



**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2011
(Including Supplementary Data)**

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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Official Publication of: None
Established: 1985
Issues per Year: 12

FIELD SERVED

WATERWORLD serves the municipal water/wastewater industry as defined in Paragraph 3a herein.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include individuals in executive/administrative management, engineering/operations management, engineering and design, scientific and research, operations, purchasing/marketing/sales, and other functions as defined in Paragraph 3a herein.

PURPOSE

The supplementary data reported herein contains an analysis of all the products or systems the recipients recommend, specify, purchase or approve purchase.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	2,810
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	600
Digital _____	-
All Other _____	1,004
TOTAL	4,414

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	60,002	100.0	60,002	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	60,002	100.0	60,002	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	408	410	46,125	13,880	60,005
February _____	838	834	45,369	14,632	60,001
March _____	82	83	45,456	14,546	60,002
April _____	202	203	45,516	14,487	60,003
May _____	1,654	1,653	46,006	13,996	60,002
June _____	1,670	1,671	45,934	14,069	60,003
TOTAL	4,854	4,854			

WATERWORLD / June 2011

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011
 This issue is % or 1 copy below the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only	Digital Version Only	CLASSIFICATION BY FUNCTION (SEE NOTE 1)							
					Executive/Administrative Management (A)	Engineering & Operations Management (B)	Engineering & Design (C)	Scientific & Research (D)	Operations (E)	Purchasing/Marketing/Sales (F)	Other Functions (G)	
Water & Wastewater Systems and/or Plants _____	21,416	35.7	16,824	4,592	10,129	6,072	1,589	327	2,647	545	107	
Water Only Systems and/or Plants _____	9,011	15.0	7,352	1,659	4,649	2,273	384	188	1,290	163	64	
Wastewater Only Systems and/or Plants _____	5,587	9.3	4,627	960	2,056	1,948	290	141	1,033	80	39	
SUBTOTAL _____	36,014	60.0	28,803	7,211	16,834	10,293	2,263	656	4,970	788	210	
Consulting Firms (including Engineering, Contracting and Environmental) _____	18,060	30.1	13,699	4,361	10,669	3,614	2,808	252	313	354	50	
TOTAL MUNICIPAL (including CONSULTING) _____	54,074	90.1	42,502	11,572	27,503	13,907	5,071	908	5,283	1,142	260	
Federal Agencies (including EPA), State Agencies, Public Health Agencies _____	535	0.9	286	249	175	133	151	37	30	6	3	
Research or Analytical Laboratories _____	339	0.6	188	151	106	46	27	137	12	10	1	
Industrial Water/Wastewater Facilities or Water Wholesalers _____	1,639	2.7	970	669	470	498	300	83	176	110	2	
Manufacturers/Distributors of Equipment & Suppliers (including Reprs.) _____	2,871	4.8	1,819	1,052	1,175	416	257	79	107	828	9	
Educational Institutions _____	344	0.6	155	189	68	35	38	102	72	12	17	
Others Allied to the Field _____	200	0.3	86	114	159	8	6	3	10	8	6	
TOTAL QUALIFIED CIRCULATION	60,002	100.0	46,006	13,996	29,656	15,043	5,850	1,349	5,690	2,116	298	
PERCENT	100.0		76.7	23.3	49.4	25.1	9.8	2.2	9.5	3.5	0.5	

NOTE 1:
 A: Executive/Administrative Management (i.e. President, VP, Board Member, Mayor, Owner, etc.)
 B: Engineering & Operations Management (i.e. Division Head, General Manager, Superintendent, Section Head, Department Head, Chief Engineer, etc.)
 C: Engineering & Design Staff (i.e. Consulting Engineer, Civil Engineer, Mechanical Engineer, Environmental Engineer, Electrical Engineer, Planning Engineer, System Designer, etc.)
 D: Scientific & Research (i.e. Chemist, Biologist, Biophysicist, Analyst, Lab Technician, etc.)
 E: Operations (i.e. Foreman, Plant Operator, Maintenance Crewman, Service Representative, etc.)
 F: Purchasing/Marketing/Sales (i.e. Purchasing, Market Representative, Salesperson, Sales Representative, Market Analyst, etc.)

SUPPLEMENTARY DATA FOR ISSUE OF MAY 2011
 This is an analysis of the 53,563 or 89.3% recipients who responded to the question "please check below all products or systems that you recommend, specify, purchase or approve purchase". Since any one recipient may have checked more than one response, the totals of these categories may exceed the total qualified circulation. These data are presented for statistical and marketing purposes.

Products	Total Respondents	Percent
Aeration _____	18,041	30.1
Chemicals/Biochemicals _____	22,871	38.1
Corrosion Control _____	23,287	38.8
Computers/Software _____	20,073	33.5
Customer Information Systems _____	15,844	26.4
Desalination/Brackish Water _____	8,061	13.4
Detectors, Monitors, Recorders _____	22,729	37.9
Disinfection Equipment _____	22,289	37.1
Engineering & Construction Services _____	27,595	46.0
Filtration Equipment _____	24,126	40.2
Flow, Pressure & Level Measuring Equipment & Accessories _____	25,786	43.0
Groundwater Treatment _____	21,564	35.9
Laboratory Equipment, Supplies & Services _____	19,301	32.2
Membranes _____	15,531	25.9
Meters & Meter Reading Equipment _____	25,030	41.7
Odor Control _____	18,368	30.6
Pipes, Fittings & Related Products _____	25,848	43.1
Process Control Equipment _____	21,108	35.2
Pumps _____	29,682	49.5
Safety Equipment _____	25,409	42.3
Sampling & Analyzing Equipment & Instrumentation _____	23,353	38.9
SCADA (Supervisory Control & Data Acquisition) _____	18,102	30.2
Security Equipment, Systems _____	15,142	25.2
Sludge Dewatering & Processing Equipment _____	20,899	34.8
Stormwater Equipment & Services _____	22,688	37.8
Tanks & Structures _____	21,612	36.0
Trenchless Equipment/Technology _____	17,908	29.8
Valves, Seals, Packing & Related Products _____	12,298	20.5
Wastewater Treatment Equipment _____	22,776	38.0
Water Treatment Equipment _____	25,048	41.7
Water Well Drilling, Maintenance & Monitoring _____	15,220	25.4
None of the Above _____	4,892	8.2
TOTAL QUALIFIED CIRCULATION	60,002	100.0

