

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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Scan for Publisher's contact information

ELECTRICAL CONTRACTOR is a multi media format B2B brand intended for those who are actively involved in residential, commercial, industrial, institutional and non-building projects whether new construction, renovation or maintenance. The brand content and editorial scope of the publication focuses on integrated building systems applications including in-depth technical articles on safety, estimating, codes and current industry trends. The website and social media presence complement the content of every issue with videos, webinars and archives of various articles.

MAGAZINE CHANNEL FORMAT - PRINT ISSUES

ELECTRICAL CONTRACTOR is produced in a print format. The editorial for the print copy is the same for all recipients.

BRAND REPORT PURPOSE

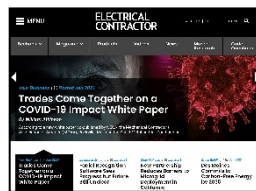
The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

ELECTRICAL CONTRACTOR PRINT MAGAZINE



ELECTRICAL CONTRACTOR WEBSITE



EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
ELECTRICAL CONTRACTOR PRINT MAGAZINE (6 issues in the period)	83,645	-	83,645
(See Paragraph 3b for Source)			
ELECTRICAL CONTRACTOR WEBSITE (Monthly Users with 181,766 average Pageviews)	159,509	-	159,509

MAGAZINE CHANNEL FORMAT: This magazine is produced in print format.

No attempt has been made to identify or eliminate duplication that may exist across media channels.

FIELD SERVED

ELECTRICAL CONTRACTOR serves executive-management and non-executive management employees from NECA and non-NECA companies in the field of electrical contracting/low voltage contracting including power (inside, line, lighting, maintenance, control, etc.), electrical work, and/or all VDV, security, fire/life safety, fiber optics, home/building automation systems and integrated building systems applications.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are owners, partners, presidents, accredited NECA representatives, engineers, estimators, purchasing agents, project managers, supervisors, foremen, electricians, journeymen, technicians, inspectors, installers, apprentice, line workers and company copies in the above field.

PURPOSE

The supplemental data reported herein contains an analysis of the types of construction the respondent or their company has performed and the building components the respondents or their company has installed.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	1,543
Allocated for Trade Shows and Conventions	-
All Other	1,269
TOTAL	2,812

1. AVERAGE QUALIFIED CIRCULATION FOR MAGAZINE FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	83,645	100.0	83,645	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	83,645	100.0	83,645	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022 Issue	Total Qualified
January	80,138
February	84,119
March	84,294
April	86,905
May	82,995
June	83,420

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2022

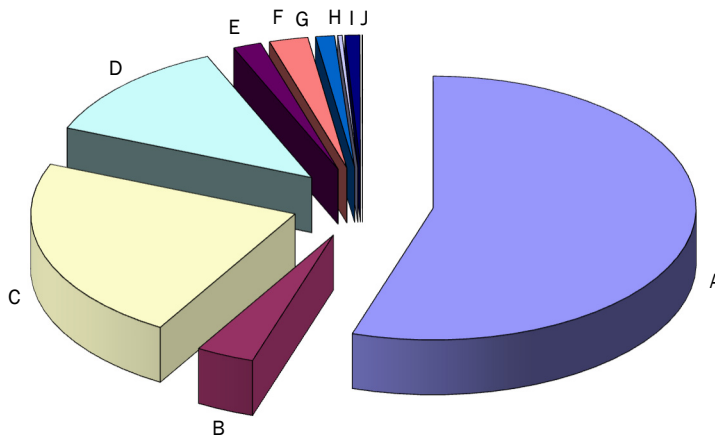
This issue is 5.0% or 4,209 copies below the average of the other 5 issues reported in Paragraph 2.

