

**POWER MAGAZINE**  
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**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, Distributed Energy Conference, *ELECTRIC POWER* (trade show and conference), and *Careers in POWER*, *COAL POWER*, *GAS POWER* and *RENEWABLE POWER*.

**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, 2019 – DECEMBER 31, 2019**

<b>QUALIFIED CIRCULATION</b>	<b>Non-Paid Print</b>	<b>Paid Print</b>	<b>Non-Paid Digital</b>	<b>Paid Digital</b>	<b>Total</b>
Individual Subscription	27,002	-	23,463	-	50,465
Associate Group Directory	8,357	-	6,244	-	14,601
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>35,359</b>	<b>-</b>	<b>29,707</b>	<b>-</b>	<b>65,066</b>

<b>TOTAL NON-QUALIFIED CIRCULATION</b>	<b>2,022</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**

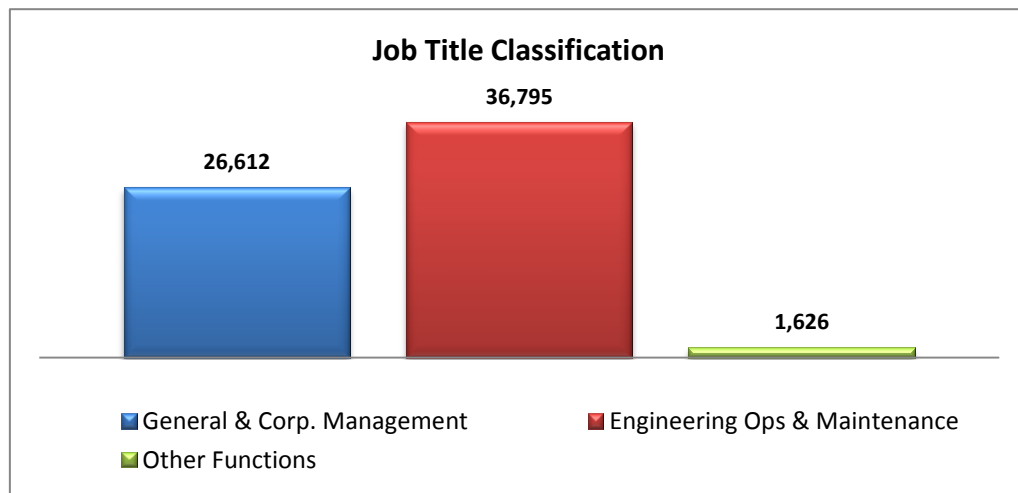
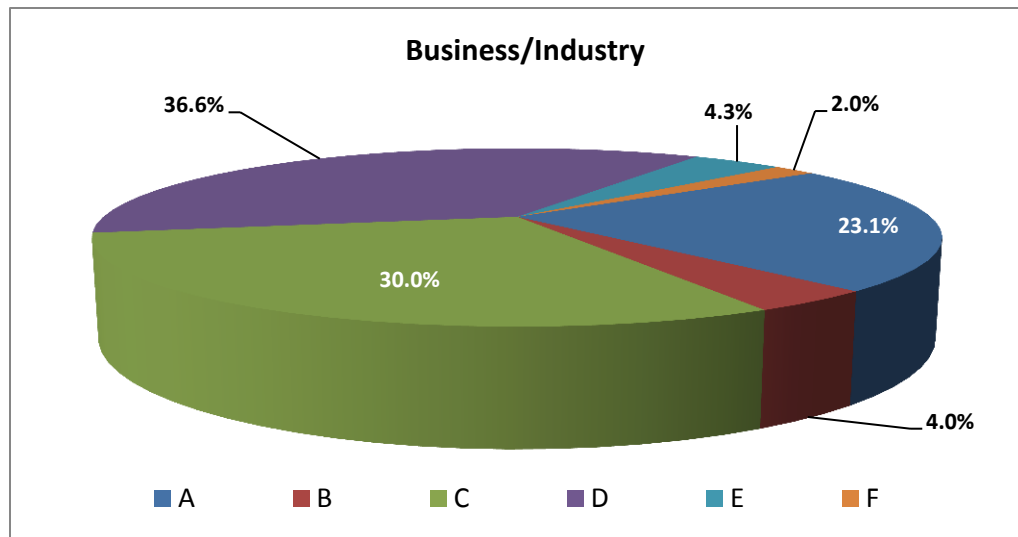
RECIPIENT	Non-Paid Print	Non-Paid Digital	Total Qualified	Percent
Individual by Name and Title and/or Company	35,265	29,749	65,014	100.0%
Individual by Name Only	5	-	5	-
Title Only	14	-	14	-
Company Name Only	-	-	-	-
<b>Total Qualified Circulation</b>	<b>35,284</b>	<b>29,749</b>	<b>65,033</b>	<b>100.0%</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	25,738	23,691	49,429	-	49,429	76.0%
Request from Recipient's Company	563	5	568	-	568	0.9%
Association/Group/Directory Lists	8,983	6,053	15,036	-	15,036	23.1%
<b>Total Qualified Circulation</b>	<b>35,284</b>	<b>29,749</b>	<b>65,033</b>	<b>-</b>	<b>65,033</b>	<b>100.0%</b>

