



**Alliance for
Audited Media**
TRANSACTION WITH TRUST

CONSOLIDATED MEDIA REPORT

B2B Media

6 months ended June 30, 2026

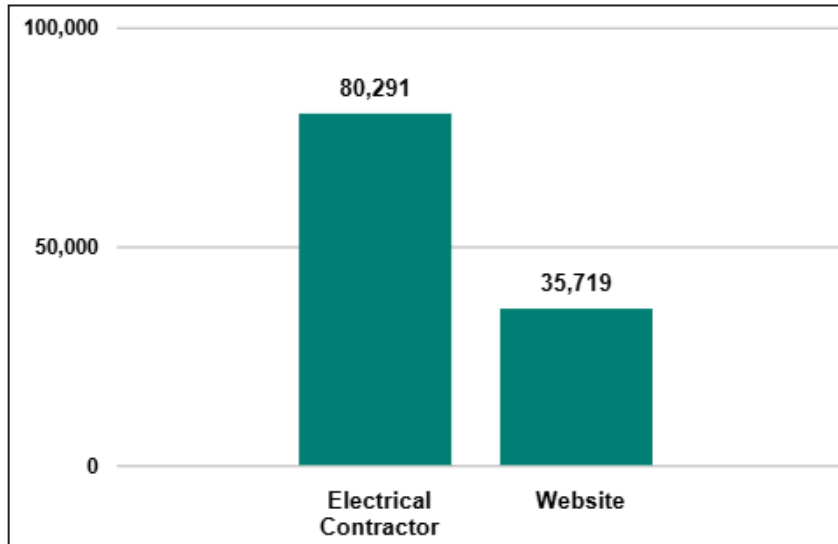
[Learn more about this media property at auditedmedia.com](https://auditedmedia.com)



ELECTRICAL CONTRACTOR

TOTAL AVERAGE GROSS CONTACTS

116,010

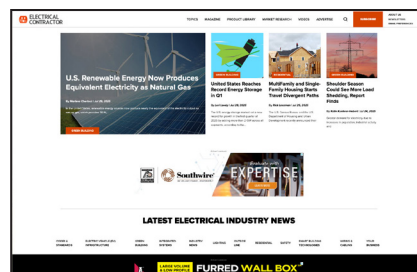
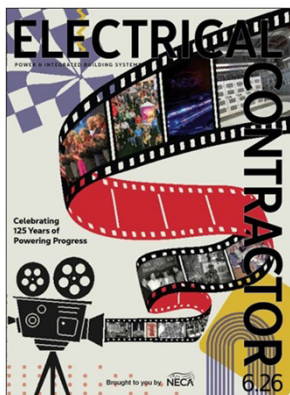


EXECUTIVE SUMMARY

Channels	Contacts	Period
Electrical Contractor		6 months ended June 30, 2026
Total Qualified Circulation	80,291	
Website Activity		6 months ended June 30, 2026
Page Views	53,526	
Sessions/Visits	43,404	
Users/Visitors	35,719	
Social Media		As of June 30, 2026
Facebook Followers	10,000	
Instagram Followers	2,508	
LinkedIn Followers	6,469	
X Followers	9,245	
YouTube Subscribers	731	

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.



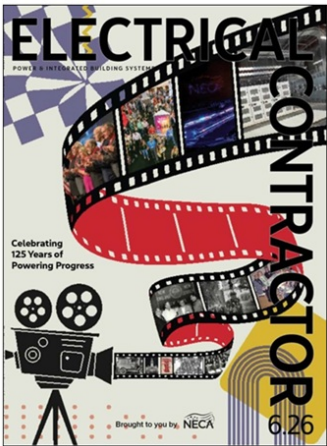


ELECTRICAL CONTRACTOR

6 months ended June 30, 2026
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.



