

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. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

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POWER Engineering®

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FIELD SERVED

POWER ENGINEERING serves electric utilities, independent power producers, unregulated utility subsidiaries, cogenerators and small power producers, self generators in process industries, power plant designers, IT & software solution providers and others allied to the field served.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are individuals in general or corporate management; engineering management; engineering including design, systems & planning; other engineering; operations management; operations including maintenance; other operations and other qualified personnel as shown in 3a.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	478
Advertiser and Agency _____	3,565
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	4,067
Digital _____	-
All Other _____	886
TOTAL	8,996

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	68,859	100.0	68,859	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	68,859	100.0	68,859	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2010 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
July _____	179	360	46,700	21,160	67,860
August _____	371	294	46,229	21,554	67,783
September _____	574	1,313	46,142	22,380	68,522
October _____	228	695	45,512	23,477	68,989
November _____	398	1,409	47,139	22,861	70,000
December _____	-	-	47,073	22,927	70,000
TOTAL	1,750	4,071			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010
This issue is 2.0% or 1,369 copies above the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	CLASSIFICATION BY JOB FUNCTION		
					General/Corporate Management (A)	Engineering Mgmt/Engineering Systems & Planning/Other Engineering/Operations incl. Maintenance/Other Operations (B)	Other Job Function (C)
1. Electric Utilities (Note 1) _____	31,171	44.5	23,249	7,922	6,938	21,650	2,583
2. Independent Power Co., Unregulated Utility Subsidiary, Cogenerator or small Power Producer ___	5,336	7.6	3,607	1,729	1,821	3,143	372
3. Self Generators in Process Industries (Note 2) ___	11,071	15.8	7,115	3,956	3,209	6,408	1,454
4. Power Plant Designers (Note 3) _____	20,217	28.9	11,990	8,227	6,512	12,024	1,681
5. IT & Software solution providers & others allied to the Field _____	2,205	3.2	1,178	1,027	741	1,011	453
TOTAL QUALIFIED CIRCULATION	70,000	100.0	47,139	22,861	19,221	44,236	6,543
PERCENT	100.0		67.3	32.7	27.5	63.2	9.3

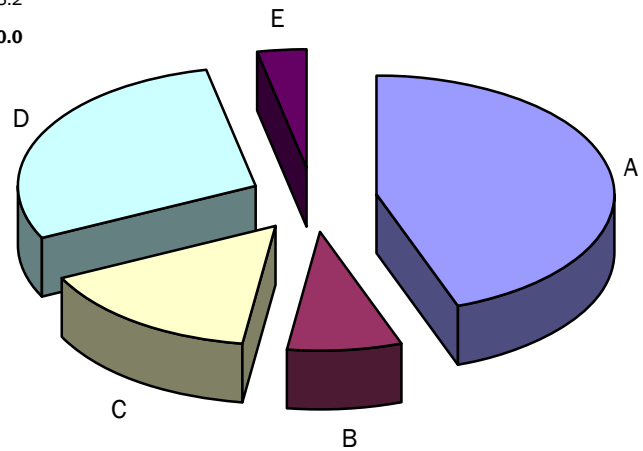
Note 1: Electric Utilities including Investor-Owned Electric Utility, Municipal Electric Utility, Rural Electric or other Electric Cooperative, Other Public Electric Utility, including Federal, State or District.

Note 2: Self Generators in Process Industries including Pulp & Paper/Chemicals & Allied Products/Fabricated Metal Products, Primary Metals & Mining/Machinery including Electrical and Electronic/Other industries (incl. Textile Mills, Coal & Petroleum Products, Rubber and Leather, Stone, Clay, Glass, Food & Kindred Products)/Institutional Power Plants plus Service and Commercial Establishments.

Note 3: Power Plant Designers including Consulting Firms including Architect/Engineers, Design & Construction Companies and Consultants and Original Equipment Manufacturers (OEM).

