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PUBLICATION DESCRIPTION

WATER TECHNOLOGY serves professionals who are focused on industrial water and wastewater management including treatment, monitoring, storage, disposal and reuse. The content of every issue is also available to subscribers globally via the online digital version.



FIELD SERVED/DEFINITION OF RECIPIENT QUALIFICATION

WATER TECHNOLOGY serves Chemical & Allied Products; Pharmaceuticals & allied Products (including Ultrapure & Microelectronic; Oil and Gas Production, Refining & related industries; Food & Beverage; Engineering & Consulting, Utilities (including gas and power gen); Paper & Allied Products, Rubber & Miscellaneous Plastic Products, Primary Metal Products / Fabricated Metal Products, Manufacturing Facilities / Industrial systems; Manufacturer / Supplier of water & wastewater equipment & supplies; Research/Analytical laboratories; Federal, State and County agencies; and others allied to the industry.

Qualified recipients include personnel in Engineering, Engineering & Operations Management, Engineering & Design Staff; Plant Operations, Environmental & Safety Management, Operations; Corporate & General Management, Executive/Administrative Management, Purchasing / Marketing / Sales; Research & Development; and other functions allied to the industry.

Included herein is a multiple analysis of qualified recipients who use, recommend, approve or purchase the following products and/or services: process systems and control equipment; SCADA; structures, storage facilities, tanks and related products; piping, fitting and related products; pumps; chemical and handling equipment; flow pressure and level measuring equipment and accessories (flowmeter); detectors, monitors, records; corrosion control systems and materials; engineering, construction services and equipment; operational and maintenance services and equipment;

electrical and mechanical equipment; laboratory, sampling and analyzing equipment; disinfection equipment; filtration equipment / membranes; odor control; safety equipment; sludge dewatering & processing equipment; stormwater equipment and services; cooling towers, heat exchangers and related equipment; boilers, feedwater treatment equipment, supplies and services; wastewater treatment equipment; water treatment; desalination / brackish water equipment; and valves, seals, packing & related products.

AVERAGE CIRCULATION: JANUARY 1, 2020 – JUNE 30, 2020

QUALIFIED CIRCULATION	Non-Paid Print	Paid Print	Non-Paid Digital	Paid Digital	Total Qualified
Individual Subscription	33,980	-	15,770	-	49,750
Association/Group/Directory Lists	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	33,980	-	15,770	-	49,750
TOTAL NON-QUALIFIED CIRCULATION	467		13		481

Please see the following pages for Recipient Classification, Subscription Source, Recency of Renewal, Business/Industry and Job Title Classification, Supplemental Analyses, Geographical Distribution, Qualified Circulation by Issue, Explanation, Audit of Internal Records, and Affidavit.

RECIPIENT CLASSIFICATION

RECIPIENT	Non-Paid Print	Paid Print	Non-Paid Digital	Paid Digital	Total Qualified	Percent
Individual by Name and Title and/or Company	34,494	-	15,256	-	49,750	100.0%
Individual by Name Only	-	-	-	-	-	-
Title Only	-	-	-	-	-	-
Company Name Only	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
Bulk Distribution	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	34,494	-	15,256	-	49,750	100.0%

Analysis conducted on June 2020 issue.

SUBSCRIPTION SOURCE AND REGENCY OF RENEWAL

RECIPIENT	Non-Paid Print	Paid Print	Non-Paid Digital	Paid Digital	Renewed, Requested, or Updated Within				Total Qualified	Percent
					1 Year	2 Years	3 Years	3+ Years		
Direct Request from the Recipient	34,494	-	15,256	-	31,526	15,092	3,132	-	49,750	100.0%
Request from Recipient's Company	-	-	-	-	-	-	-	-	-	-
Association/Group/Directory	-	-	-	-	-	-	-	-	-	-
Total Qualified Circulation	34,494	-	15,256	-	31,526	15,092	3,132	-	49,750	100.0%

