

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.

Gulf Energy Information  
(See Additional Data)  
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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.

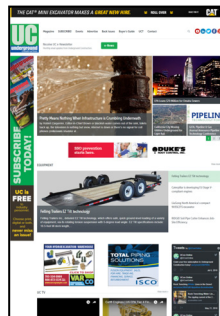
## CHANNELS

**UNDERGROUND CONSTRUCTION MAGAZINE**



6 issues in the period  
39,461 average circulation

**UNDERGROUND CONSTRUCTION WEBSITE**



10,970 average users

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>UNDERGROUND CONSTRUCTION MAGAZINE</b> (6 issues in the period)	39,461	-	39,461
a. Print	33,994	-	33,994
b. Digital	5,467	-	5,467
1. Requested	5,467	-	5,467
2. Non Requested	-	-	-
<b>UNDERGROUND CONSTRUCTION WEBSITE</b> (Monthly Users with 39,652 average Pageviews)	10,970	-	10,970

**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 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.

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	17
Advertiser and Agency	645
Allocated for Trade Shows and Conventions	600
All Other	956
<b>TOTAL</b>	<b>2,218</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	39,461	100.0	39,461	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>39,461</b>	<b>100.0</b>	<b>39,461</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2018 Issue	Print	Digital	Total Qualified
January	33,940	5,292	39,232
February	34,234	5,315	39,549
March	34,331	5,273	39,604
April	33,865	5,485	39,350
May	33,886	5,802	39,688
June	33,707	5,633	39,340

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018**

This issue is 0.7% or 273 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)	13,362	33.7	11,941	1,421	11,160	834	406	806	38	60	58	
Design, Construction including Engineering & Consulting Companies	5,248	13.2	4,210	1,038	3,570	143	1,113	179	13	197	33	
Gas Utilities, Pipeline Transmission Companies (Note 4)	5,963	15.0	5,028	935	3,527	697	921	733	19	21	45	
Municipalities, Public Works (water, sewer etc.)	11,814	29.8	9,944	1,870	7,583	1,882	1,418	870	33	8	20	
Telecom, Cable Companies; Electric, Combined Gas/Electric Companies (Note 5)	1,604	4.0	1,336	268	1,078	163	190	138	11	11	13	
Equipment Manufacturer, Service, Supplier; Financial, Legal, Insurance; Government, Regulatory, Research, Educational Institutes, Industry Associations	1,697	4.3	1,427	270	1,225	87	270	115	-	-	-	
Others allied to the field.	-	-	-	-	-	-	-	-	-	-	-	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>39,688</b>	<b>100.0</b>	<b>33,886</b>	<b>5,802</b>	<b>28,143</b>	<b>3,806</b>	<b>4,318</b>	<b>2,841</b>	<b>114</b>	<b>297</b>	<b>169</b>	

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.

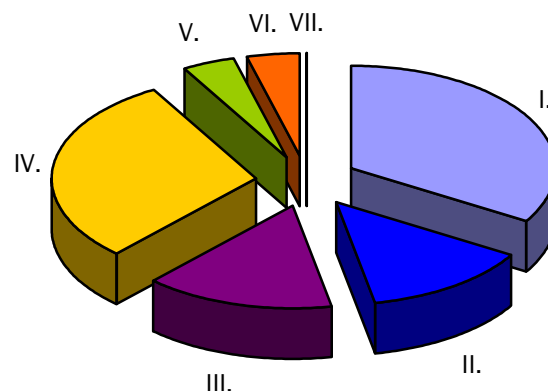
Note 4: Includes LDC, gas transmission &/or distribution, pipeline owner/operators, underground gas storage, gas producers, processors, gatherers, refiners, marketers, sales, energy mgmt and other mid/downstream oil/gas companies.