Business and Industry (Note 1)	Total Qualified	Percent of Total	Classification by Title										
			Owners/Partners, Chairmen, Presidents, Vice Presidents, Secretaries, Treasurers, General Managers (A)	Accredited NECA Representative (B)	Superintendents, Supervisors, Project Managers, Electrical Foremen (C)	Electricians/ Electrical Journeymen, Technicians (D)	Staff Engineers, Designers, Electrical Engineers (E)	Estimators (F)	Purchasing Agents, Buyers (G)	Inspector (H)	Apprentice (I)	Line Worker (J)	
1. a. Electrical/Low Voltage Contracting (Executive Management employees at NECA Member Companies including company copies)	4,873	6.1	2,017	2,856	-	-	-	-	-	-	-	-	-
b. Electrical/Low Voltage Contracting (Executive Management employees at Non-NECA Member Companies including company copies)	42,015	52.4	42,015	-	-	-	-	-	-	-	-	-	-
c. Electrical/Low Voltage Contracting (Non-Executive Management employees, including company copies)	33,250	41.5	-	-	18,148	9,922	1,384	1,899	922	218	733	24	
TOTAL QUALIFIED CIRCULATION	80,138	100.0	44,032	2,856	18,148	9,922	1,384	1,899	922	218	733	24	

Note 1: Electrical/Low Voltage Contracting includes power (inside, line, lighting, maintenance, control, etc.), electrical work, and/or all VDV, security, fire/life safety, fiber optics, home/building automation systems and integrated building systems applications.

**3a. Breakout of Qualified Circulation by Job Title
(Please Refer to Paragraph 3a for Complete Descriptions)**

Classification by Title	Copies
A Owners/Partners, Chairmen, Presidents, Vice Presidents, Secretaries, Treasurers, General Managers	44,032
B Accredited NECA Representative	2,856
C Superintendents, Supervisors, Project Managers, Electrical Foremen	18,148
D Electricians/Electrical Journeyman, Technicians	9,922
E Staff Engineers, Designers, Electrical Engineers	1,384
F Estimators	1,899
G Purchasing Agents, Buyers	922
H Inspector	218
I Apprentice	733
J Line Worker	24



SUPPLEMENTARY DATA FOR THE ISSUE OF JANUARY 2022

This is an analysis of 57,277 or 71.5% respondents by business and industry who indicated the building components they have installed. See questionnaire used to elicit these data on the back of this report. Since any one respondent may have checked more than one response, the totals for each of these products should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes.

Business and Building Components	Total Qualified	Total Respondents	Fiber Optics/Comm Systems (VDV)/Premises Wiring/Fire Life Safety Systems/Security/Building Automation	Fiber Optics/Comm Systems (VDV)/Premises Wiring/Fire Life Safety Systems/Security	Fiber Optics/Comm Systems (VDV)/Premises Wiring	Fire Life Safety Systems/Security	Total Building Automation Systems	Maintenance/Service/Repair	Power Quality Systems	Alternative Energy Systems	Lighting
1. a. Electrical/Low Voltage Contracting (Executive Management employees at NECA Member Companies including company copies)	4,873	1,426	1,310	1,284	1,185	1,080	910	1,190	1,007	685	416
b. Electrical/Low Voltage Contracting (Executive Management employees at Non-NECA Member Companies including company copies)	42,015	31,028	26,683	25,575	22,364	18,015	14,407	24,038	16,292	10,013	5,720
c. Electrical/Low Voltage Contracting (Non-Executive Management employees, including company copies)	33,250	24,823	21,258	20,491	18,111	15,706	13,174	18,537	13,771	9,033	4,003
TOTAL QUALIFIED CIRCULATION	80,138	57,277	49,251	47,350	41,660	34,801	28,491	43,765	31,070	19,731	10,139

SUPPLEMENTARY DATA FOR THE ISSUE OF JANUARY 2022

This is an analysis of 67,036 or 83.7% respondents by business and industry who indicated the types of construction they perform. See questionnaire used to elicit these data on the back of this report. Since any one respondent may have checked more than one response, the totals for each of these (i.e.: products and services) should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes.

