

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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**THE ELECTRICAL DISTRIBUTOR** is a B2B brand that provides a voice for the top distributors in North America. The content of every issue is also available to subscribers via the online digital version.

**FIELD SERVED**  
**THE ELECTRICAL DISTRIBUTOR** serves the electrical wholesale industry. Recipients include members of the National Association of Electrical Distributors as well as non-members as reported in Paragraph 3a herein.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include officers, managers, inside/outside salesmen, purchasing agents, warehousemen, technical specialists, administrative personnel and other titled and untitled personnel as reported in Paragraph 3a herein.

**CHANNELS**

**THE ELECTRICAL DISTRIBUTOR MAGAZINE**



6 issues in the period  
24,091 average circulation

**EXECUTIVE SUMMARY**

Below are the average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
<b>THE ELECTRICAL DISTRIBUTOR MAGAZINE</b> Unique Total* (6 issues in the period)	24,091	-	24,091
a. Print	22,198	-	22,198
b. Digital	2,871	-	2,871
1. Requested	2,871	-	2,871
2. Non-Requested	-	-	-

\*Unique Total represents unique recipients, not the sum of Print and Digital.

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	309
Advertiser and Agency	999
*Allocated for Trade Shows and Conventions	146
All Other	726
<b>TOTAL</b>	<b>2,180</b>

\*See Additional Data

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	24,091	100.0	24,091	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>24,091</b>	<b>100.0</b>	<b>24,091</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2018 Issue	Print	Digital	Unique Total Qualified*
January	22,595	2,825	24,475
February	22,476	2,931	24,426
March	22,376	2,876	24,291
April	22,569	2,958	24,484
May	21,706	2,803	23,506
June	21,465	2,830	23,363

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

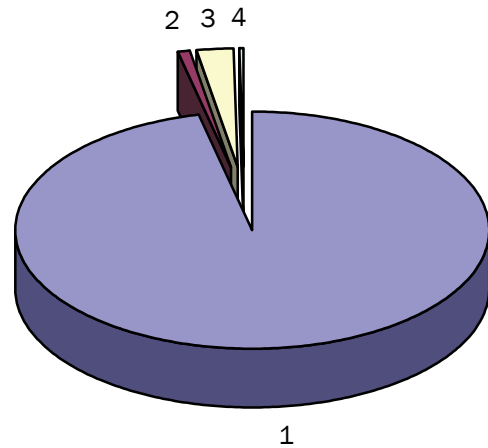
**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018**  
This issue is 2.9% or 702 copies below the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Job Title							
			Officers which include Chairmen of the Board, Presidents, Vice Presidents, Treasurers, Secretaries, Comptrollers, and Credit Managers.	Sales Managers, Store Managers, Branch Managers, Business Managers, Financial Managers, Materials Managers (Note 1)	Sales - including Inside Salesman, Countermen, Outside Salesman, Accounting Managers, CSR's, and Quotations personnel	Buyer, Purchasing Agents	Warehousemen and Order Clerks	Technical Specialists, Engineers	MIS, Accounting and Administrative Personnel	Other allied personnel
Electrical Distributor/Wholesalers (Note 2)	22,657	96.3	1,314	5,621	12,021	559	772	874	1,141	355
Manufactures Representatives	182	0.8	63	17	77	-	-	2	21	2
Electrical Manufactures, Electrical Contractors, Service and Technology Organizations	577	2.5	84	177	150	16	3	38	35	74
Others allied to the field	90	0.4	22	9	13	3	-	4	6	33
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>23,506</b>	<b>100.0</b>	<b>1,483</b>	<b>5,824</b>	<b>12,261</b>	<b>578</b>	<b>775</b>	<b>918</b>	<b>1,203</b>	<b>464</b>
<b>PERCENT</b>	<b>100.0</b>		<b>6.3</b>	<b>24.8</b>	<b>52.2</b>	<b>2.4</b>	<b>3.3</b>	<b>3.9</b>	<b>5.1</b>	<b>2.0</b>

Note 1: Also includes Customer Service Managers, Administrative Managers, Department Managers, Assistant Managers, and Warehouse Managers  
Note 2: Includes members of the National Association of Electrical Distributors

### 3a. Breakout of Qualified Circulation by Business and Industry

Business and Industry	Total Qualified	Percent of Total
1. Electrical Distributor/Wholesalers (Note 2)	22,657	96.3
2. Manufactures Representatives	182	0.8
3. Electrical Manufactures, Electrical Contractors, Service and Technology Organizations	577	2.5
4. Others allied to the field	90	0.4



### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	545	563	-	1,108	4.7
II. Request from recipient's company:	20,294	1,949	-	22,243	94.6
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	155	-	-	155	0.7
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,994</b>	<b>2,512</b>	<b>-</b>	<b>23,506</b>	<b>100.0</b>
<b>PERCENT</b>	<b>89.3</b>	<b>10.7</b>	<b>-</b>	<b>100.0</b>	

### 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 2015	January – June 2016	July – December 2016	January – June 2017	July – December 2017*	January – June 2018*
Unique Total Audit Average Qualified***:	25,284	25,126	24,586	24,281	24,485	24,091
Unique Qualified Non-Paid Total***:	25,284	25,126	24,586	24,281	24,485	24,091
Print:	23,146	22,698	22,050	22,265	22,673	22,198
Digital:	3,403	3,722	3,707	2,952	2,732	2,871
Unique Qualified Paid Total***:	-	-	-	-	-	-
Print:	-	-	-	-	-	-
Digital:	-	-	-	-	-	-
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 2017 – June 2018 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

\*\*\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

