

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2009**

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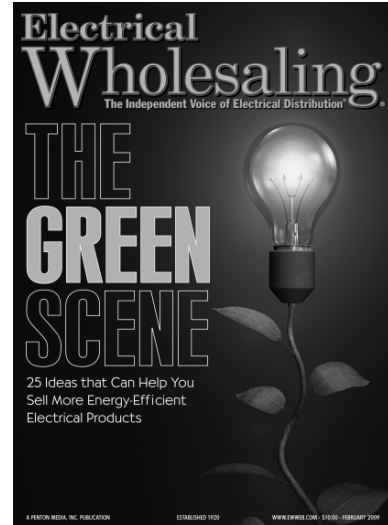
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters,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

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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, assistant 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 _____	955
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	421
Electronic _____	-
All Other _____	710
TOTAL	2,086

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	18,312	83.2	16,192	73.6	2,120	9.6
*Sponsored Individually Addressed_	3,679	16.7	-	-	3,679	16.7
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	12	0.1	-	-	12	0.1
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,003	100.0	16,192	73.6	5,811	26.4

*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
January _____	17	2	16,038	5,982	22,020	April _____	7	73	16,208	5,792	22,000
February _____	7	23	16,054	5,946	22,000	May _____	579	666	16,295	5,705	22,000
March _____	7	96	16,143	5,857	22,000	June _____	21	143	16,416	5,584	22,000
						TOTAL	638	1,003			

*See Paragraph 9

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

This issue is -% or 4 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 _____	18,303	83.2	15,279	3,024	17,012	1,291
Manufacturers' Agents and Manufacturers _____	1,992	9.1	1,016	976	1,676	316
Others allied to the field _____	-	-	-	-	-	-
Other paid Circulation: _____	132	0.6	-	132	102	30
Subscriptions _____	1,573	7.1	-	1,573	560	1,013
TOTAL QUALIFIED CIRCULATION	22,000	100.0	16,295	5,705	19,350	2,650
PERCENT	100.0		74.1	25.9	88.0	12.0

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 MAY 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	*Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	8,126	595	-	8,721	-	8,721	53.5
II. Request from recipient's company: _____	-	-	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	7,574	-	-	7,574	-	7,574	46.5
*Association rosters and directories _____	639	-	-	639	-	639	3.9
*Business directories _____	6,935	-	-	6,935	-	6,935	42.6
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,700	595	-	16,295	-	16,295	100.0
PERCENT	96.3	3.7	-	100.0	-	100.0	