Business and Types of Construction	Total Qualified	Total Respondents	Commercial	Industrial	Institutional	Residential	Non-Building
1. a. Electrical/Low Voltage Contracting (Executive Management employees at NECA Member Companies including company copies)	4,873	1,809	1,555	1,232	1,113	871	754
b. Electrical/Low Voltage Contracting (Executive Management employees at Non-NECA Member Companies including company copies)	42,015	36,495	29,988	17,408	14,752	25,511	10,414
c. Electrical/Low Voltage Contracting (Non-Executive Management employees, including company copies)	33,250	28,732	23,257	15,419	13,455	16,184	9,403
TOTAL QUALIFIED CIRCULATION	80,138	67,036	54,800	34,059	29,320	42,566	20,571

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2022

Qualification Source	Total Qualified	Percent
I. Direct Request:	77,243	96.4
II. Request from recipient's company:	115	0.2
III. Membership Benefit:	-	-
IV. Communication (other than request):	16	-
V. Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	2,764	3.4
VI. Single Copy Sales:	-	-
TOTAL QUALIFIED CIRCULATION	80,138	100.0
PERCENT	100.0	

Note: 28,005 copies or 34.9% of Total Qualified circulation is > 24 months.

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2022

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	80,096	99.9
Individuals by name only	-	-
Titles or functions only	42	0.1
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	80,138	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July – December 2019	January – June 2020	July – December 2020	January – June 2021	July – December 2021*	January – June 2022*
Total Audit Average Qualified:	84,914	84,342	84,993	83,696	80,864	83,645
