

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2011
(Including Supplementary Data)**

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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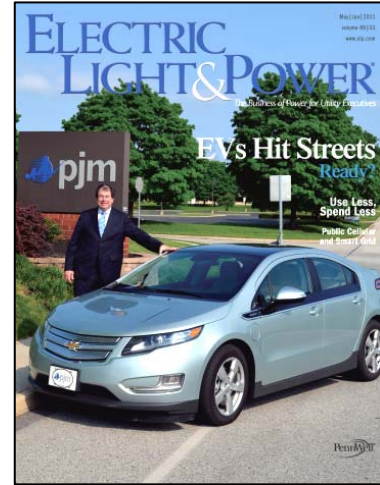
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ELECTRIC LIGHT & POWER

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Official Publication of: None
Established: 1922
Issues Per Year: 6



FIELD SERVED

ELECTRIC LIGHT & POWER serves electric & gas utility industries worldwide. This includes investor-owned electric utilities, investor owned gas utilities and local distribution companies, gas producers, gatherers and transporters; municipal or other public electric utilities/ public power/ rural electric membership corporations; federal power agency, system or projects; power marketers/ traders; independent power producers or qualifying facility, aggregators; energy service providers; and energy service companies. Also qualified are architectural/ engineering firms, constructor firms/ construction companies, and consultant, consulting engineering or consulting firms serving the electric and gas fields; state and federal regulatory agencies and commissions; energy end users, IT & software solution providers and others allied to the field as shown in paragraph 3a.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients must be employed by organizations as described in Field Served - in general or corporate management; engineering management/ supervision; operations management/ supervision; IT management/ operations (power system automation, controls, communication, hardware/software, metering, GIS, CIS, billing).

PURPOSE

The supplementary data reported herein contains a multiple analysis of respondents who help acquire, recommend, specify or select the products/services reported.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	173
Advertiser and Agency _____	1,302
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	1,317
Digital _____	-
All Other _____	958
TOTAL	3,750

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	22,180	100.0	22,180	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,180	100.0	22,180	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January/February _____	70	61	14,903	7,102	22,005
March/April _____	948	972	14,664	7,365	22,029
May/June _____	5,200	5,678	14,998	7,509	22,507
TOTAL	6,218	6,711			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011

This issue is 2.2% or 490 copies above the average of the other 2 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	General or Corporate Mgmt (Note 1)	Engineering Management/Supervision	IT Management/Operations (Note 2)	Operations Management/Supervision
1. Electric Utilities & Gas Utilities, Including Integrated Electric & Gas Utilities (Note 3)	15,674	69.6	11,600	4,074	5,648	5,068	970	3,988
TOTAL OF LINE 1	15,674	69.6	11,600	4,074	5,648	5,068	970	3,988
2. a. Architectural/Engineering Firms	646	2.9	303	343	215	358	24	49
b. Constructor Firms/Construction Companies	1,085	4.8	691	394	602	232	33	218
c. Cnslt, Cnsltg, Engr/Firm	2,066	9.2	786	1,280	1,029	798	103	136
SUB-TOTAL OF LINES 1 AND 2	19,471	86.5	13,380	6,091	7,494	6,456	1,130	4,391
3. a. State & Federal Regulatory Agencies & Commission	381	1.7	206	175	140	129	28	84
b. Power Marketer, Aggregator, Energy Service provider, (Note 4)	1,891	8.4	955	936	983	414	208	286
c. Independent Power Producers	764	3.4	457	307	388	189	27	160
d. Others allied to the field	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,507	100.0	14,998	7,509	9,005	7,188	1,393	4,921
PERCENT	100.0		66.6	33.4	40.0	31.9	6.2	21.9

Note 1: includes Executive, Financial, Administrative.

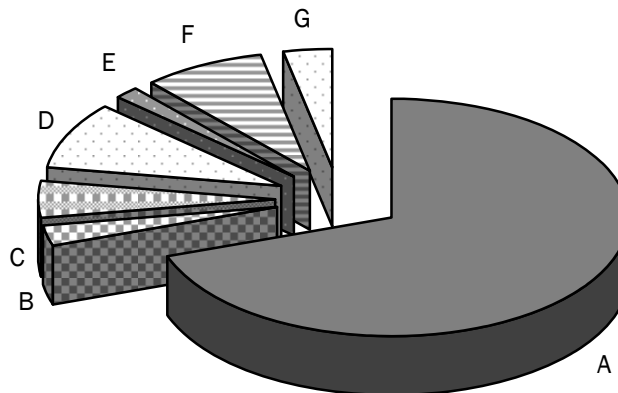
Note 2: (Power System Automation, Controls, Communication, Hardware/Software, Metering, GIS, CIS, Billing)

Note 3: Includes investor-owned electric utility, municipal or other public electric utility/public power, rural electric membership cooperative, investor-owned gas utility/local distribution company, gas producer/gatherer/transporter, federal power agency, system or project.