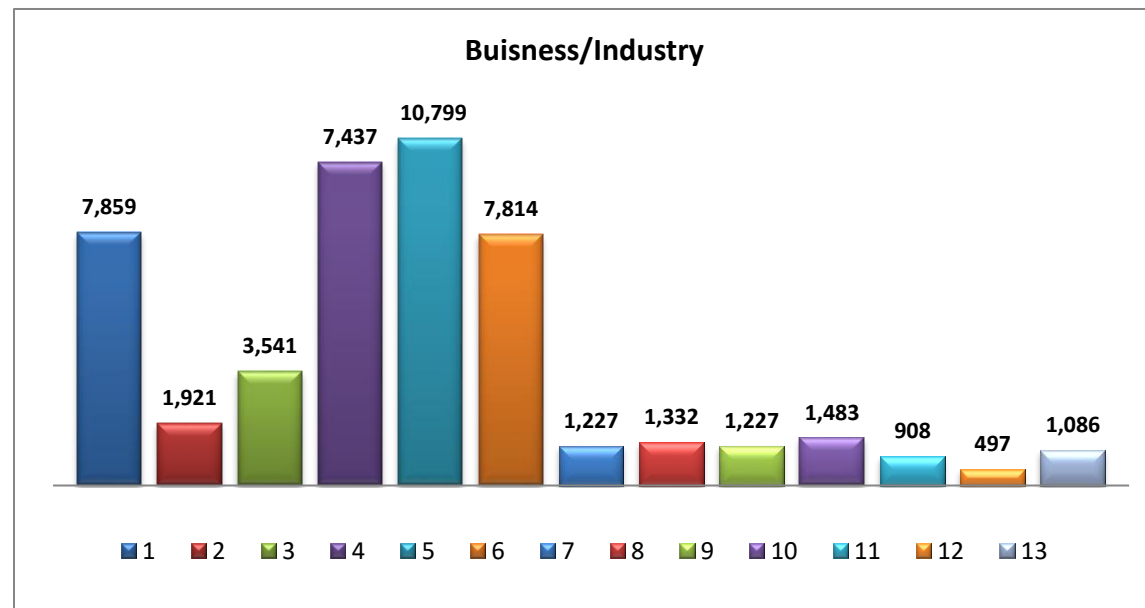
Analysis conducted on June 2020 issue.

BUSINESS/INDUSTRY AND JOB TITLE CLASSIFICATION

Business Description	Non-Paid Print	Non-Paid Digital	Job Title Classification											Total Qualified	Percent*
			Engineering	Engineering & Operations Management	Engineering & Design Staff	Plant Operations	Environmental & Safety Management	Operations	Corporate Management	Executive/Administrative Management	Purchasing/Marketing/Sales	Research & Development	Other Allied To the field		
1. Chemical & Allied Products	5,633	2,226	1,804	450	110	1,682	46	190	2,373	358	111	661	74	7,859	15.8%
2. Pharmaceuticals & Allied Products (including Ultrapure & Microelectronics)	1,362	559	418	66	21	260	9	43	686	101	16	270	31	1,921	3.9%
3. Oil & Gas Production, refining and related industries	2,456	1,085	932	266	90	521	34	114	998	292	94	132	68	3,541	7.1%
4. Food & Beverage	7,768	2,288	1,036	738	73	2,137	47	450	3,761	1,034	202	515	63	10,056	20.2%
5. Engineering, Consulting & Related Services; EPC Contractors	6,936	3,863	3,591	840	656	584	46	186	2,696	1,194	141	563	302	10,799	21.7%
6. Utilities (including gas and power gen)	5,283	2,531	1,099	1,020	178	1,557	46	809	1,748	981	87	187	102	7,814	15.7%
7. Paper & Allied Products	989	238	166	115	28	251	6	74	386	110	38	41	12	1,227	2.5%
8. Primary Metal Products/ Mining/ Fabricated Metal	970	362	221	108	39	199	15	56	459	129	43	51	12	1,332	2.7%
9. Manufacturing Facilities/Industrial Systems	781	446	1	323	110	1	26	227	3	355	148	26	7	1,227	2.5%
10. Manufacturer/Supplier Water & Wastewater Equip Sup	765	718	3	241	103	2	33	168	6	541	339	31	16	1,483	3.0%
11. Federal, State and County Agencies	486	422	-	264	95	-	52	162	-	274	18	36	7	908	1.8%
12. Rubber & Miscellaneous Plastic Products	495	2	119	-	-	134	-	-	225	-	-	16	3	497	1.0%
13. Others Allied to the Industry	570	516	274	22	5	109	-	13	399	28	17	90	129	1,086	2.2%
Total Qualified Circulation	34,494	15,256	9,664	4,453	1,508	7,437	360	2,492	13,740	5,397	1,254	2,619	826	49,750	100.0%

