

**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.

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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. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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Official Publication of: None
Established: 1920
Issues Per Year: 12



FIELD SERVED

ELECTRICAL WHOLESALING serves the field of electrical wholesalers, distributors, manufacturers' agents and manufacturers of electrical supplies. Also served are a limited number of other individuals allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are general management including chairman of the board, CEO, president, owner, partner, principal, vice president, executive secretary, secretary of the board, sales director, sales manager, store manager, general manager, operations manager, customer service manager, branch manager, district manager, department director, department manager, materials manager, comptroller, treasurer, credit manager, business manager, financial manager and secretary-treasurer. Also buyer or purchasing agent, sales personnel such as inside sales person, outside sales person, outside/inside salesperson, counterperson, quotations or price clerk; warehouseman or order clerk, specialist or engineer; office manager, administrative personnel, administrative manager or secretary and other titled and non-titled personnel in the field served.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	968
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	233
Digital _____	-
All Other _____	464
TOTAL	1,665

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	18,923	89.3	17,552	82.8	1,371	6.5
*Sponsored Individually Addressed_	2,273	10.7	-	-	2,273	10.7
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	2	-	-	-	2	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,198	100.0	17,552	82.8	3,646	17.2

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2011 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	253	448	17,025	4,033	21,058
February _____	181	210	17,047	4,017	21,064
March _____	73	505	17,870	3,179	21,049
April _____	110	156	17,914	3,158	21,072
May _____	111	143	17,944	3,544	21,488
June _____	13	-	17,510	3,949	21,459
TOTAL	741	1,462			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**This issue is 1.6% or 348 copies above the average of the other 5 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Qualified Non-Paid	Qualified Paid	General Management (Note 1)	Buyer or Purchasing Agent, sales personnel & other titled & non-titled personnel (Note 2)
Electrical Wholesalers/Distributors _____	18,430	85.8	16,670	1,760	17,260	1,170
Manufacturers' Agents and Manufacturers _____	1,836	8.5	1,274	562	1,641	195
Others allied to the field _____	1,222	5.7	-	1,222	618	604
TOTAL QUALIFIED CIRCULATION	21,488	100.0	17,944	3,544	19,519	1,969
PERCENT	100.0		83.5	16.5	90.8	9.2

Note 1: General Management includes: Chairman of the board, CEO, president, owner, partner, principal, vice president, executive secretary, secretary of the board, sales director, sales manager, store manager, operations manager, general manager, assistant manager, customer service manager, branch manager, district manager, department manager, materials manager, comptroller, treasurer, credit manager, business manager, financial manager, secretary-treasurer, other department director/manager.

Note 2: Buyer or purchasing agent, sales personnel including inside, outside, inside/outside, counterperson, quotations or price clerk, warehouseman or order clerk, specialist or engineer, office manager, administrative personnel, secretary, administrative manager and other titled and non-titled personnel.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF MAY 2011							
QUALIFICATION SOURCE	Qualified Within			*Qualified Non-Paid	*Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	5,611	2,684	-	8,295	-	8,295	46.2
II. Request from recipient's company: _____	-	-	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	81	-	-	81	-	81	0.5
V. TOTAL - Sources other than above (listed alphabetically): _____	9,568	-	-	9,568	-	9,568	53.3
*Association rosters and directories _____	2,022	-	-	2,022	-	2,022	11.3
*Business directories _____	7,546	-	-	7,546	-	7,546	42.0
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,260	2,684	-	17,944	-	17,944	100.0
PERCENT	85.0	15.0	-	100.0	-	100.0	-