**BUSINESS/INDUSTRY AND JOB TITLE CLASSIFICATION**

Business Description	Non-Paid Print	Non-Paid Digital	General & Corp Management	Engineering Ops & Maintenance	Other Functions	Total Qualified	Percent
A. Electric Utilities including Investor-Owned and Municipal Utility, Rural Electric Co-op, and Federal/State Electric System	10,295	4,746	6,036	8,791	214	15,041	23.1%
B. IPP/cogeneration including independent power producers, co-generators, and electric wholesale generators	1,301	1,283	1,040	1,520	24	2,584	4.0%
C. Power Plant consulting engineering firms, including construction, architect-engineer firms	10,204	9,289	7,787	11,282	424	19,493	30.0%
D. Industrial steam and/or captive electric generating plants	10,579	13,242	9,590	13,429	802	23,821	36.6%
E. CE Public Utilities/Waste Management	2,450	329	1,534	1,215	30	2,779	4.3%
F. Others Allied to the Field	455	860	625	558	132	1,315	2.0%
<b>Total Qualified Circulation</b>	<b>35,284</b>	<b>29,749</b>	<b>26,612</b>	<b>36,795</b>	<b>1,626</b>	<b>65,033</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	162	47	209	0.3%	Kentucky	458	171	629	1.0%
New Hampshire	197	45	242	0.4%	Tennessee	540	270	810	1.2%
Vermont	51	20	71	0.1%	Alabama	456	193	649	1.0%
Massachusetts	726	336	1,062	1.6%	Mississippi	173	68	241	0.4%
Rhode Island	84	29	113	0.2%	<b>E. S. Central</b>	<b>1,627</b>	<b>702</b>	<b>2,329</b>	<b>3.6%</b>
Connecticut	444	172	616	0.9%	Arkansas	207	67	274	0.4%
<b>New England</b>	<b>1,664</b>	<b>649</b>	<b>2,313</b>	<b>3.6%</b>	Louisiana	598	194	792	1.2%
New York	1,426	592	2,018	3.1%	Oklahoma	380	145	525	0.8%
New Jersey	1,049	414	1,463	2.2%	Texas	3,187	1,585	4,772	7.3%
Pennsylvania	1,695	731	2,426	3.7%	<b>W. S. Central</b>	<b>4,372</b>	<b>1,991</b>	<b>6,363</b>	<b>9.8%</b>
<b>Mid Atlantic</b>	<b>4,170</b>	<b>1,737</b>	<b>5,907</b>	<b>9.1%</b>	Montana	149	45	194	0.3%
Delaware	112	67	179	0.3%	Idaho	172	74	246	0.4%
Maryland	474	198	672	1.0%	Wyoming	136	35	171	0.3%
D.C.	159	95	254	0.4%	Colorado	564	250	814	1.3%
Virginia	759	363	1,122	1.7%	New Mexico	139	56	195	0.3%
West Virginia	182	76	258	0.4%	Arizona	459	179	638	1.0%
North Carolina	968	417	1,385	2.1%	Utah	239	102	341	0.5%
South Carolina	590	246	836	1.3%	Nevada	267	89	356	0.5%
Georgia	819	364	1,183	1.8%	<b>Mountain</b>	<b>2,125</b>	<b>830</b>	<b>2,955</b>	<b>4.5%</b>
Florida	1,393	616	2,009	3.1%	Alaska	133	56	189	0.3%
