

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.

Endeavor Business Media  
(See Additional Data)  
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**WATERWORLD** is a B2B magazine intended for individuals with interest in the water and wastewater industry. The brand content and editorial topics include timely product, project, regulatory and business news in a non-technical format, specifically targeted at the municipal drinking water and wastewater markets, which industry professionals use to help plan, design, operate and maintain their water/wastewater systems.

**FIELD SERVED**

**WATERWORLD** serves the water and wastewater industry including individuals in water & wastewater systems and/or plants, water only systems and/or plants, wastewater only systems and/or plants, consulting firms (including engineering, contracting and environmental), federal agencies (including EPA), state agencies, public health agencies, research or analytical laboratories, industrial water/wastewater facilities or water wholesalers, manufacturers/distributors of equipment & suppliers (including reps.), educational institutions, and others allied to the field as defined in Paragraph 3a herein.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include individuals in executive/administrative management, engineering/operations management, engineering and design staff, 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.

## CHANNELS

**WATERWORLD  
MAGAZINE**



6 issues in the period  
76,004 average circulation

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>WATERWORLD MAGAZINE</b> (6 issues in the period)	76,004	-	76,004
a. Print	48,806	-	48,806
b. Digital	27,198	-	27,198
1. Requested	22,114	-	22,114
2. Non-Requested	5,084	-	5,084

## AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	15
Advertiser and Agency	1,576
Allocated for Trade Shows and Conventions	83
All Other	122
<b>TOTAL</b>	<b>1,796</b>

## 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	76,004	100.0	76,004	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>76,004</b>	<b>100.0</b>	<b>76,004</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

## 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Print	Digital	Total Qualified
July	48,478	31,528	80,006
August	50,887	29,119	80,006
September	51,755	28,246	80,001
October	52,350	27,653	80,003
November	44,423	23,579	68,002
December	44,942	23,061	68,003

## 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2019

This issue is 12.4% or 9,602 copies below the average of the other 5 issues reported in Paragraph 2. (See Additional Data)

Business and Industry	Total Qualified	Percent of Total	Print	Digital	Classification by Function						
					Executive/ Administrative Management (Note 1)	Engineering & Operations Management (Note 2)	Engineering & Design Staff (Note 3)	Scientific & Research (Note 4)	Operations (Note 5)	Purchasing/ Marketing/ Sales (Note 6)	Other Functions
Water & Wastewater Systems and/or Plants	18,979	27.9	12,437	6,542	7,106	5,892	1,567	425	2,950	631	408
Water Only Systems and/or Plants	10,364	15.3	7,294	3,070	3,488	2,484	382	170	1,682	217	1,941
Wastewater Only Systems and or Plants	9,525	14.0	8,176	1,349	1,239	1,365	266	153	945	81	5,476
<b>SUBTOTAL</b>	<b>38,868</b>	<b>57.2</b>	<b>27,907</b>	<b>10,961</b>	<b>11,833</b>	<b>9,741</b>	<b>2,215</b>	<b>748</b>	<b>5,577</b>	<b>929</b>	<b>7,825</b>
Consulting Firms (including Engineering, Contracting and Environmental)	18,220	26.8	11,349	6,871	7,918	4,286	3,882	622	705	512	295
<b>TOTAL WATER AND/OR WASTEWATER SYSTEMS AND/OR PLANTS (INCLUDING CONSULTING)</b>	<b>57,088</b>	<b>84.0</b>	<b>39,256</b>	<b>17,832</b>	<b>19,751</b>	<b>14,027</b>	<b>6,097</b>	<b>1,370</b>	<b>6,282</b>	<b>1,441</b>	<b>8,120</b>
Federal Agencies (including EPA), State Agencies, Public Health Agencies	2,144	3.1	1,177	967	719	632	299	127	236	38	93
Research or Analytical Laboratories	450	0.7	160	290	86	46	26	226	24	21	21
Industrial Water/Wastewater Facilities or Water Wholesalers	1,264	1.8	599	665	390	397	153	47	153	93	31
Manufacturers/Distributors of Equipment & Suppliers (including Reps.)	3,400	5.0	1,452	1,948	1,250	529	271	88	215	962	85
Educational Institutions	1,062	1.6	411	651	301	155	64	287	117	18	120
Others Allied to the Field	2,594	3.8	1,368	1,226	901	514	161	47	287	143	541
<b>TOTAL QUALIFIED CIRCULATION PERCENT</b>	<b>68,002</b>	<b>100.0</b>	<b>44,423</b>	<b>23,579</b>	<b>23,398</b>	<b>16,300</b>	<b>7,071</b>	<b>2,192</b>	<b>7,314</b>	<b>2,716</b>	<b>9,011</b>
			<b>65.3</b>	<b>34.7</b>	<b>34.4</b>	<b>24.0</b>	<b>10.4</b>	<b>3.2</b>	<b>10.7</b>	<b>4.0</b>	<b>13.3</b>

Note 1: Executive/Administrative Management (i.e. President, VP, Board Member, Mayor, Owner, etc.)

