

**INITIAL AUDIT REPORT**  
**JANUARY 1, 2012 – DECEMBER 31, 2012**



**Established 1958**  
**Issues Per Year: 11**  
**Issues This Report: 11**



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**PUBLICATION DESCRIPTION**






**CONSULTING-SPECIFYING ENGINEER** reaches management and engineering professionals who design, specify and commission mechanical, electrical, plumbing, fire/life safety and control systems for non-residential buildings. Consulting-Specifying Engineer covers issues from sustainability to safety and from design and specification to lifecycle performance. Consulting-Specifying Engineer reaches its audience through its magazine, eNewsletters, the www.csemag.com website, educational webcasts and Social Media.

**FIELD SERVED/DEFINITION OF RECIPIENT QUALIFICATION**

**CONSULTING-SPECIFYING ENGINEER** serves consulting engineering firms, design/build, construction and contracting firms, engineering/architectural firms, architectural/engineering firms, In-house engineering for government agencies, public utilities, industrial firms, commercial firms, institutions and others allied to the field. Qualified recipients are management, engineering management and engineers who specify, design or make mechanical and/or electrical product selections in new construction or modernization projects.



**AUDIENCE REACH: JANUARY 1, 2012 – DECEMBER 31, 2012**

				
<b>Magazine</b>	<b>E-Newsletter</b>	<b>Website</b>	<b>Webcasts</b>	<b>Social Media</b>
<p><b>11 Issues per year</b></p> <p>Total Average Magazine Distribution 45,439</p> <p>Qualified Print: 31,879                      Qualified Digital: 11,882                      Qualified Print &amp; Digital Unduplicated: 1,678</p>	<p><b>7 E-Newsletters</b></p> <p>Average Monthly Newsletter Recipients: 133,868</p> <p>Codes &amp; Standards: 27,677                      Electrical Solutions: 20,214                      Fire &amp; Life Safety: 15,296                      HVAC Solutions: 16,735                      NewsWatch: 17,485                      Product &amp; Media Showcase: 18,675                      Pure Power: 17,786</p>	<p><b>www.csemag.com</b></p> <p>Total Unique Visitors: 202,744                      Total Pageviews: 685,742</p> <p>Total Average Monthly Visitors: 16,895                      Total Average Monthly Pageviews: 57,145</p>	<p><b>12 Webcasts</b></p> <p>Total Annual Combined Webcast Registrants: 9,864</p> <p>Total Average Webcast Registrants: 822</p>	<p><b>Consulting-Specifying Engineer</b></p> <p>Total LinkedIn Group Membership: 2,016</p> <p>Total Average Weekly LinkedIn Group Membership: 1,615</p>

Total average magazine distribution calculated by dividing the total qualified print, digital, and print and digital distribution for the period Jan. 1, 2012 – Dec. 31, 2012 by 11 months. Total average monthly e-Newsletter recipients calculated by combining the 12 month averages of seven newsletters for the period Jan. 1, 2012 – Dec. 31, 2012 (includes duplicate recipients). Total average monthly visitors calculated by dividing the total unique visitors for the period Jan. 1, 2012 – Dec. 31, 2012 by 12 months. Total average monthly pageviews calculated by dividing the total pageviews for the period Jan. 1, 2012 – Dec. 31, 2012 by 12 months. Total average monthly webcast registrants calculated by dividing total combined webcast registrants for the period Jan. 1, 2012 – Dec. 31, 2012 by 12 months. Total LinkedIn Group membership as of Dec. 31, 2012. Total average weekly LinkedIn group membership calculated by dividing the total LinkedIn memberships for the period Jan. 1, 2012 – Dec. 31, 2012 by 53. Please see the following pages for Recipient Classification, Subscription Source, Recency of Renewal, Type of Firm and Job Title Classification, Supplemental Data, Geographical Distribution, Qualified Circulation by Issue, Newsletter Activity, Web Activity, Webcast Registrants, LinkedIn Membership, Explanation, Audit of Internal Records, and Affidavit.

**RECIPIENT CLASSIFICATION**

RECIPIENT	Print	Digital	Print & Digital Unduplicated	Total Qualified	Percent
Individual by Name and Title and/or Company	29,550	14,049	1,763	45,362	100.0%
Individual by Name Only	1	4	-	5	-
Title Only	-	-	-	-	-
Company Name Only	-	-	-	-	-
<b>Total Qualified Circulation</b>	<b>29,551</b>	<b>14,053</b>	<b>1,763</b>	<b>45,367</b>	<b>100.0%</b>

<b>Total Non-Qualified Circulation</b>	<b>6,142</b>
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Analysis based upon the November 2012 issue. Total Non-Qualified includes print and digital copies.

