

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2010
(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.

Two Corporate Drive, Ninth Floor
Shelton, CT USA 06484-6259
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.



PennWell Corporation
1421 S. Sheridan
Tulsa, OK 74112
Tel.: (918) 835-3161
Fax: (918) 831-9722
www.elp.com

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 _____	197
Advertiser and Agency _____	1,262
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	2,117
Digital _____	-
All Other _____	1,032
TOTAL	4,608

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	22,007	100.0	22,007	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,007	100.0	22,007	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2010 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January/February _____	230	234	14,724	7,283	22,007
March/April _____	1,357	1,363	13,860	8,153	22,013
May/June _____	6,600	6,587	14,844	7,156	22,000
TOTAL	8,187	8,184			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2010

This issue is -% or 10 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)	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)	14,974	68.1	10,912	4,062	5,545	4,747	1,165	3,517
TOTAL OF LINE 1	14,974	68.1	10,912	4,062	5,545	4,747	1,165	3,517
2. a. Architectural/Engineering Firms	664	3.0	381	283	258	344	17	45
b. Constructor Firms/Construction Companies	1,197	5.4	884	313	760	197	27	213
c. Cnslt, Cnsltg, Engr/Firm	1,931	8.8	620	1,311	994	722	93	122
SUB-TOTAL OF LINES 1 AND 2	18,766	85.3	12,797	5,969	7,557	6,010	1,302	3,897
3. a. State & Federal Regulatory Agencies & Commission	381	1.7	236	145	160	128	19	74
b. Power Marketer, Aggregator, Energy Service provider, (Note 4)	1,907	8.7	1,162	745	1,056	378	184	289
c. Independent Power Producers	946	4.3	649	297	460	242	36	208
d. Others allied to the field	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,000	100.0	14,844	7,156	9,233	6,758	1,541	4,468
PERCENT	100.0		67.5	32.5	42.0	30.7	7.0	20.3

Note 1: includes Executive, Financial, Administrative.

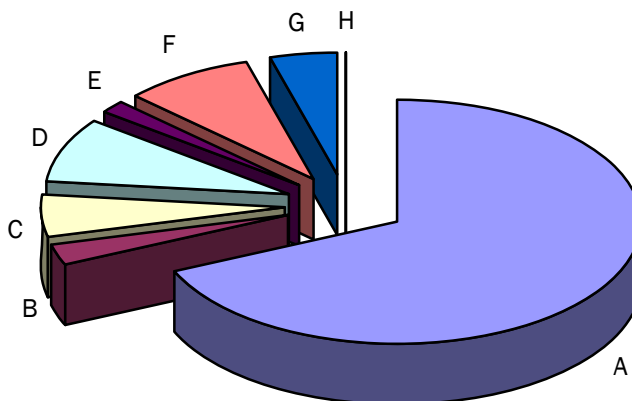
Note 2: (Power System Automation, Controls, Communication, Hardware/Software, Metering, GIS, CIS, Billing)

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)	14,974	68.1
B Architectural/Engineering Firms	664	3.0
C Constructor Firms/Construction Companies	1,197	5.4
D Cnslt, Cnsltg, Engr/Firm	1,931	8.8
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	1,907	8.7
G Independent Power Producers	946	4.3
H Others allied to the field	-	-
TOTAL	22,000	100.0



