

**CONSOLIDATED MEDIA REPORT**

**B2B Media**

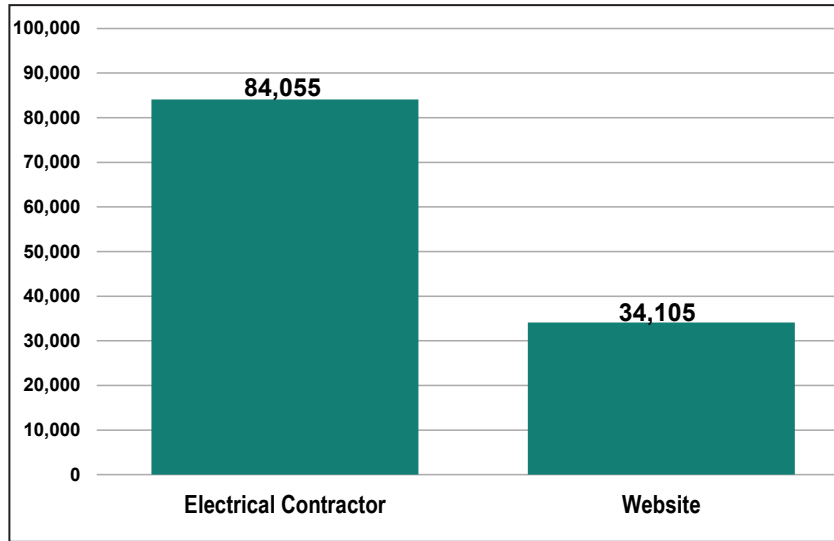
6 months ended June 30, 2025

[Learn more about this media property at auditedmedia.com](http://auditedmedia.com)



# ELECTRICAL CONTRACTOR

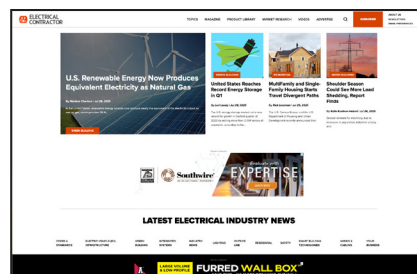
**TOTAL AVERAGE GROSS CONTACTS** 118,160



**EXECUTIVE SUMMARY**

Channels	Contacts	Period
<b>Electrical Contractor</b>		6 months ended June 30, 2025
Total Qualified Circulation	84,055	
<b>Website Activity</b>		6 months ended June 30, 2025
Page Views	53,349	
Sessions/Visits	42,452	
Users/Visitors	34,105	
<b>Social Media</b>		As of June 30, 2025
Facebook Followers	10,000	
Instagram Followers	2,514	
LinkedIn Followers	5,762	
X Followers	9,156	
YouTube Subscribers	673	

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, 2025

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.



<b>TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION</b>	<b>84,055</b>
<b>AVERAGE QUALIFIED NONPAID CIRCULATION</b>	
Qualified Nonpaid Individual - Print	84,055
<b>Total Average Qualified Nonpaid Circulation</b>	<b>84,055</b>

<b>AVERAGE NONQUALIFIED CIRCULATION</b>	
Nonqualified Allocated for Shows & Conventions - Print	33
Nonqualified Miscellaneous, Including Staff Copies - Print	2,738
<b>Total Average Nonqualified Circulation</b>	<b>2,771</b>

<b>CIRCULATION BY ISSUES</b>		<b>Qualified Nonpaid - Print</b>
<b>Issue</b>		
Jan		83,928
Feb		85,965
Mar		85,676
Apr		85,108
May		85,791
Jun		77,861

**BUSINESS 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)	4,717	6.1	4,717	808	3,909									
b. Electrical/Low Voltage Contracting (Executive Management employees at Non-NECA Member Companies including company copies)	47,146	60.6	47,146	47,146										
c. Electrical/Low Voltage Contracting (Non-Executive Management employees, including company copies)	25,998	33.4	25,998			16,118	5,916	1,046	1,295	677	267	621	58	
<b>Total Qualified Circulation</b>	<b>77,861</b>	<b>100.0</b>	<b>77,861</b>	<b>47,954</b>	<b>3,909</b>	<b>16,118</b>	<b>5,916</b>	<b>1,046</b>	<b>1,295</b>	<b>677</b>	<b>267</b>	<b>621</b>	<b>58</b>	
<b>Percent</b>	<b>100.0</b>		<b>100.0</b>	<b>61.6</b>	<b>5.0</b>	<b>20.7</b>	<b>7.6</b>	<b>1.3</b>	<b>1.7</b>	<b>0.9</b>	<b>0.3</b>	<b>0.8</b>	<b>0.1</b>	

