

**POWER MAGAZINE**  
Established 1882  
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Issues This Report: 12

**ACCESS INTELLIGENCE, LLC**  
9211 Corporate Blvd, 4<sup>TH</sup> Floor  
Rockville, MD 20850  
TEL (301) 354-2000  
[www.powermag.com](http://www.powermag.com)

**PUBLICATION DESCRIPTION**

*POWER* is a B2B brand covering topics of many interests in the power generation industry. *POWER* has a number of vehicles that reach its intended audience such as its website, newsletters, webinars, white papers, job board, technical books, social media and a strong trade show and conference presence. Brand extensions include POWERmag.com, POWERnews, Connected Plant Conference, ELECTRIC POWER (trade show and conference), Careers in POWER, COAL POWER, GAS POWER, and the POWER Buyers' Guide.

**FIELD SERVED/DEFINITION OF RECIPIENT QUALIFICATION**

*POWER* serves electric utilities, independent power and cogeneration plants, consulting engineering firms, industrial steam and/or electric-generation facilities and others allied to the field.

Qualified recipients are presidents, owners, CEO's, vice presidents, directors, general managers, engineering managers/supervisors, engineers and others in the Engineering Operations, and Maintenance as well as other functions.

**AVERAGE CIRCULATION: JULY 1, 2018 – June 30, 2019**

QUALIFIED CIRCULATION	Non-Paid Print	Paid Print	Non-Paid Digital	Paid Digital	Total
Individual Subscription	36,155	-	28,885	-	65,040
Bulk	3	-	-	-	3
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>36,158</b>	<b>-</b>	<b>28,885</b>	<b>-</b>	<b>65,043</b>

<b>TOTAL NON-QUALIFIED CIRCULATION</b>	<b>1,813</b>
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Please see the following pages for Recipient Classification, Subscription Source, Recency of Renewal, Business/Industry and Job Title Classification, U.S. Geographical Distribution, International Geographical Distribution, Qualified Circulation by Issue, Explanation, Audit of Internal Records, and Affidavit.

**RECIPIENT CLASSIFICATION**

RECIPIENT	Non-Paid Print	Non-Paid Digital	Total Qualified	Percent
Individual by Name and Title and/or Company	35,966	29,017	64,983	100.0%
Individual by Name Only	6	-	6	-
Title Only	14	-	14	-
Company Name Only	2	-	2	-
<b>Total Qualified Circulation</b>	<b>35,988</b>	<b>29,017</b>	<b>65,005</b>	<b>100.0%</b>

**SUBSCRIPTION SOURCE AND REGENCY OF RENEWAL**

RECIPIENT	Non-Paid Print	Non-Paid Digital	Renewed, Requested, or Updated Within*		Total Qualified	Percent
			1-3 Years	3+ Years		
Direct Request from the Recipient	27,164	22,244	49,408	-	49,408	76.0%
Request from Recipient's Company	562	6	568	-	568	0.9%
Association/Group/Directory Lists	8,262	6,767	15,029	-	15,029	23.1%
<b>Total Qualified Circulation</b>	<b>35,988</b>	<b>29,017</b>	<b>65,005</b>	<b>-</b>	<b>65,005</b>	<b>100.0%</b>

**BUSINESS/INDUSTRY AND JOB TITLE CLASSIFICATION**

<b>Business Description</b>	<b>Non-Paid Print</b>	<b>Non-Paid Digital</b>	<b>General &amp; Corp Management</b>	<b>Engineering Ops &amp; Maintenance</b>	<b>Other Functions</b>	<b>Total Qualified</b>	<b>Percent</b>
Electric Utilities including Investor-Owned and Municipal Utility, Rural Electric Co-op, and Federal/State Electric System	10,977	4,642	6,244	9,154	221	15,619	24.0%
IPP/cogeneration including independent power producers, co-generators, and electric wholesale generators	1,382	1,316	1,079	1,594	25	2,698	4.2%
Power Plant consulting engineering firms, including construction, architect-engineer firms	10,718	9,149	7,926	11,498	443	19,867	30.6%
Industrial steam and/or captive electric generating plants	10,134	13,062	9,191	13,178	827	23,196	35.7%
CE Public Utilities/Waste Management	2,296	279	1,438	1,108	29	2,575	4.0%
Others Allied to the Field	481	569	477	434	139	1,050	1.6%
<b>Total Qualified Circulation</b>	<b>35,988</b>	<b>29,017</b>	<b>26,355</b>	<b>36,966</b>	<b>1,684</b>	<b>65,005</b>	<b>100.0%</b>

