

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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Scan for Publisher's contact information

ELECTRICAL CONTRACTOR is a multi media format B2B brand intended for those who are actively involved in residential, commercial, industrial, institutional and non-building projects whether new construction, renovation or maintenance. The brand content and editorial scope of the publication focuses on integrated building systems applications including in-depth technical articles on safety, estimating, codes and current industry trends. The website and social media presence complement the content of every issue with videos, webinars and archives of various articles.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

ELECTRICAL CONTRACTOR MAGAZINE



6 issues in the period
82,315 average circulation

ELECTRICAL CONTRACTOR WEBSITE



108,709 average users

ELECTRICAL CONTRACTOR SOCIAL MEDIA



5,448 Twitter followers
5,492 Facebook likes
9,671 LinkedIn group members

EXECUTIVE SUMMARY

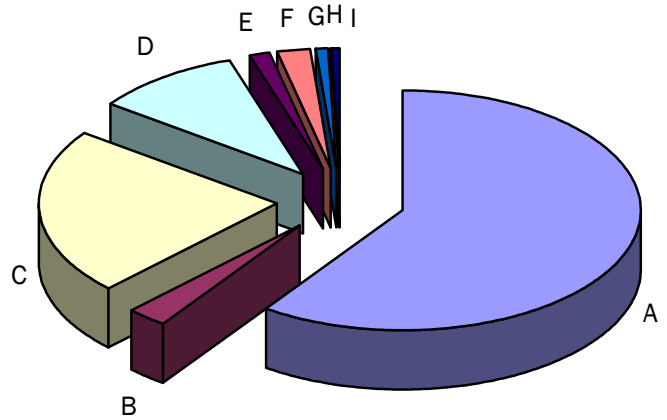
Below are the average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
ELECTRICAL CONTRACTOR MAGAZINE (6 issues in the period)	82,315	-	82,315
ELECTRICAL CONTRACTOR WEBSITE (Monthly Users with 167,990 average Pageviews)	108,709	-	108,709
ELECTRICAL CONTRACTOR SOCIAL MEDIA			
a. Twitter followers	*5,448	-	*5,448
b. Facebook likes	*5,492	-	*5,492
c. LinkedIn group members	*9,671	-	*9,671

*Social Media claims are cumulative figures, not averages.

**3a. Breakout of Qualified Circulation by Job Title
(Please Refer to Paragraph 3a for Complete Descriptions)**

Classification by Title	Copies
A Owners/Partners, Chairmen, Presidents, Vice Pres., Secretaries, Treasurers, General Managers	47,840
B Accredited NECA Representative	2,196
C Superintendents, Supervisors, Project Managers, Electrical Foremen	18,116
D Electricians/Electrical Journeyman, Technicians	7,964
E Staff Engineers, Designers, Electrical Engineers	1,116
F Estimators	1,662
G Purchasing Agents, Buyers	736
H Inspector	103
I Apprentice	351



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	61,493	16,331	-	77,824	97.2
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	2,260	-	-	2,260	2.8
Association rosters and directories	2,260	-	-	2,260	2.8
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	63,753	16,331	-	80,084	100.0
PERCENT	79.6	20.4	-	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	77,888	97.3
Individuals by name only	2,196	2.7
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	80,084	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data		Audited Data		Circulation Claim	
	July – December 2015	January – June 2016	July – December 2016	January – June 2017	July – December 2017*	January – June 2018*
Total Audit Average Qualified:	81,151	82,608	81,818	83,451	82,083	82,315
Qualified Non-Paid:	81,151	82,608	81,818	83,451	82,083	82,315
Qualified Paid:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July 2017 – June 2018 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