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	4,577	11.5
\$25,000,001 to \$50 million	2,034	5.1
\$10,000,001 to \$25 million	2,744	6.9
\$3,000,001 to \$10 million	5,431	13.7
\$1,000,001 to \$3 million	6,333	16.0
\$1 million and under	7,517	19.0
None of the above or no answer	11,052	27.8
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>39,688</b>	<b>100.0</b>

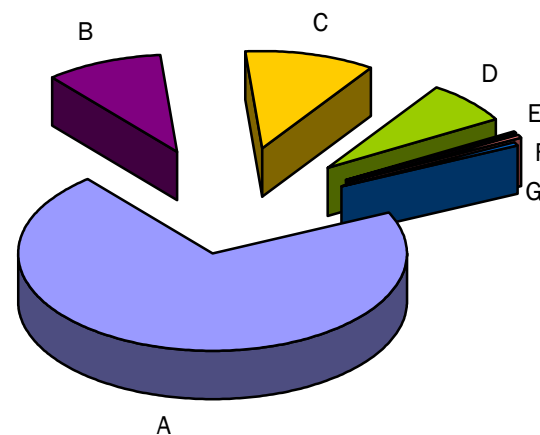
### 3a. Breakout of Qualified Circulation of Business/Industry (Please Refer to Paragraph 3a for Complete Descriptions)

	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	13,362	33.7
II.	Design, Construction including Engineering & Consulting Companies	5,248	13.2
III.	Gas Utilities, Pipeline Transmission Companies	5,963	15.0
IV.	Municipalities/Public Works (water, sewer etc.)	11,814	29.8
V.	Telecom, Cable Companies; Electric, Combined Gas/Electric Companies	1,604	4.0
VI.	Equipment Manufacturer, Service, Supplier; Financial, Legal, Insurance; Government, Regulatory, Research, Educational Institutes, Industry Associations	1,697	4.3
VII.	Others allied to the field	-	-



### 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	28,143
B	Superintendent, Supervisor	3,806
C	Engineer	4,318
D	Foreman, Lead, Chief, Assistant, Field & Operations Personnel	2,841
E	Purchasing Personnel	114
F	Consultant	297
G	Other Titles and Titles not available	169



### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	32,139	7,549	-	33,886	5,802	39,688	100.0
II. Request from recipient's company:	-	-	-	-	-	-	-
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:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>32,139</b>	<b>7,549</b>	<b>-</b>	<b>33,886</b>	<b>5,802</b>	<b>39,688</b>	<b>100.0</b>
<b>PERCENT</b>	<b>81.0</b>	<b>19.0</b>	<b>-</b>	<b>85.4</b>	<b>14.6</b>	<b>100.0</b>	

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	33,637	5,753	39,390	99.3
Individuals by name only	241	48	289	0.7
Titles or functions only	5	-	5	-
Company names only	3	1	4	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>33,886</b>	<b>5,802</b>	<b>39,688</b>	<b>100.0</b>

### 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
	July – December 2015	January – June 2016	July – December 2016	January – June 2017	July – December 2017*	January – June 2018*
Total Audit Average Qualified:	40,362	40,002	40,294	39,811	39,407	39,461
Qualified Non-Paid Total:	40,362	40,002	40,294	39,811	39,407	39,461
Print:	34,909	34,742	35,037	34,414	34,095	33,994
Digital:	5,453	5,260	5,257	5,397	5,312	5,467
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 2017 – June 2018 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 MAY 2018\***

