

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.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

UNDERGROUND CONSTRUCTION MAGAZINE



6 Issues in the period
 40,294 average circulation

UNDERGROUND CONSTRUCTION WEBSITE



7,252 average unique browsers

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)	40,294	-	40,294
a. Print	35,037	-	35,037
b. Digital	5,257	-	5,257
1. Requested	5,257	-	5,257
2. Non Requested	-	-	-
UNDERGROUND CONSTRUCTION WEBSITE (Monthly Unique Browsers with 22,141 average Page Impressions)	7,252	-	7,252

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 other companies allied to the field as outlined in Paragraph 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 others allied to the field as outlined in Paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	26
Advertiser and Agency	699
Allocated for Trade Shows and Conventions	162
All Other	1,019
TOTAL	1,906

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	40,294	100.0	40,294	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,294	100.0	40,294	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Print	Digital	Total Qualified
July	34,974	5,277	40,251
August	35,183	5,246	40,429
September	35,145	5,217	40,362
October	35,042	5,275	40,317
November	34,922	5,266	40,188
December	34,958	5,261	40,219

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016
 This issue is 0.3% or 128 copies below the average of the other 5 issues reported in Paragraph 2.

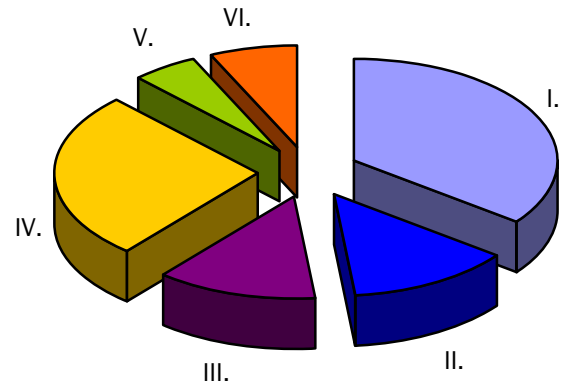
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE/FUNCTION									
			Print	Digital	Owner, Principal, Partner, President, Director, VP, GM, Plant, Facilities Mgr, Public Works, City Official, Office Manager, Other Managers and/or Department Heads (Note 1)	Superintendent, Supervisor	Engineer	Field & Operations Personnel (Note 2)	Purchasing Personnel	Consultant	Other Titles, Titles Not Available, Company & Library Copies, Others Allied to the Field (Note 3)	
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 4)	14,128	35.2	12,881	1,247	11,336	1,080	486	952	69	80	125	
Design, Construction including Engineering & Consulting Companies	5,268	13.1	4,281	987	3,060	113	1,682	146	12	214	41	
Gas Utilities, Pipeline Transmission Companies (Note 5)	5,005	12.4	4,220	785	2,710	577	954	584	22	32	126	
Municipalities/Public Works (water, sewer etc.)	10,502	26.1	9,026	1,476	6,290	1,873	1,210	981	79	22	47	
Telecom, Cable Companies; Electric, Combined Gas/Electric Companies (Note 6)	2,162	5.4	1,838	324	1,503	191	256	176	11	14	11	
Equipment Manufacturer, Service, Supplier; Financial, Legal, Insurance; Government, Regulatory, Research, Educational Institutes, Industry Associations and other companies allied to the field.	3,123	7.8	2,676	447	2,107	149	384	165	28	77	213	
TOTAL QUALIFIED CIRCULATION	40,188	100.0	34,922	5,266	27,006	3,983	4,972	3,004	221	439	563	

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 sales and marketing personnel.
 Note 4: 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 5: 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 6: 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	4,786	11.9
\$25,000,001 to \$50 million	2,037	5.1
\$10,000,001 to \$25 million	2,863	7.1
\$3,000,001 to \$10 million	5,666	14.1
\$1,000,001 to \$3 million	6,276	15.6
\$1 million and under	7,073	17.6
None of the above or no answer	11,487	28.6
TOTAL QUALIFIED CIRCULATION	40,188	100.0

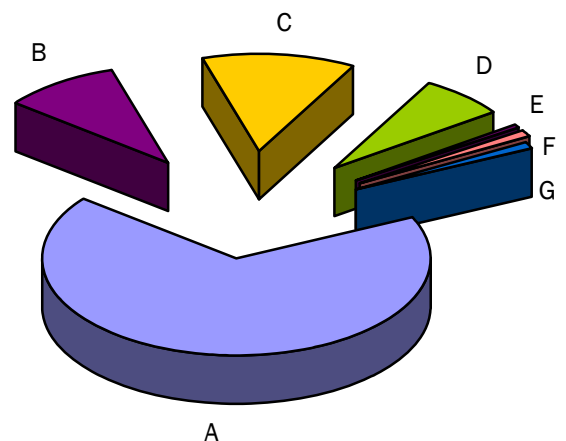
3a. Breakout of Qualified Circulation of Business/Industry (Please Refer to Paragraph 3a for Complete Descriptions)