**SUBSCRIPTION SOURCE AND REGENCY OF RENEWAL**

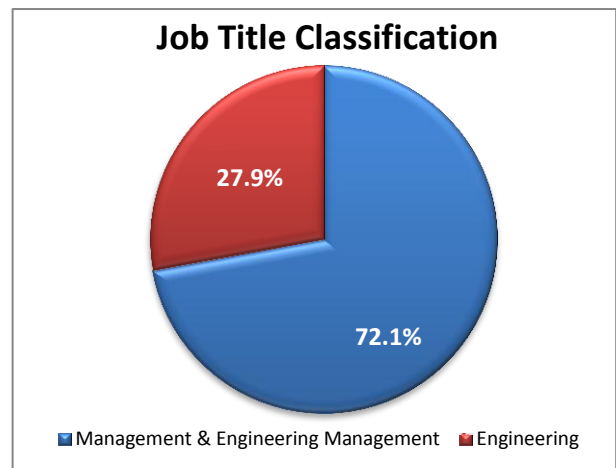
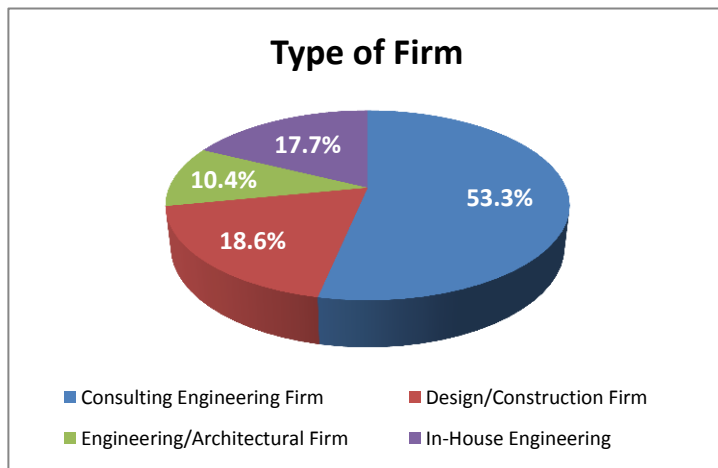
RECIPIENT	Print	Digital	Print & Digital Unduplicated	1 Year	2 years	3 Years	Total Qualified	Percent
Direct Request from the Recipient	29,551	14,053	1,763	22,161	15,694	7,512	45,376	100.0%
Request from Recipient's Company	-	-	-	-	-	-	-	-
Association/Group/Directory Lists	-	-	-	-	-	-	-	-
<b>Total Qualified Circulation</b>	<b>29,551</b>	<b>14,053</b>	<b>1,763</b>	<b>22,161</b>	<b>15,694</b>	<b>7,512</b>	<b>45,367</b>	<b>100.0%</b>

Analysis based upon the November 2012 issue. Direct Request subscriptions renewed within three years include subscriptions started November 2009 through November 2010.

**TYPE OF FIRM AND JOB TITLE CLASSIFICATION**

TYPE OF FIRM	Print	Digital	Print & Digital Unduplicated	Classification by Job Title		Total Qualified	Percent
				Management & Engineering Management	Engineering		
Consulting Engineering Firm	15,686	7,588	903	18,547	5,630	24,177	53.3%
Design/Build, Construction/Contracting Firm	5,902	2,247	309	6,659	1,799	8,458	18.6%
Engineering/Architectural, Architectural/Engineering Firm	3,038	1,434	237	2,919	1,790	4,709	10.4%
In-House Engineering for Government Agency, Public Utility Company, Industrial/Commercial Institutional Firm	4,925	2,784	314	4,597	3,426	8,023	17.7%
<b>Total Qualified Circulation</b>	<b>29,551</b>	<b>14,053</b>	<b>1,763</b>	<b>32,722</b>	<b>12,645</b>	<b>45,367</b>	<b>100.0%</b>

Analysis based upon the November 2012 issue. Management & Engineering Management includes Owners, CEOs, Presidents, Vice Presidents, Directors, General Managers, Project/Group Leaders, Chief Engineers, Senior Engineers and other management and senior engineering management titles not listed. Engineering includes Professional Engineers, Design Engineers, Consulting Engineers, Project Engineers, Plant Engineers, Mechanical Engineers, Electrical Engineers, Staff Engineers, Safety Engineers, System Engineers and other engineering titles not listed.

