

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.

100 Beard Sawmill Road, Sixth Floor  
Shelton, CT USA 06484-6150  
Phone: +1 203.447.2800  
Fax: +1 203.447.2900  
[www.bpaww.com](http://www.bpaww.com)

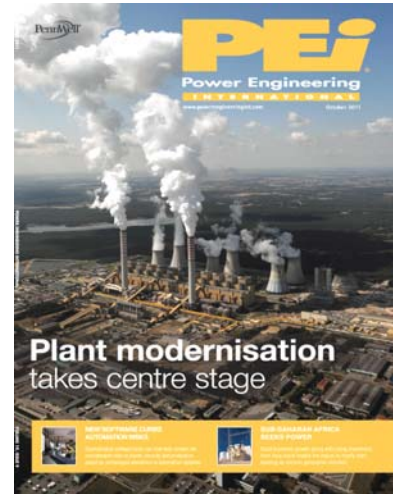
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 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.

Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.



PennWell International Publications, Ltd.  
The Water Tower, Gunpowder Mill  
Powdermill Lane  
Waltham Abbey, Essex EN9 1BN  
United Kingdom  
Tel: 44 1992 656 600  
Fax: 44 1992 656 700  
[www.pennwell.com](http://www.pennwell.com)

Official Publication of: None  
Established: 1993  
Issues Per Year: 11



**FIELD SERVED**

POWER ENGINEERING INTERNATIONAL serves the global electric power generation and transmission industry. This includes electric utilities and power generation companies, industrial and independent power companies, combined heat & power companies, government energy departments, consulting engineer firms, construction firms, OEM specifiers and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are individuals in Administration (President, VP, CEO, Chief Executive, Managing Director), Design, Planning & Specify (Engineer, Assoc. Engineering, Dir. Engineering, Consultant), Operations & Maintenance (Mgr. Operations, Plant Services, Maintenance Supt., Plant Manager), Purchasing (Purchasing Officer, Buyer, Procurement Manager) and Other.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	109
Advertiser and Agency _____	1,621
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	1,805
Digital _____	-
All Other _____	488
<b>TOTAL</b>	<b>4,023</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	14,519	100.0	14,519	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,519</b>	<b>100.0</b>	<b>14,519</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
July/August _____	206	280	5,104	9,480	14,584
September _____	1,261	1,190	5,109	9,404	14,513
October _____	461	449	5,110	9,391	14,501
November _____	3,420	3,419	5,060	9,440	14,500
December _____	-	-	5,073	9,427	14,500
<b>TOTAL</b>	<b>5,348</b>	<b>5,338</b>			

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011**

This issue is 0.2% or 25 copies below the average of the other 4 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	CLASSIFICATION BY FUNCTION				
					Administration (President, VP, CEO, Chief Exec, Managing Dir.)	Design, Planning & Specifying (Engineer, Asso. Eng., Dir. Eng., Consultant)	Operations & Maintenance (Mgr. Oper, Plant Services, Maint. Supt., Plant Mgr.)	Purchasing (Pur. Officer, Buyer, Procurement Mgr.)	Other Functions, Functions Not Available, and Company Copies
Electric Utility or Power Generation Company _____	4,124	28.4	1,715	2,409	729	1,703	1,327	164	201
Industrial/Independent Power/ Combined Heat & Power _____	2,548	17.6	983	1,565	474	1,136	643	99	196
Government Energy Department _____	620	4.3	260	360	110	286	157	30	37
Consulting Engineer or Constructor Firm _____	4,624	31.9	1,340	3,284	1,197	2,487	503	175	262
OEM Specifier _____	1,014	7.0	316	698	254	354	129	53	224
Others Allied to the Field _____	1,570	10.8	446	1,124	292	405	187	35	651
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,500</b>	<b>100.0</b>	<b>5,060</b>	<b>9,440</b>	<b>3,056</b>	<b>6,371</b>	<b>2,946</b>	<b>556</b>	<b>1,571</b>
<b>PERCENT</b>	<b>100.0</b>	<b>-</b>	<b>34.9</b>	<b>65.1</b>	<b>21.1</b>	<b>44.0</b>	<b>20.3</b>	<b>3.8</b>	<b>10.8</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011**

