



WATER & WASTEWATER INTERNATIONAL.

Sworn Statement of Circulation

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Water & Wastewater International
for period ending **Oct/Nov 2011**

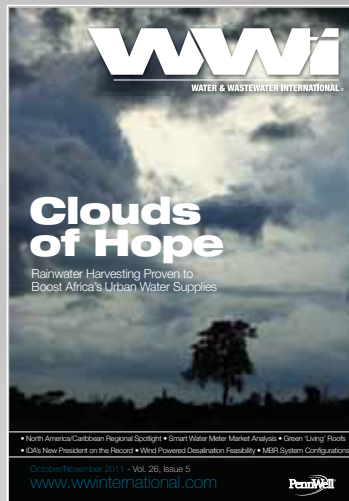


TARGET AUDIENCE

Water & Wastewater International serves the following industries: Water & Wastewater Systems and /or Plants; Water Only Systems and/or Plants; Wastewater Only Systems and/or Plants; Industrial Water/Wastewater Facilities or Water Wholesalers; Consulting Firms (including engineering, contracting and environmental); Government Agencies/Development Banks/Relief Agencies; Educational Institutions; Research or Analytical Laboratories; Manufacturers/Distributors of Equipment and Supplies (including reps), and Others Allied to the Field.

SUBSCRIPTION CRITERIA

Water & Wastewater International recipients include individuals whose titles are in the following categories: Executive/Administrative Management/Governmental Management; Engineering & Operations Management; Engineering & Design; Scientific & Research; Operations; Purchasing/Marketing/Sales, and Others Allied to the Field.



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• North America/Caribbean Regional Spotlight • Smart Water Meter Market Analysis • Green Living: Roads
• IDAs New President on the Record • Wind Powered Desalination Feasibility • MBR System Configurations

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Circulation by Industry

BUSINESS & FUNCTION	TOTAL	% OF TOTAL	Print Version	Digital Version	Exec/ Admn Mgt/ Env Mgt	Eng & Operations Mgt	Eng & Design Staff	Scientific & Research	Operations	Purchasing/ Marketing/ Sales	Other
Water & Wastewater Systems/Plants	5,901	24.1%	1,615	4,286	1,563	2,098	1,190	268	366	377	39
Water Only Systems/Plants	895	3.7%	246	649	228	339	137	35	89	61	6
Wastewater Only Systems/Plants	582	2.4%	140	442	134	196	113	37	65	33	4
SUBTOTAL	7,378	30.1%	2,001	5,377	1,925	2,633	1,440	340	520	471	49
Consulting Firms	7,461	30.5%	1,984	5,477	2,477	2,032	2,198	249	192	260	53
TOTAL MUNICIPAL including Consulting	14,839	60.6%	3,985	10,854	4,402	4,665	3,638	589	712	731	102
Industrial Water/ Wastewater Facilities	1,735	7.1%	302	1,433	412	638	293	79	147	138	28
Government Agencies/ Development Banks/ Relief Agencies	929	3.8%	184	745	308	237	170	106	56	31	21
Educational Institutions	1,338	5.5%	309	1,029	151	95	94	800	75	25	98
Research/Analytical Laboratories	614	2.5%	131	483	88	59	46	378	21	13	9
Manufacturers/Dist of Equipment	2,841	11.6%	452	2,389	922	527	253	85	89	940	25
Others Allied to the Field	2,204	9.0%	144	2,060	218	313	161	34	99	75	1,304
TOTAL CIRCULATION	24,500	100.0%	5,507	18,993	6,501	6,534	4,655	2,071	1,199	1,953	1,587
PERCENT OF TOTAL	100%		22.5%	77.5%	26.5%	26.7%	19.0%	8.5%	4.9%	8.0%	6.5%