## U.S. GEOGRAPHICAL DISTRIBUTION

REGION	Non-Paid Print	Non-Paid Digital	Total Qualified	Percent*	REGION	Non-Paid Print	Non-Paid Digital	Total Qualified	Percent*
Maine	159	43	202	0.3%	Kentucky	463	160	623	1.0%
New Hampshire	194	43	237	0.4%	Tennessee	549	266	815	1.3%
Vermont	56	20	76	0.1%	Alabama	459	180	639	1.0%
Massachusetts	757	305	1,062	1.6%	Mississippi	178	64	242	0.4%
Rhode Island	85	30	115	0.2%	<b>E. S. Central</b>	<b>1,649</b>	<b>670</b>	<b>2,319</b>	<b>3.6%</b>
Connecticut	454	178	632	1.0%	Arkansas	201	67	268	0.4%
<b>New England</b>	<b>1,705</b>	<b>619</b>	<b>2,324</b>	<b>3.6%</b>	Louisiana	596	194	790	1.2%
New York	1,449	581	2,030	3.1%	Oklahoma	375	148	523	0.8%
New Jersey	1,045	429	1,474	2.3%	Texas	3,216	1,603	4,819	7.4%
Pennsylvania	1,730	742	2,472	3.8%	<b>W. S. Central</b>	<b>4,388</b>	<b>2,012</b>	<b>6,400</b>	<b>9.8%</b>
<b>Mid Atlantic</b>	<b>4,224</b>	<b>1,752</b>	<b>5,976</b>	<b>9.2%</b>	Montana	152	42	194	0.3%
Delaware	117	66	183	0.3%	Idaho	183	65	248	0.4%
Maryland	469	199	668	1.0%	Wyoming	138	38	176	0.3%
D.C.	163	90	253	0.4%	Colorado	594	249	843	1.3%
Virginia	757	366	1,123	1.7%	New Mexico	144	60	204	0.3%
West Virginia	183	79	262	0.4%	Arizona	463	170	633	1.0%
North Carolina	981	394	1,375	2.1%	Utah	241	103	344	0.5%
South Carolina	600	246	846	1.3%	Nevada	273	88	361	0.6%
Georgia	830	350	1,180	1.8%	<b>Mountain</b>	<b>2,188</b>	<b>815</b>	<b>3,003</b>	<b>4.6%</b>
Florida	1,409	600	2,009	3.1%	Alaska	137	56	193	0.3%
<b>S. Atlantic</b>	<b>5,509</b>	<b>2,390</b>	<b>7,899</b>	<b>12.2%</b>	Washington	651	235	886	1.4%
Ohio	1,629	574	2,203	3.4%	Oregon	368	110	478	0.7%
Indiana	783	232	1,015	1.6%	California	2,308	984	3,292	5.1%
Illinois	1,847	645	2,492	3.8%	Hawaii	111	45	156	0.2%
Michigan	1,123	384	1,507	2.3%	<b>Pacific</b>	<b>3,575</b>	<b>1,430</b>	<b>5,005</b>	<b>7.7%</b>
Wisconsin	844	293	1,137	1.7%	U.S. Territories	79	60	139	0.2%
<b>E. N. Central</b>	<b>6,226</b>	<b>2,128</b>	<b>8,354</b>	<b>12.9%</b>	<b>U.S. Total</b>	<b>33,097</b>	<b>13,038</b>	<b>46,135</b>	<b>71.0%</b>
Minnesota	896	274	1,170	1.8%	Canada	580	1,046	1,626	2.5%
Iowa	491	158	649	1.0%	Foreign	2,311	14,933	17,244	26.5%
Missouri	926	315	1,241	1.9%	<b>Foreign Total</b>	<b>2,891</b>	<b>15,979</b>	<b>18,870</b>	<b>29.0%</b>
North Dakota	198	60	258	0.4%					
South Dakota	122	41	163	0.3%					
Nebraska	313	107	420	0.6%					
Kansas	608	207	815	1.3%					
<b>W. N. Central</b>	<b>3,554</b>	<b>1,162</b>	<b>4,716</b>	<b>7.3%</b>	<b>Total Qualified</b>	<b>35,988</b>	<b>29,017</b>	<b>65,005</b>	<b>100.0%</b>

\* Percentages rounded to the nearest tenth. Due to this rounding, percentages may not total to 100.0%.