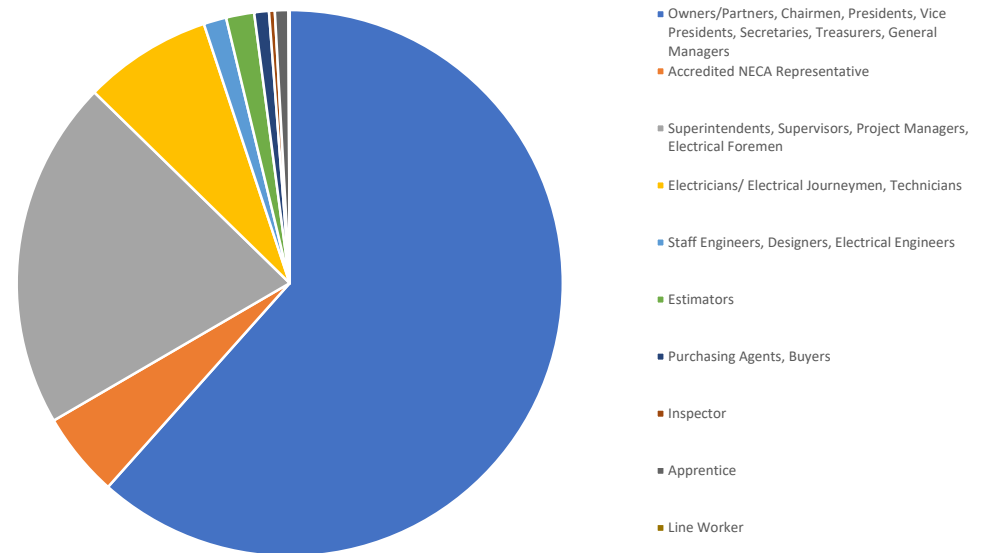
Note 1: Electrical/Low Voltage Contracting includes power (inside, line, lighting, maintenance, control, etc.), electrical work, and/or all VDV, security, fire/life safety, fiber optics, home/building automation systems and integrated building systems applications.

**Qualified Circulation by Job Title**

**Copies**

Owners/Partners, Chairmen, Presidents, Vice Presidents, Secretaries, Treasurers, General Managers	47,954
Accredited NECA Representative	3,909
Superintendents, Supervisors, Project Managers, Electrical Foremen	16,118
Electricians/ Electrical Journeymen, Technicians	5,916
Staff Engineers, Designers, Electrical Engineers	1,046
Estimators	1,295
Purchasing Agents, Buyers	677
Inspector	267
Apprentice	621
Line Worker	58

**Qualified Circulation by Job Title**



SUPPLEMENTAL ANALYSIS														
Classification by Business & Industry				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	
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)/ 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)	4,717	6.1	4,717	1,913	1,762	1,729	1,532	1,529	1,254	1,523	1,259	1,022	1,238	
b. Electrical/Low Voltage Contracting (Executive Management employees at Non-NECA Member Companies including company copies)	47,146	60.6	47,146	25,237	28,620	24,204	20,804	18,564	14,607	22,307	15,590	11,307	20,130	
c. Electrical/Low Voltage Contracting (Non-Executive Management employees, including company copies)	25,998	33.4	25,998	19,667	17,343	16,866	14,530	13,649	11,143	15,064	11,235	8,463	13,695	
<b>Total Qualified Circulation</b>	<b>77,861</b>	<b>100.0</b>	<b>77,861</b>	<b>46,817</b>	<b>47,725</b>	<b>42,799</b>	<b>36,866</b>	<b>33,742</b>	<b>27,004</b>	<b>38,894</b>	<b>28,084</b>	<b>20,792</b>	<b>35,063</b>	
<b>Percent</b>	<b>100.0</b>		<b>100.0</b>	<b>60.1</b>	<b>61.3</b>	<b>55.0</b>	<b>47.3</b>	<b>43.3</b>	<b>34.7</b>	<b>50.0</b>	<b>36.1</b>	<b>26.7</b>	<b>45.0</b>	

SUPPLEMENTAL ANALYSIS										
Classification by Business & Industry				Types of Construction						
				Total Respondents	Commercial	Industrial	Institutional	Residential	Non-Building	
Total	%	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)	4,717	6.1	4,717	2,006	1,848	1,449	1,259	876	939	
b. Electrical/Low Voltage Contracting (Executive Management employees at Non-NECA Member Companies including company copies)	47,146	60.6	47,146	30,152	26,243	15,827	13,448	21,772	9,696	
c. Electrical/Low Voltage Contracting (Non-Executive Management employees, including company copies)	25,998	33.4	25,998	20,693	17,917	12,155	10,712	12,553	7,528	
<b>Total Qualified Circulation</b>	<b>77,861</b>	<b>100.0</b>	<b>77,861</b>	<b>52,851</b>	<b>46,008</b>	<b>29,431</b>	<b>25,419</b>	<b>35,201</b>	<b>18,163</b>	
<b>Percent</b>	<b>100.0</b>		<b>100.0</b>	<b>67.9</b>	<b>59.1</b>	<b>37.8</b>	<b>32.6</b>	<b>45.2</b>	<b>23.3</b>	

