

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.

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STORMWATER

The Journal for Surface Water Quality Professionals

Forester Media, Inc.
2946 De La Vina Street
Santa Barbara, CA 93105
Tel. No.: 805-682-1300
FAX No.: 805-682-0200
www.forester.net

Official Publication of: None
Established: 2000
Issues Per Year: 8

FIELD SERVED

STORMWATER serves the surface water quality industry including Municipal Governments, County Governments, Special Districts/ Authorities, State Governments, Federal Governments, Other Government Agencies, Engineering/ Design/ Consulting, Contracting/ Construction, Dealers/ Representatives/ Distributors/ Sales, Associations/ Societies/ Libraries/ Educational Institutions, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are Owners/ Presidents/ Vice Presidents/ Elected Officials, Managers/ Foremen/Supervisors/ Inspectors, Directors/ Chiefs/ Superintendents, Engineers/ Technicians/ Specialists/ Designers, Program Managers/ Coordinators/ Project Managers/ Planners, and other titled & non-titled personnel.

| AVERAGE NON-QUALIFIED CIRCULATION | |
|---|--------------|
| NON-QUALIFIED Not Included Elsewhere | Copies |
| Other Paid Circulation _____ | 15 |
| Advertiser and Agency _____ | 553 |
| Rotated or Occasional _____ | - |
| Allocated for Trade Shows and Conventions _____ | 462 |
| Digital _____ | - |
| All Other _____ | 356 |
| TOTAL | 1,386 |

| 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD | | | | | | |
|--|-----------------|--------------|--------------------|--------------|----------------|---------|
| QUALIFIED CIRCULATION | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual _____ | 26,164 | 100.0 | 26,164 | 100.0 | - | - |
| Sponsored Individually Addressed _____ | - | - | - | - | - | - |
| Membership Benefit _____ | - | - | - | - | - | - |
| Multi-Copy Same Addressee _____ | - | - | - | - | - | - |
| Single Copy Sales _____ | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 26,164 | 100.0 | 26,164 | 100.0 | - | - |

| 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD | | | | | | |
|---|----------------|--------------|------------------------|--------------------------|---|-----------------|
| 2011 Issue | Number Removed | Number Added | Print Version Only (A) | Digital Version Only (B) | Both Print & Digital Version (Unduplicated) (C) | Total Qualified |
| July/August _____ | 162 | 202 | 18,057 | 4,337 | 3,770 | 26,164 |
| September _____ | 304 | 304 | 18,035 | 4,389 | 3,740 | 26,164 |
| October _____ | 560 | 560 | 18,042 | 4,381 | 3,741 | 26,164 |
| November/December _____ | 149 | 149 | 18,033 | 4,388 | 3,743 | 26,164 |
| TOTAL | 1,175 | 1,215 | | | | |

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2011**This issue is equal to the average of the other 3 issues reported in Paragraph two.**

| BUSINESS CLASSIFICATION | TOTAL QUALIFIED | PERCENT OF TOTAL | Print Version Only (A) | Digital Version Only (B) | Both Print & Digital Version (Unduplicated) (C) | Owner/President/VP/ Elected Official | Manager/Foreman/Supervisor/Inspector | Director/Chief/Superintendent | Engineer/Technician/Specialist/Designer | Program Manager/Coordinator/Project Manager/Planner | Other |
|---|-----------------|------------------|------------------------|--------------------------|---|--------------------------------------|--------------------------------------|-------------------------------|---|---|------------|
| Municipal Government _____ | 5,365 | 20.5 | 3,884 | 847 | 634 | 422 | 2,278 | 973 | 939 | 593 | 160 |
| County Government _____ | 1,966 | 7.5 | 1,338 | 336 | 292 | 110 | 664 | 292 | 537 | 306 | 57 |
| Special District/Authority _____ | 979 | 3.7 | 711 | 150 | 118 | 89 | 519 | 98 | 148 | 105 | 20 |
| State Government _____ | 1,985 | 7.6 | 1,266 | 417 | 302 | 73 | 617 | 148 | 721 | 343 | 83 |
| Federal Government _____ | 1,154 | 4.4 | 772 | 199 | 183 | 24 | 405 | 80 | 379 | 237 | 29 |
| Other Government Agency _____ | 381 | 1.5 | 275 | 59 | 47 | 61 | 138 | 44 | 56 | 64 | 18 |
| Engineering/Design/Consulting _____ | 7,936 | 30.3 | 5,213 | 1,391 | 1,332 | 3,154 | 879 | 224 | 2,823 | 778 | 78 |
| Contracting/Construction _____ | 2,610 | 10.0 | 2,066 | 274 | 270 | 1,657 | 471 | 108 | 150 | 192 | 32 |
| Dealer/Representative/Distributor/Sales _____ | 1,497 | 5.7 | 1,165 | 172 | 160 | 770 | 431 | 33 | 105 | 85 | 73 |
| Association/Society/Library/Educational Institution _____ | 1,188 | 4.5 | 720 | 299 | 169 | 171 | 225 | 318 | 137 | 197 | 140 |
| Others allied to the field _____ | 1,103 | 4.2 | 623 | 244 | 236 | 319 | 149 | 88 | 179 | 135 | 233 |
| TOTAL QUALIFIED CIRCULATION | 26,164 | 100.0 | 18,033 | 4,388 | 3,743 | 6,850 | 6,776 | 2,406 | 6,174 | 3,035 | 923 |