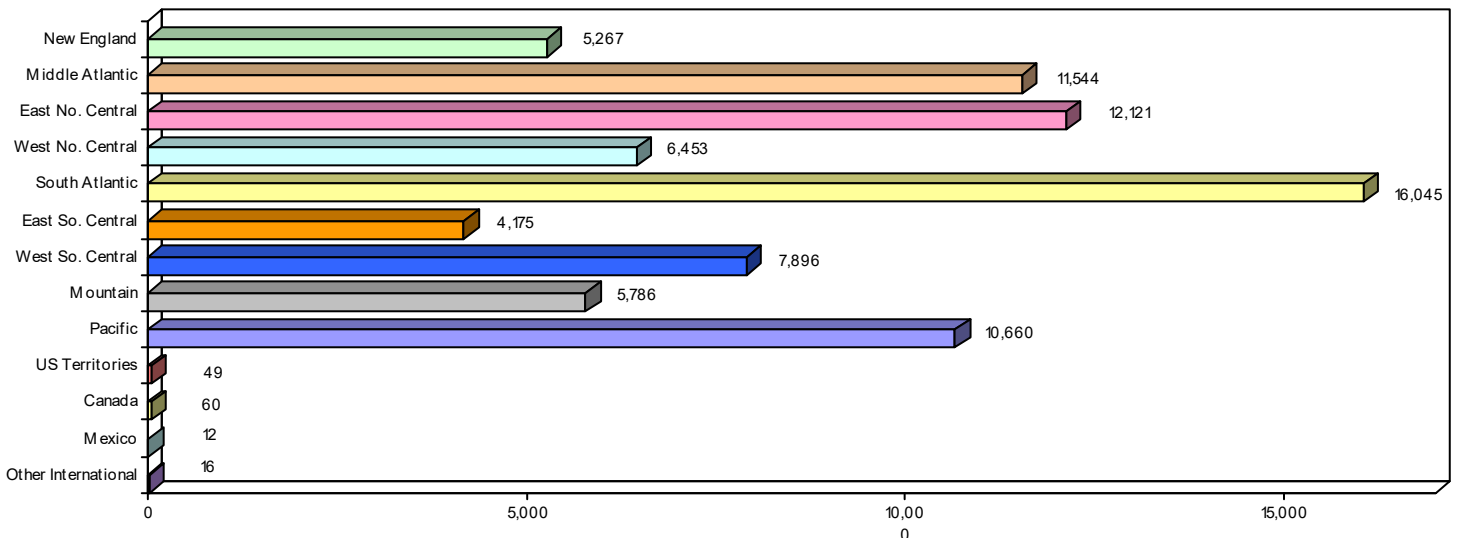
GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018*

State	Total Qualified	Percent
Maine	471	
New Hampshire	489	
Vermont	231	
Massachusetts	2,359	
Rhode Island	318	
Connecticut	1,399	
NEW ENGLAND	5,267	6.6
New York	4,987	
New Jersey	2,917	
Pennsylvania	3,640	
MIDDLE ATLANTIC	11,544	14.4
Ohio	2,948	
Indiana	1,651	
Illinois	3,081	
Michigan	2,623	
Wisconsin	1,818	
EAST NO. CENTRAL	12,121	15.1
Minnesota	1,712	
Iowa	1,136	
Missouri	1,433	
North Dakota	372	
South Dakota	340	
Nebraska	702	
Kansas	758	
WEST NO. CENTRAL	6,453	8.1
Delaware	309	
Maryland	1,661	
Washington, DC	82	
Virginia	1,893	
West Virginia	387	
North Carolina	2,990	
South Carolina	989	
Georgia	2,509	
Florida	5,225	
SOUTH ATLANTIC	16,045	20.0
Maine	471	
New Hampshire	489	
Kentucky	1,119	
Tennessee	1,482	
Alabama	1,011	
Mississippi	563	
EAST SO. CENTRAL	4,175	5.2
Arkansas	625	
Louisiana	1,155	
Oklahoma	912	
Texas	5,204	
WEST SO. CENTRAL	7,896	9.9
Montana	355	
Idaho	467	
Wyoming	259	
Colorado	1,595	
New Mexico	640	
Arizona	1,161	
Utah	752	
Nevada	557	
MOUNTAIN	5,786	7.2
Alaska	135	
Washington	1,623	
Oregon	990	
California	7,677	
Hawaii	235	
PACIFIC	10,660	13.3
UNITED STATES	79,947	99.8
U.S. Territories	49	
Canada	60	
Mexico	12	
Other International	16	
TOTAL QUALIFIED CIRCULATION	80,084	100.0

*See Additional Data

State Total Qualified Percent

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



WEBSITE CHANNEL

WWW.ECMAG.COM

2018	Pageviews	Sessions	Users	Average Session Duration
January	157,454	120,341	99,028	1:08
February	151,082	118,533	97,590	1:07
March	188,305	147,767	122,361	1:06
April	176,345	139,011	115,228	1:03
May	175,507	137,778	114,077	1:03
June	159,249	125,970	103,970	1:02
AVERAGE:	167,990	131,566	108,709	1:04