BUSINESS AND INDUSTRY	Copies	%
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	14,128	35.2
II. Design, Construction including Engineering & Consulting Companies	5,268	13.1
III. Gas Utilities, Pipeline Transmission Companies (Note 2)	5,005	12.4
IV. Municipalities/Public Works (water, sewer etc.)	10,502	26.1
V. Telecom, Cable Companies; Electric, Combined Gas/Electric Companies	2,162	5.4
VI. Equipment Manufacturer, Service, Supplier; Financial, Legal, Insurance; Government, Regulatory, Research, Educational Institutes, Industry Associations and other companies allied to the field.	3,123	7.8



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

TITLE	Copies
A Owner, President, Director, Vice President, General Manager, Plant, Principle, Partner, facilities, Manager, Public Works Director/Manager, City Official, Office Manager, Other Managers and/or Department Heads	27,006
B Superintendent, Supervisor	3,983
C Engineer	4,972
D Foreman, Lead, Chief, Assistant, Field & Operations Personnel	3,004
E Purchasing Personnel	221
F Consultant	439
G Other Titles, Titles Not Available, Company & Library Copies, Others Allied to the Field	563



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	32,455	7,690	-	34,880	5,265	40,145	99.9
II. Request from recipient's company:	33	10	-	42	1	43	0.1
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. Total 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	32,488	7,700	-	34,922	5,266	40,188	100.0
PERCENT	80.8	19.2	-	86.9	13.1	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	34,915	5,265	40,180	100.0
Individuals by name only	4	1	5	-
Titles or functions only	3	-	3	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	34,922	5,266	40,188	100.0

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
	January – June 2014	July – December 2014	January – June 2015	July – December 2015	January – June 2016	July – December 2016*
Total Audit Average Qualified:	39,010	39,521	40,443	40,362	40,002	40,294
Qualified Non-Paid Total:	39,010	39,521	40,443	40,362	40,002	40,294
Print:	39,010	39,521	34,788	34,909	34,742	35,037
Digital:	-	-	5,655	5,453	5,260	5,257
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 – December 2016 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	200	30	230		Kentucky	451	54	505	
New Hampshire	172	20	192		Tennessee	668	87	755	
Vermont	111	12	123		Alabama	557	68	625	
Massachusetts	638	84	722		Mississippi	375	35	410	
Rhode Island	117	14	131		EAST SO. CENTRAL	2,051	244	2,295	5.7
Connecticut	393	43	436		Arkansas	336	34	370	
NEW ENGLAND	1,631	203	1,834	4.6	Louisiana	678	75	753	
New York	1,436	176	1,612		Oklahoma	659	105	764	
New Jersey	781	82	863		Texas	3,302	630	3,932	
Pennsylvania	1,768	220	1,988		WEST SO. CENTRAL	4,975	844	5,819	14.5
MIDDLE ATLANTIC	3,985	478	4,463	11.1	Montana	182	30	212	
Ohio	1,337	185	1,522		Idaho	214	29	243	
Indiana	767	100	867		Wyoming	165	24	189	
Illinois	1,448	172	1,620		Colorado	785	160	945	
Michigan	887	126	1,013		New Mexico	224	42	266	
Wisconsin	920	110	1,030		Arizona	443	97	540	
EAST NO. CENTRAL	5,359	693	6,052	15.1	Utah	287	64	351	
Minnesota	830	102	932		Nevada	201	45	246	
Iowa	558	75	633		MOUNTAIN	2,501	491	2,992	7.4
Missouri	853	119	972		Alaska	157	22	179	
North Dakota	166	12	178		Washington	690	113	803	
South Dakota	224	21	245		Oregon	489	83	572	
Nebraska	354	39	393		California	2,536	461	2,997	
Kansas	538	77	615		Hawaii	112	13	125	
WEST NO. CENTRAL	3,523	445	3,968	9.9	PACIFIC	3,984	692	4,676	11.6
Delaware	93	10	103		UNITED STATES	33,242	4,903	38,145	94.9
Maryland	494	88	582		U.S. Territories	46	16	62	
Washington, DC	64	23	87		Canada	1,634	347	1,981	
Virginia	695	112	807		Mexico	-	-	-	
West Virginia	268	37	305		Other International	-	-	-	
North Carolina	844	116	960		APO/FPO	-	-	-	
South Carolina	517	71	588						
Georgia	771	92	863						
Florida	1,487	264	1,751						
SOUTH ATLANTIC	5,233	813	6,046	15.0					
					TOTAL QUALIFIED CIRCULATION	34,922	5,266	40,188	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.UCONONLINE.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	23,816	8,138	7,189	1.13	00:31	01:00
August	23,917	8,536	7,627	1.12	00:30	00:54
September	22,151	8,072	7,090	1.14	00:33	00:57
October	21,027	7,839	7,008	1.12	00:30	00:51
November	22,467	8,434	7,499	1.12	00:33	00:54
December	19,472	7,744	7,103	1.09	00:26	00:39
AVERAGE:	22,141	8,127	7,252	1.12	00:30	00:52

July - December 2016 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Page Impressions: A Page Impression is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

User Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Unique Browsers: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Unique Browser Frequency: Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

Page Duration: The average time spent viewing any page on a web site.

User Session Duration: The average time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's 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.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

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

Oliver Klinger, President & Publisher
Audrey Miller, Circulation

(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.

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State	Texas
County	Harris
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ID Number	U040B0D6

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.