

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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Nat'l Assoc. of Elec. Dist.  
1181 Corporate Lake Drive  
St. Louis, MO 63132  
Tel.: (314) 991-9000  
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[www.tedmag.com](http://www.tedmag.com)

Official Publication of: National Association of Electrical Distributions, Inc.  
Established: 1964  
Issues Per Year: 12

**FIELD SERVED**

THE ELECTRICAL DISTRIBUTOR serves the electrical wholesale industry. Recipients include members of the National Association of Electrical Distributors as well as non-members as reported in Paragraph 3a herein.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include officers, managers, inside/outside salesmen, purchasing agents, warehouse personnel, technical specialists, administrative personnel and other titled and untitled personnel as reported in Paragraph 3a herein.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	540
Advertiser and Agency _____	1,650
Rotated or Occasional _____	-
*Allocated for Trade Shows and Conventions _____	508
Electronic _____	-
All Other _____	968
<b>TOTAL</b>	<b>3,666</b>

\*See Paragraph 9

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	27,836	100.0	27,836	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>27,836</b>	<b>100.0</b>	<b>27,836</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	379	127			28,329	April _____	273	109			28,327
February _____	258	516			28,587	May _____	2,649	948			26,626
March _____	438	342			28,491	June _____	186	216			26,656
						<b>TOTAL</b>	<b>4,183</b>	<b>2,258</b>			

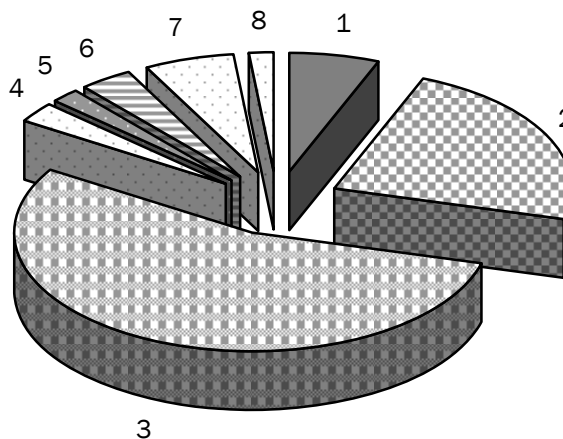
**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009**  
**This issue is 5.2% or 1,452 copies below the average of the other 5 issues reported in Paragraph two**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
1.Officers which include Chairmen of the Board, Presidents, Vice Presidents, Treasures and Secretaries _____	1,639	6.2
2. Sales Managers, Store Managers, Branch Managers, Business Managers, Financial Managers, Materials Managers (Note 1)____	6,141	23.1
3.Sales - including Inside Salesman, Countermen, Outside Salesman, and Quotations _____	14,565	54.7
4.Buyer, Purchasing Agents_____	728	2.7
5.Warehousemen and Order Clerks _____	483	1.8
6.Technical Specialists, Engineers _____	1,025	3.8
7.MIS, Accounting and Administrative Personnel and other allied personnel _____	1,595	6.0
TOTAL DISTRIBUTORS/WHOLESALERS	26,176	98.3
8. Manufactures Representatives _____	450	1.7
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>26,626</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	

Note 1: Other Managers include Customer Service Managers, Administrative Managers, Department Managers and Assistant Managers

**3a. Breakout of Qualified Circulation of Business and Industry**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
1. Officers which include Chairmen of the Board, Presidents, Vice Presidents, Treasures and Secretaries _____	1,639	6.2
2. Sales Managers, Store Managers, Branch Managers, Business Managers, Financial Managers, Materials Managers (Note 1) _____	6,141	23.1
3. Sales - including Inside Salesman, Countermen, Outside Salesman, and Quotations _____	14,565	54.7
4. Buyer, Purchasing Agents _____	728	2.7
5. Warehousemen and Order Clerks _____	483	1.8
6. Technical Specialists, Engineers _____	1,025	3.8
7. MIS, Accounting and Administrative Personnel and other allied personnel _____	1,595	6.0
8. Manufactures Representatives _____	450	1.7
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>26,626</b>	<b>100.0</b>



