



**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2011**

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.

No. NEC/06-11

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TRANSMISSION & DISTRIBUTION WORLD

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Fax No.: (913) 514-3971
www.tdworld.com

Official Publication of: None
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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 _____	271
Advertiser and Agency _____	1,496
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	342
*Digital _____	2,993
All Other _____	10,544
TOTAL	15,646

*See Additional Data

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	36,565	100.0	36,565	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	36,565	100.0	36,565	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	134	137	29,955	6,614	36,569
February _____	229	211	30,335	6,215	36,550
March _____	261	265	30,399	6,155	36,554
April _____	325	321	30,330	6,220	36,550
May _____	165	176	30,455	6,110	36,565
June _____	296	333	30,459	6,143	36,602
TOTAL	1,410	1,443			

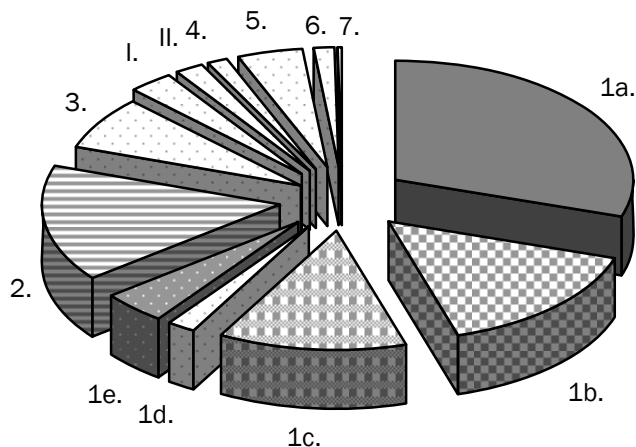
TRANSMISSION & DISTRIBUTION WORLD / June 2011

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**This issue is equal to the average of the other 5 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	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 _____	11,005	30.1	9,190	1,815	2,288	4,380	3,842	156	32	199	108
b. Municipal Electric Utilities _____	5,527	15.1	4,783	744	1,773	1,238	2,223	117	20	123	33
c. Rural Electric & Other Electric Cooperatives _____	4,704	12.9	3,946	758	1,738	1,107	1,496	152	11	175	25
d. Federal Power Agencies, Systems & Projects _____	644	1.8	527	117	174	199	224	8	4	22	13
e. Other Publicly Owned Electric Utilities, including State Agencies & Districts _____	1,696	4.6	1,407	289	521	556	514	37	11	38	19
TOTAL ELECTRIC UTILITIES	23,576	64.5	19,853	3,723	6,494	7,480	8,299	470	78	557	198
2. Consulting Engineers _____	5,807	15.9	4,654	1,153	1,301	3,226	278	16	33	96	857
3. Line/Substation Construction Companies & Inside Electric Distribution Contractors Serving Electric Utilities _____	2,610	7.1	2,267	343	1,295	246	823	35	52	54	105
I. Independent Power Producers/ Independent System Operators _____	1,144	3.1	949	195	491	230	358	16	8	30	11
II. ESCO (Energy Service Companies)/ Energy Marketers/Energy End Users _____	666	1.8	522	144	208	171	162	5	12	57	51
Sub-Total Copies to 1, 2 & 3	33,803	92.4	28,245	5,558	9,789	11,353	9,920	542	183	794	1,222
4. Wholesalers & Distributors of the Electric Utility Equipment _____	533	1.5	445	88	250	50	58	56	22	85	12
5. Manufacturers/Equipment Suppliers _____	1,623	4.4	1,284	339	626	528	115	32	91	201	30
6. State & Federal Regulatory Agencies & Commissions, Associations, Military Organizations & Libraries _____	541	1.5	431	110	185	168	129	2	-	18	39
7. Universities/Colleges _____	65	0.2	50	15	13	3	49	-	-	-	-
TOTAL QUALIFIED CIRCULATION	36,565	100.0	30,455	6,110	10,863	12,102	10,271	632	296	1,098	1,303
PERCENT	100.0		83.3	16.7	29.7	33.1	28.1	1.7	0.8	3.0	3.6

