

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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TRENCHLESS TECHNOLOGY is a B2B brand intended for individuals with broad-based interests in underground water, sewer, oil & gas, electric and telecommunication industries. The brand content and editorial scope of the publication includes news and industry comment, in-depth technical articles, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital version.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

TRENCHLESS TECHNOLOGY MAGAZINE



6 issues in the period
38,126 average circulation

TRENCHLESS TECHNOLOGY E-NEWSLETTERS



4 E-Newsletters in the period
40 total issued in the period
See below for average per occurrence

TRENCHLESS TECHNOLOGY WEBSITE



16,711 average users

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
TRENCHLESS TECHNOLOGY MAGAZINE (6 issues in the period)	38,125	1	38,126
TRENCHLESS TECHNOLOGY E-NEWSLETTERS			
a. Trenchless Technology (26 issued in the period)	12,473	-	12,473
b. HDD Enewsletter (6 issued in the period)	6,902	-	6,902
c. Pipe Relining Enewsletter (6 issued in the period)	3,316	-	3,316
d. Condition Assessment Enewsletter (2 issued in the period)	4,605	-	4,605
TRENCHLESS TECHNOLOGY WEBSITE (Monthly Users with 32,494 average Pageviews)	16,711	-	16,711

FIELD SERVED

TRENCHLESS TECHNOLOGY serves the following industries:

Contracting Firms – utility contractors, distribution contractors, road boring/directional drilling contractors, tunneling contractors, pipeline contractors, cable contractors, general contractors, pipe cleaning contractors, other contractors

Engineering Firms/Consultants – construction, geotechnical, environmental, pipeline, other engineering firms and consulting firms

Government/Public Works - water & sewer, gas & electric, other government/public works

Utility Companies – water & sewer, electric, gas, cable/telephone, other utilities

Industrial Facilities – in-house industrial facilities including contracting, construction and engineering

Manufacturers/Suppliers – equipment manufacturers, rehabilitation systems, pipe manufacturers, pipe cleaning mfg/suppliers, other manufacturers/suppliers

Others Allied to the Industry - others allied to the field

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include the following titles: Owner/Partner, President, Vice President, CEO, COO/CFO, Manager/Coordinator/Administrator, Supervisor/Foreman/Inspector, Superintendent, Engineer/Estimator/Consultant, Director/Commissioner, Safety, Operator/Field Personnel/Technician, and other titled and non-titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	936
Allocated for Trade Shows and Conventions	538
All Other	472
TOTAL	1,946

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	36,962	96.9	36,961	96.9	1	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	1,164	3.1	1,164	3.1	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	38,126	100.0	38,125	100.0	1	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Total Qualified
January	38,327
February	38,057
March	38,169
April	38,112
May	38,046
June	38,048

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

This issue is 0.3% or 97 copies below the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total
Contracting Firms	11,550	30.3
Utility Contractors	3,373	8.9
Distribution Contractors	906	2.4
Road Boring/Directional Drilling Contractors	927	2.4
Tunneling Contractors	205	0.5
Pipeline Contractors	968	2.5
Cable Contractors	187	0.5
General Contractors	3,597	9.5
Pipe Cleaning	166	0.4
Other Contractors	1,221	3.2
Engineering Firms/Consultants	6,831	17.9
Construction	1,428	3.8
Geotechnical	432	1.1
Environmental	819	2.2
Pipeline	625	1.6
Other Engineering	1,646	4.3
Consulting Firm	1,881	4.9
Government/Public Works	12,982	34.2
Water & Sewer	7,411	19.5
Gas & Electric	451	1.2
Other Government/Public Works	5,120	13.5
Utility Companies	2,351	6.2
Water & Sewer	1,180	3.1
Electric	499	1.3
Gas	335	0.9
Cable/Telephone	148	0.4
Other Utilities	189	0.5
Industrial Facilities	306	0.8
In-house industrial facilities including contracting, construction, and engineering	306	0.8
Manufacturers/Suppliers	2,384	6.3
Equipment Manufacturers	859	2.3
Rehabilitation Systems	193	0.5
Pipe Manufacturers	224	0.6
Pipe Cleaning Mfg/Supplier	121	0.3
Other Manufacturers/Suppliers	987	2.6
Others Allied to the Industry	1,642	4.3
Others allied to the field	1,642	4.3
TOTAL QUALIFIED CIRCULATION	38,046	100.0

Classification by Title	Total Qualified	Percent of Total
Qualified recipients include the following titles:		
Owner/Partner	6,747	17.7
President	4,417	11.6
Vice President	1,646	4.3
CEO	542	1.4
COO/CFO	170	0.5
Manager/Coordinator/Administrator	9,738	25.6
Supervisor/Foremen/Inspector	2,476	6.5
Superintendent	1,851	4.9
Engineer/Estimator/Consultant	5,667	14.9
Director/Commissioner	2,363	6.2
Safety	104	0.3
Operator/Field Personnel/Technician	1,165	3.1
Miscellaneous Titled and Non-Titled Personnel	1,160	3.0
TOTAL QUALIFIED CIRCULATION	38,046	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	16,500	9,162	9,186	34,848	91.6
II. Request from recipient's company:	4	1	-	5	-
III. Membership Benefit:	1,584	-	-	1,584	4.2
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	1,027	582	-	1,609	4.2
Association rosters and directories	1	582	-	583	1.5
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	1,026	-	-	1,026	2.7
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,115	9,745	9,186	38,046	100.0
PERCENT	50.3	25.6	24.1	100.0	