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	17,944	3,166	21,110	98.3
Individuals by name only _____	-	285	285	1.3
Titles or functions only _____	-	73	73	0.3
Company names only _____	-	18	18	0.1
Multi-Copy Same Addressee copies _____	-	2	2	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	17,944	3,544	21,488	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011									
State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Maine _____	61	9	70		Kentucky _____	253	29	282	
New Hampshire _____	110	13	123		Tennessee _____	395	76	471	
Vermont _____	52	10	62		Alabama _____	279	49	328	
Massachusetts _____	466	93	559		Mississippi _____	160	41	201	
Rhode Island _____	77	5	82		EAST SO. CENTRAL	1,087	195	1,282	6.0
Connecticut _____	252	42	294		Arkansas _____	210	18	228	
NEW ENGLAND	1,018	172	1,190	5.5	Louisiana _____	280	38	318	
New York _____	1,081	105	1,186		Oklahoma _____	216	24	240	
New Jersey _____	551	112	663		Texas _____	1,308	251	1,559	
Pennsylvania _____	804	181	985		WEST SO. CENTRAL	2,014	331	2,345	10.9
MIDDLE ATLANTIC	2,436	398	2,834	13.2	Montana _____	62	4	66	
Ohio _____	745	145	890		Idaho _____	100	13	113	
Indiana _____	348	127	475		Wyoming _____	32	45	77	
Illinois _____	806	151	957		Colorado _____	301	58	359	
Michigan _____	558	92	650		New Mexico _____	117	21	138	
Wisconsin _____	352	144	496		Arizona _____	273	49	322	
EAST NO. CENTRAL	2,809	659	3,468	16.1	Utah _____	167	35	202	
Minnesota _____	297	136	433		Nevada _____	139	9	148	
Iowa _____	184	87	271		MOUNTAIN	1,191	234	1,425	6.6
Missouri _____	441	103	544		Alaska _____	44	6	50	
North Dakota _____	43	32	75		Washington _____	319	147	466	
South Dakota _____	45	14	59		Oregon _____	186	50	236	
Nebraska _____	135	47	182		California _____	2,056	201	2,257	
Kansas _____	163	49	212		Hawaii _____	71	7	78	
WEST NO. CENTRAL	1,308	468	1,776	8.3	PACIFIC	2,676	411	3,087	14.4
Delaware _____	48	16	64		UNITED STATES	17,926	3,458	21,384	99.5
Maryland _____	300	46	346		U.S. Territories _____	18	12	30	
Washington, DC _____	26	6	32		Canada _____	-	54	54	
Virginia _____	365	84	449		Mexico _____	-	-	-	
West Virginia _____	85	51	136		Other International _____	-	20	20	
North Carolina _____	607	123	730		APO/FPO _____	-	-	-	
South Carolina _____	248	32	280		TOTAL QUALIFIED CIRCULATION	17,944	3,544	21,488	100.0
Georgia _____	520	92	612						
Florida _____	1,188	140	1,328						
SOUTH ATLANTIC	3,387	590	3,977	18.5					

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: _____	22,025	22,003	21,004	21,009	21,041	21,198
Qualified Non-Paid: _____	15,780	16,192	15,688	16,132	16,992	17,552
Qualified Paid: _____	6,245	5,811	5,316	4,877	4,049	3,646
Post Expire Copies included in Total Qualified Circulation: _____	1.3 %	4.1 %	1.7 %	1.4 %	1.4 %	0.6 %
Average Annual Order Price: _____	\$38.74	\$38.51	\$40.53	\$41.32	\$41.92	\$41.58

*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.

TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD
Includes gross subscription sales/orders with unpaid invoices pending.

Average Annual Subscription Order Price: 12 issues for \$41.58	Total	Percent
PRICES		
Offers (including ≤ 5% of Total Orders)		
12 Issues for \$39.00 _____	1,679	71.3
12 Issues for \$48.00 _____	399	17.0
All Others _____	276	11.7
Total	2,354	100.0

USE OF FREE PROMOTIONAL INCENTIVES	Total	Percent
Ordered without promotional incentive _____	2,354	100.0
Ordered with editorial promotional incentive _____	-	-
Ordered with other promotional incentive _____	-	-
Total	2,354	100.0

ADDITIONAL DATA

PARAGRAPH 1:

Qualified paid "Sponsored Individually Addressed" subscriptions averaging 2,273 copies were sold to qualified recipients at a \$39 subscription price in quantities of 1 to 417 copies.

PARAGRAPH 3b:

Paragraph 3b includes 17,944 qualified non-paid circulation. Qualified paid circulation of 3,544 combined with the qualified non-paid circulation equal 21,488 total qualified circulation for the analyzed issue.

Association rosters and directories include 2 sources of circulation for a quantity of 13 copies or 0.1% and 2,009 copies or 11.2%, including the NAED Industry Directory. Business directories include 2 sources of circulation for quantities of 3,702 copies or 20.6% to 3,844 copies or 21.4%, including Dun & Bradstreet and INFO USA names.

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 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 21, 2011

State Kansas

County Johnson

Received by BPA Worldwide July 21, 2011

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