

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED JUNE 2009  
(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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**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 _____	207
Advertiser and Agency _____	1,240
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	1,600
Electronic _____	-
All Other _____	990
<b>TOTAL</b>	<b>4,037</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	22,012	100.0	22,012	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,012</b>	<b>100.0</b>	<b>22,012</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD																
2009 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified		2009 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
March/April ____	1,426	1,448	15,978	6,046			22,024		<b>TOTAL</b>	<b>5,663</b>	<b>5,653</b>					

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2009**

This issue is -% or 3 copies below the average of the other 2 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Electronic 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)	15,579	70.8	12,784	2,795	6,117	4,495	1,078	3,886
<b>TOTAL OF LINE 1</b>	<b>15,579</b>	<b>70.8</b>	<b>12,784</b>	<b>2,795</b>	<b>6,117</b>	<b>4,495</b>	<b>1,078</b>	<b>3,886</b>
2. a. Architectural/Engineering Firms	501	2.3	123	378	184	275	14	27
b. Constructor Firms/Construction Companies	910	4.1	445	465	547	222	18	123
c. Cnslt, Cnsltg, Engr/Firm	1,998	9.1	600	1,398	1,053	756	106	83
<b>SUB-TOTAL OF LINES 1 AND 2</b>	<b>18,988</b>	<b>86.3</b>	<b>13,952</b>	<b>5,036</b>	<b>7,901</b>	<b>5,748</b>	<b>1,216</b>	<b>4,119</b>
3. a. State & Federal Regulatory Agencies & Commission	205	0.9	82	123	108	63	5	29
b. Power Marketer, Aggregator, Energy Service provider, (Note 4)	1,557	7.1	399	1,158	736	446	180	195
c. Independent Power Producers	1,260	5.7	834	426	641	295	43	281
d. Others allied to the field	-	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,010</b>	<b>100.0</b>	<b>15,267</b>	<b>6,743</b>	<b>9,386</b>	<b>6,552</b>	<b>1,444</b>	<b>4,624</b>
<b>PERCENT</b>	<b>100.0</b>		<b>69.4</b>	<b>30.6</b>	<b>42.6</b>	<b>29.8</b>	<b>6.6</b>	<b>21.0</b>

Note 1: includes Executive, Financial, Administrative.

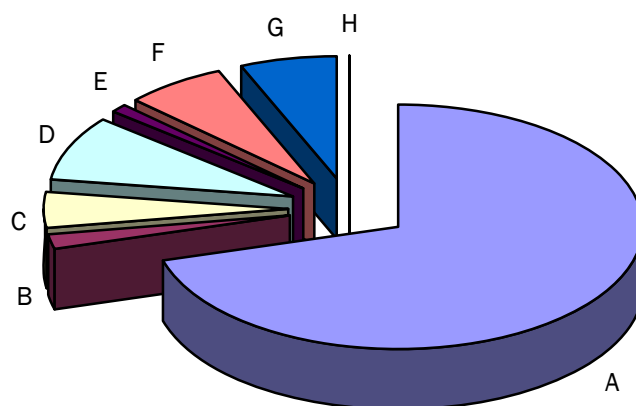
Note 2: (Power System Automation, Controls, Communication, Hardware/Software, Metering, GIS, CIS, Billing)

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/gather/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)	15,579	70.8
B Architectural/Engineering Firms	501	2.3
C Constructor Firms/Construction Companies	910	4.1
D Cnslt, Cnsltg, Engr/Firm	1,998	9.1
E State & Federal Regulatory Agencies & Commission	205	0.9
F Power Marketer, Aggregator, Energy Svc provider, Energy Svc Co., IT & Software Providers, Energy End User	1,557	7.1
G Independent Power Producers	1,260	5.7
H Others allied to the field	-	-
<b>TOTAL</b>	<b>22,010</b>	<b>100.0</b>