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 MAY 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	16,295	4,949	21,244	96.6
Individuals by name only _____	-	496	496	2.2
Titles or functions only _____	-	224	224	1.0
Company names only _____	-	24	24	0.1
Multi-Copy Same Addressee copies _____	-	12	12	0.1
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,295	5,705	22,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 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 _____	55	16	71		400-427 Kentucky _____	234	45	279	
030-038 New Hampshire _____	88	22	110		370-385 Tennessee _____	396	148	544	
050-059 Vermont _____	48	18	66		350-369 Alabama _____	272	48	320	
010-027 Massachusetts _____	453	152	605		386-397 Mississippi _____	147	63	210	
028-029 Rhode Island _____	56	14	70		EAST SO. CENTRAL	1,049	304	1,353	6.2
060-069 Connecticut _____	243	58	301		716-729 Arkansas _____	183	48	231	
NEW ENGLAND	943	280	1,223	5.6	700-714 Louisiana _____	229	96	325	
100-149 New York _____	1,007	227	1,234		730-749 Oklahoma _____	185	39	224	
070-089 New Jersey _____	492	179	671		750-799 Texas _____	1,287	767	2,054	
150-196 Pennsylvania _____	654	308	962		WEST SO. CENTRAL	1,884	950	2,834	12.9
MIDDLE ATLANTIC	2,153	714	2,867	13.0	590-599 Montana _____	56	7	63	
430-459 Ohio _____	641	257	898		832-838 Idaho _____	91	12	103	
460-479 Indiana _____	310	134	444		820-831 Wyoming _____	17	67	84	
600-629 Illinois _____	666	225	891		800-816 Colorado _____	278	70	348	
480-499 Michigan _____	499	150	649		870-884 New Mexico _____	69	26	95	
530-549 Wisconsin _____	338	143	481		850-865 Arizona _____	232	75	307	
EAST NO. CENTRAL	2,454	909	3,363	15.3	840-847 Utah _____	145	50	195	
550-567 Minnesota _____	258	147	405		889-898 Nevada _____	106	21	127	
500-528 Iowa _____	159	115	274		MOUNTAIN	994	328	1,322	6.0
630-658 Missouri _____	351	191	542		995-999 Alaska _____	35	12	47	
580-588 North Dakota _____	25	59	84		980-994 Washington _____	281	189	470	
570-577 South Dakota _____	32	30	62		970-979 Oregon _____	147	62	209	
680-693 Nebraska _____	90	58	148		900-961 California _____	1,855	343	2,198	
660-679 Kansas _____	150	58	208		967-968 Hawaii _____	50	16	66	
WEST NO. CENTRAL	1,065	658	1,723	7.8	PACIFIC	2,368	622	2,990	13.6
197-199 Delaware _____	43	20	63		UNITED STATES	16,194	5,582	21,776	99.0
206-219 Maryland _____	263	57	320		969 & 004-009 U.S. Territories _____	101	17	118	
200-205 Washington, DC _____	23	8	31		Canada _____	-	85	85	
220-246 Virginia _____	335	110	445		Mexico _____	-	-	-	
247-268 West Virginia _____	75	58	133		Other International _____	-	21	21	
270-289 North Carolina _____	567	183	750		APO/FPO _____	-	-	-	
290-299 South Carolina _____	255	49	304		TOTAL QUALIFIED CIRCULATION	16,295	5,705	22,000	100.0
300-319 Georgia _____	544	135	679						
320-349 Florida _____	1,179	197	1,376						
SOUTH ATLANTIC	3,284	817	4,101	18.6					

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: \$38.51		
5. PRICES	Total	Percent
Offers (including ≤ 5% of Total Orders)		
12 Issues for \$35.00 _____	1,261	47.6
12 Issues for \$39.00 _____	698	26.4
12 Issues for \$48.00 _____	217	8.2
12 Issues for \$45.00 _____	176	6.7
All Others _____	295	11.1
Total	2,647	100.0

6. USE OF FREE PROMOTIONAL INCENTIVES	Total	Percent
Ordered without promotional incentive _____	2,647	100.0
Ordered with editorial promotional incentive _____	-	-
Ordered with other promotional incentive _____	-	-
Total	2,647	100.0

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: _____	22,003	22,032	22,052	22,027	22,025	22,003
Qualified Non-Paid: _____	15,217	15,365	15,442	15,642	15,780	16,192
Qualified Paid: _____	6,786	6,667	6,610	6,385	6,245	5,811
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	1.0	1.1	1.3	4.1
Average Annual Order Price: _____	\$20.55	\$33.09	\$37.85	\$37.24	\$38.74	\$38.51

*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

\$38.51	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:**PARAGRAPH 1:**

Qualified Paid Sponsored Individually Addressed subscriptions averaging 3,679 copies were sold to qualified business concerns at \$35.00, \$39.00 and \$45.00 subscription prices in quantities of 1 to 489.

PARAGRAPH 2:

Additions and removals are not required for paid circulation.

PARAGRAPH 3b:

Paragraph 3b includes 16,295 qualified non-paid circulation. Qualified paid circulation of 5,705 combined with the qualified non-paid circulation equal 22,000 total qualified circulation for the analyzed issue.

Association rosters and directories include 1 source of circulation for a quantity of 639 copies or 3.9%.

Business directories include 1 source of circulation for a quantity of 6,935 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, Group Publisher

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 August 12, 2009

State Kansas

County Johnson

Received by BPA Worldwide August 12, 2009

Type PD

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