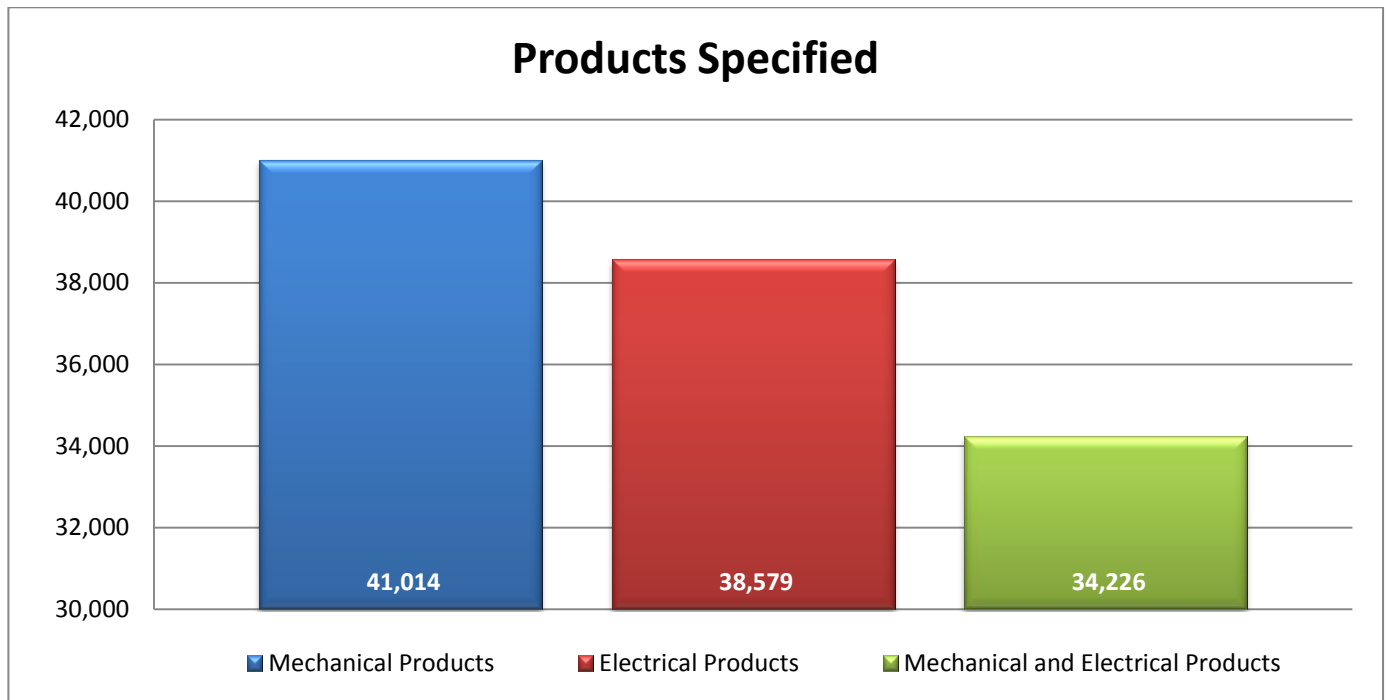


**SUPPLEMENTAL ANALYSIS: MECHANICAL AND/OR ELECTRICAL PRODUCT SPECIFICATION**

PRODUCTS	Total
A. Mechanical Products: Including Heating, Air Conditioning, Ventilation, Cogeneration, Refrigeration, Plumbing, Pumps & Water Supply, Fire Protection, Insulation/Sealing, Energy Conservation Systems, Water Pollution, Humidification/Dehumidification or Process Piping products.	41,014
B. Electrical Products: Including Controls & Instrumentation, Building Automation & Controls, Electrical Distribution, Emergency & Standby Power, Electrical Generation, Wiring & Cable, Communication Systems, Security Systems and Lighting Indoor & Outdoor products.	38,579
C. Mechanical and Electrical Products: Recipients who personally specify, design, or make both mechanical and electrical product selections as indicated in Categories A and B above for use in new construction or modernization projects.	34,226
<b>Total Circulation</b>	<b>45,367</b>

Source – Consulting-Specifying Engineer

This is a supplementary analysis of the November 2012 issue and 100 percent of all 45,367 qualified subscribers who responded to the question: "Which of the following mechanical and/or electrical products do you personally select, specify, or design in new construction or modernization projects?" on the publisher's qualification form. Since any one respondent may have checked more than one response, the totals for each of these processing responses should not be added together and may exceed the total circulation. This data is presented for statistical and marketing purposes only.



**U.S. GEOGRAPHICAL DISTRIBUTION**

REGION	Print	Digital	Print & Digital Unduplicated	Total Qualified	Percent	REGION	Print	Digital	Print & Digital Unduplicated	Total Qualified	Percent
Maine	139	44	3	186	0.4%	Kentucky	321	108	14	443	1.0%
New Hampshire	183	55	9	247	0.5%	Tennessee	527	227	20	774	1.7%
Vermont	87	28	-	115	0.3%	Alabama	354	145	11	510	1.1%
Massachusetts	900	330	50	1,280	2.8%	Mississippi	172	55	12	239	0.5%
Rhode Island	108	37	5	150	0.3%	<b>E. S. Central</b>	<b>1,374</b>	<b>535</b>	<b>57</b>	<b>1,966</b>	<b>4.3%</b>
Connecticut	486	147	34	667	1.5%	Arkansas	130	65	4	199	0.4%
<b>New England</b>	<b>1,903</b>	<b>641</b>	<b>101</b>	<b>2,645</b>	<b>5.8%</b>	Louisiana	383	128	17	528	1.2%
New York	2,235	666	149	3,050	6.7%	Oklahoma	252	102	16	370	0.8%
New Jersey	1,146	411	85	1,642	3.6%	Texas	1,906	872	124	2,902	6.4%
Pennsylvania	1,611	547	83	2,241	4.9%	<b>W. S. Central</b>	<b>2,671</b>	<b>1,167</b>	<b>161</b>	<b>3,999</b>	<b>8.8%</b>
<b>Mid Atlantic</b>	<b>4,992</b>	<b>1,624</b>	<b>317</b>	<b>6,933</b>	<b>15.3%</b>	Montana	105	44	4	153	0.3%
Delaware	70	27	1	98	0.2%	Idaho	128	50	2	180	0.4%
Maryland	655	223	49	927	2.0%	Wyoming	44	27	1	72	0.2%
D.C.	125	57	18	200	0.4%	Colorado	507	251	26	784	1.7%
Virginia	876	356	60	1,292	2.8%	New Mexico	130	63	10	203	0.4%
West Virginia	132	39	6	177	0.4%	Arizona	423	171	24	618	1.4%
North Carolina	767	289	48	1,104	2.4%	Utah	199	94	15	308	0.7%
South Carolina	372	182	25	579	1.3%	Nevada	167	73	12	252	0.6%
Georgia	766	339	65	1,170	2.6%	<b>Mountain</b>	<b>1,703</b>	<b>773</b>	<b>94</b>	<b>2,570</b>	<b>5.7%</b>
Florida	1,656	694	95	2,445	5.4%	Alaska	95	41	8	144	0.3%
<b>S. Atlantic</b>	<b>5,419</b>	<b>2,206</b>	<b>367</b>	<b>7,992</b>	<b>17.6%</b>	Washington	610	274	35	919	2.0%
Ohio	1,301	507	64	1,872	4.1%	Oregon	313	192	17	522	1.2%
Indiana	579	218	21	818	1.8%	California	2,925	1,242	195	4,362	9.6%
Illinois	1,576	560	97	2,233	4.9%	Hawaii	143	60	14	217	0.5%
Michigan	836	367	49	1,252	2.8%	<b>Pacific</b>	<b>4,086</b>	<b>1,809</b>	<b>269</b>	<b>6,164</b>	<b>13.6%</b>
Wisconsin	729	235	27	991	2.2%	U.S. Territories	88	60	15	163	0.4%
<b>E. N. Central</b>	<b>5,021</b>	<b>1,887</b>	<b>258</b>	<b>7,166</b>	<b>15.8%</b>	<b>U.S. Total</b>	<b>29,551</b>	<b>11,725</b>	<b>1,763</b>	<b>43,039</b>	<b>94.9%</b>
Minnesota	587	270	44	901	2.0%	Canada	-	483	-	483	1.1%
Iowa	320	107	12	439	1.0%	Foreign	-	1,845	-	1,845	4.1%
Missouri	625	308	46	979	2.2%	<b>Foreign Total</b>	<b>-</b>	<b>2,328</b>	<b>-</b>	<b>2,328</b>	<b>5.1%</b>
North Dakota	95	30	1	126	0.3%						
South Dakota	96	42	3	141	0.3%						
Nebraska	236	117	7	360	0.8%						
Kansas	335	149	11	495	1.1%						
<b>W. N. Central</b>	<b>2,294</b>	<b>1,023</b>	<b>124</b>	<b>3,441</b>	<b>7.6%</b>	<b>Total Qualified</b>	<b>29,551</b>	<b>14,053</b>	<b>1,763</b>	<b>45,367</b>	<b>100.0%</b>