**SUPPLEMENTARY DATA FOR ISSUE OF MAY/JUNE 2009.**

This is a multiple analysis of 22,010 or 100.0% 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)	Electronic Version Only (B)	TOTAL RESPONDENTS	PERCENT OF TOTAL QUALIFIED
<b>POWER PRODUCTION</b>				
Boilers & Combustion-Related Equipment(including Water Treatment) _____	4,492	2,104	6,596	30.0
Turbines/Generators & Related Equipment_____	4,898	2,676	7,574	34.4
Fuel Handling Equipment/Systems _____	3,990	1,659	5,649	25.7
Environmental Protection & Control _____	4,479	2,121	6,600	30.0
Plant Maintenance Services/Materials/Supplies _____	4,552	2,071	6,623	30.1
Auxiliary Systems/Equipment (Note 1) _____	4,054	2,052	6,106	27.7
Fuels _____	2,955	1,136	4,091	18.6
Nuclear Systems/Services _____	1,460	547	2,007	9.1
Alternative Energy Systems/Equipment _____	3,090	2,174	5,264	23.9
Distributed generation equipment services_____	3,050	1,624	4,674	21.2
<b>TOTAL UNDUPLICATED RESPONDENTS (Power Production)</b>	<b>7,700</b>	<b>4,579</b>	<b>12,279</b>	<b>55.8</b>
<b>POWER DELIVERY</b>				
Substation Apparatus/Equipment _____	5,444	2,099	7,543	34.3
Overhead Line Equipment/Hardware/Structures _____	5,300	1,703	7,003	31.8
Underground System Equipment/Hardware _____	5,055	1,593	6,648	30.2
Wire & Cable _____	5,617	2,051	7,668	34.8
Meters/Metering Devices_____	5,421	2,046	7,467	33.9
System Protection Equipment _____	5,402	2,127	7,529	34.2
Construction/Maintenance Equipment & Motorized Vehicles _____	4,257	1,349	5,606	25.5
<b>TOTAL UNDUPLICATED RESPONDENTS (Power Delivery)</b>	<b>7,875</b>	<b>3,494</b>	<b>11,369</b>	<b>51.7</b>
<b>GAS DELIVERY</b>				
Pipelines _____	1,699	841	2,540	11.5
Cogeneration_____	1,201	971	2,172	9.9
Compressed Natural Gas _____	1,270	724	1,994	9.1
Field Equipment _____	1,525	672	2,197	10.0
Flow Computers _____	1,056	492	1,548	7.0
<b>TOTAL UNDUPLICATED RESPONDENT (GAS DELIVERY)</b>	<b>2,666</b>	<b>1,636</b>	<b>4,302</b>	<b>19.5</b>
<b>INFORMATION TECHNOLOGY</b>				
Communications Systems/Equipment _____	3,715	1,575	5,290	24.0
Controls & Instrumentation _____	3,648	1,910	5,558	25.3
Computer Hardware/Software _____	3,926	1,718	5,644	25.6
SCADA_____	3,122	1,809	4,931	22.4
Distribution Automation _____	2,595	1,356	3,951	18.0
Demand Side Management_____	2,041	1,027	3,068	13.9
Energy Management Systems _____	2,713	1,766	4,479	20.3
Metering _____	3,188	1,583	4,771	21.7
Customer Information Systems _____	2,118	886	3,004	13.6
Customer Billing Services _____	1,826	710	2,536	11.5
AM/FM/GIS _____	1,629	696	2,325	10.6
Risk Management Systems _____	1,942	1,013	2,955	13.4
Security _____	2,230	916	3,146	14.3
<b>TOTAL UNDUPLICATED RESPONDENTS (Information Technology)</b>	<b>6,281</b>	<b>3,631</b>	<b>9,912</b>	<b>45.0</b>
<b>GENERAL PRODUCTS &amp; SERVICES</b>				
Consultant/Constructor Services _____	4,739	2,585	7,324	33.3
Safety & Security Products/Systems/Services _____	4,227	1,504	5,731	26.0
Tools _____	4,249	1,381	5,630	25.6
Training/Training Systems _____	4,318	1,754	6,072	27.6
Financial & Administrative Services _____	2,852	859	3,711	16.9
Other _____	592	140	732	3.3
<b>TOTAL UNDUPLICATED RESPONDENTS (General Products &amp; Services)</b>	<b>7,814</b>	<b>3,846</b>	<b>11,660</b>	<b>53.0</b>
<b>TOTAL UNDUPLICATED RESPONDENTS</b>	<b>15,267</b>	<b>6,743</b>	<b>22,010</b>	<b>100.0</b>
<b>TOTAL NON-RESPONDENTS</b>	-	-	-	-

