

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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UNDERGROUND CONSTRUCTION is a B2B brand intended for individuals with broad-based interests in the underground utility construction industry. The brand content and editorial scope of the publication and website includes news and industry comment, in-depth technical articles, industry round-up and special features.

FIELD SERVED

UNDERGROUND CONSTRUCTION serves the underground utilities construction market including: Utility Contractors (water & sewer); Pipeline Contractors (oil & gas); Cable, Telecom Contractors; Gas Distribution Contractors; Sub-Contractors and other unspecified Contractors & Sub-Contractors; Gas Utility Companies, Pipeline Transmission Companies; Municipalities, Public Works (water, sewer, etc.); Telecom, Cable Companies; Electric, Combined Gas/Electric Companies; Design, Construction, Engineering & Consulting Companies; Equipment Manufacturer, Service, Supplier; Financial, Legal, Insurance; Government, Regulatory, Research, Educational Institutes, Industry Associations and others allied to the field as outlined in Par 3a.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include: Owners, Principals, Partners, Presidents, Directors, Vice Presidents, General Managers, Plant Managers, Facilities Managers, Public Works, City Officials, Other Managers or Department Heads, Superintendents, Supervisors, Engineers, Foremen, Leads, Chiefs, Field & Operations personnel, Consultants, Purchasing personnel, and other titles and titles not available as outlined in Par 3a.

CHANNELS

**UNDERGROUND
CONSTRUCTION
MAGAZINE**



6 issues in the period
39,988 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
UNDERGROUND CONSTRUCTION MAGAZINE (6 issues in the period)	39,988	-	39,988
a. Print	34,263	-	34,263
b. Digital	5,725	-	5,725
1. Requested	5,725	-	5,725
2. Non Requested	-	-	-

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	13
Advertiser and Agency	618
Allocated for Trade Shows and Conventions	408
All Other	906
TOTAL	1,945

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	39,988	100.0	39,988	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	39,988	100.0	39,988	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Print	Digital	Total Qualified
January	34,589	5,643	40,232
February	34,058	5,451	39,509
March	34,395	5,475	39,870
April	34,374	5,438	39,812
*May	34,096	6,254	40,350
*June	34,069	6,087	40,156

*See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019
 This issue is 1.1% or 434 copies above the average of the other 5 issues reported in Paragraph 2.

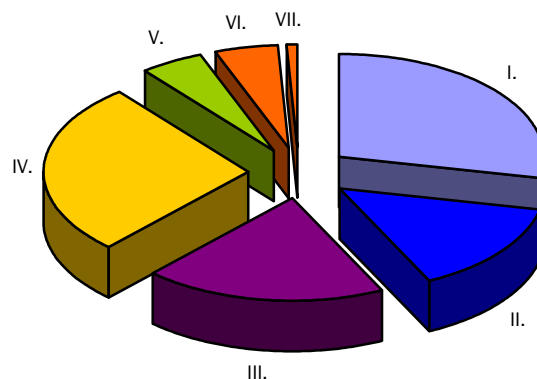
Business and Industry	Total Qualified	Percent of Total	Print	Digital	Classification by Title							
					Owner, Principal, Partner, President, Director, VP, GM, Plant, Facilities Mgr, Public Works, City Official, Other Managers and/or Department Heads (Note 1)	Superintendent, Supervisor	Engineer	Foreman, Lead, Chief, Assistant, Field & Operations Personnel (Note 2)	Purchasing Personnel	Consultant	Other Titles and Titles not available	
Contractors including: Utility Contractors (water & sewer), Pipeline Contractors (oil & gas); Cable, Telecom Contractors, Gas Distribution Contractors; Sub-Contractors and other unspecified Contractors and Sub-Contractors (Note 3)	11,372	28.2	10,005	1,367	9,531	713	301	623	40	64	100	
Design, Construction including Engineering & Consulting Companies	5,856	14.5	4,632	1,224	3,897	162	1,242	265	17	193	80	
Gas Utilities, Pipeline Transmission Companies (Note 4)	7,753	19.2	6,526	1,227	4,265	828	886	1,573	23	21	157	
Municipalities, Public Works (water, sewer etc.)	10,978	27.2	9,267	1,711	6,763	1,926	1,094	1,035	35	8	117	
Telecom, Cable Companies; Electric, Combined Gas/Electric Companies (Note 5)	2,078	5.2	1,745	333	1,276	166	215	373	11	8	29	
Equipment Manufacturer, Service, Supplier; Financial, Legal, Insurance; Government, Regulatory, Research, Educational Institutes, Industry Associations	1,952	4.8	1,633	319	1,391	99	277	124	6	11	44	
Others allied to the field.	361	0.9	288	73	240	13	15	20	-	5	68	
TOTAL QUALIFIED CIRCULATION	40,350	100.0	34,096	6,254	27,363	3,907	4,030	4,013	132	310	595	

Note 1: Also includes following titles: CEO/CFO, Chairman, Board Members, Treasurer, and other Corporate, Executive Mgmt Titles.
 Note 2: Field & Operations personnel include coordinators, electricians, draftsmen, inspectors, instructors, project administrators, specialists, surveyors, technicians, welders and titles in compliance, estimating, environment, HSE, maintenance, mechanics, operations, research, safety, training, transmission, etc.
 Note 3: Includes mainline, pipeline transmission contractors/subcontractors, as well as excavation, ESCO, drilling, boring, tunneling, trenching, HDD, grading, major/heavy/road/civil construction, mining & oil/gas co's.
 Note 4: Includes LDC, gas transmission &/or distribution, pipeline owner/operators, underground gas storage, gas producers, processors, gatherers, refiners, marketers, sales, energy mgmt and other mid/downstream oil/gas companies.
 Note 5: Includes: generators, cogenerators, non-gas/electric utilities, industrial end users.