SUPPLEMENTARY DATA FOR ISSUE OF MAY/JUNE 2010

This is a multiple analysis of 22,000 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) _____	3,934	1,887	5,821	26.4
Turbines/Generators & Related Equipment _____	4,571	2,326	6,897	31.3
Fuel Handling Equipment/Systems _____	3,257	1,477	4,734	21.5
Environmental Protection & Control _____	3,510	1,772	5,282	24.0
Plant Maintenance Services/Materials/Supplies _____	3,507	1,615	5,122	23.2
Auxiliary Systems/Equipment (Note 1) _____	3,059	1,564	4,623	21.0
Fuels _____	2,164	993	3,157	14.3
Nuclear Systems/Services _____	1,030	548	1,578	7.1
Alternative Energy Systems/Equipment _____	2,674	1,664	4,338	19.7
Distributed generation equipment services _____	2,395	1,310	3,705	16.8
TOTAL UNDUPLICATED RESPONDENTS (Power Production)	7,493	3,973	11,466	52.1
POWER DELIVERY				
Substation Apparatus/Equipment _____	4,491	2,012	6,503	29.5
Overhead Line Equipment/Hardware/Structures _____	4,373	1,800	6,173	28.0
Underground System Equipment/Hardware _____	4,130	1,711	5,841	26.5
Wire & Cable _____	4,583	1,988	6,571	29.8
Meters/Metering Devices _____	4,163	1,931	6,094	27.7
System Protection Equipment _____	3,922	1,871	5,793	26.3
Construction/Maintenance Equipment & Motorized Vehicles _____	3,139	1,245	4,384	19.9
TOTAL UNDUPLICATED RESPONDENTS (Power Delivery)	7,327	3,374	10,701	48.6
GAS DELIVERY				
Pipelines _____	1,547	768	2,315	10.5
Cogeneration _____	1,097	706	1,803	8.1
Compressed Natural Gas _____	1,133	603	1,736	7.8
Field Equipment _____	1,236	550	1,786	8.1
Flow Computers _____	852	431	1,283	5.8
TOTAL UNDUPLICATED RESPONDENT (Gas Delivery)	2,454	1,269	3,723	16.9
INFORMATION TECHNOLOGY				
Communications Systems/Equipment _____	3,196	1,567	4,763	21.6
Controls & Instrumentation _____	3,148	1,686	4,834	21.9
Computer Hardware/Software _____	3,258	1,708	4,966	22.5
SCADA _____	2,378	1,476	3,854	17.5
Distribution Automation _____	2,005	1,131	3,136	14.2
Demand Side Management _____	1,584	865	2,449	11.1
Energy Management Systems _____	2,254	1,307	3,561	16.1
Metering _____	2,431	1,287	3,718	16.9
Customer Information Systems _____	1,569	830	2,399	10.9
Customer Billing Services _____	1,343	673	2,016	9.1
AM/FM/GIS _____	1,178	670	1,848	8.4
Risk Management Systems _____	1,450	791	2,241	10.1
Security _____	1,698	831	2,529	11.4
TOTAL UNDUPLICATED RESPONDENTS (Information Technology)	5,733	3,235	8,968	40.7
GENERAL PRODUCTS & SERVICES				
Consultant/Constructor Services _____	4,787	2,696	7,483	34.0
Safety & Security Products/Systems/Services _____	3,836	1,637	5,473	24.8
Tools _____	3,841	1,464	5,305	24.1
Training/Training Systems _____	3,569	1,667	5,236	23.8
Financial & Administrative Services _____	2,408	952	3,360	15.2
Other _____	292	108	400	1.8
TOTAL UNDUPLICATED RESPONDENTS (General Products & Services)	7,571	3,910	11,481	52.1
TOTAL UNDUPLICATED RESPONDENTS	14,844	7,156	22,000	100.0
TOTAL NON-RESPONDENTS	-	-	-	-

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2010

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request _____	20,224	1,776	-	14,844	7,156	22,000	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	20,224	1,776	-	14,844	7,156	22,000	100.0
PERCENT	91.9	8.1	-	67.5	32.5	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2010

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	14,844	7,156	22,000	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,844	7,156	22,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2010

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
039-049 Maine _____	77	39	116	
030-038 New Hampshire _____	97	25	122	
050-059 Vermont _____	57	22	79	
010-027 Massachusetts _____	328	136	464	
028-029 Rhode Island _____	30	4	34	
060-069 Connecticut _____	210	65	275	
NEW ENGLAND	799	291	1,090	5.0
100-149 New York _____	801	310	1,111	
070-089 New Jersey _____	343	148	491	
150-196 Pennsylvania _____	654	235	889	
MIDDLE ATLANTIC	1,798	693	2,491	11.3
430-459 Ohio _____	688	243	931	
460-479 Indiana _____	378	128	506	
600-629 Illinois _____	576	200	776	
480-499 Michigan _____	466	201	667	
530-549 Wisconsin _____	392	141	533	
EAST NO. CENTRAL	2,500	913	3,413	15.5
550-567 Minnesota _____	362	133	495	
500-528 Iowa _____	314	92	406	
630-658 Missouri _____	433	186	619	
580-588 North Dakota _____	89	28	117	
570-577 South Dakota _____	96	19	115	
680-693 Nebraska _____	282	104	386	
660-679 Kansas _____	254	97	351	
WEST NO. CENTRAL	1,830	659	2,489	11.3
197-199 Delaware _____	71	20	91	
206-219 Maryland _____	230	94	324	
200-205 Washington, DC _____	63	39	102	
220-246 Virginia _____	356	147	503	
247-268 West Virginia _____	97	27	124	
270-289 North Carolina _____	426	204	630	
290-299 South Carolina _____	223	85	308	
300-319 Georgia _____	406	157	563	
320-349 Florida _____	818	333	1,151	
SOUTH ATLANTIC	2,690	1,106	3,796	17.3
400-427 Kentucky _____	221	98	319	
370-385 Tennessee _____	319	140	459	
350-369 Alabama _____	280	131	411	
386-397 Mississippi _____	135	46	181	
EAST SO. CENTRAL	955	415	1,370	6.2
716-729 Arkansas _____	119	33	152	
700-714 Louisiana _____	215	65	280	
730-749 Oklahoma _____	243	91	334	
750-799 Texas _____	1,033	445	1,478	
WEST SO. CENTRAL	1,610	634	2,244	10.2
590-599 Montana _____	73	20	93	
832-838 Idaho _____	95	29	124	
820-831 Wyoming _____	45	16	61	
800-816 Colorado _____	280	148	428	
870-884 New Mexico _____	60	40	100	
850-865 Arizona _____	199	133	332	
840-847 Utah _____	100	35	135	
889-898 Nevada _____	100	44	144	
MOUNTAIN	952	465	1,417	6.4
995-999 Alaska _____	48	20	68	
980-994 Washington _____	298	148	446	
970-979 Oregon _____	155	72	227	
900-961 California _____	913	490	1,403	
967-968 Hawaii _____	29	17	46	
PACIFIC	1,443	747	2,190	10.0
UNITED STATES	14,577	5,923	20,500	93.2
969 & 004-009 U.S. Territories _____	24	19	43	
Canada _____	237	196	433	
Mexico _____	5	56	61	
Other International _____	1	961	962	
APO/FPO _____	-	1	1	
TOTAL QUALIFIED CIRCULATION	14,844	7,156	22,000	100.0