January – June 2018 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

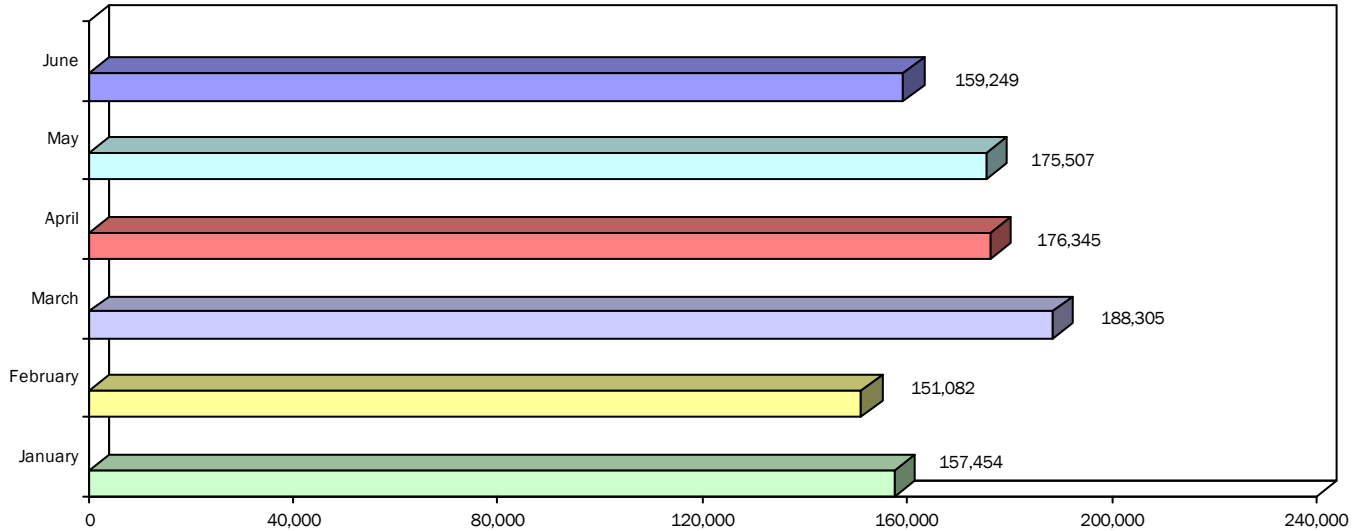
Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

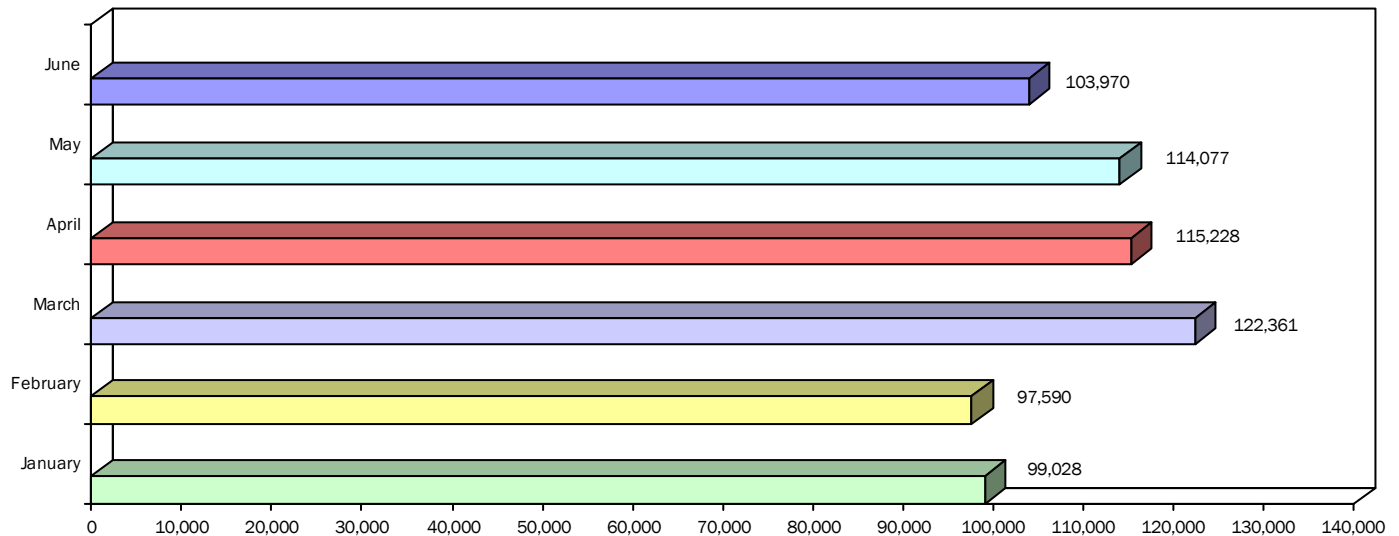
Users: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