Note 4: Energy Svc Co., IT & Software Providers, Energy End User.

3a. Breakout of Qualified Circulation of Business and Industry

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A Electric Utilities & Gas Utilities, Including Integrated Electric & Gas Utilities (See Note 3)	15,674	69.6
B Architectural/Engineering Firms	646	2.9
C Constructor Firms/Construction Companies	1,085	4.8
D Cnslt, Cnsltg, Engr/Firm	2,066	9.2
E State & Federal Regulatory Agencies & Commission	381	1.7
F Power Marketer, Aggregator, Energy Svc provider, Energy Svc Co., IT & Software Providers, Energy End User	1,891	8.4
G Independent Power Producers	764	3.4
H Others allied to the field	-	-
TOTAL	22,507	100.0



SUPPLEMENTARY DATA FOR ISSUE OF MAY/JUNE 2011

This is a multiple analysis of 22,507 or 100% of recipients who responded to Question #4 on the question which of these Products/Services do you help acquire, recommend, specify or select. Since any one respondent may have checked more than one product and/or service, the total may exceed the total circulation. These data are reported for statistical and marketing purposes only.

SUPPLEMENTARY DATA	Print Version Only (A)	Digital Version Only (B)	TOTAL RESPONDENTS	PERCENT OF TOTAL QUALIFIED
POWER PRODUCTION				
Boilers & Combustion-Related Equipment(including Water Treatment) _____	3,960	1,917	5,877	26.1
Turbines/Generators & Related Equipment _____	4,705	2,399	7,104	31.6
Fuel Handling Equipment/Systems _____	3,372	1,544	4,916	21.8
Environmental Protection & Control _____	3,865	1,947	5,812	25.8
Plant Maintenance Services/Materials/Supplies _____	4,002	1,800	5,802	25.8
Auxiliary Systems/Equipment (Note 1) _____	3,599	1,735	5,334	23.7
Fuels _____	2,558	1,093	3,651	16.2
Nuclear Systems/Services _____	1,170	591	1,761	7.8
Alternative Energy Systems/Equipment _____	2,933	1,882	4,815	21.4
Distributed generation equipment services _____	2,816	1,496	4,312	19.2
TOTAL UNDUPLICATED RESPONDENTS (Power Production)	7,463	4,184	11,647	51.7
POWER DELIVERY				
Substation Apparatus/Equipment _____	4,887	2,164	7,051	31.3
Overhead Line Equipment/Hardware/Structures _____	4,931	2,001	6,932	30.8
Underground System Equipment/Hardware _____	4,732	1,899	6,631	29.5
Wire & Cable _____	5,274	2,273	7,547	33.5
Meters/Metering Devices _____	4,839	2,135	6,974	31.0
System Protection Equipment _____	4,762	2,087	6,849	30.4
Construction/Maintenance Equipment & Motorized Vehicles _____	3,764	1,460	5,224	23.2
TOTAL UNDUPLICATED RESPONDENTS (Power Delivery)	7,576	3,681	11,257	50.0
GAS DELIVERY				
Pipelines _____	1,479	794	2,273	10.1
Cogeneration _____	1,037	740	1,777	7.9
Compressed Natural Gas _____	1,128	634	1,762	7.8
Field Equipment _____	1,082	618	1,700	7.6
Flow Computers _____	882	484	1,366	6.1
TOTAL UNDUPLICATED RESPONDENT (Gas Delivery)	2,189	1,354	3,543	15.7
INFORMATION TECHNOLOGY				
Communications Systems/Equipment _____	3,347	1,744	5,091	22.6
Controls & Instrumentation _____	3,287	1,813	5,100	22.7
Computer Hardware/Software _____	3,406	1,861	5,267	23.4
SCADA _____	2,772	1,620	4,392	19.5
Distribution Automation _____	2,366	1,277	3,643	16.2
Demand Side Management _____	1,945	1,000	2,945	13.1
Energy Management Systems _____	2,453	1,475	3,928	17.5
Metering _____	2,658	1,468	4,126	18.3
Customer Information Systems _____	1,930	955	2,885	12.8
Customer Billing Services _____	1,653	778	2,431	10.8
AM/FM/GIS _____	1,464	794	2,258	10.0
Risk Management Systems _____	1,842	919	2,761	12.3
Security _____	2,025	972	2,997	13.3
TOTAL UNDUPLICATED RESPONDENTS (Information Technology)	5,535	3,386	8,921	39.6
GENERAL PRODUCTS & SERVICES				
Consultant/Constructor Services _____	4,638	2,735	7,373	32.8
Safety & Security Products/Systems/Services _____	3,857	1,688	5,545	24.6
Tools _____	3,983	1,566	5,549	24.7
Training/Training Systems _____	3,800	1,741	5,541	24.6
Financial & Administrative Services _____	2,632	1,003	3,635	16.2
Other _____	505	153	658	2.9
TOTAL UNDUPLICATED RESPONDENTS (General Products & Services)	7,439	3,982	11,421	50.7
TOTAL UNDUPLICATED RESPONDENTS	14,998	7,509	22,507	100.0
TOTAL NON-RESPONDENTS	-	-	-	-