ADDITIONAL DATA FOR THE ISSUE OF MAY 2011		
For Water/Wastewater Plants, the Location or Facility is	Total Respondents	Percent
Municipally Owned & Operated _____	25,590	42.6
Investor Owned & Operated _____	16,274	27.1
Municipally Owned/Investor Operated _____	948	1.6
Other _____	5,390	9.0
None/Not Applicable _____	4,893	8.2
No Answer _____	6,907	11.5
TOTAL QUALIFIED CIRCULATION	60,002	100.0

ADDITIONAL DATA FOR THE ISSUE OF MAY 2011		
For Water/Wastewater Plants, the Population Served by Water System is	Total Respondents	Percent
500 or Less _____	6,804	11.3
501 - 3,300 _____	6,535	10.9
3,301 - 10,000 _____	5,788	9.7
10,001 - 100,000 _____	9,271	15.5
Greater than 100,000 _____	7,636	12.7
None/Not Applicable _____	13,798	23.0
No Answer _____	10,170	16.9
TOTAL QUALIFIED CIRCULATION	60,002	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011							
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	48,062	6,000	-	40,066	13,996	54,062	90.1
II. Request from recipient's company: _____	-	-	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	5,940	-	-	5,940	-	5,940	9.9
Association rosters and directories _____	-	-	-	-	-	-	-
*Business directories _____	5,940	-	-	5,940	-	5,940	9.9
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	54,002	6,000	-	46,006	13,996	60,002	100.0
PERCENT	90.0	10.0	-	76.7	23.3	100.0	-

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011				
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	46,006	13,996	60,002	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	46,006	13,996	60,002	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011									
State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	322	72	394		Kentucky _____	689	158	847	
New Hampshire _____	301	66	367		Tennessee _____	842	207	1,049	
Vermont _____	160	22	182		Alabama _____	753	144	897	
Massachusetts _____	1,061	317	1,378		Mississippi _____	475	70	545	
Rhode Island _____	153	47	200		EAST SO. CENTRAL	2,759	579	3,338	5.6
Connecticut _____	606	117	723		Arkansas _____	535	89	624	
NEW ENGLAND	2,603	641	3,244	5.4	Louisiana _____	755	161	916	
New York _____	2,202	534	2,736		Oklahoma _____	681	131	812	
New Jersey _____	1,291	323	1,614		Texas _____	3,257	1,084	4,341	
Pennsylvania _____	2,536	568	3,104		WEST SO. CENTRAL	5,228	1,465	6,693	11.2
MIDDLE ATLANTIC	6,029	1,425	7,454	12.4	Montana _____	256	47	303	
Ohio _____	2,026	521	2,547		Idaho _____	353	84	437	
Indiana _____	1,143	233	1,376		Wyoming _____	194	40	234	
Illinois _____	1,913	477	2,390		Colorado _____	912	359	1,271	
Michigan _____	1,309	339	1,648		New Mexico _____	267	92	359	
Wisconsin _____	1,080	288	1,368		Arizona _____	670	218	888	
EAST NO. CENTRAL	7,471	1,858	9,329	15.5	Utah _____	387	133	520	
Minnesota _____	940	226	1,166		Nevada _____	290	97	387	
Iowa _____	648	130	778		MOUNTAIN	3,329	1,070	4,399	7.3
Missouri _____	1,008	240	1,248		Alaska _____	149	51	200	
North Dakota _____	236	44	280		Washington _____	917	342	1,259	
South Dakota _____	230	40	270		Oregon _____	614	200	814	
Nebraska _____	450	98	548		California _____	4,167	1,614	5,781	
Kansas _____	601	183	784		Hawaii _____	173	79	252	
WEST NO. CENTRAL	4,113	961	5,074	8.5	PACIFIC	6,020	2,286	8,306	13.8
Delaware _____	122	44	166		UNITED STATES	45,397	12,501	57,898	96.5
Maryland _____	736	178	914		U.S. Territories _____	92	66	158	
Washington, DC _____	137	67	204		Canada _____	509	652	1,161	
Virginia _____	1,142	317	1,459		Mexico _____	-	39	39	
West Virginia _____	415	53	468		Other International _____	8	735	743	
North Carolina _____	1,250	339	1,589		APO/FPO _____	-	3	3	
South Carolina _____	595	164	759		TOTAL QUALIFIED CIRCULATION	46,006	13,996	60,002	100.0
Georgia _____	1,194	318	1,512						
Florida _____	2,254	736	2,990						
SOUTH ATLANTIC	7,845	2,216	10,061	16.8					