## INTERNATIONAL GEOGRAPHICAL DISTRIBUTION

COUNTRY/REGION	Non-Paid Print	Non-Paid Digital	Total Qualified	Percent*	COUNTRY/REGION	Non-Paid Print	Non-Paid Digital	Total Qualified	Percent*
Afghanistan	-	6	6	-	Albania	1	5	6	-
Armenia	-	1	1	-	Andorra	-	2	2	-
Azerbaijan	1	9	10	-	Austria	11	25	36	0.1%
Bangladesh	11	78	89	0.1%	Republic of Belarus	0	4	4	-
Bhutan	1	5	6	-	Belgium	52	96	148	0.2%
Brunei	2	12	14	-	Bosnia & Herzegovina	2	11	13	-
Burma (Myanmar)	-	-	-	-	Bulgaria	9	28	37	0.1%
Cambodia	1	1	2	-	Croatia	10	28	38	0.1%
China	57	76	133	0.2%	Cyprus	1	3	4	-
Georgia	-	5	5	-	Czech Republic	8	25	33	0.1%
Hong Kong	10	111	121	0.2%	Denmark	9	37	46	0.1%
India	155	1826	1981	3.0%	Estonia	4	6	10	-
Indonesia	30	359	389	0.6%	Faero Islands	1	-	1	-
Japan	13	109	122	0.2%	Finland	23	42	65	0.1%
Kazakhstan	-	14	14	-	France	68	114	182	0.3%
Korea, Republic of	11	175	186	0.3%	Germany	63	180	243	0.4%
Korea, Democratic People's	-	4	4	-	Gibraltar	-	2	2	-
Kyrgyzstan	-	-	0	-	Greece	30	137	167	0.3%
Laos	1	4	5	-	Guernsey	3	-	3	-
Macau	-	2	2	-	Holy See (Vatican City State)	-	2	2	-
Malaysia	26	321	347	0.5%	Hungary	12	23	35	0.1%
Mongolia	-	2	2	-	Iceland	--	5	5	-
Myanmar	1	12	13	-	Ireland	27	58	85	0.1%
Nepal	1	11	12	-	Italy	95	301	396	0.6%
Pakistan	34	344	378	0.6%	Latvia	-	8	8	-
Philippines	53	275	328	0.5%	Lithuania	2	9	11	-
Singapore	49	321	370	0.6%	Luxembourg	2	7	9	-
Sri Lanka	10	69	79	0.1%	Macedonia	-	5	5	-
Taiwan	22	165	187	0.3%	Malta	2	5	7	-
Tajikistan	-	-	-	-	Moldova	-	1	1	-
Thailand	21	257	278	0.4%	Montenegro	-	1	1	-
Turkmenistan	1	2	3	-	The Netherlands	73	162	235	0.4%
Uzbekistan	1	3	4	-	Norway	7	44	51	0.1%
Vietnam	4	55	59	0.1%	Poland	22	63	85	0.1%
<b>ASIA</b>	<b>516</b>	<b>4,634</b>	<b>5,150</b>	<b>7.9%</b>	Portugal	33	128	161	0.2%
Bahrain	3	43	46	0.1%	Romania	31	118	149	0.2%
Iran	34	311	345	0.5%	Russian Federation	18	81	99	0.2%
Iraq	3	31	34	0.1%	Serbia	3	41	44	0.1%
Israel	21	119	140	0.2%	Slovakia	2	24	26	-
Jordan	1	28	29	-	Slovenia	5	11	16	-
Kuwait	8	64	72	0.1%	Spain	113	309	422	0.6%
Lebanon	2	17	19	-	Sweden	13	40	53	0.1%
Maldives	-	-	-	-	Switzerland	21	108	129	0.2%
Oman	13	72	85	0.1%	Turkey	16	235	251	0.4%
Palestinian Territory	-	-	-	-	Ukraine	3	25	28	-
Qatar	14	126	140	0.2%	United Kingdom	237	596	833	1.3%
Saudi Arabia	27	299	326	0.5%	<b>EUROPE</b>	<b>1,032</b>	<b>3,155</b>	<b>4,187</b>	<b>6.4%</b>
Syrian Arab Republic	1	16	17	-					
Turkey	-	309	309	0.5%					
United Arab Emirates	26	6	32	-					
Yemen	1	-	1	-					
<b>MIDDLE EAST</b>	<b>154</b>	<b>1,441</b>	<b>1,595</b>	<b>2.5%</b>					

\* Percentages rounded to the nearest tenth. Due to this rounding, percentages may not total to 100.0%.

