

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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# Electrical Business

Annex Business Media  
(See Additional Data)  
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Official Publication of: None  
Established: 1964  
Issues Per Year: 10

**FIELD SERVED**

Electrical contractors, secondary manufacturing, basic industry, electrical utilities, electrical manufacturers, electrical wholesalers, electrical manufacturers' agents, electrical distributors, government (federal, provincial, municipal), institutions, and electrical consulting engineers

**DEFINITION OF RECIPIENT QUALIFICATION**

Plant Electrical, Electrical Maintenance, Electrical Engineering, Electrical Consulting Engineer, Project Management, Construction, Estimator, Journeyman, Electrical Contractor, Superintendents, Electrical Foremen, Other Engineers including Design Engineers, Executive and Administrative Management and other personnel and companies with the field served.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	471
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	815
<b>TOTAL</b>	<b>1,286</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	17,609	100.0	17,609	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>17,609</b>	<b>100.0</b>	<b>17,609</b>	<b>100.0</b>	-	-

2a. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD	
2010/2011 Issue	Total Qualified
December/January _____	17,341
February _____	17,341
March _____	17,341
April _____	16,970
May _____	19,052

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	8,049	4,177	3,706	1.13	01:28	02:51
February _____	10,735	5,492	4,604	1.19	01:25	02:46
March _____	12,572	6,893	5,905	1.17	01:23	02:41
April _____	15,612	8,161	6,974	1.17	01:06	02:07
May _____	12,068	7,055	6,111	1.15	01:22	02:21
June _____	14,413	8,193	7,140	1.15	01:19	02:20
<b>AVERAGE:</b>	<b>12,242</b>	<b>6,662</b>	<b>5,740</b>	<b>1.16</b>	<b>01:20</b>	<b>02:31</b>

\*See Additional Data

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011****This issue is 10.5% or 1,804 copies above the average of the other 4 issues reported in Paragraph two.(See Additional Data)**

This publication's business/ occupational analysis conforms to CCAB's Standard Classifications of Circulation No. 562 BUSINESS AND INDUSTRY	CANADA	OUTSIDE CANADA	TOTAL QUALIFIED	PERCENT OF TOTAL
1. ELECTRICAL CONTRACTORS _____	10,274	-	10,274	53.9
2. UTILITIES (PUBLIC AND PRIVATELY OWNED) _____	-	-	-	-
i) Electric Power Generation and Distribution _____	434	-	434	2.3
ii) Communications – Telephone, Telegraph, Radio and TV Stations _____	166	-	166	0.9
iii) Transportation Operations – Railway, Urban Transit, Air Ways, Pipe Lines, Bus, Truck and Water Transport _____	53	-	53	0.3
3. BASIC INDUSTRIES AND PRIMARY MANUFACTURING: Mining and Quarrying; Pulp and Paper; Iron and Steel; Oil and Gas Production; Metal Smelting and Refining _____	640	-	640	3.3
4. SECONDARY MANUFACTURING (Includes all others except Electrical) _____	2,376	-	2,376	12.5
5. MANUFACTURERS OF ELECTRICAL EQUIPMENT, APPLIANCES _____	1,186	-	1,186	6.2
6. CONSULTING ENGINEERS _____	1,030	-	1,030	5.4
7. ARCHITECTS _____	31	-	31	0.2
8. ELECTRICAL DISTRIBUTORS AND WHOLESALERS _____	1,324	-	1,324	6.9
9. GOVERNMENT (Other than Utilities): _____	85	-	85	0.4
10. INSTITUTIONS, COMMERCIAL BUILDINGS AND SERVICE INDUSTRIES: Universities, Schools, Banks, Hospitals, Stores, Office Buildings, Hotels, Apartments, Recreational Entertainment Services _____	337	-	337	1.8
11. OTHERS ALLIED TO THE FIELD _____	1,116	-	1,116	5.9
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>19,052</b>	<b>-</b>	<b>19,052</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	<b>-</b>	<b>100.0</b>	

**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: _____	<b>10,414</b>	<b>2,984</b>	<b>2,091</b>	<b>15,489</b>	<b>81.3</b>
II. Request from recipient's company: _____	<b>42</b>	<b>1</b>	-	<b>43</b>	<b>0.2</b>
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>3,520</b>	-	-	<b>3,520</b>	<b>18.5</b>
Association rosters and directories _____	-	-	-	-	-
*Business directories _____	3,520	-	-	3,520	18.5
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,976</b>	<b>2,985</b>	<b>2,091</b>	<b>19,052</b>	<b>100.0</b>
<b>PERCENT</b>	<b>73.3</b>	<b>15.7</b>	<b>11.0</b>	<b>100.0</b>	

\*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 _____	18,173	95.4
Individuals by name only _____	38	0.2
Titles or functions only _____	-	-
Company names only _____	841	4.4
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>19,052</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**

Province	Total Qualified	Percent
Newfoundland and Labrador _____	266	1.4
Prince Edward Island _____	72	0.4
Nova Scotia _____	542	2.9
New Brunswick _____	519	2.7
Quebec _____	3,087	16.2
Ontario _____	8,751	45.9
Manitoba _____	693	3.6
Saskatchewan _____	655	3.5
Alberta, N.W.T. and Nunavut _____	2,179	11.4
B.C. and Yukon _____	2,288	12.0
<b>TOTAL FOR CANADA</b>	<b>19,052</b>	<b>100.0</b>
United States _____	-	-
Other Foreign _____	-	-
<b>TOTAL OUTSIDE CANADA</b>	<b>-</b>	<b>-</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>19,052</b>	<b>100.0</b>

<b>AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS</b>						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010	January - June 2011*
Total Audit Average Qualified: _____	19,034	17,766	17,196	17,473	17,456	17,609
Qualified Non-Paid: _____	19,034	17,766	17,196	17,473	17,456	17,609
Qualified Paid: _____	-	-	-	-	-	-
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: January – June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

#### ADDITIONAL DATA

#### PARAGRAPH 2b:

<b>WEBSITE GLOSSARY:</b>
<b>Unique Browsers:</b> An identified and unduplicated Cookie Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness
<b>Page Impressions:</b> The number of web pages successfully viewed by all browsers within the reporting period
<b>User Sessions:</b> A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session
<b>Unique Browser Frequency:</b> The average number of user sessions per Unique Browser over the selected reporting period
<b>User Session Duration:</b> The average time a browser remained on the site per session
<b>Page Duration:</b> The average time a browser spent viewing any page(s) on the site

#### CHANGE IN COMPANY NAME:

Effective July 2011, the publishing company has changed its name from Annex Publishing & Printing Inc. to Annex Business Media.

#### PARAGRAPH 3a:

The May 2011 issue is 10.5% or 1,804 copies above the average of the other 4 issues reported in Paragraph two.

#### PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 3,520 copies or 18.5%, including InfoCanada.

<b>PUBLISHER'S AFFIDAVIT</b>		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 26, 2011
John MacPherson, Publisher	City	Aurora
Urszula Grzyb, Circulation Analyst	Province	Ontario
(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 26, 2011
<b>IMPORTANT NOTE:</b>	Type	PD
This unaudited circulation statement has been checked against the previous audit report.	ID Number	E200P0J1
It will be included in the annual audit made by BPA Worldwide.		