

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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**WINDPOWER ENGINEERING & DEVELOPMENT** is a B2B brand intended for individuals involved in the wind power industry. The brand content and editorial scope of the magazine includes news and industry comment, in-depth technical articles and special features.

**FIELD SERVED**

**WINDPOWER ENGINEERING & DEVELOPMENT** serves individuals involved in the Windpower Industry.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are individuals involved in financing, site evaluation, designing, installing, maintaining, purchasing equipment, selecting wind turbine OEM's or purchasing power agreements related to the Windpower Industry.

**PURPOSE**

Included is a supplemental analysis of respondent's authority to specify, authorize or purchase for windpower projects reported under supplemental data in Paragraph 3a herein.

## CHANNELS

**WINDPOWER  
ENGINEERING &  
DEVELOPMENT  
MAGAZINE**



3 Issues in the period  
10,000 average circulation

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>WINDPOWER ENGINEERING &amp; DEVELOPMENT MAGAZINE</b> (3 issues in the period)	10,000	-	10,000

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	965
Allocated for Trade Shows and Conventions	100
All Other	357
<b>TOTAL</b>	<b>1,422</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

	Total Qualified		Qualified Non-Paid		Qualified Paid	
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent
Individual	10,000	100.0	10,000	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10,000</b>	<b>100.0</b>	<b>10,000</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2015 Issue	Total Qualified
February	10,000
April	10,000
June	10,000

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2015**

This issue is equal to the average of the other 2 issues reported in Paragraph 2.

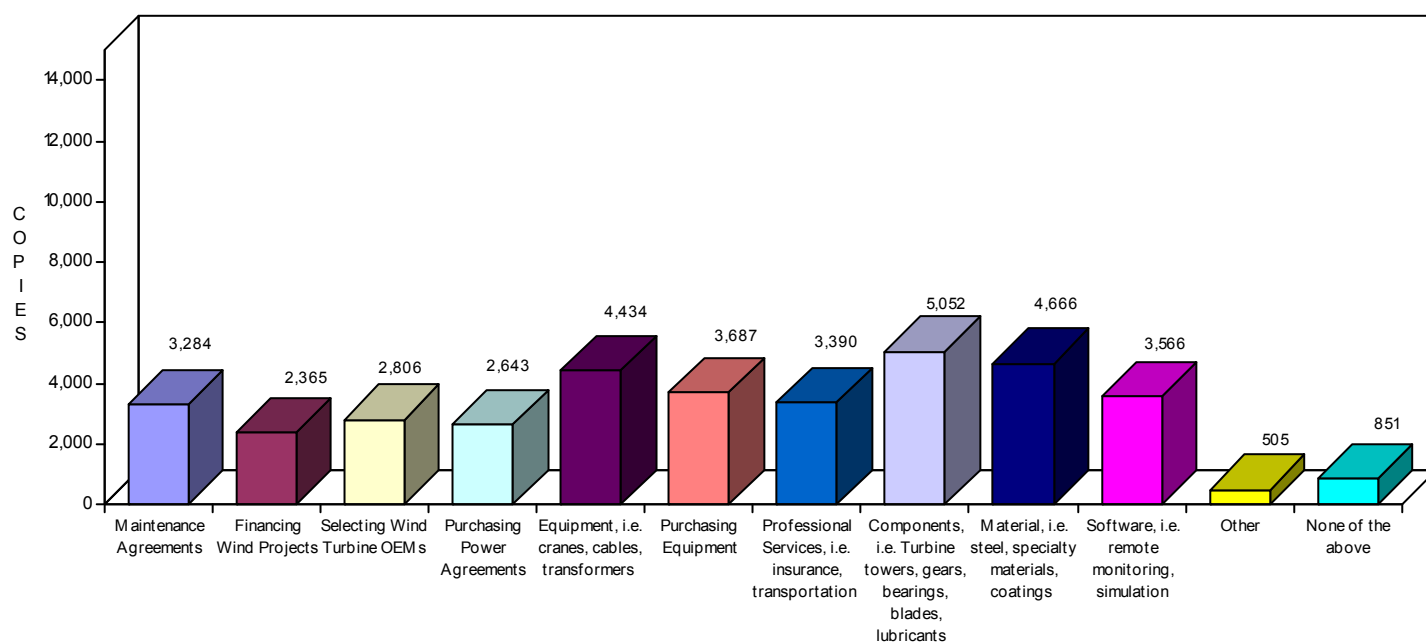
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
Individuals involved in financing, site evaluation, designing, installing, maintaining, purchasing equipment, selecting wind turbine OEMs or purchasing Power Agreements related to the Windpower industry.	10,000	100.0
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	

**SUPPLEMENTARY DATA FOR ISSUE OF JUNE 2015**

This is an analysis of the 99.9% or 9,994 recipients who responded to the question, "which of the following do you specify, authorize, or purchase for windpower projects?" See questionnaire used to elicit these data on the back of this report. Since any one respondent may have checked more than one response, the totals for each of these (i.e.: products and services) should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes.