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	190	28	218		Kentucky	429	67	496	
New Hampshire	181	28	209		Tennessee	640	101	741	
Vermont	131	10	141		Alabama	636	96	732	
Massachusetts	640	114	754		Mississippi	432	46	478	
Rhode Island	92	18	110		<b>EAST SO. CENTRAL</b>	<b>2,137</b>	<b>310</b>	<b>2,447</b>	<b>6.2</b>
Connecticut	397	48	445		Arkansas	348	38	386	
<b>NEW ENGLAND</b>	<b>1,631</b>	<b>246</b>	<b>1,877</b>	<b>4.7</b>	Louisiana	687	89	776	
New York	1,332	203	1,535		Oklahoma	637	142	779	
New Jersey	776	110	886		Texas	3,140	670	3,810	
Pennsylvania	1,724	232	1,956		<b>WEST SO. CENTRAL</b>	<b>4,812</b>	<b>939</b>	<b>5,751</b>	<b>14.5</b>
<b>MIDDLE ATLANTIC</b>	<b>3,832</b>	<b>545</b>	<b>4,377</b>	<b>11.0</b>	Montana	190	34	224	
Ohio	1,474	194	1,668		Idaho	194	44	238	
Indiana	707	103	810		Wyoming	187	26	213	
Illinois	1,339	146	1,485		Colorado	735	151	886	
Michigan	836	157	993		New Mexico	282	37	319	
Wisconsin	870	122	992		Arizona	412	98	510	
<b>EAST NO. CENTRAL</b>	<b>5,226</b>	<b>722</b>	<b>5,948</b>	<b>15.0</b>	Utah	273	67	340	
Minnesota	824	115	939		Nevada	172	27	199	
Iowa	521	85	606		<b>MOUNTAIN</b>	<b>2,445</b>	<b>484</b>	<b>2,929</b>	<b>7.4</b>
Missouri	854	142	996		Alaska	49	4	53	
North Dakota	147	22	169		Washington	627	99	726	
South Dakota	218	36	254		Oregon	467	92	559	
Nebraska	366	53	419		California	2,457	492	2,949	
Kansas	550	88	638		Hawaii	53	8	61	
<b>WEST NO. CENTRAL</b>	<b>3,480</b>	<b>541</b>	<b>4,021</b>	<b>10.1</b>	<b>PACIFIC</b>	<b>3,653</b>	<b>695</b>	<b>4,348</b>	<b>11.0</b>
Delaware	85	12	97		<b>UNITED STATES</b>	<b>32,547</b>	<b>5,396</b>	<b>37,943</b>	<b>95.6</b>
Maryland	457	86	543		U.S. Territories	20	9	29	
Washington, DC	52	30	82		Canada	1,301	361	1,662	
Virginia	685	124	809		Mexico	-	-	-	
West Virginia	281	30	311		Other International	17	35	52	
North Carolina	921	138	1,059		APO/FPO	1	1	2	
South Carolina	477	71	548						
Georgia	782	122	904						
Florida	1,591	301	1,892						
<b>SOUTH ATLANTIC</b>	<b>5,331</b>	<b>914</b>	<b>6,245</b>	<b>15.7</b>					
					<b>TOTAL QUALIFIED CIRCULATION</b>	<b>33,886</b>	<b>5,802</b>	<b>39,688</b>	<b>100.0</b>

\*See Additional Data

**WEBSITE CHANNEL**

**WWW.UCONONLINE.COM**

2018	Pageviews	Sessions	Users	Average Session Duration
January	37,240	12,733	11,499	0:58
February	33,594	10,985	9,936	1:06
March	37,034	11,953	10,778	1:10
April	39,509	12,495	11,395	1:05
May	57,477	13,229	12,262	1:21
June	33,059	10,827	9,950	1:03
<b>AVERAGE:</b>	<b>39,652</b>	<b>12,037</b>	<b>10,970</b>	<b>1:07</b>

January – June 2018 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

**WEBSITE GLOSSARY**

**Pageviews:** A Pageview 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.

**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.

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

**Average Session Duration:** The time visitors remain on a site per session.

## ADDITIONAL DATA

### MAGAZINE:

#### 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.

#### CHANGE IN OWNERSHIP:

Effective with the May 2018 issue, Gulf Publishing Company changed its name to Gulf Energy Information. There has been no change in ownership.

#### 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.

John T. Royall, President & CEO

Brian 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	July 17, 2018
State	Texas
County	Harris
Received by BPA Worldwide	July 17, 2018
Type	BJ
ID Number	U040B0J8

#### 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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.