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 Years | 3 Years | | | | | |
| I. Direct Request: _____ | 24,395 | 1,769 | - | 18,033 | 4,388 | 3,743 | 26,164 | 100.0 |
| II. Request from recipient's company: _____ | - | - | - | - | - | - | - | - |
| III. Membership Benefit: _____ | - | - | - | - | - | - | - | - |
| IV. Communication from recipient or recipient's company (other than request): _____ | - | - | - | - | - | - | - | - |
| V. TOTAL - Sources other than above (listed alphabetically): _____ | - | - | - | - | - | - | - | - |
| Association rosters and directories _____ | - | - | - | - | - | - | - | - |
| Business directories _____ | - | - | - | - | - | - | - | - |
| Manufacturer's, distributor's, and wholesaler's lists _____ | - | - | - | - | - | - | - | - |
| Other sources _____ | - | - | - | - | - | - | - | - |
| VI. Single Copy Sales: _____ | - | - | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 24,395 | 1,769 | - | 18,033 | 4,388 | 3,743 | 26,164 | 100.0 |
| PERCENT | 93.2 | 6.8 | - | 68.9 | 16.8 | 14.3 | 100.0 | |

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 _____ | 18,033 | 4,388 | 3,743 | 26,164 | 100.0 |
| Individuals by name only _____ | - | - | - | - | - |
| Titles or functions only _____ | - | - | - | - | - |
| Company names only _____ | - | - | - | - | - |
| Multi-Copy Same Addressee copies _____ | - | - | - | - | - |
| Single Copy Sales _____ | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 18,033 | 4,388 | 3,743 | 26,164 | 100.0 |

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 _____ | 137 | 27 | 24 | 188 | | Kentucky _____ | 306 | 33 | 40 | 379 | |
| New Hampshire _____ | 119 | 30 | 29 | 178 | | Tennessee _____ | 412 | 91 | 81 | 584 | |
| Vermont _____ | 82 | 15 | 12 | 109 | | Alabama _____ | 315 | 39 | 45 | 399 | |
| Massachusetts _____ | 448 | 92 | 113 | 653 | | Mississippi _____ | 172 | 11 | 17 | 200 | |
| Rhode Island _____ | 53 | 17 | 15 | 85 | | EAST SO. CENTRAL | 1,205 | 174 | 183 | 1,562 | 6.0 |
| Connecticut _____ | 208 | 32 | 49 | 289 | | Arkansas _____ | 259 | 35 | 23 | 317 | |
| NEW ENGLAND | 1,047 | 213 | 242 | 1,502 | 5.7 | Louisiana _____ | 195 | 24 | 26 | 245 | |
| New York _____ | 743 | 133 | 150 | 1,026 | | Oklahoma _____ | 254 | 50 | 23 | 327 | |
| New Jersey _____ | 370 | 77 | 87 | 534 | | Texas _____ | 1,185 | 272 | 263 | 1,720 | |
| Pennsylvania _____ | 803 | 155 | 156 | 1,114 | | WEST SO. CENTRAL | 1,893 | 381 | 335 | 2,609 | 10.0 |
| MIDDLE ATLANTIC | 1,916 | 365 | 393 | 2,674 | 10.2 | Montana _____ | 106 | 21 | 20 | 147 | |
| Ohio _____ | 672 | 132 | 120 | 924 | | Idaho _____ | 174 | 32 | 21 | 227 | |
| Indiana _____ | 439 | 74 | 69 | 582 | | Wyoming _____ | 61 | 24 | 9 | 94 | |
| Illinois _____ | 613 | 98 | 89 | 800 | | Colorado _____ | 508 | 126 | 106 | 740 | |
| Michigan _____ | 440 | 91 | 88 | 619 | | New Mexico _____ | 127 | 33 | 37 | 197 | |
| Wisconsin _____ | 410 | 95 | 74 | 579 | | Arizona _____ | 276 | 72 | 68 | 416 | |
| EAST NO. CENTRAL | 2,574 | 490 | 440 | 3,504 | 13.4 | Utah _____ | 140 | 36 | 24 | 200 | |
| Minnesota _____ | 313 | 77 | 73 | 463 | | Nevada _____ | 79 | 21 | 19 | 119 | |
| Iowa _____ | 317 | 57 | 27 | 401 | | MOUNTAIN | 1,471 | 365 | 304 | 2,140 | 8.2 |
| Missouri _____ | 488 | 74 | 78 | 640 | | Alaska _____ | 51 | 22 | 15 | 88 | |
| North Dakota _____ | 91 | 11 | 7 | 109 | | Washington _____ | 514 | 167 | 138 | 819 | |
| South Dakota _____ | 70 | 14 | 5 | 89 | | Oregon _____ | 261 | 87 | 76 | 424 | |
| Nebraska _____ | 156 | 30 | 23 | 209 | | California _____ | 1,718 | 579 | 510 | 2,807 | |
| Kansas _____ | 238 | 56 | 32 | 326 | | Hawaii _____ | 62 | 23 | 15 | 100 | |
| WEST NO. CENTRAL | 1,673 | 319 | 245 | 2,237 | 8.5 | PACIFIC | 2,606 | 878 | 754 | 4,238 | 16.2 |
| Delaware _____ | 54 | 15 | 21 | 90 | | UNITED STATES | 17,982 | 3,971 | 3,726 | 25,679 | 98.1 |
| Maryland _____ | 349 | 81 | 99 | 529 | | U.S. Territories _____ | 43 | 8 | 17 | 68 | |
| Washington, DC _____ | 47 | 15 | 33 | 95 | | Canada _____ | 4 | 247 | - | 251 | |
| Virginia _____ | 519 | 115 | 146 | 780 | | Mexico _____ | - | 4 | - | 4 | |
| West Virginia _____ | 160 | 21 | 17 | 198 | | Other International _____ | 1 | 158 | - | 159 | |
| North Carolina _____ | 651 | 136 | 133 | 920 | | APQ/FPO _____ | 3 | - | - | 3 | |
| South Carolina _____ | 290 | 70 | 70 | 430 | | TOTAL QUALIFIED CIRCULATION | 18,033 | 4,388 | 3,743 | 26,164 | 100.0 |
| Georgia _____ | 630 | 123 | 122 | 875 | | | | | | | |
| Florida _____ | 897 | 210 | 189 | 1,296 | | | | | | | |
| SOUTH ATLANTIC | 3,597 | 786 | 830 | 5,213 | 19.9 | | | | | | |