Qualified Non-Paid:	84,914	84,342	84,993	83,696	80,864	83,645
Qualified Paid:	-	-	-	-	-	-
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: July 2021 – June 2022 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

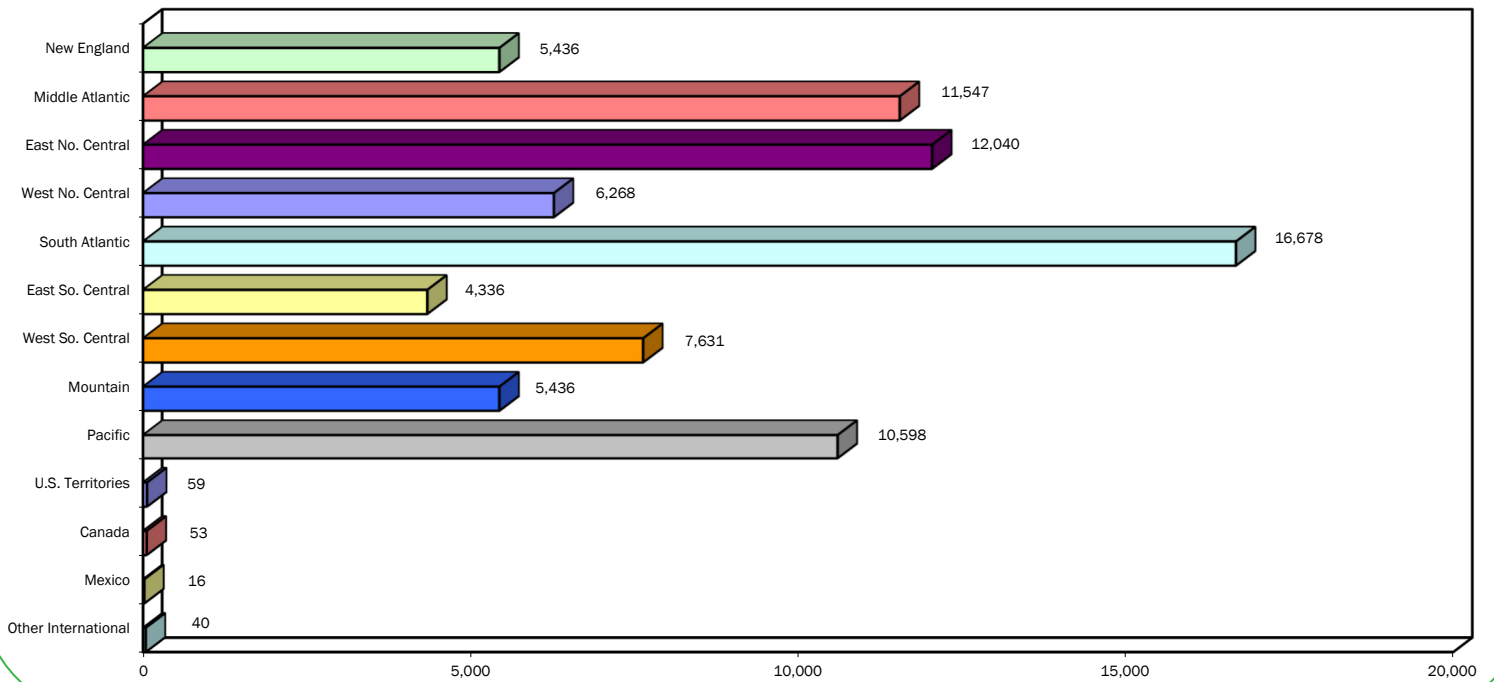
**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2022*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	481		Kentucky	1,051	
New Hampshire	503		Tennessee	1,636	
Vermont	223		Alabama	1,098	
Massachusetts	2,502		Mississippi	551	
Rhode Island	299		EAST SO. CENTRAL	4,336	5.4
Connecticut	1,428		Arkansas	556	
NEW ENGLAND	5,436	6.8	Louisiana	832	
New York	5,037		Oklahoma	904	
New Jersey	2,916		Texas	5,339	
Pennsylvania	3,594		WEST SO. CENTRAL	7,631	9.5
MIDDLE ATLANTIC	11,547	14.4	Montana	321	
Ohio	3,053		Idaho	477	
Indiana	1,741		Wyoming	225	
Illinois	2,881		Colorado	1,544	
Michigan	2,596		New Mexico	578	
Wisconsin	1,769		Arizona	1,087	
EAST NO. CENTRAL	12,040	15.0	Utah	621	
Minnesota	1,677		Nevada	583	
Iowa	1,059		MOUNTAIN	5,436	6.8
Missouri	1,424		Alaska	153	
North Dakota	354		Washington	1,634	
South Dakota	335		Oregon	991	
Nebraska	638		California	7,554	
Kansas	781		Hawaii	266	
WEST NO. CENTRAL	6,268	7.8	PACIFIC	10,598	13.3
Delaware	342		UNITED STATES	79,970	99.8
Maryland	1,671		U.S. Territories	59	
Washington, DC	76		Canada	53	
Virginia	2,044		Mexico	16	
West Virginia	364		Other International	40	
North Carolina	3,024		AP0/FPO	-	
South Carolina	1,118				
Georgia	2,502				
Florida	5,537				
SOUTH ATLANTIC	16,678	20.8			
			TOTAL QUALIFIED CIRCULATION	80,138	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