Breakout by PageViews



Breakout by Users



SOCIAL MEDIA CHANNEL

Electrical Contractor Social Media



Twitter followers

<http://twitter.com/ECMagdotcom>



Facebook likes

<http://www.facebook.com/ElectricalContractorMagazine?v=info>



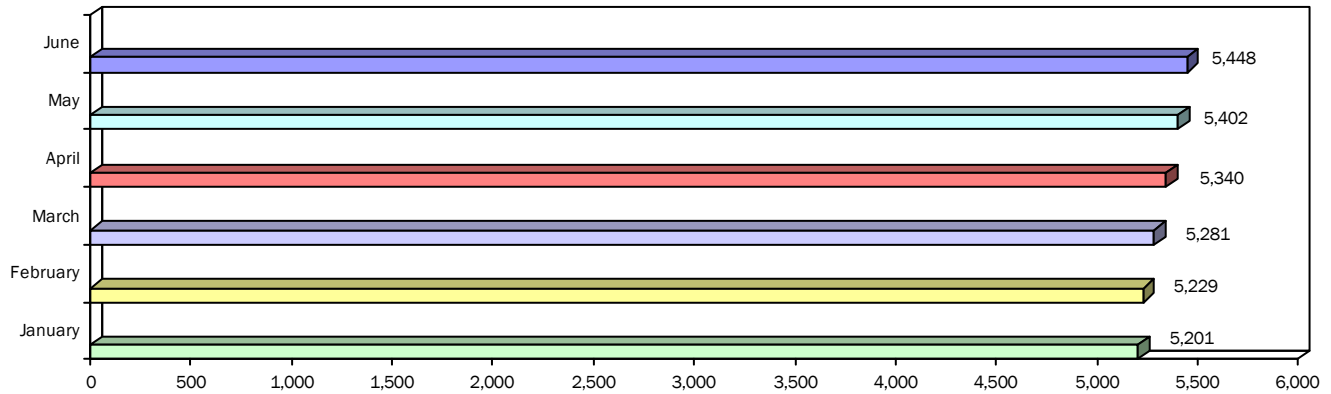
LinkedIn group members

<http://www.linkedin.com/groups/ELECTRICAL-CONTRACTOR-magazine-2340667/about>

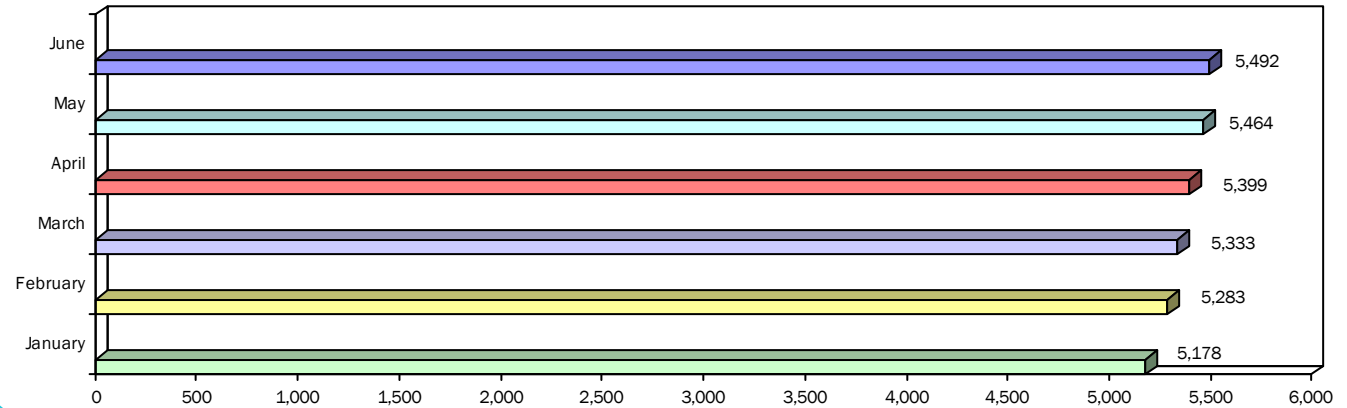
2018

	Twitter followers	Facebook likes	LinkedIn group members
Beginning Balance:	5,145	5,123	9,708
January	5,201	5,178	9,687
February	5,229	5,283	9,696
March	5,281	5,333	9,692
April	5,340	5,399	9,681
May	5,402	5,464	9,676
June	5,448	5,492	9,671

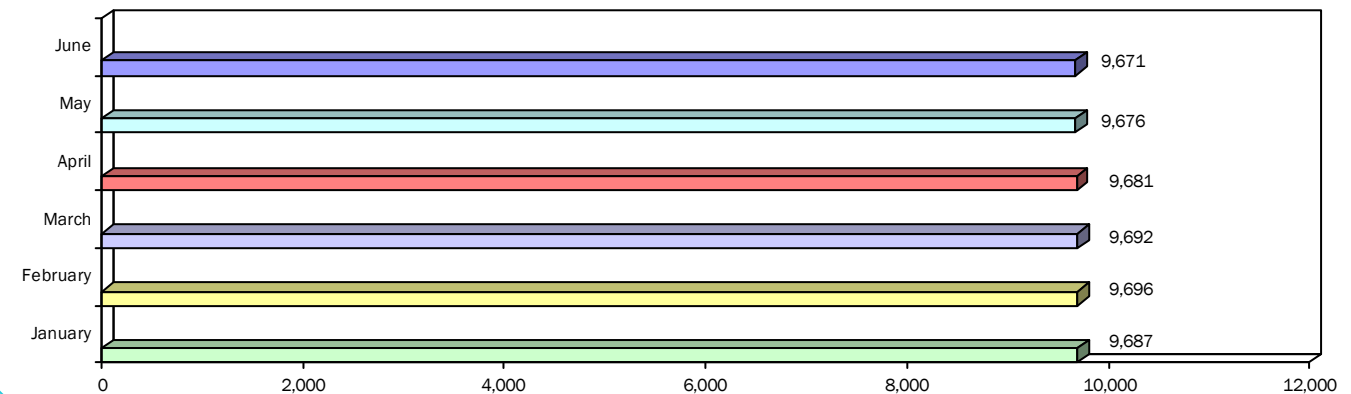
Breakout by Twitter Followers



Breakout by Facebook Likes



Breakout by LinkedIn Group Members



ADDITIONAL DATA

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website and Social Media are not reported at the media owner's option.

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:

ELECTRICAL CONTRACTOR

POWER & INTEGRATED BUILDING SYSTEMS

Act today to guarantee yourself a free, full year of ELECTRICAL CONTRACTOR magazine. 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: _____ 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)
 (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 _____

3. PRIMARY job title or function (CHECK ONE)
 (01) Executive management: owner, partner, president, VP, general manager, etc.
 (10) Management: project manager, superintendent, supervisor, foreman
 (12) Electrician (field), journeyman, technician, installer, service person
 (07) Staff engineer, designer, electrical engineer
 (13) Inspector
 (08) Estimator
 (09) Purchasing agent, buyer
 (14) Apprentice
 (98) Other _____

4. Building components you or your company have installed (CHECK ALL)
 (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 (VDV)
 (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)
 (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+

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PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Astra Hudson, Circulation Manager

Andrea Klee, Publisher

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

State

County

Received by BPA Worldwide

Type

ID Number

July 25, 2018

Maryland

Montgomery

July 25, 2018

BSJ

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About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

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, integrated building systems applications and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION
Qualified recipients are owners, partners, presidents, accredited NECA representatives, engineers, estimators, purchasing agents, project managers, supervisors, foremen, electricians, inspectors, apprentices, and other personnel and company copies in the above field.

