

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
21,342 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) | 21,342 | - | 21,342 |
| a. Print | 17,526 | - | 17,526 |
| b. Digital | 4,455 | - | 4,455 |
| 1. Requested | 4,455 | - | 4,455 |
| 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 | 256 |
| Advertiser and Agency | 754 |
| *Allocated for Trade Shows and Conventions | 50 |
| All Other | 618 |
| TOTAL | 1,878 |

*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 | 21,342 | 100.0 | 21,342 | 100.0 | - | - |
| Sponsored Individually Addressed | - | - | - | - | - | - |
| Membership Benefit | - | - | - | - | - | - |
| Multi-Copy Same Addressee | - | - | - | - | - | - |
| Single Copy Sales | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 21,342 | 100.0 | 21,342 | 100.0 | - | - |

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

| 2019 Issue | Print | Digital | Unique Total Qualified* |
|------------|--------|---------|-------------------------|
| July | 17,585 | 4,464 | 21,397 |
| August | 17,577 | 4,431 | 21,364 |
| September | 17,587 | 4,405 | 21,355 |
| October | 17,546 | 4,381 | 21,296 |
| November | 17,562 | 4,391 | 21,326 |
| December | 17,302 | 4,659 | 21,316 |

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

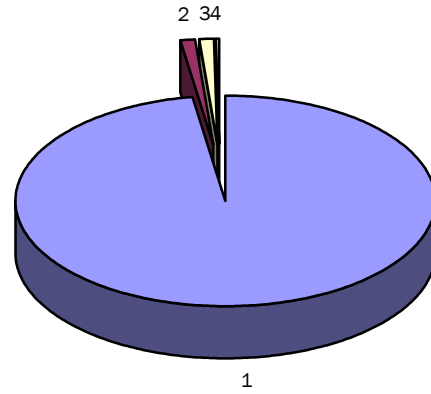
3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2019
This issue is 0.1% or 20 copies below the average of the other 5 issues reported in Paragraph 2.

| 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) | 20,799 | 97.5 | 1,352 | 5,023 | 10,926 | 554 | 782 | 1,032 | 930 | 200 |
| Manufactures Representatives | 230 | 1.1 | 141 | 17 | 53 | - | - | 1 | 17 | 1 |
| Electrical Manufactures, Electrical Contractors, Service and Technology Organizations | 262 | 1.2 | 51 | 85 | 59 | 10 | - | 11 | 16 | 30 |
| Others allied to the field | 35 | 0.2 | 11 | 3 | 6 | 1 | - | 2 | 1 | 11 |
| TOTAL QUALIFIED CIRCULATION | 21,326 | 100.0 | 1,555 | 5,128 | 11,044 | 565 | 782 | 1,046 | 964 | 242 |
| PERCENT | 100.0 | | 7.3 | 24.1 | 51.8 | 2.6 | 3.7 | 4.9 | 4.5 | 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) | 20,799 | 97.5 |
| 2. | Manufactures Representatives | 230 | 1.1 |
| 3. | Electrical Manufactures, Electrical Contractors, Service and Technology Organizations | 262 | 1.2 |
| 4. | Others allied to the field | 35 | 0.2 |



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

| Qualification Source | Qualified Within | | | Total Qualified | Percent |
|--|------------------|--------------|----------|-----------------|--------------|
| | 1 Year | 2 Years | 3 Years | | |
| I. Direct Request: | 254 | 263 | - | 517 | 2.4 |
| II. Request from recipient's company: | 17,591 | 2,946 | - | 20,537 | 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: | 150 | 122 | - | 272 | 1.3 |
| VI. Single Copy Sales: | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 17,995 | 3,331 | - | 21,326 | 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 | Audited Data | Circulation Claim |
|---|---------------------|----------------------|---------------------|----------------------|---------------------|-----------------------|
| | January – June 2017 | July – December 2017 | January – June 2018 | July – December 2018 | January – June 2019 | July – December 2019* |
| Unique Total Audit Average Qualified***: | 24,281 | 24,485 | 24,091 | 22,271 | 22,448 | 21,342 |
| Unique Qualified Non-Paid Total***: | 24,281 | 24,485 | 24,091 | 22,271 | 22,448 | 21,342 |
| Print: | 22,265 | 22,673 | 22,198 | 19,629 | 18,177 | 17,526 |
| Digital: | 2,952 | 2,732 | 2,871 | 3,512 | 4,977 | 4,455 |
| 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 – December 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.