WEBSITE CHANNEL

WWW.ECMAG.COM

2022	Pageviews	Sessions	Users	Average Session Duration*
January	184,753	168,622	161,445	-
February	189,236	172,369	164,407	-
March	200,933	183,624	176,933	-
April	176,019	160,494	155,409	-
May	170,446	156,522	151,294	-
June	169,214	155,097	147,568	-
AVERAGE:	181,766	166,121	159,509	-

January – June 2022 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

*As of April 2021, the Electrical Contractor website, <https://www.ecmag.com/>, was affected by a Google Analytics change. As a result, the Average Session Duration metric is inaccurate and not reported herein.

WEBSITE GLOSSARY

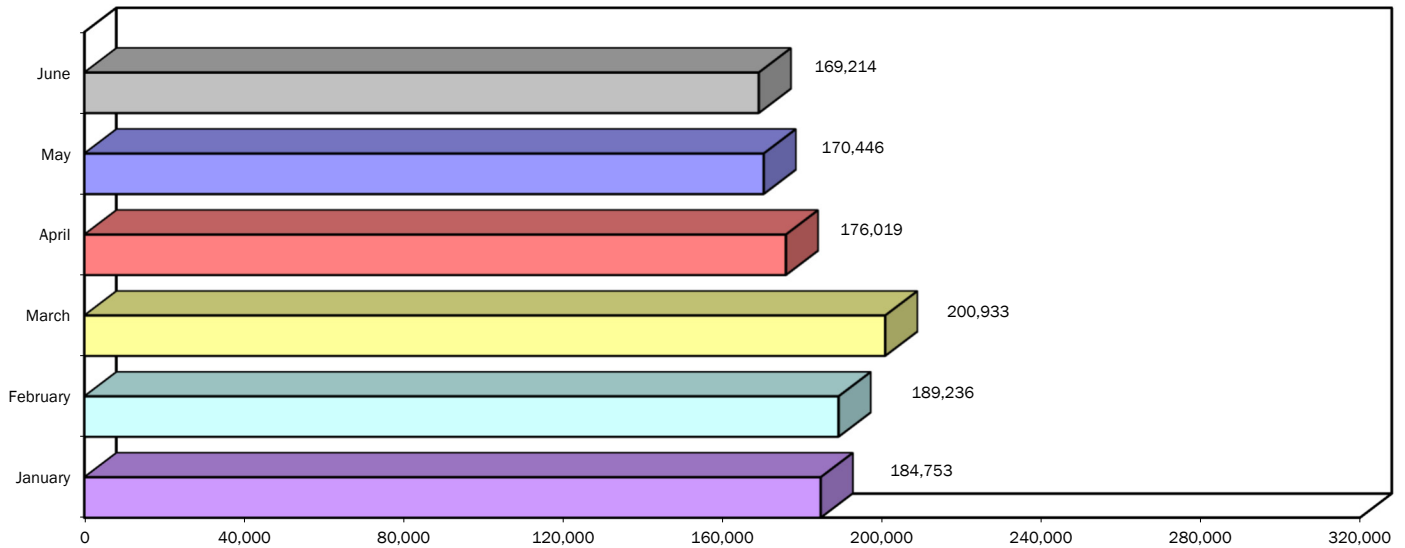
Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

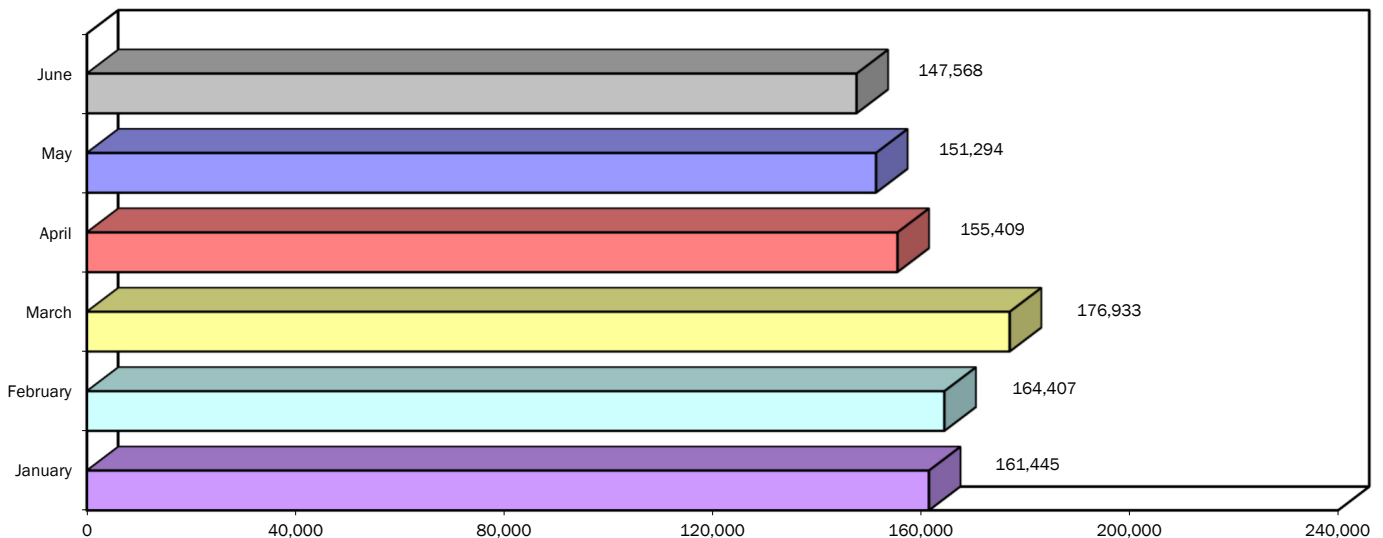
Users: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

Breakout by PageViews



Breakout by Users



ADDITIONAL DATA

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is not reported at the media owner's option.

