

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

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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 _____	308
Advertiser and Agency _____	1,556
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	267
Electronic _____	2,318
All Other _____	11,420
TOTAL	15,869

*See Paragraph 9

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	36,551	100.0	36,551	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	36,551	100.0	36,551	100.0	-	-

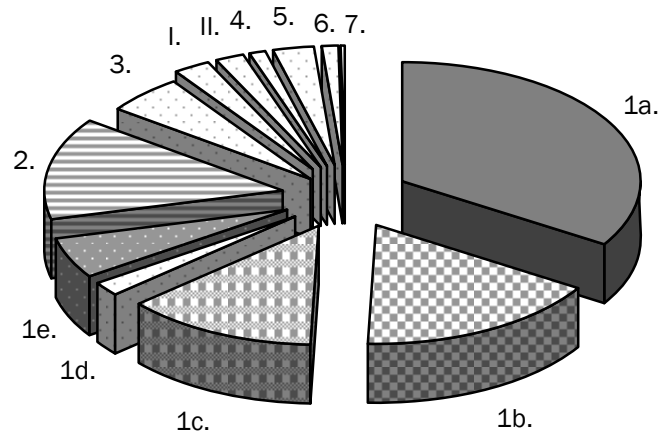
2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	45	37			36,552	April _____	109	77			36,535
February _____	2	-			36,550	May _____	58	72			36,549
March _____	356	373			36,567	June _____	22	27			36,554
						TOTAL	592	586			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009**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 _____	12,364	33.8	3,348	4,528	4,107	127	16	166	72
b. Municipal Electric Utilities _____	6,160	16.9	2,452	1,009	2,471	101	14	88	25
c. Rural Electric & Other Electric Cooperatives _____	4,778	13.1	2,191	792	1,515	126	11	114	29
d. Federal Power Agencies, Systems & Projects _____	710	1.9	255	207	203	8	8	19	10
e. Other Publicly Owned Electric Utilities, including State Agencies & Districts _	2,033	5.6	916	534	503	25	6	36	13
TOTAL ELECTRIC UTILITIES	26,045	71.3	9,162	7,070	8,799	387	55	423	149
2. Consulting Engineers _____	5,011	13.7	1,584	2,495	327	11	12	71	511
3. Line/Substation Construction Companies & Inside Electric Distribution Contractors Serving Electric Utilities _____	1,973	5.4	1,360	133	364	20	21	10	65
I. Independent Power Producers/ Independent System Operators _____	953	2.6	483	176	251	7	4	16	16
II. ESCO (Energy Service Companies)/ Energy Marketers/Energy End Users _	654	1.8	319	134	125	9	1	36	30
Sub-Total Copies to 1, 2 & 3	34,636	94.8	12,908	10,008	9,866	434	93	556	771
4. Wholesalers & Distributors of the Electric Utility Equipment _____	439	1.2	269	40	52	24	6	45	3
5. Manufacturers/Equipment Suppliers _____	1,013	2.7	455	321	91	11	39	81	15
6. State & Federal Regulatory Agencies & Commissions, Associations, Military Organizations & Libraries _____	401	1.1	169	113	95	1	3	8	12
7. Universities/Colleges _____	60	0.2	10	23	26	-	-	-	1
TOTAL QUALIFIED CIRCULATION	36,549	100.0	13,811	10,505	10,130	470	141	690	802
PERCENT	100.0		37.8	28.7	27.7	1.3	0.4	1.9	2.2

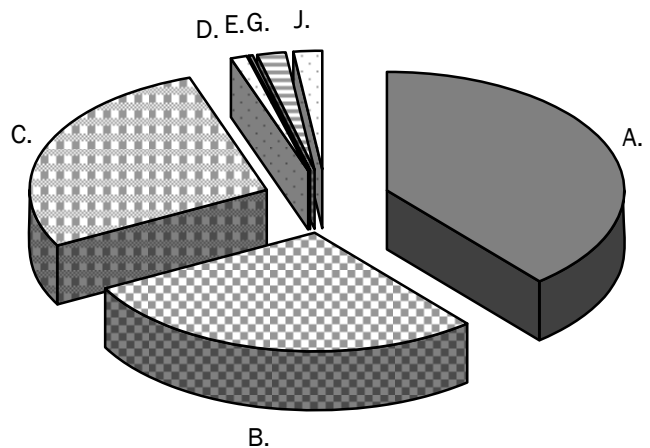
3a. Breakout of Qualified Circulation of Business and Industry

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
1. ELECTRIC UTILITIES		
a. Investor-Owned Electric Utilities _____	12,364	33.8
b. Municipal Electric Utilities _____	6,160	16.9
c. Rural Electric & Other Electric Cooperatives _____	4,778	13.1
d. Federal Power Agencies, Systems & Projects _____	710	1.9
e. Other Publicly Owned Electric Utilities, including State Agencies & Districts _____	2,033	5.6
2. Consulting Engineers _____	5,011	13.7
3. Line/Substation Construction Companies & Inside Electric Distribution Contractors Serving Electric Utilities _____	1,973	5.4
I. Independent Power Producers/Independent System Operators _____	953	2.6
II. ESCO (Energy Service Companies)/Energy Marketers/Energy End Users _____	654	1.8
4. Wholesalers & Distributors of the Electric Utility Equipment _____	439	1.2
5. Manufacturers/Equipment Suppliers _____	1,013	2.7
6. State & Federal Regulatory Agencies & Commissions, Associations, Military Organizations & Libraries _____	401	1.1
7. Universities/College _____	60	0.2
TOTAL QUALIFIED CIRCULATION	36,549	100.0



