

BUSINESS PUBLICATION Audit Report

6 months ended December 31, 2015

Field Served:

ELECTRICAL BUSINESS serves electrical contractors; utilities; basic industries and primary manufacturing; secondary manufacturing; manufacturers of electrical equipment, appliances; consulting engineers; architects; electrical distributors and wholesalers; government; institutions, commercial buildings and service industries; and other individuals and companies allied to the field as reported in Par. 3A.

TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION

19,919

1A AVERAGE QUALIFIED PAID CIRCULATION None Claimed

1B AVERAGE QUALIFIED NONPAID CIRCULATION

Individual	19,919	
Total Average Qualified Nonpaid Circulation		19,919

1C AVERAGE NONQUALIFIED CIRCULATION

Allocated For Shows & Conventions	25	
Miscellaneous, Including Staff Copies, See Par. 11(a)	830	
Total Average Nonqualified Circulation	855	

1D AVERAGE QUALIFIED PAID & NONPAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS

None of record

AUDIT STATEMENT

This is an initial audit covering the six month period ended December 31, 2015 and release of this report constitutes qualification and acceptance of membership.

AVERAGE QUALIFIED PAID & NONPAID CIRCULATION BY QUARTERS for the period covered by this report

Calendar Quarter Ended	Total	Paid	Qualified Nonpaid
September 30, 2015	19,853		19,853
December 31, 2015	19,984		19,984

2 QUALIFIED PAID & NONPAID CIRCULATION BY ISSUES

2015 Issue	Total	Paid	Qualified Nonpaid
Jul	19,809		19,809
Aug	19,760		19,760
Sep	19,990		19,990
Oct	19,933		19,933
Nov	19,917		19,917
Dec	20,102		20,102

3A

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Qualified Nonpaid	Percent of Total	Canada	Outside Canada
1. ELECTRICAL CONTRACTORS	12,138	60.4	12,138	
2. UTILITIES (PUBLIC AND PRIVATELY OWNED)				
i) Electric Power Generation and Distribution	498	2.5	498	
ii) Communications - Telephone, Telegraph, Radio and TV Stations	415	2.1	415	
iii) Transportation Operations - Railway, Urban Transit, Air Ways, Pipe Lines, Bus, Truck and Water Transport	44	0.2	44	
3. BASIC INDUSTRIES AND PRIMARY MANUFACTURING: Mining and Quarrying; Pulp and Paper; Iron and Steel; Oil and Gas Production; Metal Smelting and Refining	541	2.7	541	
4. SECONDARY MANUFACTURING (includes all others except Electrical)	1,725	8.6	1,725	
5. MANUFACTURERS OF ELECTRICAL EQUIPMENT, APPLIANCES	1,495	7.4	1,495	
6. CONSULTING ENGINEERS	1,323	6.6	1,323	
7. ARCHITECTS				
8. ELECTRICAL DISTRIBUTORS AND WHOLESALERS	1,313	6.5	1,313	
9. GOVERNMENT (Other than Utilities)	124	0.6	124	
10. INSTITUTIONS COMMERCIAL BUILDING AND SERVICE INDUSTRIES: Universities, Schools, Banks, Hospitals, Stores, Office Buildings, Hotels, Apartments, Recreational Entertainment Services	412	2.0	412	
11. OTHERS ALLIED TO THE FIELD	74	0.4	74	
TOTAL QUALIFIED CIRCULATION	20,102	100.0	20,102	
PERCENT	100.0		100.0	

3B

AGE OF SOURCE DATA ANALYSIS

Source	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
Qualified Nonpaid Circulation:					
Direct request from recipient	12,943	3,095	1,419	17,457	86.8
Direct request from recipient's company	3	9		12	0.1
Communication other than request					
Association					
Business Directories, See Par. 11(b)	2,633			2,633	13.1
Lists					
Acquired Circulation					
Other Sources					
Total Qualified Nonpaid Circulation	15,579	3,104	1,419	20,102	100.0
Percent	77.5	15.4	7.1	100.0	
Paid Subscription Circulation					
Paid Acquired Circulation					
Single Copy Sales					
Total Qualified Circulation				20,102	

MAILING ADDRESS ANALYSIS

	Qualified Nonpaid	%
Individual by name and title and/or occupation	20,002	99.6
Individual by name only	89	0.4
Title or occupation only	10	0.0
Company name only	1	0.0
Multi-Copy Same Addressee		
Total Qualified Paid Subscription & Nonpaid Circulation	20,102	100.0
Single Copy Sales		
Total Qualified Circulation	20,102	

GEOGRAPHIC ANALYSIS

Province	Qualified Nonpaid
Alberta	3,426
British Columbia	2,703
Manitoba	620
New Brunswick	518
Newfoundland/Labrador	291
Northwest Territories	31
Nova Scotia	574
Nunavut	8
Ontario	8,217
Prince Edward Island	71
Quebec	2,925
Saskatchewan	693
Yukon Territory	25
Canadian Unclassified	
Total Canada	20,102
United States	
Military or Civilian Personnel Overseas	
Other International	
Total International	
E-Mail Address Only	
Other Unclassified	
Grand Total	20,102

ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS
Sold During 6 Month Period Ended December 31, 2015

5 **PRICE DATA** Reporting not required

7 **SALES CHANNELS** Reporting not required

6 **TERM DATA** Reporting not required

8 **PREMIUM USAGE** Reporting not required

ADDITIONAL CIRCULATION INFORMATION

9 **POST EXPIRATION COPIES
INCLUDED IN PAID CIRCULATION**

Reporting not required

10 **RENEWAL ANALYSIS OF
PAID CIRCULATION**

Reporting not required

11 **EXPLANATORY**

- (a) Miscellaneous includes checking and promotion copies, averaging 572 copies per issue, served to advertisers and agencies.
(b) Business Directories represents copies served to subscribers obtained from recognized directories.

Definition of Recipient Qualification:

Qualified recipients are: titled and nontitled individuals within the Field Served.

To Members of the Alliance for Audited Media:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with AAM's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average qualified circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average qualified circulation.

Alliance for Audited Media

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