

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.

100 Beard Sawmill Road, Sixth Floor  
Shelton, CT USA 06484-6150  
Phone: +1 203.447.2800  
Fax: +1 203.447.2900  
[www.bpaww.com](http://www.bpaww.com)

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# DISTRIBUTED ENERGY

THE JOURNAL OF ENERGY EFFICIENCY & RELIABILITY

Forester Media  
2946 De La Vina Street  
Santa Barbara, CA 93105  
Tel. No.: 805-682-1300  
FAX No.: 805-682-0200  
[www.forester.net](http://www.forester.net)

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Issues Per Year: 6

**FIELD SERVED**

DISTRIBUTED ENERGY serves Energy Services, Heating, Power, Consulting, Engineering, Architecture, Government, Military, Manufacturing, Fabricating, Processing, Hospital, Healthcare, Educational, University, Large-Scale Residential, Mining, Landfill, Prison, Office, Commercial, Telecom, Computer or Related, Industrial, Research, Data, Hotel, Hospitality, Chain Store, Retail, Sports, Entertainment, Convention Facility, Mass Transit, Airport and Others Allied to the Field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include Executive Management, Operations Management, Engineering Management, Engineering and other titled and non-titled personnel and company copies.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	3
Advertiser and Agency _____	762
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	400
Digital _____	-
All Other _____	485
<b>TOTAL</b>	<b>1,650</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	21,000	100.0	21,000	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>21,000</b>	<b>100.0</b>	<b>21,000</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD						
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital (Unduplicated) (C)	Total Qualified
July/August _____	1,863	1,863	14,626	4,461	1,913	21,000
September/October _____	4,270	4,270	15,233	3,662	2,105	21,000
November/December _____	1,609	1,609	15,597	3,459	1,944	21,000
<b>TOTAL</b>	<b>7,742</b>	<b>7,742</b>				

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2011**

This issue is equal to the average of the other 2 issues reported in Paragraph two.

Business & Industry	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Executive Management (Note 1)	Operations Management (Note 2)	Engineering Management (Note 3)	Engineering (Note 4)	Other titled and non-titled personnel and company copies
Energy Services / Heating / Power _____	6,150	29.3	4,797	896	457	3,426	1,234	657	652	181
Consulting / Engineering / Architecture _____	3,875	18.5	2,621	777	477	2,195	258	787	551	84
Government / Military _____	3,205	15.3	2,304	639	262	888	1,170	504	470	173
Manufacturing / Fabricating / Processing _____	2,526	12.0	1,871	404	251	1,316	398	352	281	179
Hospital / Healthcare, Educational / University, Large-Scale Residential, Mining / Landfill / Prison _____	1,858	8.8	1,353	305	200	827	474	187	185	185
Office / Commercial, Telecom / Computer or Related, Industrial / Research / Data _____	1,699	8.1	1,315	239	145	931	322	197	183	66
Hotel / Hospitality, Chain Store / Retail / National Accounts, Sports / Entertainment / Convention Facility, Mass Transit / Airport _____	612	2.9	523	52	37	364	144	49	31	24
Others Allied to the Field _____	1,075	5.1	813	147	115	729	162	95	87	2
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>21,000</b>	<b>100.0</b>	<b>15,597</b>	<b>3,459</b>	<b>1,944</b>	<b>10,676</b>	<b>4,162</b>	<b>2,828</b>	<b>2,440</b>	<b>894</b>
<b>PERCENT</b>	<b>100.0</b>		<b>74.3</b>	<b>16.5</b>	<b>9.2</b>	<b>50.8</b>	<b>19.8</b>	<b>13.5</b>	<b>11.6</b>	<b>4.3</b>

Note 1: Executive Management: President / Owner, Developer, Corporate Officer, CFO, CEO, Power Buyer, Program Manager, Operations, Maintenance, Power Marketer, Consultant

Note 2: Operations Management: Physical Plant, Property, Facilities, Buildings, Energy Consultant, Purchasing, Finance, Operations

Note 3: Engineering Management: Maintenance Engineer, Electrical Engineer, Mechanical Engineer, Lighting Engineer, Consulting Engineer, Specifying Engineer

Note 4: Engineering: Engineering Staff, Foreman, Architectural Staff, Plant, Property Staff

