

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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Official Publication of: The National
Utility Contractors Association
Established: 1977
Issues Per Year: 12

FIELD SERVED

UTILITY CONTRACTOR serves the underground utility construction industry, including contractors, manufacturers/ suppliers, engineering firms, municipal/public/private utilities, 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 _____	-
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	275
Electronic _____	-
All Other _____	407
TOTAL	682

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	26,058	100.0	26,058	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	26,058	100.0	26,058	100.0	-	-

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 _____	85	86			26,100	April _____	173	154			26,034
February _____	123	100			26,077	May _____	657	623			26,000
March _____	3,999	3,975			26,053	June _____	394	481			26,087
						TOTAL	5,431	5,419			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009
 This issue is 0.3% or 70 copies below the average of the other 5 issues reported in Paragraph two.

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, and Other Titled & Non- Titled Personnel
Contractors _____	16,906	65.0	14,107	1,139	1,660
Municipal Utilities (Public and Private) _____	4,332	16.7	2,054	1,139	1,139
Engineering Firms _____	1,335	5.1	797	143	395
Manufacturers/Suppliers _____	1,967	7.6	742	609	616
Others Allied to the Field _____	1,460	5.6	632	260	568
TOTAL QUALIFIED CIRCULATION	26,000	100.0	18,332	3,290	4,378
PERCENT	100.0		70.5	12.7	16.8

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: _____	5,149	4,917	10,789			20,855	80.2
II. Request from recipient's company: _____	38	18	27			83	0.3
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	38	2			40	0.2
V. TOTAL - Sources other than above (listed alphabetically): _____	3,761	429	832			5,022	19.3
*Association rosters and directories _____	114	151	464			729	2.8
Business directories _____	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	3,647	278	368			4,293	16.5
VI. Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	8,948	5,402	11,650			26,000	100.0
*See Paragraph 9 PERCENT	34.4	20.8	44.8			100.0	

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 _____			25,382	97.6
Individuals by name only _____			564	2.2
Titles or functions only _____			4	-
Company names only _____			50	0.2
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			26,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009					
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	174		400-427 Kentucky _____	373	
030-038 New Hampshire _____	187		370-385 Tennessee _____	506	
050-059 Vermont _____	95		350-369 Alabama _____	386	
010-027 Massachusetts _____	717		386-397 Mississippi _____	202	
028-029 Rhode Island _____	104		EAST SO. CENTRAL	1,467	5.6
060-069 Connecticut _____	368		716-729 Arkansas _____	267	
NEW ENGLAND	1,645	6.3	700-714 Louisiana _____	343	
100-149 New York _____	1,105		730-749 Oklahoma _____	401	
070-089 New Jersey _____	663		750-799 Texas _____	1,645	
150-196 Pennsylvania _____	1,325		WEST SO. CENTRAL	2,656	10.2
MIDDLE ATLANTIC	3,093	11.9	590-599 Montana _____	139	
430-459 Ohio _____	1,096		832-838 Idaho _____	140	
460-479 Indiana _____	667		820-831 Wyoming _____	102	
600-629 Illinois _____	915		800-816 Colorado _____	461	
480-499 Michigan _____	881		870-884 New Mexico _____	172	
530-549 Wisconsin _____	674		850-865 Arizona _____	380	
EAST NO. CENTRAL	4,233	16.3	840-847 Utah _____	165	
550-567 Minnesota _____	651		889-898 Nevada _____	169	
500-528 Iowa _____	419		MOUNTAIN	1,728	6.6
630-658 Missouri _____	605		995-999 Alaska _____	54	
580-588 North Dakota _____	119		980-994 Washington _____	536	
570-577 South Dakota _____	127		970-979 Oregon _____	302	
680-693 Nebraska _____	229		900-961 California _____	1,638	
660-679 Kansas _____	410		967-968 Hawaii _____	60	
WEST NO. CENTRAL	2,560	9.8	PACIFIC	2,590	10.0
197-199 Delaware _____	88		UNITED STATES	25,537	98.2
206-219 Maryland _____	505		969 & 004-009 U.S. Territories _____	80	
200-205 Washington, DC _____	19		Canada _____	380	
220-246 Virginia _____	748		Mexico _____	-	
247-268 West Virginia _____	182		Other International _____	3	
270-289 North Carolina _____	914		APO/FPO _____	-	
290-299 South Carolina _____	393		TOTAL QUALIFIED CIRCULATION	26,000	100.0
300-319 Georgia _____	990				
320-349 Florida _____	1,726				
SOUTH ATLANTIC	5,565	21.4			

7. 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
	2005	2006	2007	January - June 2008	July - December 2008	January - June 2009*
Total Audit Average Qualified: _____	26,743	21,381	21,369	26,079	26,050	26,058
Qualified Non-Paid: _	26,743	21,381	21,369	26,079	26,050	26,058
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: January - 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 Required (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**PARAGRAPH 3b:**

Association rosters and directories include 26 sources of circulation for quantities of 1 copies or -% to 431 copies or 1.7%, including NUCA Membership List. Other Sources include 9 sources of circulation for quantities of 2 copies or -% to 3,622 copies or 13.9%, including Dunn & Bradstreet List Rental.

PARAGRAPHS 5 & 6 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

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

Bernard P. Krzys, President/Publisher

Alexis R. Tarbet, Circulation 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 July 14, 2009

State Ohio

County Summit

Received by BPA Worldwide July 14, 2009

Type PD

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