Note 1: (including Lighting, Air Conditioning, Motors, Fans, Batteries, etc.)

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 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 _____	20,549	1,958	-	14,998	7,509	22,507	100.0
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) _____	-	-	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. Single Copy Sales _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,549	1,958	-	14,998	7,509	22,507	100.0
PERCENT	91.3	8.7	-	66.6	33.4	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	14,998	7,509	22,507	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,998	7,509	22,507	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	81	31	112		Kentucky _____	234	105	339	
New Hampshire _____	114	27	141		Tennessee _____	354	145	499	
Vermont _____	53	25	78		Alabama _____	318	114	432	
Massachusetts _____	332	152	484		Mississippi _____	155	43	198	
Rhode Island _____	27	5	32		EAST SO. CENTRAL	1,061	407	1,468	6.5
Connecticut _____	200	74	274		Arkansas _____	121	43	164	
NEW ENGLAND	807	314	1,121	5.0	Louisiana _____	200	69	269	
New York _____	816	347	1,163		Oklahoma _____	229	97	326	
New Jersey _____	343	157	500		Texas _____	949	460	1,409	
Pennsylvania _____	675	243	918		WEST SO. CENTRAL	1,499	669	2,168	9.6
MIDDLE ATLANTIC	1,834	747	2,581	11.5	Montana _____	90	20	110	
Ohio _____	695	232	927		Idaho _____	102	39	141	
Indiana _____	383	147	530		Wyoming _____	49	17	66	
Illinois _____	598	231	829		Colorado _____	308	142	450	
Michigan _____	496	221	717		New Mexico _____	63	39	102	
Wisconsin _____	438	146	584		Arizona _____	185	142	327	
EAST NO. CENTRAL	2,610	977	3,587	15.9	Utah _____	113	36	149	
Minnesota _____	393	145	538		Nevada _____	93	50	143	
Iowa _____	316	89	405		MOUNTAIN	1,003	485	1,488	6.6
Missouri _____	484	186	670		Alaska _____	60	18	78	
North Dakota _____	114	26	140		Washington _____	312	160	472	
South Dakota _____	103	25	128		Oregon _____	144	81	225	
Nebraska _____	277	132	409		California _____	926	543	1,469	
Kansas _____	255	110	365		Hawaii _____	34	15	49	
WEST NO. CENTRAL	1,942	713	2,655	11.8	PACIFIC	1,476	817	2,293	10.2
Delaware _____	56	22	78		UNITED STATES	14,803	6,333	21,136	93.9
Maryland _____	209	103	312		U.S. Territories _____	24	23	47	
Washington, DC _____	65	42	107		Canada _____	161	160	321	
Virginia _____	327	140	467		Mexico _____	3	58	61	
West Virginia _____	89	32	121		Other International _____	7	933	940	
North Carolina _____	415	215	630		APO/FPO _____	-	2	2	
South Carolina _____	230	107	337		TOTAL QUALIFIED CIRCULATION	14,998	7,509	22,507	100.0
Georgia _____	386	171	557						
Florida _____	794	372	1,166						
SOUTH ATLANTIC	2,571	1,204	3,775	16.8					

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*	January - June 2011*
Total Audit Average Qualified _____	22,007	22,012	22,008	22,007	22,010	22,180
Qualified Non-Paid Total _____	22,007	22,012	22,008	22,007	22,010	22,180
Print Only _____	15,849	15,666	15,245	14,476	14,739	14,855
Digital Only _____	6,158	6,346	6,763	7,531	7,271	7,325
Qualified Paid Total _____	-	-	-	-	-	-
Print Only _____	-	-	-	-	-	-
Digital Only _____	-	-	-	-	-	-
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 2010 - June 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.