3a. Breakout of Qualified Circulation by Job Function

CLASSIFICATION BY TITLE	COPIES	PERCENT OF TOTAL
A. General & Corporate Management _____	13,811	37.8
B. Engineering: Systems, Planning & Design _____	10,505	28.7
C. Operations, including Construction & Maintenance _____	10,130	27.7
D. Purchasing & Stores _____	470	1.3
E. Commercial _____	141	0.4
G. Energy Marketing/ Energy Sales (Utility) _____	690	1.9
J. Energy Consulting, Contracting _____	802	2.2
TOTAL	36,549	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Direct request: _____	32,063	4,486	-			36,549	100.0
a. Written _____	3,120	230	-			3,350	9.2
b. Telecommunication _____	22,218	3,626	-			25,844	70.7
c. Electronic _____	6,725	630	-			7,355	20.1
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 _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	32,063	4,486	-			36,549	100.0
PERCENT	87.7	12.3	-			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			36,549	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			36,549	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	248		400-427 Kentucky _____	697	
030-038 New Hampshire _____	209		370-385 Tennessee _____	791	
050-059 Vermont _____	174		350-369 Alabama _____	689	
010-027 Massachusetts _____	854		386-397 Mississippi _____	425	
028-029 Rhode Island _____	69		EAST SO. CENTRAL	2,602	7.1
060-069 Connecticut _____	425		716-729 Arkansas _____	313	
NEW ENGLAND	1,979	5.4	700-714 Louisiana _____	438	
100-149 New York _____	1,846		730-749 Oklahoma _____	622	
070-089 New Jersey _____	698		750-799 Texas _____	2,209	
150-196 Pennsylvania _____	1,393		WEST SO. CENTRAL	3,582	9.8
MIDDLE ATLANTIC	3,937	10.8	590-599 Montana _____	261	
430-459 Ohio _____	1,459		832-838 Idaho _____	260	
460-479 Indiana _____	1,040		820-831 Wyoming _____	129	
600-629 Illinois _____	1,271		800-816 Colorado _____	763	
480-499 Michigan _____	931		870-884 New Mexico _____	296	
530-549 Wisconsin _____	1,029		850-865 Arizona _____	541	
EAST NO. CENTRAL	5,730	15.7	840-847 Utah _____	316	
550-567 Minnesota _____	909		889-898 Nevada _____	288	
500-528 Iowa _____	816		MOUNTAIN	2,854	7.8
630-658 Missouri _____	1,265		995-999 Alaska _____	210	
580-588 North Dakota _____	306		980-994 Washington _____	780	
570-577 South Dakota _____	268		970-979 Oregon _____	524	
680-693 Nebraska _____	610		900-961 California _____	2,424	
660-679 Kansas _____	714		967-968 Hawaii _____	112	
WEST NO. CENTRAL	4,888	13.4	PACIFIC	4,050	11.1
197-199 Delaware _____	104		UNITED STATES	35,430	97.0
206-219 Maryland _____	459		969 & 004-009 U.S. Territories _____	72	
200-205 Washington, DC _____	221		Canada _____	942	
220-246 Virginia _____	721		Mexico _____	102	
247-268 West Virginia _____	182		Other International _____	-	
270-289 North Carolina _____	1,051		APO/FPO _____	3	
290-299 South Carolina _____	469		TOTAL QUALIFIED CIRCULATION	36,549	100.0
300-319 Georgia _____	983				
320-349 Florida _____	1,618				
SOUTH ATLANTIC	5,808	15.9			

7. 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
	2005	2006	2007	January - June 2008	July - December 2008	January - June 2009*
Total Audit Average Qualified: _____	36,580	36,581	36,581	36,580	36,578	36,551
Qualified Non-Paid: _____	36,580	36,581	36,581	36,580	36,578	36,551
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: January - June 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. 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)

9. ADDITIONAL DATA***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 _____	315	1,549	250	9,992	2,364	1,302	15,772
February _____	319	1,552	200	9,988	2,362	1,242	15,663
March _____	301	1,551	200	10,052	2,294	1,491	15,889
April _____	308	1,557	150	10,032	2,298	1,410	15,755
May _____	304	1,567	750	10,028	2,301	1,698	16,648
June _____	301	1,560	50	10,039	2,289	1,246	15,485

Non-Qualified (Non-Request) electronic distribution for the January - June 2009 issues conforms to the Field Served and the Definition of Recipient Qualification as reported on page one of this report.

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

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

David Miller, Market Leader

Sonja Trent, 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 30, 2009

State Kansas

County Johnson

Received by BPA Worldwide July 30, 2009

Type PD

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