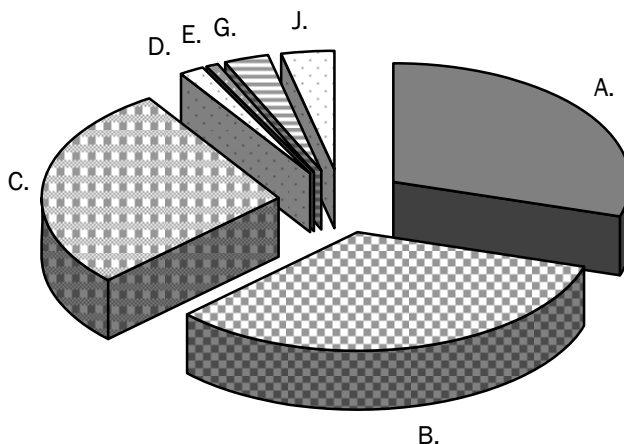
3a. Breakout of Qualified Circulation of Business and Industry

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
1. ELECTRIC UTILITIES		
a. Investor-Owned Electric Utilities _____	11,005	30.1
b. Municipal Electric Utilities _____	5,527	15.1
c. Rural Electric & Other Electric Cooperatives _____	4,704	12.9
d. Federal Power Agencies, Systems & Projects _____	644	1.8
e. Other Publicly Owned Electric Utilities, including State Agencies & Districts _____	1,696	4.6
2. Consulting Engineers _____	5,807	15.9
3. Line/Substation Construction Companies & Inside Electric Distribution Contractors Serving Electric Utilities _____	2,610	7.1
I. Independent Power Producers/Independent System Operators _____	1,144	3.1
II. ESCO (Energy Service Companies)/Energy Marketers/Energy End Users _____	666	1.8
4. Wholesalers & Distributors of the Electric Utility Equipment _____	533	1.5
5. Manufacturers/Equipment Suppliers _____	1,623	4.4
6. State & Federal Regulatory Agencies & Commissions, Associations, Military Organizations & Libraries _____	541	1.5
7. Universities/College _____	65	0.2
TOTAL QUALIFIED CIRCULATION	36,565	100.0