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:



FREE SUBSCRIPTION APPLICATION
 Apply @ <http://www.elp.com>
 Fax 847-291-4816.

Do you want to receive (continue receiving) FREE issues of **ELECTRIC LIGHT & POWER**?
 Yes No

Your Signature _____
 Date _____

For Address Change or Correction: Affix peel-off label from cover here. Enter necessary changes in the spaces below and then complete all questions. Form must be signed and dated.

Name _____
 Title _____
 Company _____
 Street _____
 City _____ State _____ Zip _____
 Country _____
 Telephone (_____) _____

By providing your fax number, you agree to receive fax broadcasts from PennWell for subscription/renewal purposes.

E-Mail: You may receive renewal reminders via e-mail. If you do not want to receive other business related third party e-mail offers from PennWell, please check items 1-3.

1 How would you like to receive Electric Light & Power magazine?
 Printed Electronic/Digital*
 *Must provide email address.

2 What type of organization do you work for?
 (Please check one only):

- Investor-Owned Electric Utility
- Municipal Utility/Power
- Rural Electric Membership Corporation (REMC)
- Investor-Owned Gas Utility/Local Distribution Company
- Gas Producer/Supplier/Transporter
- Federal Power Agency, System or Project
- Power Marketer/Trader
- Independent Power Producer or Qualifying Facility
- Aggregator
- Energy Service Provider
- Energy Service Company
- State or Federal Agency or Commission
- Engineering and Construction
- Architectural/Engineering Firm
- Contractor/Install/Construction Company
- Consultant, Consulting Engineering or Consulting Firm
- Other
- IT & Software Solutions Provider
- Energy Field User
- Other (describe): _____

3 What is your primary job function?
 (Please check one only):
 General or Corporate Management (incl. Executive, Financial, Administrative)
 Engineering Management/Supervisor
 IT Management/Operator (Power System Automation, Controls, Communications, Hardware/Software, Modeling, GIS, CAD, Billing)
 Operations Management/Supervisor
 Other (describe): _____

4 Which of these products/services do you help acquire, recommend, specify or select? (Check all that apply):

- Power Production**
- Boilers & Combustion-related Equipment (incl. water treatment)
 - Turbine/Generators & Related Equipment
 - Heat Exchangers/Equipment/Systems
 - Environmental Protection & Control
 - Plant Maintenance Services/Materials/Supplies
 - Auxiliary Systems/Equipment (incl. lighting, air conditioning, exhaust fans, boilers, etc.)
 - Plant
 - Nuclear Systems/Services
 - Alternative Energy System/Equipment
 - Distributed Generation Equipment/Services
- Power Delivery**
- Substation Apparatus/Equipment
 - Overhead Line Equipment/Hardware/Structures
 - Underground System Equipment/Hardware
 - Wire & Cable
 - Meter/Measuring Devices
 - System Protection Equipment
 - Construction/Maintenance Equipment & Material/Vehicles
- Gas Delivery**
- Pipelines
 - Compression
 - Compressed Natural Gas
 - Field Equipment
 - Flow Computers

- Information Technology**
- Communications System/Equipment
 - Controls & Instrumentation
 - Computer Hardware/Software
 - SCADA
 - Distribution Automation
 - Demand Side Management
 - Energy Management Systems
 - AMI/MDMS
 - Metering
 - Customer Information Systems
 - Customer Billing Systems
 - Security
 - Risk Management Systems
- General Products & Services**
- Consultant/Contractor Services
 - Safety & Security Products/Systems/Services
 - Tools
 - Training/Training Systems
 - Financial & Administrative Services
 - Other (please describe): _____

5 Number of Employees at all of your locations?
 (Please check one only):
 1 - 19 20 - 49 50 - 99 100-249 250 - 499 500-999 1000+ Unknown

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 Electric Light & Power

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 _____	14,855	100.0	14,855	100.0	-	-
Sponsored Individually Addressed Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,855	100.0	14,855	100.0	-	-

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 _____	7,325	100.0	7,325	100.0	-	-
Sponsored Individually Addressed Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7,325	100.0	7,325	100.0	-	-

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.		
Michael Grossman, Publisher	Date signed	June 22, 2011
Janet Orton, Audience Development Manager	State	Oklahoma
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	County	Tulsa
IMPORTANT NOTE:	Received by BPA Worldwide	June 22, 2011
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	Type	PSJ
	ID Number	E013P011