

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED JUNE 2010**

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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**FIELD SERVED**

TRENCHLESS TECHNOLOGY serves the following industries:

**Contracting Firms** – utility contractors, distribution contractors, road boring/directional drilling contractors, tunneling contractors, pipeline contractors, cable contractors, general contractors, pipe cleaning contractors, other contractors

**Engineering Firms** – construction, geotechnical, environmental, pipeline, other engineering firms

**Government/Public Works** – water & sewer, gas & electric, other government/public works

**Utility Companies** – water & sewer, electric, gas, cable/telephone, other utilities

**Industrial Facilities** – in-house contracting, in-house construction, in-house engineering, other in-house industrial facilities

**Manufacturers/Suppliers** – equipment manufacturers, rehabilitation systems, pipe manufacturers, pipe cleaning mfg/suppliers, other manufacturers/suppliers

**Others Allied to the Industry** – consultants, libraries, students/professor, and others

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include the following titles: Owner/ Partner, CEO, COO/ CFO, President, Vice President, Manager/ Coordinator/ Administrator, Supervisor/ Foreman/ Inspector, Director/ Commissioner, Superintendent, Engineer/ Estimator/Consultant, Safety, Operator/ Field Personnel/ Technician, and miscellaneous titled and non-titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	21
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	583
Digital _____	-
All Other _____	342
<b>TOTAL</b>	<b>946</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	36,026	100.0	36,026	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>36,026</b>	<b>100.0</b>	<b>36,026</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2010 Issue	Number Removed	Number Added	Total Qualified
January _____	364	496	36,115
February _____	832	723	36,006
March _____	137	203	36,072
April _____	2,978	2,887	35,981
May _____	3,533	3,560	36,008
June _____	238	205	35,975
<b>TOTAL</b>	<b>8,082</b>	<b>8,074</b>	

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010**  
 This issue is 0.1% or 22 copies below the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
<b>Contracting Firms</b>	<b>15,262</b>	<b>42.4</b>
Utility Contractors	3,951	11.0
Distribution Contractors	253	0.7
Road Boring/Directional Drilling Contractors	883	2.4
Tunneling Contractors	401	1.1
Pipeline Contractors	1,118	3.1
Cable Contractors	210	0.6
General Contractors	5,826	16.2
Pipe Cleaning Contractors	813	2.3
Other Contractors	1,807	5.0
<b>Engineering Firms</b>	<b>5,135</b>	<b>14.3</b>
Construction	1,678	4.7
Geotechnical	443	1.2
Environmental	757	2.1
Pipeline	638	1.8
Other Engineering	1,619	4.5
<b>Government/Public Works</b>	<b>8,008</b>	<b>22.2</b>
Water & Sewer	5,019	13.9
Gas & Electric	753	2.1
Other Government/Public Works	2,236	6.2
<b>Utility Companies</b>	<b>2,354</b>	<b>6.5</b>
Water & Sewer	1,183	3.3
Electric	337	0.9
Gas	337	0.9
Cable/Telephone	312	0.9
Other Utilities	185	0.5
<b>Industrial Facilities</b>	<b>647</b>	<b>1.8</b>
In-House Contracting	104	0.3
In-House Construction	122	0.3
In-House Engineering	143	0.4
Other In-House Industrial Facility	278	0.8
<b>Manufacturers/Suppliers</b>	<b>2,498</b>	<b>6.9</b>
Equipment Manufacturers	936	2.6
Rehabilitation Systems	258	0.7
Pipe Manufacturers	433	1.2
Pipe Cleaning Mfg/Suppliers	170	0.5
Other Manufacturers/Suppliers	701	1.9
<b>Others Allied to the Industry</b>	<b>2,104</b>	<b>5.9</b>
Consultant	570	1.6
Libraries	502	1.4
Students/Professor	92	0.3
Others	940	2.6
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>36,008</b>	<b>100.0</b>

CLASSIFICATION BY TITLE	TOTAL QUALIFIED	PERCENT OF TOTAL
Qualified recipients include the following titles:		
Owner/Partner	7,676	21.3
President	7,835	21.8
Vice President	1,719	4.8
CEO	389	1.1
COO/CFO	143	0.4
Manager/Coordinator/Administrator	6,301	17.5
Supervisor/Foremen/Inspector	1,838	5.1
Superintendent	1,556	4.3
Engineer/Estimator/Consultant	3,737	10.4
Director/Commissioner	1,666	4.6
Safety	109	0.3
Operator/Field Personnel/Technician	642	1.8
Miscellaneous Titled and Non-Titled Personnel	2,397	6.6
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>36,008</b>	<b>100.0</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010**