Products/Systems

(Recommend, Specify, Purchase, or Approve)	Total Responses	Percent Of Total	Total Responses	Percent Of Total
Aeration	7,278	29.7%	Pipes, Fittings & Related Products	8,862 36.2%
Chemicals/Biochemicals	8,110	33.1%	Process Control Equipment	8,108 33.1%
Computers/Software	6,018	24.6%	Pumps	10,544 43.0%
Corrosion Control	7,195	29.4%	Safety Equipment	7,083 28.9%
Customer Information Systems	3,503	14.3%	Sampling & Analyzing Equipment & Instrumentation	6,032 24.6%
Desalination	5,201	21.2%	SCADA (Supervisory Control & Data Acquisition)	5,735 23.4%
Detectors, Monitors, Recorders	6,700	27.3%	Security Equipment, Systems	3,552 14.5%
Disinfection Equipment	7,099	29.0%	Sludge Dewatering & Processing Equipment	2,651 10.8%
Engineering & Construction Services	10,462	42.7%	Stormwater Equipment & Services	4,757 19.4%
Filtration Equipment	10,072	41.1%	Tanks & Structures	7,762 31.7%
Flow, Pressure & Level Measuring Equipment & Access.	9,178	37.5%	Trenchless Equipment & Technology	3,432 14.0%
Groundwater Treatment	6,738	27.5%	Valves, Seals, Packing & Related Products	4,575 18.7%
Laboratory Equipment, Supplies & Services	5,993	24.5%	Wastewater Treatment Equipment	10,987 44.8%
Membranes	7,110	29.0%	Water Treatment Equipment	11,294 46.1%
Meters & Meter Reading Equipment	7,219	29.5%	Water Well Drilling, Maintenance & Monitoring	4,813 19.6%
Odor Control	5,593	22.8%	Total Respondents	20,685 84.4%



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Purchasing Influence

	Total Responses	% Of Total
Purchase	4,081	16.7%
Authorize	5,270	21.5%
Specify	7,712	31.5%
Total Respondents	17,063	69.6%

Population Served by Water System

	Total Responses	% Of Total
500 or Less	3,615	14.8%
501 - 3,300	2,292	9.4%
3,301 - 10,000	1,753	7.2%
10,001 - 100,000	2,142	8.7%
Greater Than 100,000	4,287	17.5%
Total Respondents	14,089	57.5%

Subscriber Verification

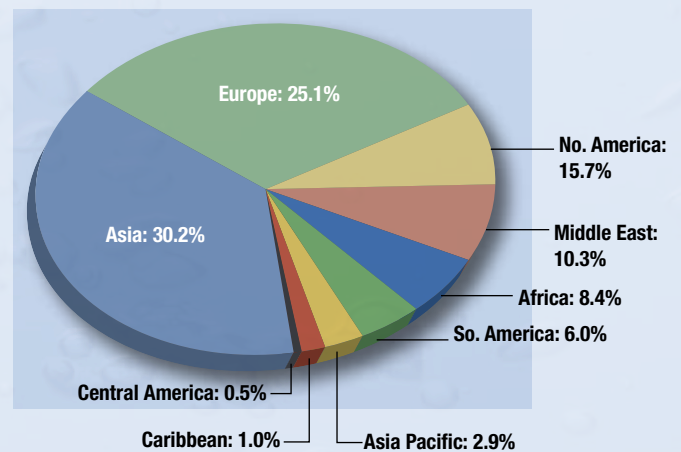
	1 year	2 year	3 year	Print Version	Digital Version	Total Circulation
TOTAL CIRCULATION- Request/Opted-in Subscribers	22,053	2,447	-	5,507	18,993	24,500
PERCENT	90.0%	10.0%	-	22.5%	77.5%	100.0%

Mailing Address Analysis

MAILING ADDRESS	Print Version	Digital Version	Total Circulation	Percent
Subscribers by name and title/function	5,507	18,993	24,500	100.0%

Geographical Breakout

	Print Version	Digital Version	Total Circulation	Percent
ASIA	2,047	5,352	7,399	30.2%
ASIA PACIFIC	184	518	702	2.9%
EUROPE	1,533	4,605	6,138	25.1%
MIDDLE EAST	604	1,920	2,524	10.3%
AFRICA	674	1,385	2,059	8.4%
NORTH AMERICA	100	3,736	3,836	15.7%
CENTRAL AMERICA	18	106	124	0.5%
SOUTH AMERICA	314	1,150	1,464	6.0%
CARIBBEAN	33	221	254	1.0%
TOTAL CIRCULATION	5,507	18,993	24,500	100.0%





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PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true, and the numbers contained in this statement are correct.

Timothy C. Dower, Group Publisher

Emily Martha Martin, Audience Development Manager

The total of controlled circulation for *Water & Wastewater International* is 24,500 subscribers. The source for the information on this sworn statement has been provided by the PennWell Corporation Audience Development Department and is represented as publisher's own data.