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. Direct Request:	813	351	-			1,164	4.4
II. Request from recipient's company:	24,046	1,416	-			25,462	95.6
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:	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>24,859</b>	<b>1,767</b>	<b>-</b>			<b>26,626</b>	<b>100.0</b>
<b>PERCENT</b>	<b>93.4</b>	<b>6.6</b>	<b>-</b>			<b>100.0</b>	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function			26,410	99.2
Individuals by name only			-	-
Titles or functions only			216	0.8
Company names only			-	-
Multi-Copy Same Addressee copies			-	-
Single Copy Sales			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>26,626</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009							
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified
039-049 Maine	100		400-427 Kentucky	373			
030-038 New Hampshire	158		370-385 Tennessee	548			
050-059 Vermont	85		350-369 Alabama	360			
010-027 Massachusetts	731		386-397 Mississippi	317			
028-029 Rhode Island	126		<b>EAST SO. CENTRAL</b>		<b>1,598</b>	<b>6.0</b>	
060-069 Connecticut	302		716-729 Arkansas	256			
<b>NEW ENGLAND</b>	<b>1,502</b>	<b>5.6</b>	700-714 Louisiana	564			
100-149 New York	848		730-749 Oklahoma	207			
070-089 New Jersey	762		750-799 Texas	2,226			
150-196 Pennsylvania	1,355		<b>WEST SO. CENTRAL</b>		<b>3,253</b>	<b>12.2</b>	
<b>MIDDLE ATLANTIC</b>	<b>2,965</b>	<b>11.2</b>	590-599 Montana	123			
430-459 Ohio	1,480		832-838 Idaho	180			
460-479 Indiana	606		820-831 Wyoming	122			
600-629 Illinois	1,089		800-816 Colorado	474			
480-499 Michigan	886		870-884 New Mexico	232			
530-549 Wisconsin	704		850-865 Arizona	363			
<b>EAST NO. CENTRAL</b>	<b>4,765</b>	<b>17.9</b>	840-847 Utah	225			
550-567 Minnesota	525		889-898 Nevada	221			
500-528 Iowa	612		<b>MOUNTAIN</b>		<b>1,940</b>	<b>7.3</b>	
630-658 Missouri	938		995-999 Alaska	79			
580-588 North Dakota	149		980-994 Washington	548			
570-577 South Dakota	98		970-979 Oregon	326			
680-693 Nebraska	171		900-961 California	2,052			
660-679 Kansas	269		967-968 Hawaii	58			
<b>WEST NO. CENTRAL</b>	<b>2,762</b>	<b>10.4</b>	<b>PACIFIC</b>		<b>3,063</b>	<b>11.5</b>	
197-199 Delaware	146		<b>UNITED STATES</b>		<b>26,325</b>	<b>98.9</b>	
206-219 Maryland	549		969 & 004-009 U.S. Territories	15			
200-205 Washington, DC	74		Canada	277			
220-246 Virginia	645		Mexico	2			
247-268 West Virginia	152		Other International	7			
270-289 North Carolina	900		APO/FPO	-			
290-299 South Carolina	294		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>26,626</b>	<b>100.0</b>		
300-319 Georgia	399						
320-349 Florida	1,318						
<b>SOUTH ATLANTIC</b>	<b>4,477</b>	<b>16.8</b>					

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2006	2007	January - June 2008	July - December 2008*	January - June 2009*
Total Audit Average Qualified ____	27,860	27,980	28,106	28,566	27,836
Qualified Non-Paid Total _____	27,860	27,980	28,106	28,566	27,836
Qualified Paid Total _____	-	-	-	-	-
Post Expire Copies included in Paid Circulation _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price _____	**NC	**NC	**NC	**NC	**NC

**\*NOTE: July 2008 - June 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

8. PAID CIRCULATION DATA	
**NC	Average Annual Subscription Order Price for the Period. (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)

#### 9. ADDITIONAL DATA

##### AVERAGE NON-QUALIFIED CIRCULATION:

Copies allocated for trade shows include 150 copies for the BICSI Winter conference held in Orlando, FL on January 18-22, 2009.  
 Copies allocated for trade shows include 625 copies for the NAED Western conference held in Palm Desert, CA on January 21-24, 2009.  
 Copies allocated for trade shows include 625 copies for the NAED South Central conference held in Championsgate, FL on February 25-28, 2009.  
 Copies allocated for trade shows include 50 copies for the NEMRA Annual Conference held in Orlando, FL on March 18-21, 2009.  
 Copies allocated for trade shows include 250 copies for the Lightfair International conference held in New York, NY on May 3-7, 2009.  
 Copies allocated for trade shows include 100 copies for the BICSI Spring conference held in Baltimore, MD on May 10-13, 2009.  
 Copies allocated for trade shows include 1,250 copies for the National Electrical Leadership Summit held in Hollywood, FL on May 16-20, 2009.

**PARAGRAPHS 5 & 6 ARE NOT REQUIRED.**

#### PUBLISHER'S AFFIDAVIT

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

Thomas Naber, Publisher

Richard Jarrett, Circulation Director

(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 July 16, 2009

State Missouri

County St. Louis

Received by BPA Worldwide July 16, 2009

Type PJ

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