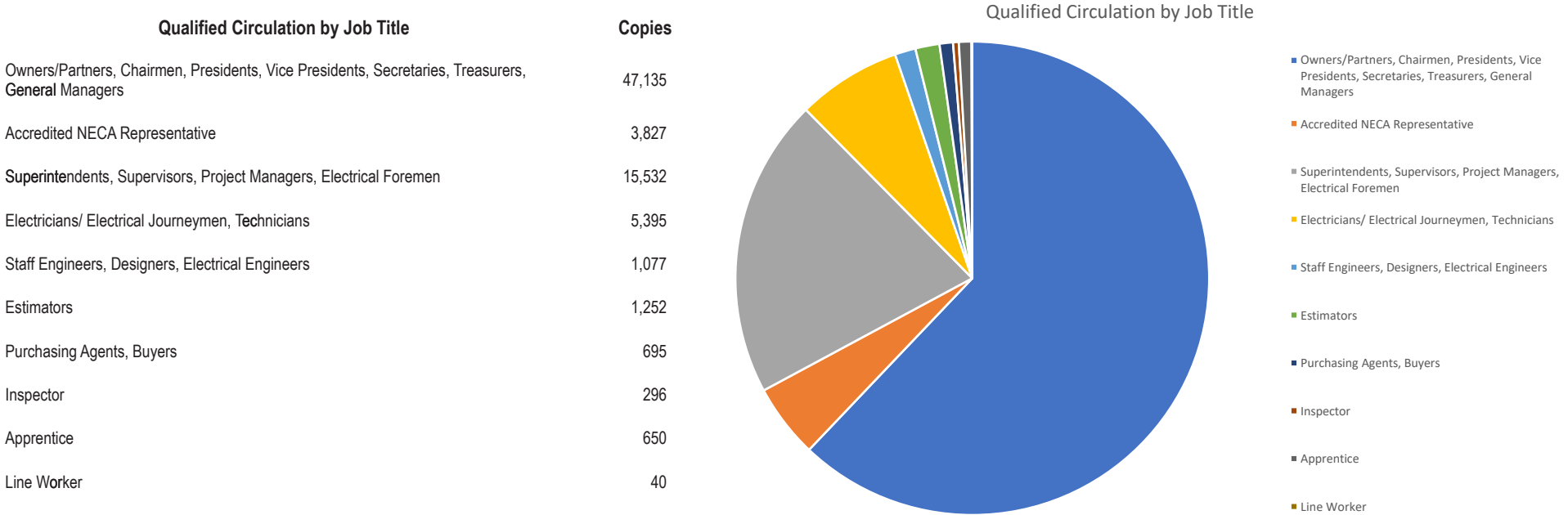
TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		80,291
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		80,291
Total Average Qualified Nonpaid Circulation		80,291

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	17
Nonqualified Miscellaneous, Including Staff Copies - Print	1,230
Total Average Nonqualified Circulation	1,247

CIRCULATION BY ISSUES	
Issue	Qualified Nonpaid - Print
Jan	80,345
Feb	80,358
Mar	80,335
Apr	81,237
May	83,571
Jun	75,899

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)	4,717	6.2	4,717	890	3,827								
	b. Electrical/Low Voltage Contracting (Executive Management employees at Non-NECA Member Companies including company copies)	46,245	60.9	46,245	46,245									
	c. Electrical/Low Voltage Contracting (Non-Executive Management employees, including company copies)	24,937	32.9	24,937			15,532	5,395	1,077	1,252	695	296	650	40
	Total Qualified Circulation	75,899	100.0	75,899	47,135	3,827	15,532	5,395	1,077	1,252	695	296	650	40
	Percent	100.0		100.0	62.1	5.0	20.5	7.1	1.4	1.6	0.9	0.4	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.



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)	4,717	6.2	4,717	1,749	1,727	1,692	1,488	1,497	1,222	1,478	1,225	1,009	1,306
	b. Electrical/Low Voltage Contracting (Executive Management employees at Non-NECA Member Companies including company copies)	46,245	60.9	46,245	28,634	24,609	23,845	20,322	18,301	14,613	21,768	15,365	11,684	21,464
	c. Electrical/Low Voltage Contracting (Non-Executive Management employees, including company copies)	24,937	32.9	24,937	19,536	17,258	16,774	14,392	13,570	11,143	14,835	11,243	8,765	14,818
	Total Qualified Circulation	75,899	100.0	75,899	49,919	43,594	42,311	36,202	33,368	26,978	38,081	27,833	21,458	37,588
	Percent	100.0		100.0	65.8	57.4	55.7	47.7	44.0	35.5	50.2	36.7	28.3	49.5

