

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 comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,600 advertiser and agency members.

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# ELECTRICAL PRODUCTS & SOLUTIONS

ABD Communications, Inc.  
3591 Cahaba Beach Road,  
Birmingham, AL 35242  
Tel. No.: 205.981.4541  
Fax No.: 205.981.4544

Official Publication of: None  
Established: 2004  
Issues Per Year: 12

**FIELD SERVED**

ELECTRICAL PRODUCTS & SOLUTIONS magazine serves Electrical Contracting/Low Voltage Contracting, Engineering/Consulting, Systems Integration, Wholesale Distributors, and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include executive management (Owners, Partners, Presidents, Vice Presidents, General Managers), Management (Project Managers, Superintendents, Supervisors, Foremen), Electricians (field), Journeymen, Technicians, Installers, Service Persons, Designers, Electrical Engineers, Estimators, Purchasing Agents, Buyers, and other titled and non-titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	-
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	357
<b>TOTAL</b>	<b>357</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	29,630	94.5	29,630	94.5	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	1,715	5.5	1,715	5.5	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>31,345</b>	<b>100.0</b>	<b>31,345</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2007 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2007 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
April _____					31,599	June _____					30,830
May _____					31,605						
						<b>TOTAL</b>					

\*See Paragraph 11

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2007****This issue is 2.4% or 772 copies below the average of the other 2 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Executive Management (See Note 1)	Management (See Note 2)	Electrician (field), Journeyman Technician, Installer, Service Person, etc.	Designer, Electrical Engineer	Estimator	Purchasing Agent, Buyer	Other
Electrical Contracting/Low Voltage Contracting _____	30,531	99.0	18147	10134	253	22	39	112	1824
Engineering/Consulting _____	78	0.3	38	18	6	13	2	-	1
Systems Integration _____	19	0.1	8	4	4	1	-	-	2
Wholesale Distributor _____	69	0.2	31	12	3	1	-	6	16
Other _____	133	0.4	41	18	16	2	-	3	53
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,830</b>	<b>100.0</b>	<b>18,265</b>	<b>10,186</b>	<b>282</b>	<b>39</b>	<b>41</b>	<b>121</b>	<b>1,896</b>

Note 1: Executive Management includes the following: Owners, Partners, Presidents, Vice Presidents, General Managers, etc.

Note 2: Management includes Project Managers, Superintendents, Supervisors, Foremen, etc.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2007							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. <b>TOTAL</b> – Personal direct request from the recipient: _____	<b>692</b>	<b>763</b>	<b>826</b>			<b>2,281</b>	<b>7.4</b>
a. Written _____	692	763	826			2,281	7.4
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
II. <b>TOTAL</b> – Request from recipient's company: _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
III. <b>TOTAL</b> – Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. <b>TOTAL</b> – Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically): _____	<b>6,227</b>	<b>22,322</b>	-			<b>28,549</b>	<b>92.6</b>
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	3,968	22,322	-			26,290	85.3
Independent field reports _____	-	-	-			-	-
Licenseses – National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	2,259	-	-			2,259	7.3
VI. <b>TOTAL</b> – Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>6,919</b>	<b>23,085</b>	<b>826</b>			<b>30,830</b>	<b>100.0</b>
<b>*See Paragraph 11</b>	<b>PERCENT</b>	<b>22.4</b>	<b>74.9</b>	<b>2.7</b>		<b>100.0</b>	<b>-</b>

Paid Source Information can be reported at the option of the publisher.