What is your company's annual construction volume?	Total Qualified	Percent of Total
Over \$50 million	4,814	11.9
\$25,000,001 to \$50 million	2,027	5.0
\$10,000,001 to \$25 million	2,690	6.7
\$3,000,001 to \$10 million	5,147	12.8
\$1,000,001 to \$3 million	5,895	14.6
\$1 million and under	7,347	18.2
None of the above or no answer	12,430	30.8
TOTAL QUALIFIED CIRCULATION	40,350	100.0

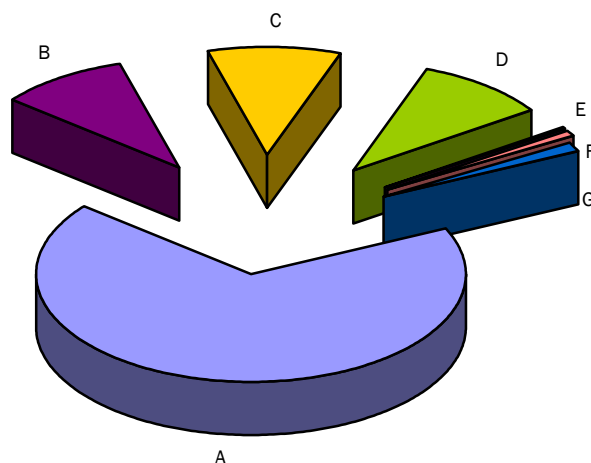
3a. Breakout of Qualified Circulation of Business/Industry (Please Refer to Paragraph 3a for Complete Descriptions)

	Business and Industry	Copies	Percent
I.	Contractors including: Utility Contractors (water & sewer), Pipeline Contractors (oil & gas); Cable, Telecom Contractors, Gas Distribution Contractors; Sub-Contractors and other unspecified Contractors and Sub-Contractors	11,372	28.2
II.	Design, Construction including Engineering & Consulting Companies	5,856	14.5
III.	Gas Utilities, Pipeline Transmission Companies	7,753	19.2
IV.	Municipalities/Public Works (water, sewer etc.)	10,978	27.2
V.	Telecom, Cable Companies; Electric, Combined Gas/Electric Companies	2,078	5.2
VI.	Equipment Manufacturer, Service, Supplier; Financial, Legal, Insurance; Government, Regulatory, Research, Educational Institutes, Industry Associations	1,952	4.8
VII.	Others allied to the field	361	0.9



3a. Breakout of Qualified Circulation of Title (Please Refer to Paragraph 3a for Complete Descriptions)

	Title	Copies
A	Owner, Principal, Partner, President, Director, VP, GM, Plant, Facilities Mgr, Public Works, City Official, Other Managers and/or Department Heads	27,363
B	Superintendent, Supervisor	3,907
C	Engineer	4,030
D	Foreman, Lead, Chief, Assistant, Field & Operations Personnel	4,013
E	Purchasing Personnel	132
F	Consultant	310
G	Other Titles and Titles not available	595



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	24,381	14,381	1,556	34,065	6,253	40,318	99.9
II. Request from recipient's company:	32	-	-	31	1	32	0.1
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	24,413	14,381	1,556	34,096	6,254	40,350	100.0
PERCENT	60.5	35.6	3.9	84.5	15.5	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	33,621	6,146	39,767	98.6
Individuals by name only	12	4	16	-
Titles or functions only	3	1	4	-
Company names only	460	103	563	1.4
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	34,096	6,254	40,350	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July – December 2016	January – June 2017	July – December 2017	January – June 2018	July – December 2018*	January – June 2019*
Total Audit Average Qualified:	40,294	39,811	39,407	39,461	39,251	39,988
Qualified Non-Paid Total:	40,294	39,811	39,407	39,461	39,251	39,988
Print:	35,037	34,414	34,095	33,994	33,841	34,263
Digital:	5,257	5,397	5,312	5,467	5,410	5,725
Qualified Paid Total:	-	-	-	-	-	-
Print:	-	-	-	-	-	-
Digital:	-	-	-	-	-	-
Post Expire Copies in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July 2018 – June 2019 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica - If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

PARAGRAPH 2 - LATE MAILING:

15,818 May copies or 39.2% were mailed on June 11, 2019.

4,775 June copies or 11.9% were mailed on July 16, 2019 due to distribution center error.

PUBLISHER'S AFFIDAVIT

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

John T. Royall, President & Chief Executive Officer

Brian K. Nessen, Publisher

(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	August 6, 2019
State	Texas
County	Harris
Received by BPA Worldwide	August 6, 2019
Type	BJ
ID Number	U040B0J9

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.