

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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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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Utility CONTRACTOR

Nat'l Utility Contractor Assoc
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Official Publication of: The National
Utility Contractors Association
Established: 1977
Issues Per Year: 12

FIELD SERVED

UTILITY CONTRACTOR serves the underground utility construction industry, including contractors, municipal/public/private utilities, engineering firms, manufacturers/suppliers and others allied to the field

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are owners, presidents, chief executive officers, board chairmen, vice presidents, treasurers, secretaries, general managers, managers, directors, superintendents, project managers, foremen, supervisors, engineers, estimators, and other titled and non-titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	81
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	250
Digital _____	-
All Other _____	221
TOTAL	552

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	21,000	100.0	21,000	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,000	100.0	21,000	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Number Removed	Number Added	Total Qualified
January _____	48	49	21,000
February _____	85	85	21,000
March _____	1,853	1,853	21,000
April _____	1,745	1,745	21,000
May _____	177	177	21,000
June _____	109	109	21,000
TOTAL	4,017	4,018	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011
This issue is equal to the average of the other 5 issues reported in Paragraph two.

BUSINESS /INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE		
			Owners, Presidents CEOs, Vice Presidents, Board Chairman, Treasurers, Secretaries	General Managers, Managers, Directors	Superintendents, Project Managers, Foremen, Supervisors, Engineers, Estimators, and Other Titled & Non- Titled Personnel
Contractors _____	11,140	53.0	8,700	1,088	1,352
Municipal Utilities (Public and Private) _____	5,096	24.3	1,204	1,442	2,450
Engineering Firms _____	2,307	11.0	933	254	1,120
Manufacturers/Suppliers _____	1,376	6.6	520	484	372
Others Allied to the Field _____	1,081	5.1	594	188	299
TOTAL QUALIFIED CIRCULATION	21,000	100.0	11,951	3,456	5,593
PERCENT	100.0		56.9	16.5	26.6

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	7,442	8,969	1,583	17,994	85.7
II. Request from recipient's company: _____	18	11	6	35	0.1
III. Membership Benefit: _____	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request): _____	103	986	36	1,125	5.4
V. TOTAL - Sources other than above (listed alphabetically): _____	1,707	100	39	1,846	8.8
*Association rosters and directories _____	100	100	39	239	1.1
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	1,607	-	-	1,607	7.7
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9,270	10,066	1,664	21,000	100.0
PERCENT	44.2	47.9	7.9	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	20,883	99.4
Individuals by name only _____	112	0.6
Titles or functions only _____	3	-
Company names only _____	2	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	21,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011					
State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	161		Kentucky _____	330	
New Hampshire _____	152		Tennessee _____	406	
Vermont _____	90		Alabama _____	268	
Massachusetts _____	412		Mississippi _____	178	
Rhode Island _____	69		EAST SO. CENTRAL	1,182	5.6
Connecticut _____	261		Arkansas _____	198	
NEW ENGLAND	1,145	5.5	Louisiana _____	202	
New York _____	876		Oklahoma _____	305	
New Jersey _____	517		Texas _____	1,356	
Pennsylvania _____	1,090		WEST SO. CENTRAL	2,061	9.8
MIDDLE ATLANTIC	2,483	11.8	Montana _____	150	
Ohio _____	1,003		Idaho _____	166	
Indiana _____	612		Wyoming _____	103	
Illinois _____	801		Colorado _____	480	
Michigan _____	733		New Mexico _____	152	
Wisconsin _____	576		Arizona _____	286	
EAST NO. CENTRAL	3,725	17.7	Utah _____	165	
Minnesota _____	532		Nevada _____	127	
Iowa _____	383		MOUNTAIN	1,629	7.8
Missouri _____	522		Alaska _____	75	
North Dakota _____	93		Washington _____	517	
South Dakota _____	129		Oregon _____	321	
Nebraska _____	201		California _____	1,428	
Kansas _____	312		Hawaii _____	36	
WEST NO. CENTRAL	2,172	10.3	PACIFIC	2,377	11.3
Delaware _____	70		UNITED STATES	20,509	97.6
Maryland _____	328		U.S. Territories _____	43	
Washington, DC _____	26		Canada _____	448	
Virginia _____	536		Mexico _____	-	
West Virginia _____	165		Other International _____	-	
North Carolina _____	635		APO/FPO _____	-	
South Carolina _____	253		TOTAL QUALIFIED CIRCULATION	21,000	100.0
Georgia _____	595				
Florida _____	1,127				
SOUTH ATLANTIC	3,735	17.8			

ADDITIONAL DATA

PARAGRAPH 3b:

Communication from Recipient or Recipient's Company (other than Request): Written includes 2 sources of circulation for quantities of 26 copies or 0.1% to 482 copies or 2.3%.
 Communication from Recipient or Recipient's Company (other than Request): Telecommunication includes 1 source of circulation for a quantity of 120 copies or 0.6%.
 Communication from Recipient or Recipient's Company (other than Request): Electronic includes 2 sources of circulation for quantities of 18 copies or 0.1% to 479 copies or 2.3%.
 Association rosters and directories include 2 sources of circulation for quantities of 8 copies or -% to 231 copies or 1.1%.
 Other sources include 1 source of circulation for quantities of 1,607 copies or 7.7%

PUBLISHER'S AFFIDAVIT		
We hereby make oath and testify that all data set forth in this statement are true.	Date signed	July 12, 2011
Robert D. Krzys, Publisher	State	Ohio
Alexis R. White, Circulation Manager	County	Summit
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	July 12, 2011
IMPORTANT NOTE:	Type	PD
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	U048POJ1