## INTERNATIONAL GEOGRAPHICAL DISTRIBUTION (Continued)

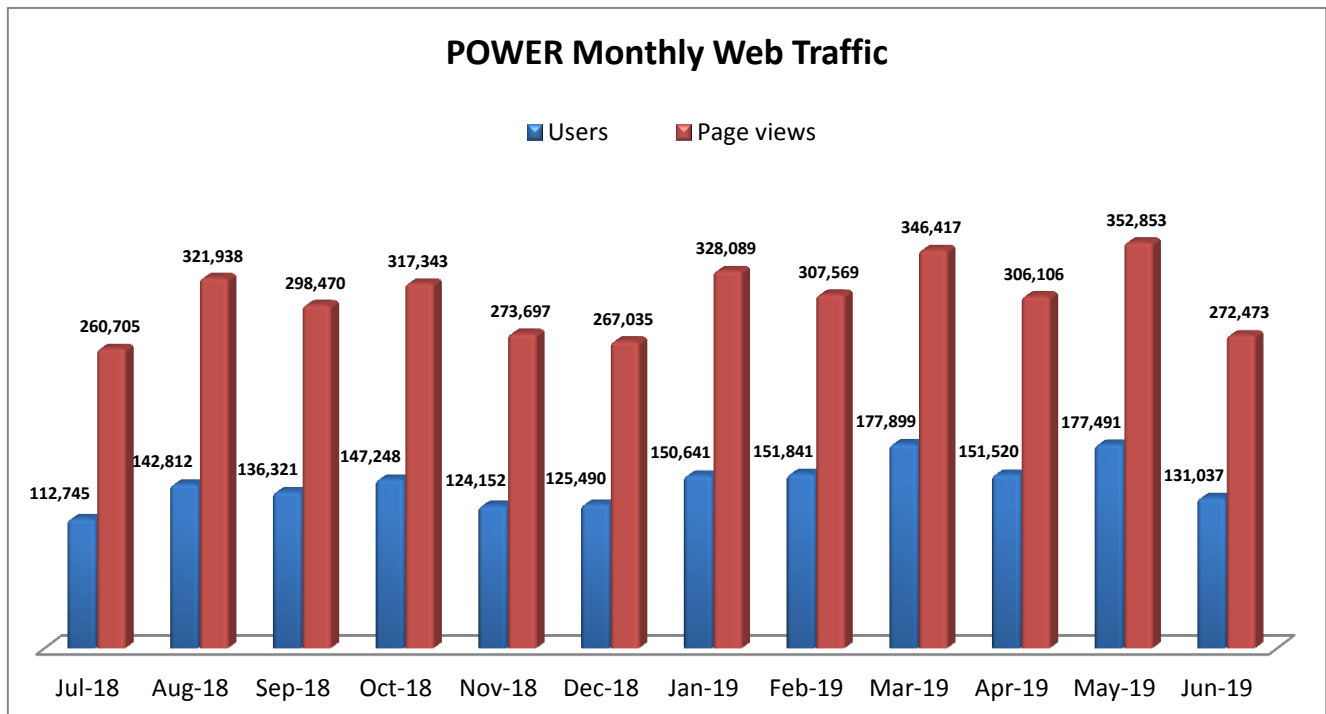
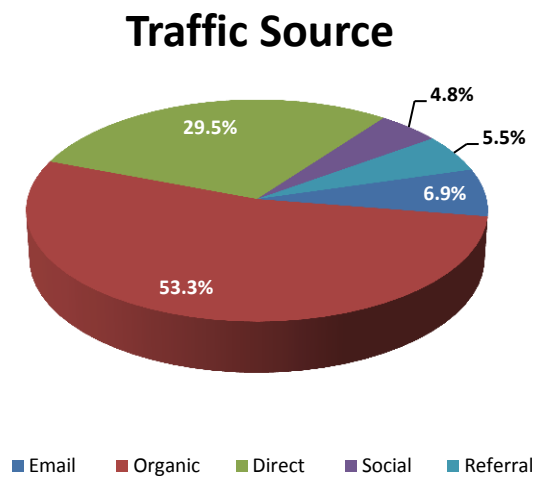
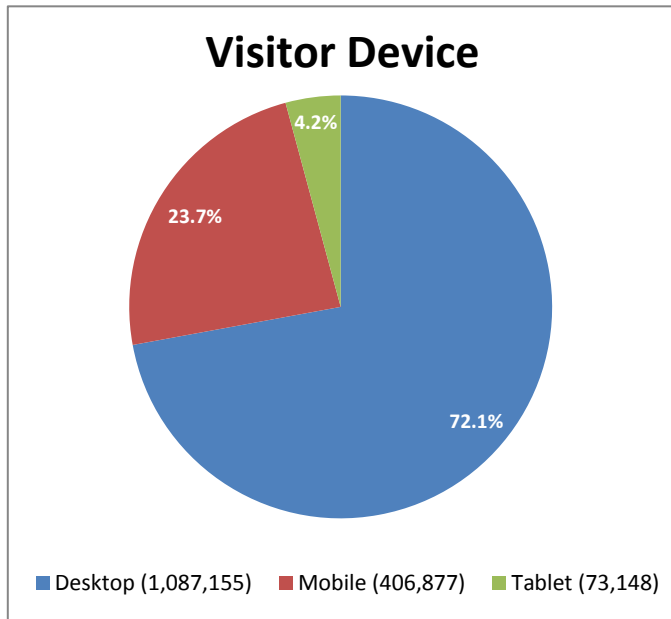
COUNTRY/REGION	Non-Paid Print	Non-Paid Digital	Total Qualified	Percent*	COUNTRY/REGION	Non-Paid Print	Non-Paid Digital	Total Qualified	Percent*
Algeria	11	68	79	0.1%	Anguilla	-	1	1	-
Angola	1	11	12	-	Antigua and Barbuda	-	1	1	-
Benin	1	3	4	-	Aruba	-	1	1	-
Botswana	2	16	18	-	Bahamas	-	1	1	-
Burkina Faso	-	1	1	-	Barbados	1	3	4	-
Burundi	1	6	7	-	Bermuda	1	2	3	-
Cameroon	-	28	28	-	Cayman Islands	-	2	2	-
Central African rep	-	1	1	-	Cuba	7	16	23	-
Chad	-	1	1	-	Dominica	-	-	-	-
Congo	-	5	5	-	Dominican Republic	2	13	15	-
Congo Democratic Republic	3	10	13	-	Grenada	1	1	2	-
Cote D'Ivoire	-	1	1	-	Haiti	1	5	6	-
Djiboti	-	2	2	-	Jamaica	2	31	33	0.1%
Egypt	22	231	253	0.4%	Netherlands Antilles	2	9	11	-
Eritrea	-	3	3	-	Trinidad/Tobago	9	40	49	0.1%
Ethiopia	10	68	78	0.1%	Virgin Islands (British)	-	1	1	-
Gabon	-	1	1	-	<b>CARIBBEAN</b>	<b>26</b>	<b>127</b>	<b>153</b>	<b>0.2%</b>
Gambia	-	8	8	-	Belize	2	4	6	-
Ghana	9	82	91	0.1%	Costa Rica	-	37	37	0.1%
Guinea	1	3	4	-	El Salvador	1	20	21	-
Kenya	10	96	106	0.2%	Guatemala	8	56	64	0.1%
Lesotho	0	6	6	-	Honduras	-	10	10	-
Liberia	3	42	45	0.1%	Nicaragua	2	7	9	-
Libyan Arab Jjamahiriya	-	19	19	-	Panama	1	17	18	-
Madagascar	1	6	7	-	<b>CENTRAL AMERICA</b>	<b>14</b>	<b>151</b>	<b>165</b>	<b>0.3%</b>