Analysis based upon the November 2012 issue.

## QUALIFIED CIRCULATION BY ISSUE

ISSUE	Print	Digital	Print & Digital Unduplicated	Total Qualified
January/ February 2012	32,735	11,764	884	45,383
March 2012	32,357	11,598	1,374	45,329
April 2012	32,185	11,504	1,622	45,311
May 2012	32,349	11,458	1,722	45,529
June 2012	32,344	11,365	1,838	45,547
July 2012	32,401	11,260	1,835	45,496
August 2012	32,381	11,241	1,870	45,492
September 2012	32,372	11,259	1,886	45,517
October 2012	32,383	11,245	1,881	45,509
November 2012	29,551	14,053	1,763	45,367
December 2012	29,610	13,952	1,778	45,340
<b>6 Month Average</b>	<b>32,394</b>	<b>11,538</b>	<b>1,488</b>	<b>45,420</b>
<b>12 Month Average</b>	<b>31,879</b>	<b>11,882</b>	<b>1,678</b>	<b>45,439</b>

**AVERAGE E-NEWSLETTER DELIVERY: JANUARY 1, 2012 – DECEMBER 31, 2012**

<b>E-NEWSLETTER</b>	<b>Issues Per Year</b>	<b>Issues This Report</b>	<b>Average Sent</b>	<b>Average Net Delivery</b>
Codes & Standards	12	12	28,064	27,677
Electrical Solutions	11	11	20,434	20,214
Fire & Life Safety	5	5	15,536	15,296
HVAC Solutions	14	14	16,908	16,735
NewsWatch	10	10	17,714	17,485
Product & Media Showcase	13	13	19,022	18,675
Pure Power	12	12	17,984	17,786

**E-NEWSLETTER DELIVERY BY ISSUE**

**CODES & STANDARDS: JANUARY 1, 2012 – DECEMBER 31, 2012**

<b>ISSUE DATE</b>	<b>Sent</b>	<b>Net Delivery</b>
01/18/12	28,332	27,823
02/15/12	28,041	27,823
03/21/12	28,126	27,583
04/18/12	28,081	27,717
05/17/12	28,057	27,705
06/20/12	28,075	27,686
07/18/12	28,057	28,025
08/17/12	27,950	27,550
09/19/12	27,921	27,372
10/17/12	28,056	27,543
11/19/12	27,976	27,717
12/19/12	28,100	27,580
<b>AVERAGE</b>	<b>28,064</b>	<b>27,677</b>

Information obtained by a review of publisher's phpList reports for the period January 1, 2012 – December 31, 2012.

Definitions: Net Delivery – Calculated by subtracting undelivered messages from sent messages. Average Sent – Calculated by dividing total sent by number of newsletters delivered. Average Net Delivery – Calculated by dividing total net delivered by number of newsletters delivered.

**E-NEWSLETTER DELIVERY BY ISSUE**

**ELECTRICAL SOLUTIONS: JANUARY 1, 2012 – DECEMBER 31, 2012**

<b>ISSUE DATE</b>	<b>Sent</b>	<b>Net Delivery</b>
01/26/12	20,342	20,089
04/26/12	20,502	20,276
06/03/12	20,538	20,209
06/28/12	20,418	20,144
07/10/12	20,406	20,108
07/26/12	20,360	20,242
08/23/12	20,280	20,004
09/27/12	20,334	20,156
10/25/12	20,539	20,322
11/29/12	20,444	20,422
12/20/12	20,612	20,379
<b>AVERAGE</b>	<b>20,434</b>	<b>20,214</b>

Information obtained by a review of publisher's phpList reports for the period January 1, 2012 – December 31, 2012.