<b>S. Atlantic</b>	<b>5,456</b>	<b>2,442</b>	<b>7,898</b>	<b>12.1%</b>	Washington	635	234	869	1.3%
Ohio	1,601	557	2,158	3.3%	Oregon	294	106	400	0.6%
Indiana	764	234	998	1.5%	California	2,222	1,066	3,288	5.1%
Illinois	1,855	650	2,505	3.9%	Hawaii	108	43	151	0.2%
Michigan	1,099	391	1,490	2.3%	<b>Pacific</b>	<b>3,392</b>	<b>1,505</b>	<b>4,897</b>	<b>7.5%</b>
Wisconsin	837	296	1,133	1.7%	U.S. Territories	75	62	137	0.2%
<b>E. N. Central</b>	<b>6,156</b>	<b>2,128</b>	<b>8,284</b>	<b>12.7%</b>	<b>U.S. Total</b>	<b>32,524</b>	<b>13,254</b>	<b>45,778</b>	<b>70.4%</b>
Minnesota	888	290	1,178	1.8%	Canada	480	1,132	1,612	2.5%
Iowa	490	164	654	1.0%	Foreign	2,280	15,363	17,643	27.1%
Missouri	908	331	1,239	1.9%	<b>Foreign Total</b>	<b>2,760</b>	<b>16,495</b>	<b>19,255</b>	<b>29.6%</b>
North Dakota	192	61	253	0.4%					
South Dakota	115	43	158	0.2%					
Nebraska	298	112	410	0.6%					
Kansas	596	207	803	1.2%					
<b>W. N. Central</b>	<b>3,487</b>	<b>1,208</b>	<b>4,695</b>	<b>7.2%</b>	<b>Total Qualified</b>	<b>35,284</b>	<b>29,749</b>	<b>65,033</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	2	4	6	-
Armenia	-	1	1	-	Andorra	-	2	2	-
Azerbaijan	2	9	11	-	Austria	7	31	38	0.1%
Bangladesh	10	78	88	0.1%	Republic of Belarus	1	4	5	-
Bhutan	1	4	5	-	Belgium	50	109	159	0.2%
Brunei	2	12	14	-	Bosnia & Herzegovina	1	12	13	-
Cambodia	1	3	4	-	Bulgaria	7	32	39	0.1%
China	58	70	128	0.2%	Croatia	8	35	43	0.1%
Georgia	-	5	5	-	Cyprus	1	6	7	-
Hong Kong	9	106	115	0.2%	Czech Republic	10	25	35	0.1%
India	177	1,868	2,045	3.1%	Denmark	9	39	48	0.1%
Indonesia	27	365	392	0.6%	Estonia	4	6	10	-
Japan	16	108	124	0.2%	Faero Islands	1	-	1	-
Kazakhstan	2	12	14	-	Finland	20	48	68	0.1%
Korea, Republic of	19	163	182	0.3%	France	61	131	192	0.3%
Korea, Democratic People's	-	4	4	-	Germany	57	199	256	0.4%
Laos	1	5	6	-	Gibraltar	-	2	2	-
Macau	-	2	2	-	Greece	27	148	175	0.3%
Malaysia	30	323	353	0.5%	Guernsey	3	-	3	-
Mongolia	-	2	2	-	Holy See (Vatican City)	-	2	2	-
Myanmar	1	13	14	-	Hungary	12	23	35	0.1%
Nepal	1	11	12	-	Iceland	0	6	6	-
Pakistan	41	346	387	0.6%	Ireland	21	69	90	0.1%
Philippines	47	273	320	0.5%	Italy	90	320	410	0.6%
Singapore	59	317	376	0.6%	Latvia	-	8	8	-
Sri Lanka	7	73	80	0.1%	Liechtenstein	-	1	1	-
Taiwan	21	164	185	0.3%	Lithuania	3	9	12	-
Thailand	21	261	282	0.4%	Luxembourg	3	6	9	-
Turkmenistan	1	2	3	-	Macedonia	-	6	6	-
Uzbekistan	1	3	4	-	Malta	1	7	8	-
