
	Percent	100.0		100.0	56.8	50.2	48.7	42.5	37.7	29.9	44.5	32.1	22.6	36.4

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)				3,811	4.7	3,811	560	511	435	399	254	291
	b. Electrical/Low Voltage Contracting (Executive Management employees at Non-NECA Member Companies including company copies)				47,864	59.5	47,864	27,707	24,140	14,459	12,353	20,247	8,395
	c. Electrical/Low Voltage Contracting (Non-Executive Management employees, including company copies)				28,780	35.8	28,780	22,073	19,116	12,921	11,371	13,321	7,666
	Total Qualified Circulation				80,455	100.0	80,455	50,340	43,767	27,815	24,123	33,822	16,352
	Percent				100.0		100.0	62.6	54.4	34.6	30.0	42.0	20.3

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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SOURCE ANALYSIS				
Source	Print	Digital	Total	Percent
Total Direct Request From Recipient	55,094		55,094	68.5
Total Direct Request From Recipient's Company	7		7	0.0
Total Communication Other Than Request	2		2	0.0
Membership Benefit				
Business Directories				
Lists	7,966		7,966	9.9
Acquired Circulation				
Other Sources	17,386		17,386	21.6
Total Qualified Subscriptions	80,455		80,455	100.0
Percent	100.0		100.0	
Single Copy Sales				
Total Qualified Circulation			80,455	

13,050 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	80,391	99.9
Individual by Name Only		
Title or Occupation Only	64	0.1
Company Name Only		
Multicopy Same Addressee		
Total Qualified Subscriptions	80,455	100.0
Total Qualified Circulation	80,455	100.0

GEOGRAPHIC ANALYSIS	
State	Qualified Nonpaid - Print
Alabama	954
Arizona	1,283
Arkansas	535
California	8,501
Colorado	1,553
Connecticut	1,358
Delaware	361
District of Columbia	63
Florida	5,248
Georgia	2,406
Idaho	538
Illinois	2,994
Indiana	1,562
Iowa	973
Kansas	735
Kentucky	945
Louisiana	994
Maine	478
Maryland	1,712
Massachusetts	2,735
Michigan	2,467
Minnesota	1,657
Mississippi	463
Missouri	1,381
Montana	355
Nebraska	637
Nevada	629
New Hampshire	514
New Jersey	2,709
New Mexico	513
New York	4,932
North Carolina	2,840
North Dakota	320
Ohio	3,107
Oklahoma	841
Oregon	1,104
Pennsylvania	3,705
Rhode Island	318
South Carolina	1,068
South Dakota	322
Tennessee	1,502
Texas	4,932
Utah	639
Vermont	226
Virginia	1,936
Washington	1,865
West Virginia	339
Wisconsin	1,741
Wyoming	181
TOTAL 48 CONTERMINOUS STATES	79,171
Alaska	236
Hawaii	337
TOTAL ALASKA & HAWAII	573
Single Copy Sales	
U.S. Unclassified	9
TOTAL UNITED STATES	79,753
Poss. & Other Areas	47
U.S. & POSS., etc.	79,800
Canada	596
International	55
Military or Civilian Personnel Overseas	4
Total International	655
E-mail Address Only	
Other Unclassified	
GRAND TOTAL	80,455

CHANNEL PROFILES			
WEBSITE ACTIVITY - www.ecmag.com			
Month	Page Impressions	Visits	Unique Browsers
January	102,318	88,566	75,940
February	110,267	95,964	83,124
March	120,904	104,257	91,464
April	72,988	62,497	49,211
May	62,934	53,168	41,673
June	59,181	48,821	40,464

SOCIAL MEDIA	
Channel	As of June 30, 2024
Facebook Likes	9,900
Instagram Followers	2,317
Linkedin Group Members	4,412
X Followers	8,967
YouTube Subscribers	604

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 Analysis; Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the Jun issue.

Total Average Gross Contacts Include : Qualified Circulation and Unique Browsers

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. Datacenter 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

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.

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.

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