

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.

100 Beard Sawmill Road, Sixth Floor  
Shelton, CT USA 06484-6150  
Phone: +1 203.447.2800  
Fax: +1 203.447.2900  
[www.bpaww.com](http://www.bpaww.com)

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# POWER Engineering®

PennWell Publishing Corporation  
1421 S. Sheridan Road  
Tulsa, OK 74112  
Tel.: (918) 835-3161  
Fax: (918) 831-9722  
[www.pennwell.com](http://www.pennwell.com)

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**FIELD SERVED**

POWER ENGINEERING serves electric utilities, independent power producers, unregulated utility subsidiaries, cogenerators and small power producers, self generators in process industries, power plant designers, IT & software solution providers and others allied to the field served.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are individuals in general or corporate management; engineering management; engineering including design, systems & planning; other engineering; operations management; operations including maintenance; other operations and other qualified personnel as shown in 3a.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	429
Advertiser and Agency _____	3,918
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	3,967
Digital _____	-
All Other _____	945
<b>TOTAL</b>	<b>9,259</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	70,063	100.0	70,063	100.0	-	-
Sponsored Individually Addressed ___	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>70,063</b>	<b>100.0</b>	<b>70,063</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
July _____	114	143	44,523	25,525	70,048
August _____	47	58	44,493	25,566	70,059
September _____	73	79	44,257	25,808	70,065
October _____	371	360	44,598	25,456	70,054
November _____	1,134	1,170	45,237	24,853	70,090
December _____	531	504	45,069	24,994	70,063
<b>TOTAL</b>	<b>2,270</b>	<b>2,314</b>			

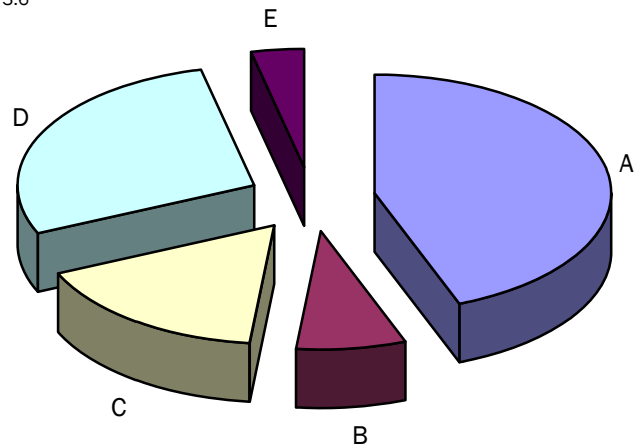
**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011**  
 This issue is -% or 32 copies above the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	CLASSIFICATION BY JOB FUNCTION		
					General/Corporate Management (A)	Engineering Mgmt/Engineering Systems & Planning/Other Engineering/Operations incl. Maintenance/Other Operations (B)	Other Job Function (C)
1. Electric Utilities (Note 1) _____	31,001	44.3	22,451	8,550	6,934	21,893	2,174
2. Independent Power Co., Unregulated Utility Subsidiary, Cogenerator or small Power Producer ___	5,117	7.3	3,304	1,813	1,690	3,096	331
3. Self Generators in Process Industries (Note 2) ___	11,861	16.9	7,072	4,789	3,514	6,816	1,531
4. Power Plant Designers (Note 3) _____	19,569	27.9	11,060	8,509	6,058	12,333	1,178
5. IT & Software solution providers & others allied to the Field _____	2,542	3.6	1,350	1,192	814	1,109	619
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>70,090</b>	<b>100.0</b>	<b>45,237</b>	<b>24,853</b>	<b>19,010</b>	<b>45,247</b>	<b>5,833</b>
<b>PERCENT</b>	<b>100.0</b>		<b>64.5</b>	<b>35.5</b>	<b>27.1</b>	<b>64.6</b>	<b>8.3</b>

Note 1: Electric Utilities including Investor-Owned Electric Utility, Municipal Electric Utility, Rural Electric or other Electric Cooperative, Other Public Electric Utility, including Federal, State or District.  
 Note 2: Self Generators in Process Industries including Pulp & Paper/Chemicals & Allied Products/Fabricated Metal Products, Primary Metals & Mining/Machinery including Electrical and Electronic/Other industries (incl. Textile Mills, Coal & Petroleum Products, Rubber and Leather, Stone, Clay, Glass, Food & Kindred Products)/Institutional Power Plants plus Service and Commercial Establishments.  
 Note 3: Power Plant Designers including Consulting Firms including Architect/Engineers, Design & Construction Companies and Consultants and Original Equipment Manufacturers (OEM).