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	254		Kentucky	487	
New Hampshire	233		Tennessee	663	
Vermont	124		Alabama	465	
Massachusetts	890		Mississippi	333	
Rhode Island	140		EAST SO. CENTRAL	1,948	5.1
Connecticut	482		Arkansas	335	
NEW ENGLAND	2,123	5.6	Louisiana	475	
New York	1,876		Oklahoma	556	
New Jersey	1,055		Texas	2,519	
Pennsylvania	1,722		WEST SO. CENTRAL	3,885	10.2
MIDDLE ATLANTIC	4,653	12.2	Montana	221	
Ohio	1,747		Idaho	269	
Indiana	897		Wyoming	149	
Illinois	1,579		Colorado	904	
Michigan	1,103		New Mexico	201	
Wisconsin	1,033		Arizona	511	
EAST NO. CENTRAL	6,359	16.7	Utah	319	
Minnesota	870		Nevada	196	
Iowa	592		MOUNTAIN	2,770	7.3
Missouri	881		Alaska	56	
North Dakota	155		Washington	763	
South Dakota	169		Oregon	435	
Nebraska	359		California	2,806	
Kansas	453		Hawaii	94	
WEST NO. CENTRAL	3,479	9.2	PACIFIC	4,154	10.9
Delaware	102		UNITED STATES	35,996	94.6
Maryland	739		U.S. Territories	66	
Washington, DC	114		Canada	1,930	
Virginia	971		Mexico	-	
West Virginia	283		Other International	50	
North Carolina	1,077		APO/FPO	-	
South Carolina	474		Email Only	4	
Georgia	896				
Florida	1,969				
SOUTH ATLANTIC	6,625	17.4			
			TOTAL QUALIFIED CIRCULATION	38,046	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2018	Trenchless Technology	HDD Enewsletter	Pipe Relining Enewsletter	Condition Assessment Enewsletter
JANUARY				
January 3	11,968	-	-	-
January 8	-	6,582	-	-
January 10	11,986	-	-	-
January 17	11,972	-	-	-
January 22	-	-	3,156	-
January 24	12,239	-	-	-
January 31	12,373	-	-	-
FEBRUARY				
February 5	-	6,871	-	-
February 7	12,404	-	-	-
February 12	-	-	-	4,550
February 14	12,491	-	-	-
February 19	-	-	3,374	-
February 21	12,460	-	-	-
February 28	12,649	-	-	-
MARCH				
March 5	-	7,047	-	-
March 7	12,621	-	-	-
March 14	12,598	-	-	-
March 19	-	-	3,413	-
March 21	12,173	-	-	-
March 28	12,567	-	-	-
APRIL				
April 2	-	7,051	-	-
April 4	12,591	-	-	-
April 9	-	-	-	4,660
April 11	12,595	-	-	-
April 16	-	-	3,400	-
April 18	12,567	-	-	-
April 25	12,582	-	-	-
MAY				
May 2	12,584	-	-	-
May 7	-	7,070	-	-
May 9	12,679	-	-	-
May 16	12,671	-	-	-
May 21	-	-	3,286	-
May 23	12,607	-	-	-
May 30	12,599	-	-	-
JUNE				
June 4	-	6,791	-	-
June 6	12,581	-	-	-
June 13	12,564	-	-	-
June 18	-	-	3,269	-
June 20	12,567	-	-	-
June 27	12,613	-	-	-
AVERAGE:	12,473	6,902	3,316	4,605

Trenchless Technology (26 issued in period)
HDD Enewsletter (6 issued in the period)
Pipe Relining Enewsletter (6 issued in the period)
Condition Assessment Enewsletter (2 issued in the period)

WEBSITE CHANNEL

WWW.TRENCHLESSONLINE.COM

2018	Pageviews	Sessions	Users	Average Session Duration
January	36,991	22,112	18,850	1:13
February	30,435	17,249	14,515	1:18
March	34,304	21,159	18,400	1:17
April	31,125	18,663	16,061	1:13
May	32,185	19,383	16,831	1:13
June	29,924	18,107	15,611	1:12
AVERAGE:	32,494	19,445	16,711	1:14

January – June 2018 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie'd browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie'd Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

ADDITIONAL DATA

MAGAZINE:

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters and Website are not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

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

Rob Krzys, President

Mark Gorman, Director of Web / Audience Development

(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 brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

July 12, 2018

State

Ohio

County

Cuyahoga

Received by BPA Worldwide

July 12, 2018

Type

BJ

ID Number

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About BPA Worldwide:

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. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.