# 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 VDN, 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.
- (02)  Electrician (field), journeyman, technician, installer, serviceperson, etc.
- (07)  Staff engineer, designer, electrical engineer
- (03)  Inspector
- (08)  Estimator
- (09)  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
- (02)  5-9
- (03)  10-19
- (04)  20-49
- (05)  50-99
- (06)  100-249
- (07)  250-499
- (08)  500+

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

- (36)  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
- (02)  \$250,000-\$999,999
- (03)  \$1 million-\$2.49 million
- (04)  \$2.5 million-\$9.9 million
- (05)  \$10 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 fax to 800-878-6166. Visit our site at [www.enr.com](http://www.enr.com) for more information.

<b>SOURCE ANALYSIS</b>				
Source	Print	Digital	Total	Percent
<b>Total Direct Request From Recipient</b>	<b>54,601</b>		<b>54,601</b>	<b>70.1</b>
<b>Total Direct Request From Recipient's Company</b>	<b>7</b>		<b>7</b>	<b>0.0</b>
<b>Total Communication Other Than Request</b>	<b>7</b>		<b>7</b>	<b>0.0</b>
Membership Benefit				
Business Directories				
Lists	7,875		7,875	10.1
Acquired Circulation				
Other Sources	15,371		15,371	19.7
<b>Total Qualified Subscriptions</b>	<b>77,861</b>		<b>77,861</b>	<b>100.0</b>
<b>Percent</b>	<b>100.0</b>		<b>100.0</b>	
Single Copy Sales				
<b>Total Qualified Circulation</b>			<b>77,861</b>	

<b>MAILING ADDRESS ANALYSIS</b>		
	<b>Qualified Nonpaid - Print</b>	<b>Percent</b>
Individual by Name and Title and/or Occupation	77,799	99.9
Individual by Name Only		
Title or Occupation Only	62	0.1
Company Name Only		
Multicopy Same Addressee		
<b>Total Qualified Subscriptions</b>	<b>77,861</b>	<b>100.0</b>
<b>Total Qualified Circulation</b>	<b>77,861</b>	<b>100.0</b>

<b>GEOGRAPHIC ANALYSIS</b>	
<b>State</b>	<b>Qualified Nonpaid - Print</b>
Alabama	944
Arizona	1,297
Arkansas	518
California	8,189
Colorado	1,542
Connecticut	1,327
Delaware	345
District of Columbia	69
Florida	5,033
Georgia	2,255
Idaho	505
Illinois	2,949
Indiana	1,489
Iowa	967
Kansas	700
Kentucky	939
Louisiana	988
Maine	521
Maryland	1,655
Massachusetts	2,685
Michigan	2,403
Minnesota	1,635
Mississippi	453
Missouri	1,336
Montana	361
Nebraska	653
Nevada	648
New Hampshire	514
New Jersey	2,580
New Mexico	494
New York	4,754
North Carolina	2,760
North Dakota	333
Ohio	2,957
Oklahoma	847
Oregon	1,158
Pennsylvania	3,636
Rhode Island	315
South Carolina	1,029
South Dakota	303
Tennessee	1,488
Texas	4,784
Utah	652
Vermont	215
Virginia	1,913
Washington	1,859
West Virginia	332
Wisconsin	1,720
Wyoming	189
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>77,238</b>
Alaska	241
Hawaii	325
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>566</b>
Single Copy Sales	
U.S. Unclassified	
<b>TOTAL UNITED STATES</b>	<b>77,804</b>
Poss. & Other Areas	54
<b>U.S. &amp; POSS., etc.</b>	<b>77,858</b>
Canada	
International	
Military or Civilian Personnel Overseas	3
<b>Total International</b>	<b>3</b>
E-mail Address Only	
Other Unclassified	
<b>GRAND TOTAL</b>	<b>77,861</b>

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

2025	Page Views	Sessions/Visits	Users/Visitors
January	58,884	46,242	36,955
February	55,392	43,443	35,746
March	55,035	45,118	36,124
April	59,023	46,044	37,359
May	48,431	38,873	31,058
June	43,329	34,993	27,385

**SOCIAL MEDIA**

Channel	As of June 30, 2025
Facebook Followers	10,000
Instagram Followers	2,514
Linkedin Followers	5,762
X Followers	9,156
YouTube Subscribers	673

## 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 June 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

**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.

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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  
**Class:** ELECTRICAL

Parent Company: Nat'l Elect. Contractors Assoc

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