

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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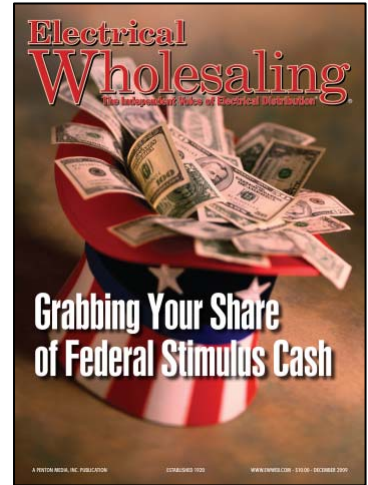
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# Electrical Wholesaling

The Independent Voice of Electrical Distribution

A Penton Media Publication  
9800 Metcalf Avenue  
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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 _____	936
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	275
Digital _____	-
All Other _____	716
<b>TOTAL</b>	<b>1,927</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	17,543	83.5	15,688	74.7	1,855	8.8
*Sponsored Individually Addressed_	3,455	16.5	-	-	3,455	16.5
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	6	-	-	-	6	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>21,004</b>	<b>100.0</b>	<b>15,688</b>	<b>74.7</b>	<b>5,316</b>	<b>25.3</b>

\*See Paragraph 9

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
July _____	958	49	15,507	5,493	21,000	October _____	11	261	15,802	5,210	21,012
August _____	40	72	15,539	5,461	21,000	November _____	1,940	2,008	15,870	5,132	21,002
September _____	1,169	1,182	15,552	5,458	21,010	December _____	145	133	15,858	5,143	21,001
						<b>TOTAL</b>	<b>4,263</b>	<b>3,705</b>			

\*See Paragraph 9

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 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	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 _____	17,242	82.1	14,641	2,601	15,907	1,335
Manufacturers' Agents and Manufacturers _____	2,082	9.9	1,229	853	1,758	324
Others allied to the field _____	-	-	-	-	-	-
Other paid Circulation: _____	112	0.5	-	112	90	22
Subscriptions _____	1,566	7.5	-	1,566	603	963
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>21,002</b>	<b>100.0</b>	<b>15,870</b>	<b>5,132</b>	<b>18,358</b>	<b>2,644</b>
<b>PERCENT</b>	<b>100.0</b>		<b>75.6</b>	<b>24.4</b>	<b>87.4</b>	<b>12.6</b>

Note 1: General Management includes: Chairman of the board, CEO, presidents, owner, partner, principal, VP, 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/mgr.

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 & other titled and non-titled personnel.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	*Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	6,081	2,285	-	8,366	-	8,366	52.7
II. Request from recipient's company: _____	-	-	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	7,504	-	-	7,504	-	7,504	47.3
*Association rosters and directories _____	738	-	-	738	-	738	4.7
*Business directories _____	6,766	-	-	6,766	-	6,766	42.6
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,585</b>	<b>2,285</b>	<b>-</b>	<b>15,870</b>	<b>-</b>	<b>15,870</b>	<b>100.0</b>
<b>PERCENT</b>	<b>85.6</b>	<b>14.4</b>	<b>-</b>	<b>100.0</b>	<b>-</b>	<b>100.0</b>	<b>-</b>

