

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
22,448 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
THE ELECTRICAL DISTRIBUTOR MAGAZINE Unique Total* (6 issues in the period)	22,448	-	22,448
a. Print	18,177	-	18,177
b. Digital	4,977	-	4,977
1. Requested	4,977	-	4,977
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	297
Advertiser and Agency	738
*Allocated for Trade Shows and Conventions	183
All Other	567
TOTAL	1,785

*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	22,448	100.0	22,448	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,448	100.0	22,448	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Print	Digital	Unique Total Qualified*
January	18,723	5,501	23,476
February	18,491	5,463	23,220
March	18,738	5,258	23,240
April	17,941	4,589	21,848
May	17,574	4,554	21,468
June	17,593	4,499	21,436

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019
This issue is 5.2% or 1,176 copies below the average of the other 5 issues reported in Paragraph 2.

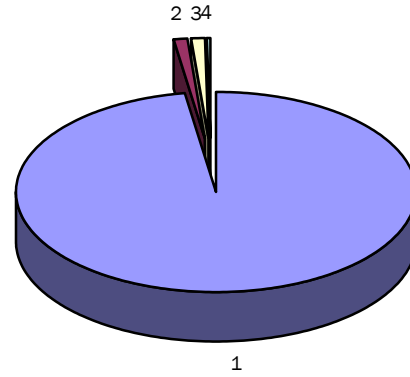
Business and Industry	Total Qualified	Percent of Total	Job Title							
			Officers which include Chairmen of the Board, Presidents, Vice Presidents, Treasurers, Secretaries, Comptrollers, and Credit Managers	Sales Managers, Store Managers, Branch Managers, Business Managers, Financial Managers, Materials 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)	20,944	97.5	1,361	5,094	11,035	573	733	1,030	920	198
Manufactures Representatives	235	1.1	148	17	52	-	-	1	16	1
Electrical Manufactures, Electrical Contractors, Service and Technology Organizations	253	1.2	52	84	56	8	-	11	13	29
Others allied to the field	36	0.2	11	3	7	1	-	2	1	11
TOTAL QUALIFIED CIRCULATION	21,468	100.0	1,572	5,198	11,150	582	733	1,044	950	239
PERCENT	100.0		7.3	24.2	52.0	2.7	3.4	4.9	4.4	1.1

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)	20,944	97.5
2.	Manufactures Representatives	235	1.1
3.	Electrical Manufactures, Electrical Contractors, Service and Technology Organizations	253	1.2
4.	Others allied to the field	36	0.2



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	256	265	-	521	2.4
II. Request from recipient's company:	17,708	2,966	-	20,674	96.3
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:	151	122	-	273	1.3
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,115	3,353	-	21,468	100.0
PERCENT	84.4	15.6	-	100.0	

*See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July – December 2016	January – June 2017	July – December 2017	January – June 2018	July – December 2018*	January – June 2019*
Unique Total Audit Average Qualified***:	24,586	24,281	24,485	24,091	22,271	22,448
Unique Qualified Non-Paid Total***:	24,586	24,281	24,485	24,091	22,271	22,448
Print:	22,050	22,265	22,673	22,198	19,629	18,177
Digital:	3,707	2,952	2,732	2,871	3,512	4,977
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 2018 – June 2019 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.