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	<b>13,140</b>	<b>1,360</b>	-	<b>5,060</b>	<b>9,440</b>	<b>14,500</b>	<b>100.0</b>
II. Request from recipient's company: _____	-	-	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	-	-	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,140</b>	<b>1,360</b>	-	<b>5,060</b>	<b>9,440</b>	<b>14,500</b>	<b>100.0</b>
<b>PERCENT</b>	<b>90.6</b>	<b>9.4</b>	-	<b>34.9</b>	<b>65.1</b>	<b>100.0</b>	

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011**

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	5,060	9,440	14,500	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5,060</b>	<b>9,440</b>	<b>14,500</b>	<b>100.0</b>

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

Region/Country	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	Region/Country	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
<b>ASIA</b>					<b>AFRICA</b>				
Afghanistan	-	4	4		Algeria	30	7	37	
Armenia	-	2	2		Angola	-	4	4	
Azerbaijan	-	3	3		Benin	1	-	1	
Bangladesh	5	8	13		Botswana	3	7	10	
Bhutan	-	5	5		Burkina Faso	-	1	1	
Brunei Darussalam	1	3	4		Burundi	-	2	2	
China	29	63	92		Cameroon	1	8	9	
Georgia	2	1	3		Cote D'Ivoire	1	1	2	
Hong Kong - SAR	9	33	42		Egypt	36	58	94	
India	891	1,015	1,906		Ethiopia	3	7	10	
Indonesia	214	155	369		Ghana	20	13	33	
Japan	6	43	49		Kenya	10	9	19	
Kazakhstan	4	9	13		Lesotho	2	8	10	
Korea, Democratic People's Republic Of	11	37	48		Libyan Arab Jamahiriya	3	8	11	
Macao	1	1	2		Madagascar	-	3	3	
Malaysia	54	114	168		Malawi	3	2	5	
Maldives	-	1	1		Mauritius	5	6	11	
Mongolia	1	2	3		Morocco	2	3	5	
Myanmar	3	3	6		Mozambique	-	4	4	
Nepal	7	11	18		Namibia	1	4	5	
Pakistan	159	132	291		Niger	1	-	1	
Philippines	75	105	180		Nigeria	33	34	67	
Singapore	36	83	119		Rwanda	2	-	2	
Sri Lanka	82	19	101		Senegal	-	4	4	
Taiwan	7	37	44		Seychelles	1	2	3	
Thailand	30	100	130		South Africa	18	69	87	
Uzbekistan	2	3	5		Sudan	6	10	16	
Vietnam	5	15	20		Swaziland	-	1	1	
Subtotal	1,634	2,007	3,641	25.1	Tanzania	1	3	4	
<b>MIDDLE EAST</b>					Tunisia	7	6	13	
Bahrain	11	10	21		Uganda	5	4	9	
Iran	131	221	352		Zambia	3	3	6	
Iraq	9	13	22		Zimbabwe	3	4	7	
Israel	17	38	55		unspecified Africa	-	1	1	
Jordan	12	19	31		Subtotal	201	296	497	3.4
Kuwait	6	27	33		<b>NORTH AMERICA</b>				
Lebanon	5	8	13		Canada	38	67	105	
Oman	14	36	50		United States	4	102	106	
Qatar	29	53	82		Mexico	48	92	140	
Saudi Arabia	60	167	227		Subtotal	90	261	351	2.4
Syrian Arab Republic	8	8	16		<b>CARIBBEAN</b>				
United Arab Emirates	68	193	261		Anguilla	-	1	1	
Yemen	4	9	13		Barbados	1	1	2	
Subtotal	374	802	1,176	8.1	Bermuda	1	1	2	
<b>EUROPE</b>					Cuba	11	11	22	
Albania	-	9	9		Dominican Republic	2	11	13	
Andorra	1	1	2		Haiti	-	1	1	
Austria	10	45	55		Jamaica	3	11	14	
Belarus	5	9	14		Netherlands Antilles	2	3	5	
Belgium	56	133	189		Saint Kitts and Nevis	-	1	1	
Bosnia and Herzegovina	11	35	46		Bahamas	1	1	2	
Bulgaria	10	45	55		Trinidad and Tobago	3	9	12	
Croatia	34	72	106		Subtotal	24	51	75	0.5
Cyprus	27	17	44		<b>CENTRAL AMERICA</b>				
Czech Republic	34	71	105		Belize	-	1	1	
Denmark	17	46	63		Costa Rica	2	11	13	
Estonia	3	13	16		El Salvador	-	15	15	
Faroe Islands	1	-	1		Guatemala	2	12	14	
Finland	29	76	105		Honduras	-	5	5	
France	110	222	332		Nicaragua	1	4	5	
Germany	191	405	596		Panama	4	11	15	
Greece	58	109	167		Subtotal	9	59	68	0.5
Hungary	22	42	64		<b>SOUTH AMERICA</b>				
Iceland	2	10	12		Argentina	50	114	164	
Italy	316	678	994		Bolivia	2	18	20	
Latvia	7	20	27		Brazil	44	198	242	
Liechtenstein	-	1	1		Chile	12	66	78	
Lithuania	7	13	20		Colombia	23	105	128	
Luxembourg	-	6	6		Ecuador	10	46	56	
Macedonia	24	31	55		Guyana	3	2	5	
Malta	10	5	15		Paraguay	1	7	8	
Moldova	-	7	7		Peru	22	88	110	
Monaco	-	1	1		Suriname	1	6	7	
Netherlands	153	265	418		Uruguay	3	19	22	
Norway	15	35	50		Venezuela	3	86	89	
Poland	44	108	152		Subtotal	174	755	929	6.4
Portugal	95	158	253		<b>ASIA PACIFIC</b>				
Ireland	42	93	135		Australia	69	178	247	
Romania	55	190	245		Fiji	1	1	2	
Russian Federation	17	154	171		French Polynesia	-	1	1	
Serbia	62	72	134		Guam	1	1	2	
Slovakia	15	28	43		Marshall Islands	1	-	1	
Slovenia	4	21	25		New Zealand	7	35	42	
Spain	161	407	568		Papua New Guinea	4	-	4	
Sweden	24	72	96		Subtotal	83	216	299	2.1
Switzerland	75	143	218		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5,060</b>	<b>9,440</b>	<b>14,500</b>	<b>100.0</b>
Turkey	128	225	353						
Ukraine	19	37	56						
United Kingdom	577	863	1,440						
Subtotal	2,471	4,993	7,464	51.5					