Malawi	3	10	13	-	Argentina	40	291	331	0.5%
Mauritius	3	18	21	-	Bolivia	2	51	53	0.1%
Morocco	5	18	23	-	Brazil	51	472	523	0.8%
Mozambique	1	7	8	-	Chile	24	174	198	0.3%
Namibia	1	22	23	-	Colombia	22	313	335	0.5%
Niger	-	2	2	-	Ecuador	6	75	81	0.1%
Nigeria	30	414	444	0.7%	Guyana	-	7	7	-
Rwanda	2	29	31	-	Paraguay	-	2	2	-
Saint Helena	-	1	1	-	Peru	23	255	278	0.4%
Senegal	2	4	6	-	Suriname	-	4	4	-
Sierra Leone	4	11	15	-	Uruguay	1	38	39	0.1%
Somalia	1	23	24	-	Venezuela	16	241	257	0.4%
South Africa	49	412	461	0.7%	<b>SOUTH AMERICA</b>	<b>185</b>	<b>1,923</b>	<b>2,108</b>	<b>3.2%</b>
Sudan	5	46	51	0.1%	American Samoa	-	1	1	-
Swaziland	-	6	6	-	Australia	90	556	646	1.0%
Tanzania	5	60	65	0.1%	Fiji	3	4	7	-
Togo	-	2	2	-	French Polynesia	-	-	-	-
Tunisia	4	40	44	0.1%	Kirbati	-	1	1	-
Uganda	7	88	95	0.1%	New Caledonia	3	1	4	-
Western Sahara	-	1	1	-	New Zealand	10	84	94	0.2%
Zambia	9	53	62	0.1%	Papua New Guinea	3	27	30	-
Zimbabwe	3	53	56	0.1%	Solomon Islands	7	4	11	-
<b>AFRICA</b>	<b>209</b>	<b>2,038</b>	<b>2,247</b>	<b>3.5%</b>	Tonga	-	-	-	-
Canada	580	1,046	1,626	2.5%	Vanuatu	-	2	2	-
Mexico	59	784	843	1.3%	<b>OCEANA</b>	<b>116</b>	<b>680</b>	<b>796</b>	<b>1.2%</b>
U.S.A. & Possessions	33,097	13,038	46,135	71.0%					
<b>NORTH AMERICA</b>	<b>33,736</b>	<b>14,868</b>	<b>48,604</b>	<b>100.0%</b>	<b>TOTAL QUALIFIED</b>	<b>35,988</b>	<b>29,017</b>	<b>65,005</b>	<b>100.0%</b>