7. 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
	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*	January - June 2010*
Total Audit Average Qualified _____	21,294	21,511	22,007	22,012	22,008	22,007
Qualified Non-Paid Total _____	21,294	21,511	22,007	22,012	22,008	22,007
Print Only _____	18,650	16,359	15,849	15,666	15,245	14,476
Digital Only _____	2,644	5,152	6,158	6,346	6,763	7,531
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 2009 – June 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**
****NC= None Claimed.**

8. 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.

Paragraphs 3c and 7 are being reported at the publisher's option.

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:



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

Your Signature _____
 Date _____

For Address Change or Correction: All paid circulation from cover here. Enter necessary changes in the blanks below and then complete all options. Form must be signed and dated.

Name _____
 Title _____
 Company _____
 Street _____ State _____ Zip _____
 City _____
 Country _____
 Telephone _____
 Fax _____

By providing your name, you agree to receive the benefits from PennWell to subscription/renewal purposes.

E-Mail _____
You may receive relevant newsletters via e-mail. If you do not want to receive other business related third party e-mail offers from PennWell, Please check here.

FREE SUBSCRIPTION APPLICATION
 or Change of Address
 Apply or renew online @ <http://www.subscribe-elpmag.com>
 Mail today at Fax 947-20-44816.
 MBSF#

3 What is your primary job function? (Please check one only):

20 General or Corporate Management (incl. Executive, President, Administrator)
 21 Engineering Management/Supervisor
 22 IT Management Operations (Power System Automation, Controls, Communications, Hardware/Software, Metering, GIS, GIS, Billing)
 23 Operations Management/Supervisor
 24 Other (describe) _____

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

Power Production
 41 Boiler & Combustion Related Equipment (incl. water treatment)
 42 Turbine/Generator & Related Equipment
 43 Fuel Handling Equipment/Systems
 44 Environmental Protection & Control
 45 Plant Maintenance Services/Maintenance/Supplies
 46 Auxiliary Systems/Equipment (incl. lighting, air conditioning, water, steam, helium, etc.)
 47 Piping
 48 Nuclear Systems/Services
 49 Alternative Energy Systems/Equipment
 50 Distributed Generation Equipment/Services

Power Delivery
 51 Substation Apparatus/Equipment
 52 Overhead Line Equipment/Hardware/Structures
 53 Underground Systems Equipment/Hardware
 54 Wire & Cable
 55 Metering/Measuring Devices
 56 System Protection Equipment
 57 Construction/Maintenance Equipment & Materials/Warehouse

Gas Delivery
 58 Pipelines
 59 Compression
 60 Compressed Natural Gas
 61 Field Equipment
 62 Flow Computers

Information Technology
 63 Communications Systems/Equipment
 64 Controls & Instrumentation
 65 Computer Hardware/Software
 66 SCADA
 67 Distribution Automation
 68 Demand Side Management
 69 Energy Management Systems
 70 AMI/MDM
 71 Metering
 72 Customer Information Systems
 73 Customer Billing Services
 74 Security
 75 Risk Management Systems

General Products & Services
 76 Consultant/Contractor Services
 77 Safety & Security Products/Systems/Services
 78 Tools
 79 Training/Training Systems
 80 Personnel & Administrative Services
 81 Other (please describe) _____
 None of the Above 82

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Print Only						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	14,476	100.0	14,476	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,476	100.0	14,476	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Digital Only						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	7,531	100.0	7,531	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7,531	100.0	7,531	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 29, 2010
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 29, 2010
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	E013P0JO