**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
	January-June 2009	July-December 2009	January-June 2010	July-December 2010	January-June 2011*	July-December 2011*
Total Audit Average Qualified	12,987	12,964	13,534	15,030	14,484	14,519
Qualified Non-Paid Total	12,987	12,964	13,534	15,030	14,484	14,519
Print Version Only	6,295	6,421	6,038	5,386	5,023	5,091
Digital Version Only	6,692	6,543	7,496	9,644	9,461	9,428
Qualified Paid Total	-	-	-	-	-	-
Print Version Only	-	-	-	-	-	-
Digital Version Only	-	-	-	-	-	-
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 – December 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****METHOD OF DISTRIBUTION**

Print copies are distributed via postal services or other carriers. Recipients who request the digital versions are notified via email when the version is available.

**STATEMENT OF CONTENT PLATFORM**

Replica - Editorial and design are unchanged from the original print edition.

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	5,091	100.0	5,091	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5,091</b>	<b>100.0</b>	<b>5,091</b>	<b>100.0</b>	-	-

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	9,428	100.0	9,428	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>9,428</b>	<b>100.0</b>	<b>9,428</b>	<b>100.0</b>	-	-

**PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.

Ralph Boon, Group Publisher

Janet Orton, Audience Development Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

**IMPORTANT NOTE:**

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed January 9, 2012

State Oklahoma

County Tulsa

Received by BPA Worldwide January 9, 2012

Type PD

ID Number P322Y0D1