

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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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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TRANSMISSION & DISTRIBUTION WORLD

Penton Business Media, Inc.
9800 Metcalf Avenue
Overland Park, KS 66212-2216
Tel.: (913) 341-1300
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www.tdworld.com

Official Publication of: None
Established: 1949
Issues Per Year: 12

FIELD SERVED

TRANSMISSION & DISTRIBUTION WORLD serves the field of investor-owned electric utilities; municipal electric utilities, rural electric & other electric cooperatives; federal power agencies, systems & projects; other publicly owned electric utilities, including state agencies & districts; consulting engineers; line/substation construction companies & inside electric distribution contractors serving electric utilities; independent power producers/ independent system operators; ESCO (energy service companies)/ energy marketers/ energy end users; wholesalers & distributors of electric utility equipment; manufacturers/ equipment suppliers; state & federal regulatory agencies & commissions, associations, military organizations & libraries or universities/ colleges; and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include general & corporate management; engineering; systems, planning and design; operations, including construction & maintenance; purchasing or stores; commercial; energy marketing/energy sales (utility); energy consulting, contracting; and others.

AVERAGE NON-QUALIFIED CIRCULATION	
*NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	322
Advertiser and Agency _____	1,720
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	775
*All Other _____	13,564
TOTAL	16,381

*See Paragraph 11

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	36,580	100.0	36,580	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	36,580	100.0	36,580	100.0	-	-

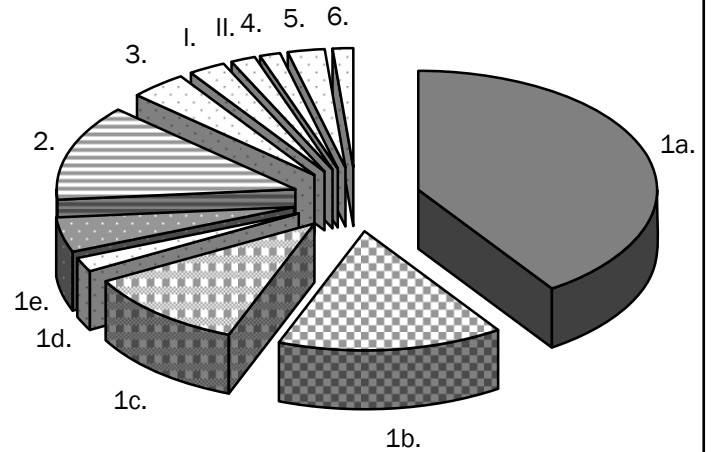
2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	573	576			36,584	April _____	1,787	1,782			36,576
February _____	196	194			36,582	May _____	235	237			36,578
March _____	312	311			36,581	June _____	1,168	1,172			36,582
						TOTAL	4,271	4,272			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008**This issue is -% or 3 copies below the average of the other 5 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	General & Corporate Management (A)	Engineering: Systems, Planning & Design (B)	Operations, including Construction & Maintenance (C)	Purchasing & Stores (D)	Commercial (E)	Energy Marketing/ Energy Sales (Utility) (G)	Energy Consulting, Contracting (J)
1. ELECTRIC UTILITIES									
a. Investor-Owned Electric Utilities _____	14,785	40.4	4,256	5,209	4,819	174	16	228	83
b. Municipal Electric Utilities _____	5,599	15.3	2,041	1,222	2,058	124	16	94	44
c. Rural Electric & Other Electric Cooperatives _____	4,149	11.4	1,734	816	1,296	129	13	130	31
d. Federal Power Agencies, Systems & Projects _____	696	1.9	172	230	263	8	1	14	8
e. Other Publicly Owned Electric Utilities, including State Agencies & Districts _	1,728	4.7	634	459	552	21	8	29	25
TOTAL ELECTRIC UTILITIES	26,957	73.7	8,837	7,936	8,988	456	54	495	191
2. Consulting Engineers _____	4,794	13.1	1,723	2,443	305	5	10	32	276
3. Line/Substation Construction Companies & Inside Electric Distribution Contractors Serving Electric Utilities _____	1,346	3.7	976	66	228	15	16	9	36
I. Independent Power Producers/ Independent System Operators _____	928	2.5	319	176	406	3	1	11	12
II. ESCO (Energy Service Companies)/ Energy Marketers/Energy End Users _	606	1.7	232	137	177	3	1	34	22
Sub-Total Copies to 1, 2 & 3	34,631	94.7	12,087	10,758	10,104	482	82	581	537
4. Wholesalers & Distributors of the Electric Utility Equipment _____	495	1.4	329	51	83	6	3	22	1
5. Manufacturers/Equipment Suppliers _____	922	2.5	590	202	62	5	23	32	8
6. State & Federal Regulatory Agencies & Commissions, Associations, Universities, Military Organizations & Libraries _____	530	1.4	179	147	199	-	-	1	4
TOTAL QUALIFIED CIRCULATION	36,578	100.0	13,185	11,158	10,448	493	108	636	550
PERCENT	100.0		36.1	30.5	28.6	1.3	0.3	1.7	1.5