PURPOSE
The supplemental data reported herein contains an analysis of the types of construction the respondent or their company has performed and the building components the respondents or their company has installed.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	1,581
Allocated for Trade Shows and Conventions	125
All Other	1,311
TOTAL	3,017

1. AVERAGE QUALIFIED CIRCULATION FOR MAGAZINE FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual Sponsored Individually Addressed	82,315	100.0	82,315	100.0	-	-
Membership Benefit Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	82,315	100.0	82,315	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Total Qualified
January	81,102
February	81,471
March	83,468
April	83,679
May	80,084
June	84,084

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018
This issue is 3.2% or 2,677 copies below the average of the other 5 issues reported in Paragraph 2.

Business and Industry (Note 1)	Total Qualified	Percent of Total	CLASSIFICATION BY TITLE								
			MANAGEMENT		Superintendents, Supervisors, Project Managers, Electrical Foremen (C)	Electricians/ Electrical Journeymen, Technicians (D)	Staff Engineers, Designers, Electrical Engineers (E)	Estimators (F)	Purchasing Agents, Buyers (G)	Inspector (H)	Apprentice (I)
			Owners/Partners, Chairmen, Presidents, Vice Pres., Secretaries, Treasurers, General Managers (A)	Accredited NECA Representative (B)							
1. a. Electrical/Low Voltage Contracting (Executive Management employees at NECA Member Companies including company copies)	4,191	5.2	1,995	2,196	-	-	-	-	-	-	-
b. Electrical/Low Voltage Contracting (Executive Management employees at Non-NECA Member Companies including company copies)	45,845	57.3	45,845	-	-	-	-	-	-	-	-
c. Electrical/Low Voltage Contracting (Non-Executive Management employees, including company copies)	30,048	37.5	-	-	18,116	7,964	1,116	1,662	736	103	351
TOTAL QUALIFIED CIRCULATION	80,084	100.0	47,840	2,196	18,116	7,964	1,116	1,662	736	103	351

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, integrated building systems applications and others allied to the field.

SUPPLEMENTARY DATA FOR THE ISSUE OF MAY 2018
This is an analysis of 65,249 or 81.5% respondents by business and industry who indicated the building components they have installed. See questionnaire used to elicit these data on the back of this report. Since any one respondent may have checked more than one response, the totals for each of these products should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes.

Business and Building Components	Total Qualified	Total Respondents	Fiber Optics/Comm Systems (VDV)/ Premises Wiring/ Fire Life Safety	Fiber Optics/Comm Systems (VDV)/ Premises Wiring/ Fire Life Safety	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
			Systems/Security/ Building Automation	Systems/Security	Systems/Security	Systems/Security				
1. a. Electrical/Low Voltage Contracting (Executive Management employees at NECA Member Companies including company copies)	4,191	1,646	1,544	1,502	1,336	1,319	1,119	1,272	1,122	676
b. Electrical/Low Voltage Contracting (Executive Management employees at Non-NECA Member Companies including company copies)	45,845	38,857	32,906	31,210	26,635	21,709	18,232	22,785	19,399	10,666
c. Electrical/Low Voltage Contracting (Non-Executive Management employees, including company copies)	30,048	24,746	21,311	20,360	17,623	15,500	13,298	17,754	13,491	7,287
TOTAL QUALIFIED CIRCULATION	80,084	65,249	55,761	53,072	45,594	38,528	32,649	47,811	34,012	18,629

SUPPLEMENTARY DATA FOR THE ISSUE OF MAY 2018
This is an analysis of 67,740 or 84.6% respondents by business and industry who indicated the types of construction they perform. See questionnaire used to elicit these data on the back of this report. Since any one respondent may have checked more than one response, the totals for each of these (i.e.: products and services) should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes.

Business and Types Of Construction	Total Qualified	Total Respondents	Commercial	Industrial	Institutional	Residential	Non-Building
1. a. Electrical/Low Voltage Contracting (Executive Management employees at NECA Member Companies including company copies)	4,191	1,741	1,614	1,271	1,112	724	729
b. Electrical/Low Voltage Contracting (Executive Management employees at Non-NECA Member Companies including company copies)	45,845	40,508	34,949	20,242	16,147	29,666	12,616
c. Electrical/Low Voltage Contracting (Non-Executive Management employees, including company copies)	30,048	25,491	22,005	14,571	12,185	14,938	9,141
TOTAL QUALIFIED CIRCULATION	80,084	67,740	58,568	36,084	29,444	45,328	22,486