Definitions: Net Delivery – Calculated by subtracting undelivered messages from sent messages. Average Sent – Calculated by dividing total sent by number of newsletters delivered. Average Net Delivery – Calculated by dividing total net delivered by number of newsletters delivered.

**E-NEWSLETTER DELIVERY BY ISSUE**

**FIRE & LIFE SAFETY: JANUARY 1, 2012 – DECEMBER 31, 2012**

ISSUE DATE	Sent	Net Delivery
04/12/12	15,510	15,350
05/10/12	15,483	15,299
06/19/12	15,588	14,953
07/12/12	15,524	15,505
09/13/12	15,576	15,374
<b>AVERAGE</b>	<b>15,536</b>	<b>15,296</b>

Information obtained by a review of publisher's phpList reports for the period January 1, 2012 – December 31, 2012.

Definitions: Net Delivery – Calculated by subtracting undelivered messages from sent messages. Average Sent – Calculated by dividing total sent by number of newsletters delivered. Average Net Delivery – Calculated by dividing total net delivered by number of newsletters delivered.

**E-NEWSLETTER DELIVERY BY ISSUE**

**HVAC SOLUTIONS: JANUARY 1, 2012 – DECEMBER 31, 2012**

ISSUE DATE	Sent	Net Delivery
01/03/12	16,876	16,686
02/07/12	16,798	16,615
03/07/12	16,841	16,695
06/05/12	16,954	16,719
07/17/12	16,919	16,669
08/07/12	16,831	16,580
08/21/12	16,785	16,579
09/04/12	16,927	16,755
09/18/12	16,847	16,740
10/02/12	16,775	16,694
10/16/12	17,021	16,916
11/06/12	17,045	16,842
11/20/12	16,996	16,841
12/04/12	17,094	16,963
<b>AVERAGE</b>	<b>16,908</b>	<b>16,735</b>

Information obtained by a review of publisher's phpList reports for the period January 1, 2012 – December 31, 2012.

Definitions: Net Delivery – Calculated by subtracting undelivered messages from sent messages. Average Sent – Calculated by dividing total sent by number of newsletters delivered. Average Net Delivery – Calculated by dividing total net delivered by number of newsletters delivered.

**E-NEWSLETTER DELIVERY BY ISSUE**

**NEWSWATCH: JANUARY 1, 2012 – DECEMBER 31, 2012**

ISSUE DATE	Sent	Net Delivery
01/05/12	17,921	17,630
02/02/12	17,987	17,735
03/01/12	17,747	17,520
04/05/12	17,725	17,534
05/03/12	17,642	17,468
07/05/12	17,586	17,347
08/02/12	17,569	17,277
09/06/12	17,646	17,438
11/01/12	17,539	17,277
12/06/12	17,779	17,625
<b>AVERAGE</b>	<b>17,714</b>	<b>17,485</b>

Information obtained by a review of publisher's phpList reports for the period January 1, 2012 – December 31, 2012.

Definitions: Net Delivery – Calculated by subtracting undelivered messages from sent messages. Average Sent – Calculated by dividing total sent by number of newsletters delivered. Average Net Delivery – Calculated by dividing total net delivered by number of newsletters delivered.

**E-NEWSLETTER DELIVERY BY ISSUE**

**PRODUCT & MEDIA SHOWCASE: JANUARY 1, 2012 – DECEMBER 31, 2012**

ISSUE DATE	Sent	Net Delivery
01/11/12	19,356	18,857
02/15/12	19,181	18,665
03/13/12	19,196	18,702
04/10/12	19,005	18,766
05/08/12	18,989	18,660
06/13/12	19,070	18,694
07/11/12	18,963	18,754
08/14/12	18,925	18,542
10/01/12	18,934	18,646
10/09/12	18,975	18,674
11/13/12	18,938	18,583
11/29/12	18,815	18,490
12/11/12	18,942	18,746
<b>AVERAGE</b>	<b>19,022</b>	<b>18,675</b>

Information obtained by a review of publisher's phpList reports for the period January 1, 2012 – December 31, 2012.

Definitions: Net Delivery – Calculated by subtracting undelivered messages from sent messages. Average Sent – Calculated by dividing total sent by number of newsletters delivered. Average Net Delivery – Calculated by dividing total net delivered by number of newsletters delivered.

**E-NEWSLETTER DELIVERY BY ISSUE**

**PURE POWER: JANUARY 1, 2012 – DECEMBER 31, 2012**

ISSUE DATE	Sent	Net Delivery
01/11/12	18,482	18,335
03/14/12	17,889	17,733
04/11/12	17,938	17,787
05/10/12	17,925	17,736
06/13/12	17,984	17,717
07/11/12	17,905	17,674
07/25/12	17,861	17,457
09/12/12	17,933	17,773
10/10/12	17,884	17,750
11/14/12	18,058	17,850
11/28/12	17,783	17,633
12/12/12	18,166	17,987
<b>AVERAGE</b>	<b>17,984</b>	<b>17,786</b>

Information obtained by a review of publisher's phpList reports for the period January 1, 2012 – December 31, 2012.