Supplemental Data	Total Respondents	Percent of Total
Maintenance Agreements	3,284	32.8
Financing Wind Projects	2,365	23.7
Selecting Wind Turbine OEMs	2,806	28.1
Purchasing Power Agreements	2,643	26.4
Equipment, i.e. cranes, cables, transformers	4,434	44.3
Purchasing Equipment	3,687	36.9
Professional Services, i.e. insurance, transportation	3,390	33.9
Components, i.e. Turbine towers, gears, bearings, blades, lubricants	5,052	50.5
Material, i.e. steel, specialty materials, coatings	4,666	46.7
Software, i.e. remote monitoring, simulation	3,566	35.7
Other	505	5.1
None of the above	851	8.5
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10,000</b>	<b>100.0</b>

## SUPPLEMENTARY DATA



### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2015

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	5,871	3,774	355	10,000	100.0
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. <b>TOTAL</b> – 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>5,871</b>	<b>3,774</b>	<b>355</b>	<b>10,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>58.7</b>	<b>37.7</b>	<b>3.6</b>	<b>100.0</b>	

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2015

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	10,000	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10,000</b>	<b>100.0</b>

### AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data July – December 2012	Audited Data January – June 2013	Audited Data July – December 2013	Audited Data January – June 2014	Audited Data July – December 2014	Circulation Claim January – June 2015*
Total Audit Average Qualified:	10,044	10,020	10,010	10,000	10,000	10,000
Qualified Non-Paid:	10,044	10,020	10,010	10,000	10,000	10,000
Qualified Paid:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: January – June 2015 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

State	Total Qualified	Percent
Maine	68	
New Hampshire	79	
Vermont	68	
Massachusetts	304	
Rhode Island	24	
Connecticut	114	
NEW ENGLAND	657	6.6
New York	569	
New Jersey	244	
Pennsylvania	417	
MIDDLE ATLANTIC	1,230	12.3
Ohio	494	
Indiana	221	
Illinois	447	
Michigan	394	
Wisconsin	354	
EAST NO. CENTRAL	1,910	19.1
Minnesota	369	
Iowa	216	
Missouri	209	
North Dakota	82	
South Dakota	87	
Nebraska	154	
Kansas	156	
WEST NO. CENTRAL	1,273	12.7
Delaware	31	
Maryland	131	
Washington, DC	41	
Virginia	212	
West Virginia	44	
North Carolina	204	
South Carolina	133	
Georgia	180	
Florida	339	
SOUTH ATLANTIC	1,315	13.1

State	Total Qualified	Percent
Kentucky	69	
Tennessee	128	
Alabama	74	
Mississippi	36	
EAST SO. CENTRAL	307	3.1
Arkansas	45	
Louisiana	64	
Oklahoma	106	
Texas	881	
WEST SO. CENTRAL	1,096	10.9
Montana	61	
Idaho	75	
Wyoming	40	
Colorado	258	
New Mexico	58	
Arizona	128	
Utah	82	
Nevada	66	
MOUNTAIN	768	7.7
Alaska	31	
Washington	211	
Oregon	178	
California	984	
Hawaii	23	
PACIFIC	1,427	14.3
UNITED STATES	9,983	99.8
U.S. Territories	15	
Canada	-	
Mexico	-	
Other International	-	
APO/FPO	2	
TOTAL QUALIFIED CIRCULATION	10,000	100.0

**QUESTIONNAIRE USED BY PUBLISHER TO ELICIT SUPPLEMENTAL DATA:**

# WINDPOWER ENGINEERING

## Subscription Form

You can also subscribe online at [www.windpowerengineering.com](http://www.windpowerengineering.com)

( ) **Yes**, I want to receive/continue to receive a free subscription to Windpower Engineering. ( ) **No**

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Title \_\_\_\_\_ Company Name \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_ Dept./Division/Mailstop \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email Address \_\_\_\_\_

1. Are you involved in Financing, Site Evaluation, Designing, Installing, Maintaining, Purchasing Windpower equipment, Selecting Wind Turbine OEM's, or Purchasing Power Agreements related to the Windpower industry?  
Yes ( ) No ( ) (If No - DNQ)

1a. Which of these functions is your primary responsibility? (**select only one**)

1. \_\_\_\_\_ Financing  
2. \_\_\_\_\_ Site Evaluation  
3. \_\_\_\_\_ Designing  
4. \_\_\_\_\_ Construction/Installation  
5. \_\_\_\_\_ Maintaining  
6. \_\_\_\_\_ Purchasing Equipment  
7. \_\_\_\_\_ Selecting Wind Turbine OEM's  
8. \_\_\_\_\_ Purchasing Power Agreements  
98. \_\_\_\_\_ Other  
99. \_\_\_\_\_ None of the above

2. Which of the following do you specify, authorize, or purchase for windpower projects? (Check all that can apply)

1. ( ) Components, i.e. Turbine towers, gears, bearings, blades, lubricants  
2. ( ) Software, i.e. remote monitoring, simulation  
3. ( ) Maintenance agreements  
4. ( ) Material, i.e. steel, specialty materials, coatings  
5. ( ) Equipment, i.e. cranes, cables, transformers  
6. ( ) Financing Wind Projects  
7. ( ) Purchasing Equipment  
8. ( ) Selecting Wind Turbine OEM's  
9. ( ) Purchasing Power Agreements  
10. ( ) Professional services, i.e. insurance, transportation  
98. ( ) Other \_\_\_\_\_ (please explain)  
99. ( ) None of the above

Signature \_\_\_\_\_ Date \_\_\_\_\_

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

Scott McCafferty, Managing Director

Bruce A. Sprague, Director - 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 8, 2015
State	Ohio
County	Cuyahoga
Received by BPA Worldwide	July 8, 2015
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