Analysis conducted on June 2020 issue.

*Percentages rounded to the nearest hundredth. Due to this rounding percentages may not total to 100%.



SUPPLEMENTAL DATA

Description	Non-Paid Print	Non-Paid Digital	Total Respondents	Percent*
Process systems and control equipment	3,022	2,458	5,480	11.0%
SCADA (Supervisory Control & Data Acquisition)	2,625	2,018	4,643	9.3%
Structures, storage facilities, tanks and related	2,907	2,255	5,162	10.4%
Piping, fittings and related products	3,190	2,578	5,768	11.6%
Pumps	3,470	2,905	6,375	12.8%
Chemicals and handling equipment	3,034	2,391	5,425	10.9%
Flow, pressure & level meas equip & acc flowmeter	3,073	2,480	5,553	11.2%
Detectors, monitors, records	2,845	2,208	5,053	10.2%
Corrosion control systems and materials	2,672	2,088	4,760	9.6%
Engineering, construction services and equipment	2,863	2,319	5,182	10.4%
Operational and maintenance services & equipment	2,891	2,236	5,127	10.3%
Electrical and mechanical equipment	2,803	2,197	5,000	10.1%
Laboratory, sampling and analyzing equipment	2,613	2,071	4,684	9.4%
Disinfection equipment	2,416	1,827	4,243	8.5%
Filtration equipment / Membranes	3,250	2,647	5,897	11.9%
Odor control	2,288	1,787	4,075	8.2%
Safety equipment	3,006	2,194	5,200	10.5%
Sludge dewatering & processing equipment	2,339	1,882	4,221	8.5%
Stormwater equipment and services	2,455	1,911	4,366	8.8%
Cooling towers, heat exchangers and related equip.	2,262	1,779	4,041	8.1%
Boilers, feedwater treatment equip supplies & serv	2,216	1,788	4,004	8.0%
Wastewater treatment equipment	2,527	2,250	4,777	9.6%
Water treatment equipment	2,600	2,296	4,896	9.8%
Desalination/Brackish Water	2,029	1,557	3,586	7.2%
Valves, seals, packing & related products	3,207	2,332	5,539	11.1%
Computer hardware and software	1,847	1,485	3,332	6.7%
Sample collection equipment and supplies	2,096	1,805	3,901	7.8%
Meters and meter reading equipment	1,907	1,758	3,665	7.4%
Pollution control and abatement equipment	1,744	1,513	3,257	6.5%
Water well drilling, maintenance and monitoring	1,558	1,310	2,868	5.8%
Motors and drivers	2,239	1,920	4,159	8.4%
None of the Above	953	334	1,287	2.6%
Other	9	7	16	-
Responded Sub-Total	6,442	5,061	11,503	23.1%
No Answer	28,052	10,195	38,247	76.9%
Total Qualified Circulation	34,494	15,256	49,750	100.0%

Analysis conducted on June 2020 issue.

*Percentages rounded to the nearest hundredth. Due to this rounding percentages may not total to 100%.

This is an analysis of the 11,503 or 23.1% of recipients who responded to the question indicating involvement with recommending, specifying or purchasing the following. Since any one responded may have checked more than one response, the totals for each of these products and services should not be added together, as the total may exceed the total circulation. These data are presented for statistical and marketing purposes.