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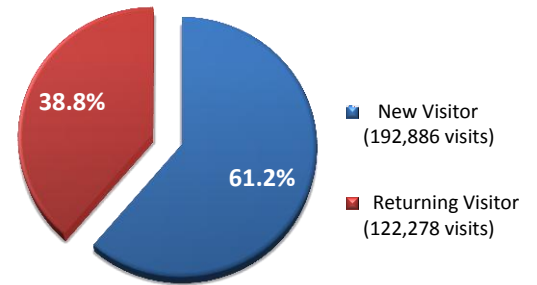


WEB VISITOR ACTIVITY – www.csemag.com

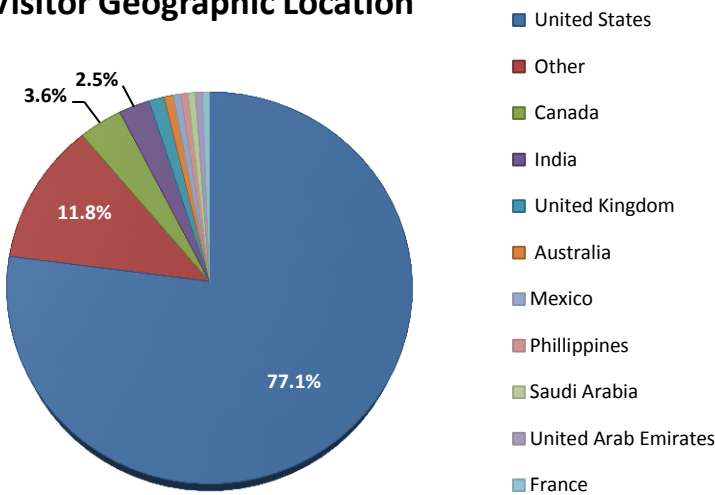
VISITOR ACTIVITY 2012	
Visits	315,164
Absolute Unique Visitors	202,744
Pageviews	685,742
Average Pages per Visit	2.18
Average Time on Site	00:02:05
Bounce Rate	66.7%

Information for web visitor activity was obtained by a review of publisher's Google Analytics for the period January 1, 2012 – December 31, 2012. The review was done independently. In Verified's opinion, the web visitor activity is fairly stated in this report.