3a. Breakout of Qualified Circulation of Business and Industry

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A Electric Utilities _____	31,171	44.5
B Independent Power Co., Unregulated Utility Subsidiary, Cogenerator or small Power Producer _____	5,336	7.6
C Self Generators in Process Industries _____	11,071	15.8
D Power Plant Designers _____	20,217	28.9
E IT & Software solution providers & others allied to the Field _____	2,205	3.2
	70,000	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	63,046	6,954	-	47,139	22,861	70,000	100.0
II. Request from recipient's company: _____	-	-	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. TOTAL - 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: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	63,046	6,954	-	47,139	22,861	70,000	100.0
PERCENT	90.1	9.9	-	67.3	32.7	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	47,139	22,861	70,000	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	47,139	22,861	70,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
039-049 Maine _____	306	76	382		400-427 Kentucky _____	606	188	794	
030-038 New Hampshire _____	307	106	413		370-385 Tennessee _____	959	328	1,287	
050-059 Vermont _____	140	52	192		350-369 Alabama _____	850	285	1,135	
010-027 Massachusetts _____	1,276	408	1,684		386-397 Mississippi _____	354	94	448	
028-029 Rhode Island _____	100	27	127		EAST SO. CENTRAL	2,769	895	3,664	5.2
060-069 Connecticut _____	789	231	1,020		716-729 Arkansas _____	367	83	450	
NEW ENGLAND	2,918	900	3,818	5.5	700-714 Louisiana _____	676	185	861	
100-149 New York _____	2,465	826	3,291		730-749 Oklahoma _____	666	209	875	
070-089 New Jersey _____	1,270	409	1,679		750-799 Texas _____	3,314	1,212	4,526	
150-196 Pennsylvania _____	2,418	730	3,148		WEST SO. CENTRAL	5,023	1,689	6,712	9.6
MIDDLE ATLANTIC	6,153	1,965	8,118	11.6	590-599 Montana _____	179	55	234	
430-459 Ohio _____	2,115	638	2,753		832-838 Idaho _____	257	83	340	
460-479 Indiana _____	1,045	306	1,351		820-831 Wyoming _____	150	34	184	
600-629 Illinois _____	1,985	574	2,559		800-816 Colorado _____	1,003	424	1,427	
480-499 Michigan _____	1,404	493	1,897		870-884 New Mexico _____	211	103	314	
530-549 Wisconsin _____	1,196	332	1,528		850-865 Arizona _____	608	295	903	
EAST NO. CENTRAL	7,745	2,343	10,088	14.4	840-847 Utah _____	333	119	452	
550-567 Minnesota _____	1,007	328	1,335		889-898 Nevada _____	274	81	355	
500-528 Iowa _____	715	180	895		MOUNTAIN	3,015	1,194	4,209	6.0
630-658 Missouri _____	1,297	402	1,699		995-999 Alaska _____	137	40	177	
580-588 North Dakota _____	253	72	325		980-994 Washington _____	867	390	1,257	
570-577 South Dakota _____	189	42	231		970-979 Oregon _____	557	212	769	
680-693 Nebraska _____	641	193	834		900-961 California _____	3,284	1,469	4,753	
660-679 Kansas _____	791	255	1,046		967-968 Hawaii _____	78	40	118	
WEST NO. CENTRAL	4,893	1,472	6,365	9.1	PACIFIC	4,923	2,151	7,074	10.1
197-199 Delaware _____	154	39	193		UNITED STATES	45,717	15,502	61,219	87.5
206-219 Maryland _____	739	237	976		969 & 004-009 U.S. Territories _____	122	74	196	
200-205 Washington, DC _____	163	78	241		Canada _____	1,261	812	2,073	
220-246 Virginia _____	1,021	410	1,431		Mexico _____	34	166	200	
247-268 West Virginia _____	285	56	341		Other International _____	-	6,304	6,304	
270-289 North Carolina _____	1,291	509	1,800		AP0/FPO _____	5	3	8	
290-299 South Carolina _____	792	258	1,050		TOTAL QUALIFIED CIRCULATION	47,139	22,861	70,000	100.0
300-319 Georgia _____	1,262	418	1,680						
320-349 Florida _____	2,571	888	3,459						
SOUTH ATLANTIC	8,278	2,893	11,171	16.0					

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January - June 2008	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*
Total Audit Average Qualified	64,718	65,663	66,586	67,168	67,607	68,859
Qualified Non-Paid Total	64,718	65,663	66,586	67,168	67,607	68,859
Print Version Only	52,420	50,491	50,854	49,736	48,349	46,466
Digital Version Only	12,298	15,172	15,732	17,432	19,258	22,393
Qualified Paid Total	-	-	-	-	-	-
Print Version Only	-	-	-	-	-	-
Digital Version Only	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: July - December 2010 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:**

All qualified circulation conforms to the field served of a recipient's qualification, as reported. 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	46,466	100.0	46,466	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	46,466	100.0	46,466	100.0	-	-

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	22,393	100.0	22,393	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,393	100.0	22,393	100.0	-	-

PUBLISHER'S AFFIDAVIT

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

Richard Baker, VP, North American Power Generation Group

Linda K. Thomas, 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 6, 2011

State Oklahoma

County Tulsa

Received by BPA Worldwide January 6, 2011

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