



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2018



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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UTILITY CONTRACTOR is the official magazine of the National Utility Contractors Association (NUCA). As one of the largest trade associations working solely for the excavation and underground utility construction industry, NUCA represents contractors, suppliers and manufacturers involved in water, sewer, gas, electric, telecommunications, site work and other segments of the industry across the United States. Utility Contractor presents the latest and most current information affecting every aspect of the industry, including technological advancements, safety issues, important legislative developments, instructional advice and more.

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

UTILITY CONTRACTOR MAGAZINE



3 issues in the period
10,078 average circulation

UTILITY CONTRACTOR E-NEWSLETTER



2 E-Newsletters in the period
32 total issued in the period
3,218 average per occurrence
3,014 average per occurrence

UTILITY CONTRACTOR WEBSITE



4,315 average users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
UTILITY CONTRACTOR MAGAZINE (3 issues in the period)	10,078	-	10,078
UTILITY CONTRACTOR E-NEWSLETTER			
a. Utility Contractor (26 issued in the period)	3,218	-	3,218
b. Equipment E-Newsletter (6 issued in the period)	3,014	-	3,014
UTILITY CONTRACTOR WEBSITE (Monthly Users with 8,910 average Pageviews)	4,315	-	4,315

FIELD SERVED

UTILITY CONTRACTOR serves the underground utility construction industry, including contractors-including general contractors and sub-contractors involved in utility construction, municipal/public/private utilities, engineering firms, manufacturers/suppliers and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are owners, presidents, chief executive officers, board chairmen, vice presidents, treasurers, secretaries, general managers, managers, directors, superintendents, project managers, foremen, supervisors, engineers, estimators, and other titled and non-titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	911
Allocated for Trade Shows and Conventions	135
All Other	393
TOTAL	1,439

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	7,930	78.7	7,930	78.7	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	2,148	21.3	2,148	21.3	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,078	100.0	10,078	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Total Qualified
January/February	10,048
March/April	10,083
May/June	10,102

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

This issue is 0.4% or 36 copies above the average of the other 2 issues reported in Paragraph 2.

Business /Industry	Total Qualified	Percent of Total	Classification by Title			
			Owners, Presidents CEOs, Vice Presidents, Board Chairman, Treasurers, Secretaries	General Managers, Managers, Directors	Superintendents, Project Managers, Foremen, Supervisors, Engineers, Estimators	Other Titled & Non-Titled Personnel
Contractors including general and sub-contractors involved in utility construction	4,782	47.4	2,972	546	527	737
Municipal Utilities (Public and Private)	2,126	21.0	349	739	867	171
Engineering Firms	767	7.6	333	114	289	31
Manufacturers/Suppliers	816	8.1	273	302	76	165
Others Allied to the Field	1,611	15.9	233	241	46	1,091
TOTAL QUALIFIED CIRCULATION	10,102	100.0	4,160	1,942	1,805	2,195
PERCENT	100.0		41.2	19.2	17.9	21.7

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

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	370	5,070	2,510	7,950	78.8
II. Request from recipient's company:	-	5	-	5	-
III. Membership Benefit:	-	2,143	-	2,143	21.2
IV. Communication from recipient or recipient's company (other than request):	-	4	-	4	-
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	370	7,222	2,510	10,102	100.0
PERCENT	3.7	71.5	24.8	100.0	

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2018*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	53		Kentucky	117	
New Hampshire	58		Tennessee	168	
Vermont	21		Alabama	117	
Massachusetts	221		Mississippi	61	
Rhode Island	69		EAST SO. CENTRAL	463	4.6
Connecticut	133		Arkansas	89	
NEW ENGLAND	555	5.5	Louisiana	97	
New York	373		Oklahoma	120	
New Jersey	217		Texas	672	
Pennsylvania	581		WEST SO. CENTRAL	978	9.7
MIDDLE ATLANTIC	1,171	11.6	Montana	51	
Ohio	364		Idaho	60	
Indiana	198		Wyoming	30	
Illinois	384		Colorado	272	
Michigan	221		New Mexico	61	
Wisconsin	263		Arizona	122	
EAST NO. CENTRAL	1,430	14.2	Utah	75	
Minnesota	202		Nevada	98	
Iowa	261		MOUNTAIN	769	7.6
Missouri	277		Alaska	14	
North Dakota	32		Washington	307	
South Dakota	38		Oregon	113	
Nebraska	244		California	574	
Kansas	150		Hawaii	105	
WEST NO. CENTRAL	1,204	11.9	PACIFIC	1,113	11.0
Delaware	40		UNITED STATES	9,938	98.4
Maryland	221		U.S. Territories	18	
Washington, DC	71		Canada	146	
Virginia	289		Mexico	-	
West Virginia	69		Other International	-	
North Carolina	299		APO/FPO	-	
South Carolina	105				
Georgia	268				
Florida	893				
SOUTH ATLANTIC	2,255	22.3			
			TOTAL QUALIFIED CIRCULATION	10,102	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2018	Utility Contractor	Equipment E-Newsletter
JANUARY		
January 2	3,249	-
January 8	3,235	-
January 15	3,247	-
January 22	3,245	-
January 29	3,244	-
January 31	-	3,016
FEBRUARY		
February 5	3,237	-
February 12	3,229	-
February 19	3,220	-
February 26	3,220	-
February 28	-	3,002
MARCH		
March 5	3,210	-
March 12	3,213	-
March 19	3,210	-
March 26	3,209	-
March 28	-	2,986
APRIL		
April 2	3,201	-
April 9	3,203	-
April 16	3,199	-
April 23	3,193	-
April 25	-	2,974
April 30	3,184	-
MAY		
May 7	3,177	-
May 14	3,173	-
May 21	3,168	-
May 23	-	2,951
May 29	3,176	-
JUNE		
June 4	3,154	-
June 11	3,154	-
June 18	3,364	-
June 25	3,359	-
June 28	-	3,157
AVERAGE:	3,218	3,014

Utility Contractor (26 issued in the period)
Equipment E-Newsletter (6 issued in the period)

WEBSITE CHANNEL

WWW.UTILITYCONTRACTORONLINE.COM

2018	Pageviews	Sessions	Users	Average Session Duration
January	12,402	4,504	3,996	0:56
February	11,650	4,317	3,902	0:48
March	8,903	5,451	4,943	0:38
April	6,840	4,895	4,446	0:41
May	7,322	5,036	4,498	0:45
June	6,348	4,492	4,109	0:43
AVERAGE:	8,910	4,782	4,315	0:45

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:

CHANGE IN FREQUENCY:

Effective with the July/August 2017 issue, Utility Contractor changed its frequency from 10 to 6 issues per year.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter 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

BD

ID Number

U048B0J8

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.