Vietnam	4	56	60	0.1%	Moldova	-	1	1	-
<b>ASIA</b>	<b>559</b>	<b>4,665</b>	<b>5,224</b>	<b>8.0%</b>	Montenegro	-	1	1	-
Bahrain	3	43	46	0.1%	The Netherlands	75	166	241	0.4%
Iran	39	309	348	0.5%	Norway	7	46	53	0.1%
Iraq	4	28	32	-	Poland	22	62	84	0.1%
Israel	18	119	137	0.2%	Portugal	35	125	160	0.2%
Jordan	2	25	27	-	Romania	24	131	155	0.2%
Kuwait	7	63	70	0.1%	Russian Federation	18	84	102	0.2%
Lebanon	1	19	20	-	Serbia	3	42	45	0.1%
Oman	13	72	85	0.1%	Slovakia	3	25	28	-
Qatar	15	121	136	0.2%	Slovenia	4	13	17	-
Saudi Arabia	25	302	327	0.5%	Spain	105	328	433	0.7%
Syrian Arab Republic	1	15	16	-	Sweden	15	42	57	0.1%
United Arab Emirates	28	302	330	0.5%	Switzerland	22	108	130	0.2%
Yemen	1	7	8	-	Turkey	23	233	256	0.4%
<b>MIDDLE EAST</b>	<b>157</b>	<b>1,425</b>	<b>1,582</b>	<b>2.4%</b>	Ukraine	3	25	28	-
					United Kingdom	216	656	872	1.3%
					<b>EUROPE</b>	<b>974</b>	<b>3,378</b>	<b>4,352</b>	<b>6.7%</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	10	69	79	0.1%	Anguilla	-	1	1	-
Angola	1	13	14	-	Antigua and Barbuda	-	2	2	-
Benin	-	4	4	-	Aruba	-	1	1	-
Botswana	2	13	15	-	Bahamas	1	-	1	-
Burkina Faso	-	1	1	-	Barbados	-	3	3	-
Burundi	1	9	10	-	Bermuda	1	2	3	-
Cameroon	1	28	29	-	Cayman Islands	-	2	2	-
Central African rep	-	1	1	-	Cuba	8	15	23	-
Chad	-	1	1	-	Dominican Republic	2	13	15	-
Congo	-	5	5	-	Grenada	-	2	2	-
Congo Democratic Republic	1	12	13	-	Guadeloupe	-	1	1	-
Cote D'Ivoire	-	1	1	-	Haiti	-	6	6	-
Djiboti	-	2	2	-	Jamaica	3	31	34	0.1%
Egypt	23	234	257	0.4%	Netherlands Antilles	3	8	11	-
Eritrea	-	2	2	-	Trinidad/Tobago	10	39	49	0.1%
Ethiopia	4	76	80	0.1%	Virgin Islands (British)	-	1	1	-
Gabon	-	1	1	-	<b>CARIBBEAN</b>	<b>28</b>	<b>127</b>	<b>155</b>	<b>0.2%</b>
Gambia	-	8	8	-	Belize	1	5	6	-
Ghana	3	86	89	0.1%	Costa Rica	2	36	38	0.1%
Guinea	1	2	3	-	El Salvador	2	21	23	-
Kenya	8	105	113	0.2%	Guatemala	5	59	64	0.1%
Lesotho	-	6	6	-	Honduras	2	8	10	-
Liberia	3	42	45	0.1%	Nicaragua	1	8	9	-
Libyan Arab Jjamahiriya	1	16	17	-	Panama	1	17	18	-
Madagascar	1	6	7	-	<b>CENTRAL AMERICA</b>	<b>14</b>	<b>154</b>	<b>168</b>	<b>0.3%</b>
Malawi	1	14	15	-	Argentina	36	294	330	0.5%
Mauritius	3	17	20	-	Bolivia	4	51	55	0.1%
Morocco	1	23	24	-	Brazil	49	485	534	0.8%
Mozambique	1	8	9	-	Chile	27	178	205	0.3%
Namibia	2	22	24	-	Colombia	23	312	335	0.5%
Niger	-	2	2	-	Ecuador	5	77	82	0.1%
Nigeria	39	447	486	0.7%	Guyana	-	6	6	-
Rwanda	3	29	32	-	Paraguay	-	2	2	-