U.S. GEOGRAPHICAL DISTRIBUTION

REGION	Non-Paid Print	Non-Paid Digital	Total Qualified	Percent*	REGION	Non-Paid Print	Non-Paid Digital	Total Qualified	Percent*
Maine	161	58	219	0.4%	Kentucky	521	174	695	1.4%
New Hampshire	117	40	157	0.3%	Tennessee	745	286	1,031	2.1%
Vermont	89	31	120	0.2%	Alabama	524	183	707	1.4%
Massachusetts	696	315	1,011	2.0%	Mississippi	306	68	374	0.8%
Rhode Island	97	31	128	0.3%	E. S. Central	2,096	711	2,807	5.6%
Connecticut	389	131	520	1.0%	Arkansas	398	117	515	1.0%
New England	1,549	606	2,155	4.3%	Louisiana	271	88	359	0.7%
New York	1,552	609	2,161	4.3%	Oklahoma	492	171	663	1.3%
New Jersey	1,057	436	1,493	3.0%	Texas	3,158	1,313	4,471	9.0%
Pennsylvania	1,776	644	2,420	4.9%	W. S. Central	4,319	1,689	6,008	12.1%
Mid Atlantic	4,385	1,689	6,074	12.2%	Montana	167	37	204	0.4%
Delaware	135	51	186	0.4%	Idaho	242	87	329	0.7%
Maryland	480	207	687	1.4%	Wyoming	126	43	169	0.3%
D.C.	61	42	103	0.2%	Colorado	539	226	765	1.5%
Virginia	679	275	954	1.9%	New Mexico	154	65	219	0.4%
West Virginia	243	72	315	0.6%	Arizona	411	168	579	1.2%
North Carolina	1,145	395	1,540	3.1%	Utah	281	157	438	0.9%
South Carolina	538	211	749	1.5%	Nevada	135	71	206	0.4%
Georgia	955	392	1,347	2.7%	Mountain	2,055	854	2,909	5.8%
Florida	1,553	611	2,164	4.3%	Alaska	9	7	16	0.0%
S. Atlantic	5,789	2,256	8,045	16.2%	Washington	498	247	745	1.5%
Ohio	1,833	733	2,566	5.2%	Oregon	367	156	523	1.1%
Indiana	882	312	1,194	2.4%	California	2,939	1,279	4,218	8.5%
Illinois	1,829	694	2,523	5.1%	Hawaii	40	30	70	0.1%
Michigan	1,129	352	1,481	3.0%	Pacific	3,853	1,719	5,572	11.2%
Wisconsin	1,104	381	1,485	3.0%	U.S. Territories	23	20	43	0.1%
E. N. Central	6,777	2,472	9,249	18.6%	U.S. Total	34,276	13,245	47,521	95.5%
Minnesota	803	284	1,087	2.2%	Canada	189	291	480	1.0%
Iowa	644	193	837	1.7%	Foreign	29	1,720	1,749	3.5%
Missouri	856	311	1,167	2.3%	Foreign Total	218	2,011	2,229	4.5%
North Dakota	181	51	232	0.5%					
South Dakota	161	52	213	0.4%					
Nebraska	277	130	407	0.8%					
Kansas	508	208	716	1.4%					
W. N. Central	3,430	1,229	4,659	9.4%	Total Qualified	34,494	15,256	49,750	100.0%

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QUALIFIED CIRCULATION BY ISSUE

ISSUE	Non-Paid Print Only	Paid Print Only	Non-Paid Print & Digital	Paid Print & Digital	Non-Paid Digital Only	Paid Digital Only	Total Qualified
January/February 2020	33,126	-	-	-	16,624	-	49,750
March/April 2020	34,321	-	-	-	15,429	-	49,750
May/June 2020	34,494	-	-	-	15,256	-	49,750
6 Month Average	33,980	-	-	-	15,770	-	49,750

EXPLANATION

Publisher is not required to submit data for all paragraphs/tables. Digital Activity Report contains data that has not been audited.

Audit of Records and Affidavit

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