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2007				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			27,947	90.6
Individuals by name only _____			1,189	3.9
Titles or functions only _____			3	-
Company names only _____			4	-
Multi-Copy Same Addressee copies _____			1,687	5.5
Single Copy Sales _____			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>30,830</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2007									
State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____			121		400-427 Kentucky _____			414	
030-038 New Hampshire _____			150		370-385 Tennessee _____			676	
050-059 Vermont _____			40		350-369 Alabama _____			415	
010-027 Massachusetts _____			838		386-397 Mississippi _____			219	
028-029 Rhode Island _____			111		<b>EAST SO. CENTRAL</b>			<b>1,724</b>	<b>5.6</b>
060-069 Connecticut _____			373		716-729 Arkansas _____			200	
<b>NEW ENGLAND</b>			<b>1,633</b>	<b>5.3</b>	700-714 Louisiana _____			467	
100-149 New York _____			1,736		730-749 Oklahoma _____			383	
070-089 New Jersey _____			1,014		750-799 Texas _____			2,506	
150-196 Pennsylvania _____			1,281		<b>WEST SO. CENTRAL</b>			<b>3,556</b>	<b>11.5</b>
<b>MIDDLE ATLANTIC</b>			<b>4,031</b>	<b>13.1</b>	590-599 Montana _____			94	
430-459 Ohio _____			1,367		832-838 Idaho _____			136	
460-479 Indiana _____			574		820-831 Wyoming _____			70	
600-629 Illinois _____			1,298		800-816 Colorado _____			635	
480-499 Michigan _____			1,008		870-884 New Mexico _____			223	
530-549 Wisconsin _____			593		850-865 Arizona _____			609	
<b>EAST NO. CENTRAL</b>			<b>4,840</b>	<b>15.7</b>	840-847 Utah _____			286	
550-567 Minnesota _____			647		889-898 Nevada _____			291	
500-528 Iowa _____			371		<b>MOUNTAIN</b>			<b>2,344</b>	<b>7.6</b>
630-658 Missouri _____			578		995-999 Alaska _____			94	
580-588 North Dakota _____			72		980-994 Washington _____			675	
570-577 South Dakota _____			93		970-979 Oregon _____			402	
680-693 Nebraska _____			242		900-961 California _____			3,252	
660-679 Kansas _____			304		967-968 Hawaii _____			105	
<b>WEST NO. CENTRAL</b>			<b>2,307</b>	<b>7.5</b>	<b>PACIFIC</b>			<b>4,528</b>	<b>14.7</b>
197-199 Delaware _____			111		<b>UNITED STATES</b>			<b>30,828</b>	<b>100.0</b>
206-219 Maryland _____			881		969 & 004-009 U.S. Territories _____			1	
200-205 Washington, DC _____			32		Canada _____			1	
220-246 Virginia _____			681		Mexico _____			-	
247-268 West Virginia _____			35		Other International _____			-	
270-289 North Carolina _____			901		APO/FPO _____			-	
290-299 South Carolina _____			424		<b>TOTAL QUALIFIED CIRCULATION</b>			<b>30,830</b>	<b>100.0</b>
300-319 Georgia _____			896						
320-349 Florida _____			1,904						
<b>SOUTH ATLANTIC</b>			<b>5,865</b>	<b>19.0</b>					

<b>9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS</b>	
	Audited Data
	<b>*2007</b>
Total Audit Average Qualified: _____	31,345
Qualified Non-Paid: _____	31,345
Qualified Paid: _____	-
Post Expire Copies included in Paid Circulation: _____	**NC
Average Annual Order Price: _____	**NC

**\*NOTE: All data through June 2007 is audited. With each successive year, new data will be added until five years of data is displayed.**

\*\*NC = None Claimed

<b>10. PAID CIRCULATION DATA</b>	
**NC	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

#### **11. ADDITIONAL DATA**

##### **PARAGRAPH 3b:**

Business directories include 1 source of circulation for a quantity of 26,290 copies or 85.3%, including Dunn & Bradstreet.

Other sources include 1 source of circulation for a quantity of 2,259 copies or 7.3%, including NECA Show Attendees.

##### **PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED**

We have examined the circulation records of the subject publication for the period covered by this report. Our examination was made in accordance with generally accepted circulation auditing standards and, accordingly, included such tests of non-paid and paid circulation accounting records, business/occupational qualifications and mailing addresses of the publication's recipients, distribution statements, postal receipts, paper usage reports, printing bills, and such other auditing procedures as were considered necessary.

Based on such examination, the statements set forth in this report present fairly and accurately the circulation position of this publication in conformance with generally accepted circulation principles.

BPA Worldwide

Shelton, CT

June 27, 2007

TYPE: A

ID Number: E29810J7