\* Percentages rounded to the nearest tenth. Due to this rounding, percentages may not total to 100.0%.

WEB VISITOR ACTIVITY – www.powermag.com

VISITOR ACTIVITY 2017 – 2018	
Sessions	2,264,459
Users	1,555,284
Page views	3,652,695
Average Pages per Session	1.61
Average Session Duration	00:01:37

Information for web visitor activity was obtained by a review of publisher's Google Analytics for the period July 1, 2018 – June 30, 2019. The review was done independently. In Verified's opinion, the web visitor activity is fairly stated in this report.



## QUALIFIED CIRCULATION BY ISSUE

ISSUE	Non-Paid Print	Non-Paid Digital	Total Qualified
July 2018	36,465	28,545	65,010
August 2018	36,575	28,475	65,050
September 2018	36,687	28,369	65,056
October 2018	36,724	28,337	65,061
November 2018	36,886	28,163	65,049
December 2018	35,994	29,077	65,071
January 2019	36,040	29,037	65,077
February 2019	35,933	29,075	65,008
March 2019	35,921	29,159	65,080
April 2019	35,754	29,261	65,015
May 2019	35,988	29,017	65,005
June 2019	34,910	30,107	65,017
<b>12 Month Average</b>	<b>36,156</b>	<b>28,885</b>	<b>65,042</b>

## EXPLANATION

Publisher is not required to submit data for all paragraphs/tables. This report does not include an analysis of Additions and Removals by Issue.

## Audit of Records and Affidavit

Verified has conducted an audit of printing, distribution, and financial records, as well other data to substantiate circulation data submitted to Verified. This audit followed guidelines prepared in conformity with generally accepted circulation auditing procedures involving records covering all distribution methods utilized for qualified circulation during the period(s) covered by the reports. The results of this audit warrant the issuance of this audit report as a true and accurate statement of the qualified circulation of the client publication.

Verified Audit Circulation swears that to the best of its knowledge, all statements contained in this report are true and accurate