Note 2: Engineering & Operations Management (i.e. Division Head, General Manager, Superintendent, Section Head, Department Head, Chief Engineer, etc.)

Note 3: Engineering & Design Staff (i.e. Consulting Engineer, Civil Engineer, Mechanical Engineer, Environmental Engineer, Electrical Engineer, Planning Engineer, System Designer, etc.)

Note 4: Scientific & Research (i.e. Chemist, Biologist, Biophysicist, Analyst, Lab Technician, etc.)

Note 5: Operations (i.e. Foreman, Plant Operator, Maintenance Crewman, Service Representative, Collection Systems, etc.)

Note 6: Purchasing/Marketing/Sales (i.e. Purchasing, Market Representative, Salesperson, Sales Representative, Market Analyst, etc.)



**ADDITIONAL DATA FOR THE ISSUE OF NOVEMBER 2019**

Business and Industry	Total Qualified	Percent of Total	Population Served by Water System						
			500 or Less	501 - 3,300	3,301 - 10,000	10,001 - 100,000	Greater than 100,000	None/Not Applicable	No Answer
Water & Wastewater Systems and/or Plants	18,979	27.9	2,681	3,947	3,061	4,239	2,688	1,064	1,299
Water Only Systems and/or Plants	10,364	15.3	1,626	1,682	1,421	1,832	1,183	410	2,210
Wastewater Only Systems and/or Plants	9,525	14.0	487	582	686	1,174	715	207	5,674
<b>SUBTOTAL</b>	<b>38,868</b>	<b>57.2</b>	<b>4,794</b>	<b>6,211</b>	<b>5,168</b>	<b>7,245</b>	<b>4,586</b>	<b>1,681</b>	<b>9,183</b>
Consulting Firms (including Engineering, Contracting and Environmental)	18,220	26.8							
<b>TOTAL WATER AND/OR WASTEWATER SYSTEMS AND/OR PLANTS (INCLUDING CONSULTING)</b>	<b>57,088</b>	<b>84.0</b>							
Federal Agencies (including EPA), State Agencies, Public Health Agencies	2,144	3.1							
Research or Analytical Laboratories	450	0.7							
Industrial Water/Wastewater Facilities or Water Wholesalers	1,264	1.8							
Manufacturers/Distributors of Equipment & Suppliers (including Reps.)	3,400	5.0							
Educational Institutions	1,062	1.6							
Others Allied to the Field	2,594	3.8							
<b>TOTAL QUALIFIED CIRCULATION PERCENT</b>	<b>68,002</b>	<b>100.0</b>							

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2019**

Qualification Source	Qualified Within					Total Qualified	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. *Direct Request:	<b>43,081</b>	<b>13,626</b>	-	<b>37,691</b>	<b>19,016</b>	<b>56,707</b>	<b>83.4</b>
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	<b>4,563</b>	-	-	-	<b>4,563</b>	<b>4,563</b>	<b>6.7</b>
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	<b>6,732</b>	-	-	<b>6,732</b>	-	<b>6,732</b>	<b>9.9</b>
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	6,732	-	-	6,732	-	6,732	9.9
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION PERCENT</b>	<b>54,376</b>	<b>13,626</b>	-	<b>44,423</b>	<b>23,579</b>	<b>68,002</b>	<b>100.0</b>
	<b>80.0</b>	<b>20.0</b>	-	<b>65.3</b>	<b>34.7</b>	<b>100.0</b>	

\*See Additional Data



## ADDITIONAL DATA

### 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 versions 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 March 2019 issue, Waterworld was purchased by Endeavor Business Media.

### PARAGRAPH 3a:

The November 2019 issue is 12.4% or 9,602 copies below the average of the other 5 issues reported in Paragraph 2.

### PARAGRAPH 3b:

Direct request includes 1,150 or 1.7% from the merger of Water & Wastewater International with WaterWorld.

Communication from recipient or recipient's company (other than request) includes 1 source of circulation for a quantity of 4,563 copies or 6.7% from WaterWorld E-Newsletters.

Other sources include 1 source of circulation for a quantity of 6,732 or 9.9% obtained from the EPA's public water and wastewater systems in the USA.

### PUBLISHER'S AFFIDAVIT

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

Timm Dower, Publisher

Emily Martin, Audience Development Manager

(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	January 15, 2020
State	Oklahoma
County	Tulsa
Received by BPA Worldwide	January 15, 2020
Type	BSD
ID Number	W054B0D9

#### About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.