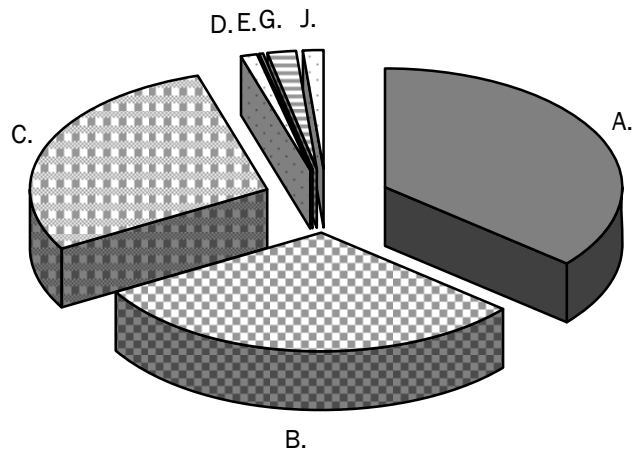
3a. Breakout of Qualified Circulation of Business and Industry

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
1. ELECTRIC UTILITIES		
a. Investor-Owned Electric Utilities _____	14,785	40.4
b. Municipal Electric Utilities _____	5,599	15.3
c. Rural Electric & Other Electric Cooperatives _____	4,149	11.4
d. Federal Power Agencies, Systems & Projects _____	696	1.9
e. Other Publicly Owned Electric Utilities, including State Agencies & Districts _	1,728	4.7
2. Consulting Engineers _____	4,794	13.1
3. Line/Substation Construction Companies & Inside Electric Distribution Contractors Serving Electric Utilities _____	1,346	3.7
I. Independent Power Producers/ Independent System Operators _____	928	2.5
II. ESCO (Energy Service Companies)/ Energy Marketers/Energy End Users _	606	1.7
4. Wholesalers & Distributors of the Electric Utility Equipment _____	495	1.4
5. Manufacturers/Equipment Suppliers _	922	2.5
6. State & Federal Regulatory Agencies & Commissions, Associations, Universities, Military Organizations & Libraries _____	530	1.4
TOTAL QUALIFIED CIRCULATION	36,578	100.0