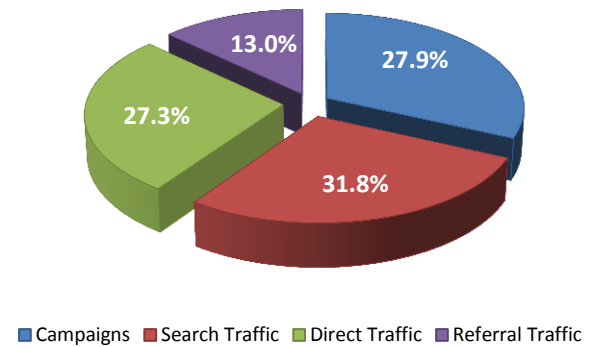
Types of Visitors



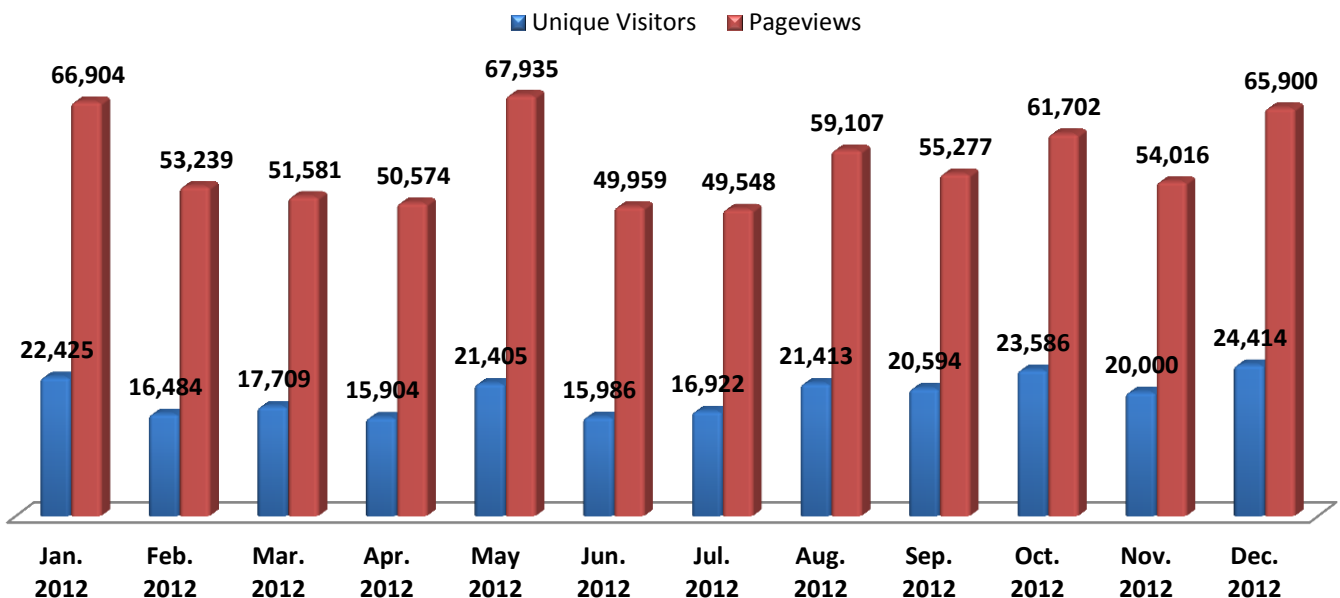
Visitor Geographic Location



Website Traffic Sources



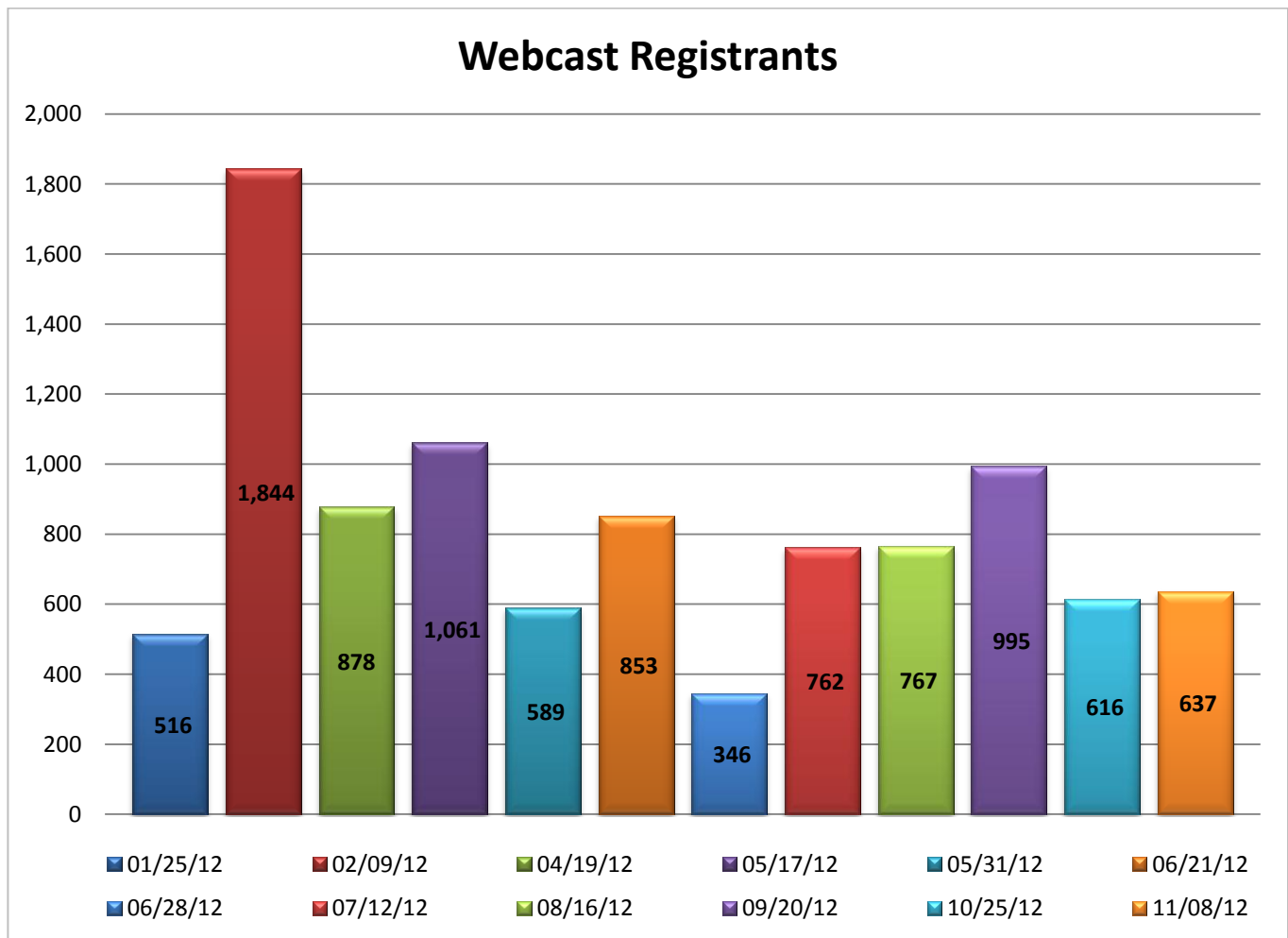
Consulting-Specifying Engineer Monthly Web Traffic



**WEBCASTS: JANUARY 1, 2012 – DECEMBER 31, 2012**

Date	Webcast	Total Registrants
01/25/12	How Secure Power Can Add to Your Bottom Line	516
02/09/12	Update on the 2011 National Electric Code	1,844
04/19/12	Fire Systems: Protecting Hospitals	878
05/17/12	Critical Power: Gensets - Designing Reliable And Flexible Emergency and Standby Power Systems	1,061
05/31/12	Strategies for Implementing Energy Efficient Data Centers	589
06/21/12	Electrical Distribution: Innovative Approaches hat Save Money	853
06/28/12	Precision Room Cooling That Offers Technology, Form & Function	346
07/12/12	What's New in Data Centers: Architecture-Driven Cooling and Electrical Designs	762
08/16/12	Critical Power: Emissions Regulations and Technologies	767
09/20/12	Fire Protection and Suppression Systems: Codes and Technology Update	995
10/25/12	HVAC For Schools: Energy Efficiency and IAQ on a Budget	616
11/08/12	What's New in Electrical Engineering: Smart Grid and Transformers	637
<b>Total</b>		<b>9,864</b>
<b>Average</b>		<b>822</b>

Information obtained by a review of publisher's Media Solve Group vendor reports for the period January 1, 2012 – December 31, 2012. Average calculated by dividing total registrants for the period of January 1, 2012 – December 31, 2012 by the number of webcasts during the audit period.