**3a. Breakout of Qualified Circulation of Business and Industry**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A Electric Utilities _____	31,001	44.3
B Independent Power Co., Unregulated Utility Subsidiary, Cogenerator or small Power Producer _____	5,117	7.3
C Self Generators in Process Industries _____	11,861	16.9
D Power Plant Designers _____	19,569	27.9
E IT & Software solution providers & others allied to the Field _____	2,542	3.6



**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011**

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	<b>63,131</b>	<b>6,959</b>	-	<b>45,237</b>	<b>24,853</b>	<b>70,090</b>	<b>100.0</b>
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): _____	-	-	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>63,131</b>	<b>6,959</b>	-	<b>45,237</b>	<b>24,853</b>	<b>70,090</b>	<b>100.0</b>
<b>PERCENT</b>	<b>90.1</b>	<b>9.9</b>	-	<b>64.5</b>	<b>35.5</b>	<b>100.0</b>	

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011**

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	45,237	24,853	70,090	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>45,237</b>	<b>24,853</b>	<b>70,090</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011**

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	289	112	401		Kentucky _____	604	208	812	
New Hampshire _____	298	107	405		Tennessee _____	915	354	1,269	
Vermont _____	137	54	191		Alabama _____	842	327	1,169	
Massachusetts _____	1,156	429	1,585		Mississippi _____	333	103	436	
Rhode Island _____	93	34	127		<b>EAST SO. CENTRAL</b>	<b>2,694</b>	<b>992</b>	<b>3,686</b>	<b>5.3</b>
Connecticut _____	730	237	967		Arkansas _____	350	94	444	
<b>NEW ENGLAND</b>	<b>2,703</b>	<b>973</b>	<b>3,676</b>	<b>5.2</b>	Louisiana _____	614	208	822	
New York _____	2,366	899	3,265		Oklahoma _____	618	225	843	
New Jersey _____	1,173	435	1,608		Texas _____	3,092	1,360	4,452	
Pennsylvania _____	2,298	861	3,159		<b>WEST SO. CENTRAL</b>	<b>4,674</b>	<b>1,887</b>	<b>6,561</b>	<b>9.4</b>
<b>MIDDLE ATLANTIC</b>	<b>5,837</b>	<b>2,195</b>	<b>8,032</b>	<b>11.4</b>	Montana _____	183	58	241	
Ohio _____	2,006	703	2,709		Idaho _____	276	99	375	
Indiana _____	991	348	1,339		Wyoming _____	138	36	174	
Illinois _____	1,858	643	2,501		Colorado _____	934	453	1,387	
Michigan _____	1,347	574	1,921		New Mexico _____	198	106	304	
Wisconsin _____	1,166	380	1,546		Arizona _____	615	349	964	
<b>EAST NO. CENTRAL</b>	<b>7,368</b>	<b>2,648</b>	<b>10,016</b>	<b>14.3</b>	Utah _____	333	137	470	
Minnesota _____	968	343	1,311		Nevada _____	288	103	391	
Iowa _____	653	220	873		<b>MOUNTAIN</b>	<b>2,965</b>	<b>1,341</b>	<b>4,306</b>	<b>6.1</b>
Missouri _____	1,219	427	1,646		Alaska _____	139	45	184	
North Dakota _____	239	73	312		Washington _____	905	458	1,363	
South Dakota _____	178	48	226		Oregon _____	556	258	814	
Nebraska _____	628	208	836		California _____	3,392	1,791	5,183	
Kansas _____	751	260	1,011		Hawaii _____	72	45	117	
<b>WEST NO. CENTRAL</b>	<b>4,636</b>	<b>1,579</b>	<b>6,215</b>	<b>8.9</b>	<b>PACIFIC</b>	<b>5,064</b>	<b>2,597</b>	<b>7,661</b>	<b>10.9</b>
Delaware _____	148	41	189		<b>UNITED STATES</b>	<b>43,877</b>	<b>17,459</b>	<b>61,336</b>	<b>87.5</b>
Maryland _____	704	252	956		U.S. Territories _____	48	44	92	
Washington, DC _____	157	91	248		Canada _____	1,239	1,019	2,258	
Virginia _____	1,017	454	1,471		Mexico _____	67	261	328	
West Virginia _____	277	73	350		Other International _____	-	6,066	6,066	
North Carolina _____	1,262	560	1,822		APO/FPO _____	6	4	10	
South Carolina _____	697	319	1,016		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>45,237</b>	<b>24,853</b>	<b>70,090</b>	<b>100.0</b>
Georgia _____	1,218	475	1,693						
Florida _____	2,456	982	3,438						
<b>SOUTH ATLANTIC</b>	<b>7,936</b>	<b>3,247</b>	<b>11,183</b>	<b>16.0</b>					

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
	January-June 2009	July-December 2009	January-June 2010	July-December 2010	January-June 2011	July-December 2011*
Total Audit Average Qualified	66,586	67,168	67,607	68,859	70,016	70,063
Qualified Non-Paid Total	66,586	67,168	67,607	68,859	70,016	70,063
Print Version Only	50,854	49,736	48,349	46,466	45,860	44,696
Digital Version Only	15,732	17,432	19,258	22,393	24,156	25,367
Qualified Paid Total	-	-	-	-	-	-
Print Version Only	-	-	-	-	-	-
Digital Version Only	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: July – December 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

#### ADDITIONAL DATA

##### METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served of a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital versions are notified via email when the version is available.

##### STATEMENT OF CONTENT PLATFORM:

Replica - Editorial and design are unchanged from the original print edition.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	44,696	100.0	44,696	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>44,696</b>	<b>100.0</b>	<b>44,696</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	25,367	100.0	25,367	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,367</b>	<b>100.0</b>	<b>25,367</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	January 13, 2012
Richard Baker, VP, North American Power Generation Group	State	Oklahoma
Linda K. Thomas, Audience Development Manager	County	Tulsa
(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 13, 2012
<b>IMPORTANT NOTE:</b>	Type	PJ
This unaudited circulation statement has been checked against the previous audit report.	ID Number	P110Y0D1
It will be included in the annual audit made by BPA Worldwide.		