3a. Breakout of Qualified Circulation by Job Function

CLASSIFICATION BY TITLE	COPIES	PERCENT OF TOTAL
A. General & Corporate Management	13,185	36.1
B. Engineering: Systems, Planning & Design _____	11,158	30.5
C. Operations, including Construction & Maintenance _____	10,448	28.6
D. Purchasing & Stores _____	493	1.3
E. Commercial _____	108	0.3
G. Energy Marketing/ Energy Sales (Utility) _____	636	1.7
J. Energy Consulting, Contracting _____	550	1.5
TOTAL	36,578	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL – Personal direct request from the recipient: _____	31,966	4,612	-			36,578	100.0
a. Written _____	3,013	158	-			3,171	8.7
b. Telecommunication _____	22,419	4,089	-			26,508	72.5
c. Electronic _____	6,534	365	-			6,899	18.8
II. TOTAL – Request from recipient's company: _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
III. TOTAL – Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL – Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
V. TOTAL – Sources other than above (listed alphabetically): _____	-	-	-			-	-
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Independent field reports _____	-	-	-			-	-
Licensees – National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. TOTAL – Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	31,966	4,612	-			36,578	100.0
PERCENT	87.4	12.6	-			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			36,578	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			36,578	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	269		400-427 Kentucky _____	756	
030-038 New Hampshire _____	201		370-385 Tennessee _____	813	
050-059 Vermont _____	179		350-369 Alabama _____	727	
010-027 Massachusetts _____	852		386-397 Mississippi _____	406	
028-029 Rhode Island _____	52		EAST SO. CENTRAL	2,702	7.4
060-069 Connecticut _____	398		716-729 Arkansas _____	285	
NEW ENGLAND	1,951	5.3	700-714 Louisiana _____	457	
100-149 New York _____	1,914		730-749 Oklahoma _____	583	
070-089 New Jersey _____	658		750-799 Texas _____	2,123	
150-196 Pennsylvania _____	1,316		WEST SO. CENTRAL	3,448	9.4
MIDDLE ATLANTIC	3,888	10.6	590-599 Montana _____	276	
430-459 Ohio _____	1,505		832-838 Idaho _____	284	
460-479 Indiana _____	1,077		820-831 Wyoming _____	135	
600-629 Illinois _____	1,265		800-816 Colorado _____	805	
480-499 Michigan _____	922		870-884 New Mexico _____	333	
530-549 Wisconsin _____	1,038		850-865 Arizona _____	614	
EAST NO. CENTRAL	5,807	15.9	840-847 Utah _____	305	
550-567 Minnesota _____	839		889-898 Nevada _____	362	
500-528 Iowa _____	758		MOUNTAIN	3,114	8.5
630-658 Missouri _____	1,234		995-999 Alaska _____	223	
580-588 North Dakota _____	299		980-994 Washington _____	815	
570-577 South Dakota _____	245		970-979 Oregon _____	512	
680-693 Nebraska _____	610		900-961 California _____	2,760	
660-679 Kansas _____	677		967-968 Hawaii _____	117	
WEST NO. CENTRAL	4,662	12.7	PACIFIC	4,427	12.1
197-199 Delaware _____	122		UNITED STATES	35,687	97.5
206-219 Maryland _____	463		969 & 004-009 U.S. Territories _____	75	
200-205 Washington, DC _____	236		Canada _____	703	
220-246 Virginia _____	660		Mexico _____	110	
247-268 West Virginia _____	176		Other International _____	-	
270-289 North Carolina _____	1,046		AP0/FPO _____	3	
290-299 South Carolina _____	468		TOTAL QUALIFIED CIRCULATION	36,578	100.0
300-319 Georgia _____	894				
320-349 Florida _____	1,623				
SOUTH ATLANTIC	5,688	15.6			

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2004	2005	2006	2007	*2008
Total Audit Average Qualified	36,599	36,580	36,581	36,581	36,580
Qualified Non-Paid Total	36,599	36,580	36,581	36,581	36,580
Qualified Paid Total	-	-	-	-	-
Post Expire Copies included in Paid Circulation	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	**NC	**NC	**NC	**NC	**NC

*2008 data is unaudited.

**NC = None Claimed.

10. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

11. ADDITIONAL DATA

*DETAIL OF AVERAGE NON-QUALIFIED CIRCULATION FOR PERIOD:

Issue Date	Paid Subscriptions	Advertiser and Agency	Trade Show/Conventions	International Non-Paid Copies	Other	Total Non-Qualified Circulation
January	300	1689	250	12350	1583	16172
February	326	1699	500	12350	1143	16018
March	328	1722	2000	12350	675	17075
April	331	1719	1500	12344	1388	17282
May	320	1747	350	12350	1458	16225
June	326	1746	50	12350	1044	15516

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

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

Phillip Musser, Publisher

Sonja Trent, Sr. Audience Marketing Manager

(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 circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed July 10, 2008

State Kansas

County Johnson

Received by BPA Worldwide July 10, 2008

Type PD

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