Saint Helena	-	1	1	-	Peru	21	261	282	0.4%
Senegal	-	7	7	-	Suriname	-	4	4	-
Sierra Leone	-	16	16	-	Uruguay	2	39	41	0.1%
Somalia	-	24	24	-	Venezuela	16	241	257	0.4%
South Africa	48	452	500	0.8%	<b>SOUTH AMERICA</b>	<b>183</b>	<b>1,950</b>	<b>2,133</b>	<b>3.3%</b>
Sudan	4	45	49	0.1%	American Samoa	-	1	1	-
Swaziland	-	6	6	-	Australia	94	563	657	1.0%
Tanzania	3	69	72	0.1%	Fiji	2	7	9	-
Togo	-	2	2	-	French Polynesia	-	-	-	-
Tunisia	3	42	45	0.1%	Kirbati	-	1	1	-
Uganda	4	98	102	0.2%	New Caledonia	3	-	3	-
Western Sahara	-	1	1	-	New Zealand	14	84	98	0.2%
Zambia	9	61	70	0.1%	Papua New Guinea	5	26	31	-
Zimbabwe	1	61	62	0.1%	Solomon Islands	7	4	11	-
<b>AFRICA</b>	<b>182</b>	<b>2,190</b>	<b>2,372</b>	<b>3.6%</b>	Vanuatu	-	2	2	-
Canada	480	1,132	1,612	2.5%	<b>OCEANA</b>	<b>125</b>	<b>688</b>	<b>813</b>	<b>1.3%</b>
Mexico	58	786	844	1.3%					
U.S.A. & Possessions	32,524	13,254	45,778	70.4%	<b>TOTAL QUALIFIED</b>	<b>35,284</b>	<b>29,749</b>	<b>65,033</b>	<b>100.0%</b>
<b>NORTH AMERICA</b>	<b>33,062</b>	<b>15,172</b>	<b>48,234</b>	<b>74.2%</b>					

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

**QUALIFIED CIRCULATION BY ISSUE**

<b>ISSUE</b>	<b>Non-Paid Print</b>	<b>Non-Paid Digital</b>	<b>Total Qualified</b>
July 2019	35,114	29,886	65,000
August 2019	35,183	29,837	65,020
September 2019	35,215	29,860	65,075
October 2019	35,404	29,671	65,075
November 2019	35,284	29,749	65,033
December 2019	35,955	29,238	65,193
<b>6 Month Average</b>	<b>35,359</b>	<b>29,707</b>	<b>65,066</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**

On a continuing basis, VERIFIED AUDIT CIRCULATION conducts audits of printing, distribution, financial records and other data presented by this publication in order to substantiate data submitted to Verified. These examinations follow 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 these audits warrant the issuance of audit reports as true and accurate statements of the qualified circulation of the client publication.

We certify to the best of our knowledge all information set forth in this Publisher’s Statement is true and report circulation in accordance with VERIFIED AUDIT CIRCULATION Procedures and Regulations.

POWER MAGAZINE, 9211 Corporate Blvd, 4<sup>TH</sup> Floor, Rockville, MD 20850

Sarah Garwood  
Audience Development Director

Matt Grant  
VP and Group Publisher

01/31/20