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2011								
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
	1 year	2 year	3 year					
I. <b>TOTAL</b> - Direct Request:	<b>18,909</b>	<b>2,091</b>	-	<b>15,597</b>	<b>3,459</b>	<b>1,944</b>	<b>21,000</b>	<b>100.0</b>
a. Written	457	5	-	398	23	41	462	2.2
b. Telecommunication	14,742	-	-	11,759	2,088	895	14,742	70.2
c. Electronic	3,710	2,086	-	3,440	1,348	1,008	5,796	27.6
II. <b>TOTAL</b> - Request from recipient's company:	-	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-	-
III. <b>TOTAL</b> - Membership Benefit:	-	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-	-
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	-	-	-	-	-	-	-	-
Association rosters and directories	-	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-	-
VI. <b>TOTAL</b> - Single Copy Sales:	-	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,909</b>	<b>2,091</b>	-	<b>15,597</b>	<b>3,459</b>	<b>1,944</b>	<b>21,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>90.0</b>	<b>10.0</b>	-	<b>74.3</b>	<b>16.5</b>	<b>9.2</b>	<b>100.0</b>	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2011					
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
Individuals by name and title and/or function	15,597	3,459	1,944	21,000	100.0
Individuals by name only	-	-	-	-	-
Titles or functions only	-	-	-	-	-
Company names only	-	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-	-
Single Copy Sales	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,597</b>	<b>3,459</b>	<b>1,944</b>	<b>21,000</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2011											
State	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent	State	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
Maine	109	24	11	144		Kentucky	230	39	21	290	
New Hampshire	114	27	19	160		Tennessee	288	49	28	365	
Vermont	68	14	6	88		Alabama	224	28	16	268	
Massachusetts	463	103	77	643		Mississippi	121	18	5	144	
Rhode Island	55	5	7	67		<b>EAST SO. CENTRAL</b>	<b>863</b>	<b>134</b>	<b>70</b>	<b>1,067</b>	<b>5.1</b>
Connecticut	266	68	44	378		Arkansas	166	18	7	191	
<b>NEW ENGLAND</b>	<b>1,075</b>	<b>241</b>	<b>164</b>	<b>1,480</b>	<b>7.1</b>	Louisiana	192	27	10	229	
New York	883	157	116	1,156		Oklahoma	217	38	10	265	
New Jersey	437	82	64	583		Texas	1,066	217	135	1,418	
Pennsylvania	696	119	72	887		<b>WEST SO. CENTRAL</b>	<b>1,641</b>	<b>300</b>	<b>162</b>	<b>2,103</b>	<b>10.0</b>
<b>MIDDLE ATLANTIC</b>	<b>2,016</b>	<b>358</b>	<b>252</b>	<b>2,626</b>	<b>12.5</b>	Montana	78	11	6	95	
Ohio	718	117	73	908		Idaho	85	17	9	111	
Indiana	429	69	40	538		Wyoming	53	4	6	63	
Illinois	677	118	76	871		Colorado	374	107	56	537	
Michigan	421	71	41	533		New Mexico	79	20	9	108	
Wisconsin	396	78	38	512		Arizona	222	37	36	295	
<b>EAST NO. CENTRAL</b>	<b>2,641</b>	<b>453</b>	<b>268</b>	<b>3,362</b>	<b>16.0</b>	Utah	113	30	8	151	
Minnesota	400	82	34	516		Nevada	104	29	23	156	
Iowa	203	29	11	243		<b>MOUNTAIN</b>	<b>1,108</b>	<b>255</b>	<b>153</b>	<b>1,516</b>	<b>7.2</b>
Missouri	378	66	37	481		Alaska	32	8	4	44	
North Dakota	86	9	9	104		Washington	292	96	45	433	
South Dakota	79	13	2	94		Oregon	172	44	30	246	
Nebraska	184	30	7	221		California	1,395	416	286	2,097	
Kansas	198	40	21	259		Hawaii	33	9	14	56	
<b>WEST NO. CENTRAL</b>	<b>1,528</b>	<b>269</b>	<b>121</b>	<b>1,918</b>	<b>9.1</b>	<b>PACIFIC</b>	<b>1,924</b>	<b>573</b>	<b>379</b>	<b>2,876</b>	<b>13.7</b>
Delaware	44	8	4	56		<b>UNITED STATES</b>	<b>15,558</b>	<b>3,070</b>	<b>1,930</b>	<b>20,558</b>	<b>97.9</b>
Maryland	267	45	48	360		U.S. Territories	25	7	13	45	
Washington, DC	68	34	32	134		Canada	2	82	-	84	
Virginia	394	82	52	528		Mexico	-	7	-	7	
West Virginia	75	10	5	90		Other International	9	292	-	301	
North Carolina	444	80	51	575		APO/FPO	3	1	1	5	
South Carolina	223	30	21	274		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,597</b>	<b>3,459</b>	<b>1,944</b>	<b>21,000</b>	<b>100.0</b>
Georgia	506	77	53	636							
Florida	741	121	95	957							
<b>SOUTH ATLANTIC</b>	<b>2,762</b>	<b>487</b>	<b>361</b>	<b>3,610</b>	<b>17.2</b>						

<b>AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS</b>	
6-Month Period Ended:	Audited Data
	<b>July – December 2011*</b>
Total Audit Average Qualified: _____	21,000
Qualified Non-Paid: _____	21,000
Print Version Only _____	15,152
Digital Version Only _____	3,861
Both Print & Digital Version _____	1,987
Qualified Paid: _____	-
Print Version Only _____	-
Digital Version Only _____	-
Both Print & Digital Version _____	-
Post Expire Copies included in Total Qualified Circulation: ____	**NC
Average Annual Order Price: _____	**NC

\*NOTE: All data through December 2011 is audited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

#### ADDITIONAL DATA

##### METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served of a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital versions are notified via email when the version is available.

##### STATEMENT OF CONTENT PLATFORM:

Replica - Editorial and design are unchanged from the original print edition.

<b>1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – PRINT VERSION ONLY</b>						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	15,152	100.0	15,152	100.0	-	-
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,152</b>	<b>100.0</b>	<b>15,152</b>	<b>100.0</b>	-	-

<b>1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY</b>						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	3,861	100.0	3,861	100.0	-	-
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>3,861</b>	<b>100.0</b>	<b>3,861</b>	<b>100.0</b>	-	-

<b>1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – BOTH PRINT &amp; DIGITAL VERSION</b>						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	1,987	100.0	1,987	100.0	-	-
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>1,987</b>	<b>100.0</b>	<b>1,987</b>	<b>100.0</b>	-	-

We have audited this Initial Audit Report of DISTRIBUTED ENERGY. Circulation Statements are the responsibility of the Company's management. Our responsibility is to express an opinion on the data reported based on our audit.

We conducted our audit in accordance with generally accepted audit standards. In our opinion, this audit presents fairly, in all material respects, the circulation claims of DISTRIBUTED ENERGY for the period reported.

BPA Worldwide

Shelton, CT

December 13, 2011

TYPE: A

ID Number: D230I0D1