3a. Breakout of Qualified Circulation by Job Function

CLASSIFICATION BY JOB FUNCTION	COPIES	PERCENT OF TOTAL
A. General & Corporate Management _____	10,863	29.7
B. Engineering: Systems, Planning & Design _____	12,102	33.1
C. Operations, including Construction & Maintenance _____	10,271	28.1
D. Purchasing & Stores _____	632	1.7
E. Commercial _____	296	0.8
G. Energy Marketing/ Energy Sales (Utility) _____	1,098	3.0
J. Energy Consulting, Contracting _____	1,303	3.6
TOTAL	36,565	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	29,688	6,593	-	30,171	6,110	36,281	99.2
II. Request from recipient's company: _____	281	3	-	284	-	284	0.8
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	-	-	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	29,969	6,596	-	30,455	6,110	36,565	100.0
PERCENT	82.0	18.0	-	83.3	16.7	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	30,455	6,110	36,565	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,455	6,110	36,565	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	221	40	261		Kentucky _____	554	118	672	
New Hampshire _____	174	30	204		Tennessee _____	659	123	782	
Vermont _____	142	26	168		Alabama _____	543	104	647	
Massachusetts _____	698	140	838		Mississippi _____	358	67	425	
Rhode Island _____	47	14	61		EAST SO. CENTRAL	2,114	412	2,526	6.9
Connecticut _____	353	70	423		Arkansas _____	284	41	325	
NEW ENGLAND	1,635	320	1,955	5.4	Louisiana _____	371	85	456	
New York _____	1,496	336	1,832		Oklahoma _____	483	102	585	
New Jersey _____	621	101	722		Texas _____	1,918	408	2,326	
Pennsylvania _____	1,227	221	1,448		WEST SO. CENTRAL	3,056	636	3,692	10.1
MIDDLE ATLANTIC	3,344	658	4,002	10.9	Montana _____	233	33	266	
Ohio _____	1,129	235	1,364		Idaho _____	243	51	294	
Indiana _____	863	124	987		Wyoming _____	108	16	124	
Illinois _____	1,111	209	1,320		Colorado _____	677	123	800	
Michigan _____	752	138	890		New Mexico _____	180	41	221	
Wisconsin _____	772	169	941		Arizona _____	393	89	482	
EAST NO. CENTRAL	4,627	875	5,502	15.0	Utah _____	282	39	321	
Minnesota _____	727	131	858		Nevada _____	197	59	256	
Iowa _____	633	94	727		MOUNTAIN	2,313	451	2,764	7.6
Missouri _____	1,062	208	1,270		Alaska _____	148	19	167	
North Dakota _____	227	40	267		Washington _____	717	134	851	
South Dakota _____	236	28	264		Oregon _____	474	76	550	
Nebraska _____	522	93	615		California _____	2,162	413	2,575	
Kansas _____	592	122	714		Hawaii _____	88	18	106	
WEST NO. CENTRAL	3,999	716	4,715	12.9	PACIFIC	3,589	660	4,249	11.6
Delaware _____	84	25	109		UNITED STATES	29,455	5,718	35,173	96.2
Maryland _____	399	70	469		U.S. Territories _____	63	16	79	
Washington, DC _____	161	37	198		Canada _____	825	310	1,135	
Virginia _____	617	124	741		Mexico _____	108	66	174	
West Virginia _____	182	39	221		Other International _____	-	-	-	
North Carolina _____	817	207	1,024		APO/FPO _____	4	-	4	
South Carolina _____	376	68	444		TOTAL QUALIFIED CIRCULATION	30,455	6,110	36,565	100.0
Georgia _____	815	159	974						
Florida _____	1,327	261	1,588						
SOUTH ATLANTIC	4,778	990	5,768	15.8					

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010	January - June 2011*
Total Audit Average Qualified:	36,578	36,551	36,564	36,560	36,562	36,565
Qualified Non-Paid:	36,578	36,551	36,564	36,560	36,562	36,565
Print Version Only	-	-	-	-	29,596	30,322
Digital Version Only	-	-	-	-	6,966	6,243
Qualified Paid:	-	-	-	-	-	-
Print Version Only	-	-	-	-	-	-
Digital Version Only	-	-	-	-	-	-
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: January – June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

ADDITIONAL DATA**METHOD OF DISTRIBUTION:**

Print copies are distributed via postal services or other carriers. Recipients who request the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Replica – Editorial and design are unchanged from the original print edition.

***DETAIL OF AVERAGE NON-QUALIFIED CIRCULATION FOR PERIOD:**

Issue Date	Paid Subscriptions	Advertiser and Agency	Trade Show/Conventions	International Non- Paid Print Copies	International Non- Paid Electronic Copies	Other	Total Non-Qualified Circulation
January	278	1,487	-	9,147	3,076	1,389	15,377
February	283	1,487	150	9,322	2,976	1,273	15,491
March	271	1,498	300	9,359	2,965	1,240	15,633
April	274	1,500	900	9,062	2,935	1,479	16,150
May	261	1,497	500	9,283	3,004	955	15,500
June	257	1,508	200	9,279	3,004	1,477	15,725

NON-QUALIFIED DIGITAL CIRCULATION:

Non-qualified (Non-request) digital distribution for January-June 2011 issues conform to the Field Service and Definition of Recipient Qualification as reported on page one of this report.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – PRINT VERSION ONLY

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	30,322	100.0	30,322	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,322	100.0	30,322	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	6,243	100.0	6,243	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	6,243	100.0	6,243	100.0	-	-

PUBLISHER'S AFFIDAVIT

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

David Miller, Market Leader

Joan Roof, Audience Development 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 14, 2011

State Kansas

County Johnson

Received by BPA Worldwide July 14, 2011

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