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2009									
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years						
I. Direct request from the recipient _____	19,869	2,141	-	15,267	6,743			22,010	100.0
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>19,869</b>	<b>2,141</b>	<b>-</b>	<b>15,267</b>	<b>6,743</b>			<b>22,010</b>	<b>100.0</b>
<b>PERCENT</b>	<b>90.3</b>	<b>9.7</b>	<b>-</b>	<b>69.4</b>	<b>30.6</b>			<b>100.0</b>	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2009						
MAILING ADDRESS	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	15,267	6,743			22,010	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>15,267</b>	<b>6,743</b>			<b>22,010</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2009													
State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____	81	20			101		400-427 Kentucky _____	274	63			337	
030-038 New Hampshire _____	89	22			111		370-385 Tennessee _____	366	78			444	
050-059 Vermont _____	53	11			64		350-369 Alabama _____	338	72			410	
010-027 Massachusetts _____	321	68			389		386-397 Mississippi _____	197	20			217	
028-029 Rhode Island _____	28	7			35		EAST SO. CENTRAL	1,175	233			1,408	6.4
060-069 Connecticut _____	184	45			229		716-729 Arkansas _____	158	25			183	
NEW ENGLAND	756	173			929	4.2	700-714 Louisiana _____	227	44			271	
100-149 New York _____	711	210			921		730-749 Oklahoma _____	338	59			397	
070-089 New Jersey _____	274	94			368		750-799 Texas _____	1,086	278			1,364	
150-196 Pennsylvania _____	619	176			795		WEST SO. CENTRAL	1,809	406			2,215	10.1
MIDDLE ATLANTIC	1,604	480			2,084	9.5	590-599 Montana _____	87	9			96	
430-459 Ohio _____	660	158			818		832-838 Idaho _____	99	9			108	
460-479 Indiana _____	436	80			516		820-831 Wyoming _____	59	12			71	
600-629 Illinois _____	570	115			685		800-816 Colorado _____	282	64			346	
480-499 Michigan _____	458	133			591		870-884 New Mexico _____	72	28			100	
530-549 Wisconsin _____	454	97			551		850-865 Arizona _____	202	80			282	
EAST NO. CENTRAL	2,578	583			3,161	14.3	840-847 Utah _____	121	25			146	
550-567 Minnesota _____	403	91			494		889-898 Nevada _____	58	19			77	
500-528 Iowa _____	380	42			422		MOUNTAIN	980	246			1,226	5.6
630-658 Missouri _____	526	109			635		995-999 Alaska _____	69	23			92	
580-588 North Dakota _____	138	18			156		980-994 Washington _____	291	93			384	
570-577 South Dakota _____	130	7			137		970-979 Oregon _____	164	52			216	
680-693 Nebraska _____	359	58			417		900-961 California _____	774	295			1,069	
660-679 Kansas _____	323	55			378		967-968 Hawaii _____	26	14			40	
WEST NO. CENTRAL	2,259	380			2,639	12.0	PACIFIC	1,324	477			1,801	8.2
197-199 Delaware _____	59	15			74		UNITED STATES	15,021	3,744			18,765	85.3
206-219 Maryland _____	205	62			267		969 & 004-009 U.S. Territories _____	6	12			18	
200-205 Washington, DC _____	63	22			85		Canada _____	212	282			494	
220-246 Virginia _____	299	109			408		Mexico _____	19	108			127	
247-268 West Virginia _____	100	14			114		Other International _____	9	2,597			2,606	
270-289 North Carolina _____	416	126			542		APO/FPO _____	-	-			-	
290-299 South Carolina _____	234	62			296		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,267</b>	<b>6,743</b>			<b>22,010</b>	<b>100.0</b>
300-319 Georgia _____	405	113			518								
320-349 Florida _____	755	243			998								
SOUTH ATLANTIC	2,536	766			3,302	15.0							