Paid Source information can be reported at the option of the publisher

\*See Paragraph 9

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	15,870	4,574	20,444	97.4
Individuals by name only _____	-	466	466	2.2
Titles or functions only _____	-	70	70	0.3
Company names only _____	-	20	20	0.1
Multi-Copy Same Addressee copies _____	-	2	2	-
Single Copy Sales _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,870</b>	<b>5,132</b>	<b>21,002</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009									
State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____	51	12	63		400-427 Kentucky _____	224	39	263	
030-038 New Hampshire _____	79	22	101		370-385 Tennessee _____	370	140	510	
050-059 Vermont _____	45	9	54		350-369 Alabama _____	259	53	312	
010-027 Massachusetts _____	422	120	542		386-397 Mississippi _____	138	47	185	
028-029 Rhode Island _____	58	13	71		<b>EAST SO. CENTRAL</b>	<b>991</b>	<b>279</b>	<b>1,270</b>	<b>6.0</b>
060-069 Connecticut _____	233	50	283		716-729 Arkansas _____	185	45	230	
<b>NEW ENGLAND</b>	<b>888</b>	<b>226</b>	<b>1,114</b>	<b>5.3</b>	700-714 Louisiana _____	220	81	301	
100-149 New York _____	973	183	1,156		730-749 Oklahoma _____	167	31	198	
070-089 New Jersey _____	480	142	622		750-799 Texas _____	1,244	738	1,982	
150-196 Pennsylvania _____	636	269	905		<b>WEST SO. CENTRAL</b>	<b>1,816</b>	<b>895</b>	<b>2,711</b>	<b>12.9</b>
<b>MIDDLE ATLANTIC</b>	<b>2,089</b>	<b>594</b>	<b>2,683</b>	<b>12.8</b>	590-599 Montana _____	50	5	55	
430-459 Ohio _____	610	226	836		832-838 Idaho _____	88	7	95	
460-479 Indiana _____	303	133	436		820-831 Wyoming _____	17	66	83	
600-629 Illinois _____	714	236	950		800-816 Colorado _____	279	60	339	
480-499 Michigan _____	479	131	610		870-884 New Mexico _____	73	26	99	
530-549 Wisconsin _____	317	162	479		850-865 Arizona _____	229	63	292	
<b>EAST NO. CENTRAL</b>	<b>2,423</b>	<b>888</b>	<b>3,311</b>	<b>15.8</b>	840-847 Utah _____	138	46	184	
550-567 Minnesota _____	255	158	413		889-898 Nevada _____	109	15	124	
500-528 Iowa _____	149	112	261		<b>MOUNTAIN</b>	<b>983</b>	<b>288</b>	<b>1,271</b>	<b>6.0</b>
630-658 Missouri _____	363	174	537		995-999 Alaska _____	34	6	40	
580-588 North Dakota _____	27	65	92		980-994 Washington _____	274	149	423	
570-577 South Dakota _____	27	30	57		970-979 Oregon _____	133	36	169	
680-693 Nebraska _____	95	55	150		900-961 California _____	1,825	309	2,134	
660-679 Kansas _____	150	54	204		967-968 Hawaii _____	53	9	62	
<b>WEST NO. CENTRAL</b>	<b>1,066</b>	<b>648</b>	<b>1,714</b>	<b>8.2</b>	<b>PACIFIC</b>	<b>2,319</b>	<b>509</b>	<b>2,828</b>	<b>13.5</b>
197-199 Delaware _____	46	6	52		<b>UNITED STATES</b>	<b>15,781</b>	<b>5,024</b>	<b>20,805</b>	<b>99.1</b>
206-219 Maryland _____	260	43	303		969 & 004-009 U.S. Territories _____	89	13	102	
200-205 Washington, DC _____	22	7	29		Canada _____	-	77	77	
220-246 Virginia _____	333	100	433		Mexico _____	-	-	-	
247-268 West Virginia _____	75	54	129		Other International _____	-	18	18	
270-289 North Carolina _____	552	175	727		APO/FPO _____	-	-	-	
290-299 South Carolina _____	244	36	280		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,870</b>	<b>5,132</b>	<b>21,002</b>	<b>100.0</b>
300-319 Georgia _____	532	112	644						
320-349 Florida _____	1,142	164	1,306						
<b>SOUTH ATLANTIC</b>	<b>3,206</b>	<b>697</b>	<b>3,903</b>	<b>18.6</b>					

**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: \$40.53		
<b>5. PRICES</b>	Total	Percent
<b>Offers (including ≤ 5% of Total Orders)</b>		
12 Issues for \$39.00 _____	2,219	64.1
12 Issues for \$35.00 _____	508	14.7
12 Issues for \$48.00 _____	420	12.1
All Others _____	314	9.1
<b>Total</b>	<b>3,461</b>	<b>100.0</b>

<b>6. USE OF FREE PROMOTIONAL INCENTIVES</b>	Total	Percent
Ordered without promotional incentive _____	3,461	100.0
Ordered with editorial promotional incentive _____	-	-
Ordered with other promotional incentive _____	-	-
<b>Total</b>	<b>3,461</b>	<b>100.0</b>

**7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2006	2007	January - June 2008	July - December 2008	January - June 2009*	July - December 2009*
Total Audit Average Qualified: _____	22,032	22,052	22,027	22,025	22,003	21,004
Qualified Non-Paid: _____	15,365	15,442	15,642	15,780	16,192	15,688
Qualified Paid: _____	6,667	6,610	6,385	6,245	5,811	5,316
Post Expire Copies included in Paid Circulation: _____	**NC	1.0 %	1.1 %	1.3 %	4.1 %	1.7 %
Average Annual Order Price: _____	\$33.09	\$37.85	\$36.59	\$38.74	\$38.51	\$40.53

**8. PAID CIRCULATION DATA**

\$40.53	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)

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

\*\*NC = None Claimed.

**9. ADDITIONAL DATA**

**PARAGRAPH 1:**

Qualified paid "Sponsored Individually Addressed" subscriptions averaging 3,455 copies were sold to qualified business concerns at \$35.00 and \$39.00 subscriptions prices in quantities of 1 to 489.

**PARAGRAPH 2:**

Additions and removal are not required for paid circulation.

**PARAGRAPH 3b:**

Paragraph 3b includes 15,870 qualified non-paid circulation. Qualified paid circulation of 5,132 combined with the qualified non-paid circulation equal 21,002 total qualified circulation for the analyzed issue.

Association rosters and directories include 1 source of circulation for a quantity of 738 copies or 4.7%.

Business directories include 1 source of circulation for a quantity of 6,766 copies or 42.6%, including Dun & Bradstreet.

**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

Date signed January 25, 2010

State Kansas

County Johnson

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

Received by BPA Worldwide January 25, 2010

**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.

Type PD

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