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:

ELECTRICAL CONTRACTOR

THE MAGAZINE FOR POWER & INTEGRATED BUILDING SYSTEMS

Act today to guarantee yourself a free, full year of **ELECTRICAL CONTRACTOR**. Complete this postage-paid card. Include your company and home addresses, be sure to **SIGN** and **DATE** it. Incomplete forms cannot be processed.

1. **Yes, I would like to start/continue receiving ELECTRICAL CONTRACTOR.** No, thank you.

Signature (required): _____ Print name: _____ Date: _____

Name: _____ Title: _____ Company: _____

Work address: _____

City/state/ZIP: _____

Email: _____ Phone: _____ Fax: _____

To receive **ELECTRICAL CONTRACTOR** at home: Address: _____

City/state/ZIP: _____

2. PRIMARY business of your company or employer (check ONE only)

(01) Electrical contracting/low-voltage contracting—includes power (inside, line, lighting, maintenance, control, etc.); electrical work; and/or all VDV, security, fire/life safety, fiber optics, home/building automation systems, and integrated building systems applications

(98) Other, please specify _____

3. PRIMARY job title or function (check ONE only)

(01) Executive management: owner, partner, president, VP, general manager, etc.

(10) Management: project manager, superintendent, supervisor, foreman, etc.

(12) Electrician (field), journeyman, technician, installer, serviceperson, etc.

(07) Staff engineer, designer, electrical engineer

(13) Inspector

(08) Estimator

(09) Purchasing agent, buyer

(14) Apprentice

(98) Other, please specify _____

4. Building components you or your company have installed (check ALL that apply)

(36) Security (includes CCTV, access/motion/intrusion systems)

(37) Fire/life safety systems

(38) Total building automation systems (includes HVAC, lighting)

(39) Fiber optics

(40) Communications systems (voice/data/video)

(41) Premises wiring

(42) Maintenance/service/repair

(43) Power quality systems (includes standby, co-gen, etc.)

(45) Alternative energy systems

(44) None of the above

5. Total number of people who work for your company (all locations combined)

(01) 1-4 (04) 20-49 (07) 250-499

(02) 5-9 (05) 50-99 (08) 500+

(03) 10-19 (06) 100-249

6. Construction types you or your company have performed (check ALL that apply)

(36) F-2 COMMERCIAL

(20) Hotel/resort/restaurants/food service/entertainment/sports/gaming

(21) Financial (banking, insurance)

(22) Retail stores (all types)

(24) Office buildings

(37) F-3 INSTITUTIONAL

(26) Hospital/nursing home

(27) Education (K-12/college/university)

(28) Government administration/police/correctional/military

(29) Transportation (airport, rail, other)

(38) F-4 INDUSTRIAL

(32) Manufacturing plants

(33) Power gen/utility

(41) F-5 RESIDENTIAL

(34) Single-family

(40) Multifamily (6+ floors)

(39) F-6 NON-BUILDING

(35) Road/airport/traffic lighting/line work/waste/water treatment, etc.

(99) F-7 NONE OF THE ABOVE

7. What is your company's estimated total annual sales?

(01) Less than \$250,000 (04) \$2.5 million-\$9.9 million

(02) \$250,000-\$999,999 (05) \$10 million+

(03) \$1 million-\$2.49 million

Check if you do not want **ELECTRICAL CONTRACTOR** to loan your name to marketers for promotional mailings.

Check to opt out of receiving occasional product and service information. This email service is strictly administered by **ELECTRICAL CONTRACTOR**, not by our marketing partners.

Check if you do not want **ELECTRICAL CONTRACTOR** to contact you to participate in the subscriber research panel and be eligible to win a \$200 Amazon e-gift card. Your contact information and feedback are not shared with third-party affiliates.

Field name and mail completed card as follows: 956-659-6156. You can also subscribe online at www.bpa.com/subscribe

PUBLISHER'S AFFIDAVIT

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

Andrea Klee, Publisher
Astra Hudson, Circulation 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 brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	August 12, 2022
State	District of Columbia
County	Washington
Received by BPA Worldwide	August 12, 2022
Type	BSJ
ID Number	E015B0J2

About BPA Worldwide.

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.