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	<b>18,394</b>	<b>6,576</b>	<b>6,998</b>	<b>31,968</b>	<b>88.8</b>
II. Request from recipient's company: _____	<b>370</b>	<b>28</b>	<b>-</b>	<b>398</b>	<b>1.1</b>
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>3,448</b>	<b>194</b>	<b>-</b>	<b>3,642</b>	<b>10.1</b>
*Association rosters and directories _____	158	194	-	352	1.0
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	3,290	-	-	3,290	9.1
VI. Single Copy Sales: _____	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,212</b>	<b>6,798</b>	<b>6,998</b>	<b>36,008</b>	<b>100.0</b>
<b>PERCENT</b>	<b>61.7</b>	<b>18.9</b>	<b>19.4</b>	<b>100.0</b>	

\*See Paragraph 8

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010**

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	35,774	99.4
Individuals by name only _____	222	0.6
Titles or functions only _____	8	-
Company names only _____	4	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>36,008</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010**

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	267		400-427 Kentucky _____	512	
030-038 New Hampshire _____	205		370-385 Tennessee _____	666	
050-059 Vermont _____	137		350-369 Alabama _____	476	
010-027 Massachusetts _____	764		386-397 Mississippi _____	331	
028-029 Rhode Island _____	100		<b>EAST SO. CENTRAL</b>	<b>1,985</b>	<b>5.5</b>
060-069 Connecticut _____	375		716-729 Arkansas _____	314	
<b>NEW ENGLAND</b>	<b>1,848</b>	<b>5.1</b>	700-714 Louisiana _____	456	
100-149 New York _____	1,535		730-749 Oklahoma _____	530	
070-089 New Jersey _____	825		750-799 Texas _____	2,364	
150-196 Pennsylvania _____	1,589		<b>WEST SO. CENTRAL</b>	<b>3,664</b>	<b>10.2</b>
<b>MIDDLE ATLANTIC</b>	<b>3,949</b>	<b>11.0</b>	590-599 Montana _____	258	
430-459 Ohio _____	1,636		832-838 Idaho _____	285	
460-479 Indiana _____	859		820-831 Wyoming _____	181	
600-629 Illinois _____	1,492		800-816 Colorado _____	755	
480-499 Michigan _____	1,171		870-884 New Mexico _____	189	
530-549 Wisconsin _____	909		850-865 Arizona _____	491	
<b>EAST NO. CENTRAL</b>	<b>6,067</b>	<b>16.8</b>	840-847 Utah _____	305	
550-567 Minnesota _____	877		889-898 Nevada _____	231	
500-528 Iowa _____	558		<b>MOUNTAIN</b>	<b>2,695</b>	<b>7.5</b>
630-658 Missouri _____	891		995-999 Alaska _____	77	
580-588 North Dakota _____	169		980-994 Washington _____	844	
570-577 South Dakota _____	202		970-979 Oregon _____	524	
680-693 Nebraska _____	294		900-961 California _____	2,717	
660-679 Kansas _____	482		967-968 Hawaii _____	105	
<b>WEST NO. CENTRAL</b>	<b>3,473</b>	<b>9.6</b>	<b>PACIFIC</b>	<b>4,267</b>	<b>11.9</b>
197-199 Delaware _____	92		<b>UNITED STATES</b>	<b>34,241</b>	<b>95.1</b>
206-219 Maryland _____	617		969 & 004-009 U.S. Territories _____	92	
200-205 Washington, DC _____	43		Canada _____	1,646	
220-246 Virginia _____	907		Mexico _____	-	
247-268 West Virginia _____	249		Other International _____	26	
270-289 North Carolina _____	1,072		AP0/FPO _____	3	
290-299 South Carolina _____	420		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>36,008</b>	<b>100.0</b>
300-319 Georgia _____	983				
320-349 Florida _____	1,910				
<b>SOUTH ATLANTIC</b>	<b>6,293</b>	<b>17.5</b>			

**7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*	January - June 2010*
Total Audit Average Qualified: _____	38,441	38,228	37,411	37,031	36,310	36,026
Qualified Non-Paid: _____	38,441	38,228	37,411	37,031	36,310	36,026
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: July 2009 – June 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

**8. ADDITIONAL DATA****PARAGRAPH 3b:**

Association rosters and directories include 6 sources of circulation for a quantity of 1 copy or -% to 238 copies or 0.7%. Other Sources include 3 sources of circulation for quantities of 67 copies or 0.2% to 3,147 copies or 8.7%.

Paragraphs 3c and 7 are reported at the option of the publisher.

**PUBLISHER'S AFFIDAVIT**

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

Bernard P. Krzys, President/Publisher

Alexis R. White, 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 15, 2010

State Ohio

County Summit

Received by BPA Worldwide July 15, 2010

Type PJ

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