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)				4,717	6.2	4,717	1,825	1,838	1,390	1,197	866	901
	b. Electrical/Low Voltage Contracting (Executive Management employees at Non-NECA Member Companies including company copies)				46,245	60.9	46,245	29,631	25,864	15,082	12,599	21,223	9,297
	c. Electrical/Low Voltage Contracting (Non-Executive Management employees, including company copies)				24,937	32.9	24,937	20,278	17,609	11,700	10,246	12,247	7,250
	Total Qualified Circulation				75,899	100.0	75,899	51,734	45,311	28,172	24,042	34,336	17,448
	Percent				100.0		100.0	68.2	59.7	37.1	31.7	45.2	23.0

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 (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)

- (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 (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 fax to 800. 870. 8150. You can also subscribe online at www.enr.com/subscribe

SOURCE ANALYSIS				
Source	Print	Digital	Total	Percent
Total Direct Request From Recipient	53,323		53,323	70.3
Total Direct Request From Recipient's Company				
Total Communication Other Than Request	3		3	0.0
Membership Benefit				
Business Directories				
Lists	6,954		6,954	9.2
Acquired Circulation				
Other Sources	15,619		15,619	20.6
Total Qualified Subscriptions	75,899		75,899	100.0
Percent	100.0		100.0	
Single Copy Sales				
Total Qualified Circulation			75,899	

MAILING ADDRESS ANALYSIS		
	Qualified Nonpaid - Print	Percent
Individual by Name and Title and/or Occupation	75,856	99.9
Individual by Name Only		
Title or Occupation Only	43	0.1
Company Name Only		
Multicopy Same Addressee		
Total Qualified Subscriptions	75,899	100.0
Total Qualified Circulation	75,899	100.0

GEOGRAPHIC ANALYSIS	
State	Qualified Nonpaid - Print
Alabama	886
Arizona	1,268
Arkansas	528
California	7,710
Colorado	1,584
Connecticut	1,242
Delaware	334
District of Columbia	85
Florida	5,008
Georgia	2,138
Idaho	475
Illinois	2,907
Indiana	1,598
Iowa	971
Kansas	706
Kentucky	962
Louisiana	940
Maine	459
Maryland	1,608
Massachusetts	2,431
Michigan	2,386
Minnesota	1,638
Mississippi	437
Missouri	1,395
Montana	368
Nebraska	720
Nevada	680
New Hampshire	477
New Jersey	2,334
New Mexico	495
New York	4,574
North Carolina	2,716
North Dakota	341
Ohio	2,963
Oklahoma	884
Oregon	1,184
Pennsylvania	3,135
Rhode Island	304
South Carolina	1,001
South Dakota	334
Tennessee	1,411
Texas	4,655
Utah	687
Vermont	188
Virginia	1,853
Washington	1,928
West Virginia	354
Wisconsin	1,757
Wyoming	220
TOTAL 48 CONTERMINOUS STATES	75,259
Alaska	254
Hawaii	317
TOTAL ALASKA & HAWAII	571
Single Copy Sales	
U.S. Unclassified	
TOTAL UNITED STATES	75,830
Poss. & Other Areas	66
U.S. & POSS., etc.	75,896
Canada	
International	
Military or Civilian Personnel Overseas	3
Total International	3
E-mail Address Only	
Other Unclassified	
GRAND TOTAL	75,899

CHANNEL PROFILES			
WEBSITE ACTIVITY - www.ecmag.com			
2026	Page Views	Sessions/Visits	Users/Visitors
January	46,883	37,971	30,441
February	50,490	40,124	33,382
March	59,787	49,742	40,416
April	64,052	52,424	43,483
May	50,597	40,008	32,713
June	49,346	40,155	33,879

SOCIAL MEDIA	
Channel	As of June 30, 2026
Facebook Followers	10,000
Instagram Followers	2,508
Linkedin Followers	6,469
X Followers	9,245
YouTube Subscribers	731

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%.

Lists: Represent copies served to subscribers obtained from NECA Membership Lists.

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

Analyzed Issue: The information in Business Analysis, Source Analysis, Mailing Address, 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: 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.

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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