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

| 6-Month Period Ended: | Audited Data | Audited Data | Audited Data | Audited Data | Audited Data | Circulation Claim |
|--|-------------------|--------------------|-------------------|--------------------|-------------------|---------------------|
| | January-June 2009 | July-December 2009 | January-June 2010 | July-December 2010 | January-June 2011 | July-December 2011* |
| Total Audit Average Qualified | 26,025 | 26,152 | 26,164 | 26,164 | 26,160 | 26,164 |
| Qualified Non-Paid | 26,025 | 26,152 | 26,164 | 26,164 | 26,160 | 26,164 |
| Print Version Only | 26,025 | 23,331 | 19,728 | 18,738 | 17,965 | 18,042 |
| Digital Version Only | - | 793 | 2,953 | 3,645 | 4,348 | 4,374 |
| Both Print & Digital (Unduplicated) | - | 2,028 | 3,483 | 3,781 | 3,847 | 3,748 |
| Qualified Paid | - | - | - | - | - | - |
| Print Version Only | - | - | - | - | - | - |
| Digital Version Only | - | - | - | - | - | - |
| Both Print & Digital (Unduplicated) | - | - | - | - | - | - |
| Post Expire Copies included in Total Qualified Circulation | **NC | **NC | **NC | **NC | **NC | **NC |
| Average Annual Order Price | **NC | **NC | **NC | **NC | **NC | **NC |

***NOTE: July - December 2011 data is unaudited. 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 confirms to the field served and definition of recipient's qualification as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

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

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY

| QUALIFIED CIRCULATION | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
|------------------------------------|-----------------|--------------|--------------------|--------------|----------------|---------|
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual | 18,042 | 100.0 | 18,042 | 100.0 | - | - |
| Sponsored Individually Addressed | - | - | - | - | - | - |
| Membership Benefit | - | - | - | - | - | - |
| Multi-Copy Same Addressee | - | - | - | - | - | - |
| Single Copy Sales | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 18,042 | 100.0 | 18,042 | 100.0 | - | - |

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY

| QUALIFIED CIRCULATION | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
|------------------------------------|-----------------|--------------|--------------------|--------------|----------------|---------|
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual | 4,374 | 100.0 | 4,374 | 100.0 | - | - |
| Sponsored Individually Addressed | - | - | - | - | - | - |
| Membership Benefit | - | - | - | - | - | - |
| Multi-Copy Same Addressee | - | - | - | - | - | - |
| Single Copy Sales | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 4,374 | 100.0 | 4,374 | 100.0 | - | - |

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - BOTH PRINT & DIGITAL VERSION

| QUALIFIED CIRCULATION | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
|------------------------------------|-----------------|--------------|--------------------|--------------|----------------|---------|
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual | 3,748 | 100.0 | 3,748 | 100.0 | - | - |
| Sponsored Individually Addressed | - | - | - | - | - | - |
| Membership Benefit | - | - | - | - | - | - |
| Multi-Copy Same Addressee | - | - | - | - | - | - |
| Single Copy Sales | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 3,748 | 100.0 | 3,748 | 100.0 | - | - |

PUBLISHER'S AFFIDAVIT

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

Dan Waldman, President

Steven Wayner, Circulation & 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 circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed January 13, 2012

State California

County Santa Barbara

Received by BPA Worldwide January 13, 2012

Type PJ

ID Number S421Y0D1