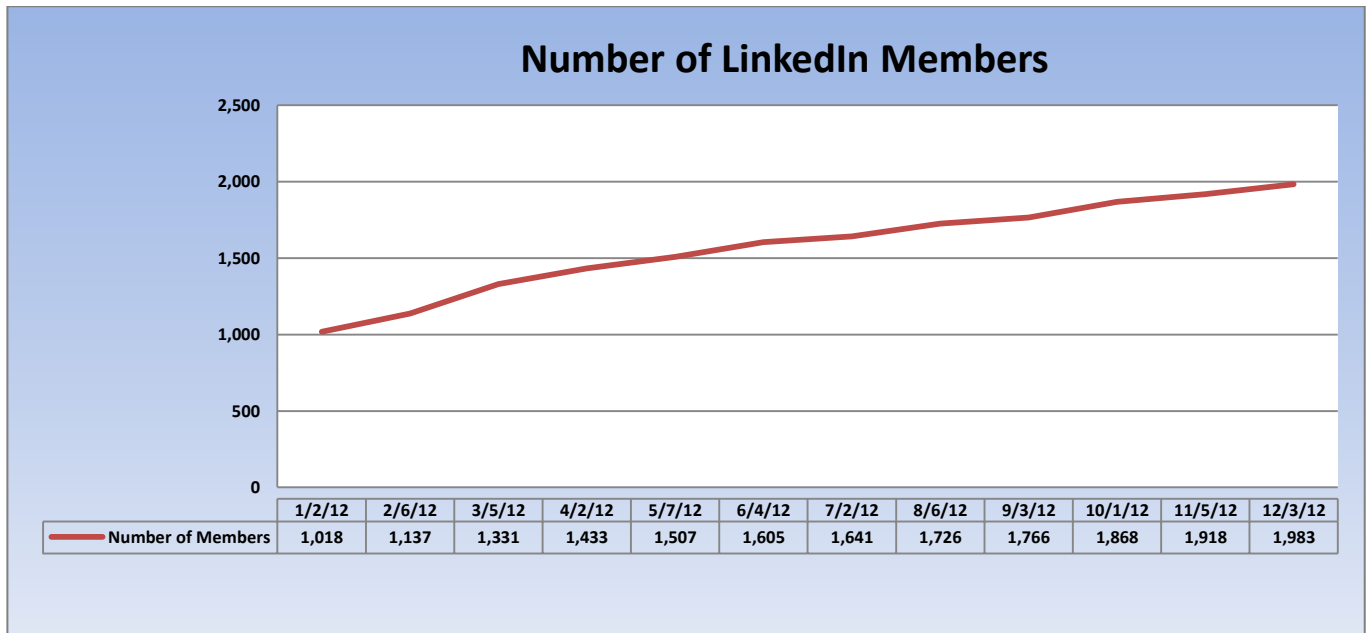


**LINKEDIN GROUP MEMBERSHIP CONSULTING-SPECIFYING ENGINEER: JANUARY 1, 2012 – DECEMBER 31, 2012**

Date	Members	Date	Members	Date	Members
01/02/12	1,018	05/07/12	1,507	09/10/12	1,766
01/09/12	1,036	05/14/12	1,547	09/17/12	1,866
01/16/12	1,058	05/21/12	1,574	09/24/12	1,868
01/23/12	1,081	05/28/12	1,591	10/01/12	1,868
01/30/12	1,114	06/04/12	1,605	10/08/12	1,895
02/06/12	1,137	06/11/12	1,618	10/15/12	1,899
02/13/12	1,199	06/18/12	1,626	10/22/12	1,914
02/20/12	1,239	06/25/12	1,641	10/29/12	1,918
02/27/12	1,297	07/02/12	1,641	11/05/12	1,918
03/05/12	1,331	07/09/12	1,653	11/12/12	1,937
03/12/12	1,356	07/16/12	1,688	11/19/12	1,959
03/19/12	1,390	07/23/12	1,697	11/26/12	1,960
03/26/12	1,411	07/30/12	1,708	12/03/12	1,983
04/02/12	1,433	08/06/12	1,726	12/10/12	2,004
04/09/12	1,448	08/13/12	1,733	12/17/12	2,004
04/16/12	1,453	08/20/12	1,740	12/24/12	2,015
04/23/12	1,472	08/27/12	1,766	12/31/12	2,016
04/30/12	1,491	09/03/12	1,766	<b>Weekly Average</b>	<b>1,615</b>

Information obtained by a review of publisher's LinkedIn group account for the period January 1, 2012 – December 31, 2012.

Definitions: Group Member – Group membership is open to LinkedIn members who request membership from the Consulting-Specifying Engineer group manager. Data is collected on the first Monday of the week. Weekly average calculated by dividing the combined weekly membership data for each week within the audit period by 53.



**EXPLANATION**

Publisher is not required to submit data for all paragraphs/tables.

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Verified has conducted an audit of printing, distribution, and financial records, as well other data to substantiate circulation data submitted to Verified. This audit followed guidelines prepared in conformity with generally accepted circulation auditing procedures involving records covering all distribution methods utilized for qualified circulation during the period(s) covered by the reports. The results of this audit warrant the issuance of this audit report as a true and accurate statement of the qualified circulation of the client publication.

Verified Audit Circulation swears that to the best of its knowledge, all statements contained in this report are true and accurate.