

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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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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LIGHT & MEDIUM TRUCK

Transport Topics Publishing Group
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Official Publication of: None
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Issues Per Year: 11



FIELD SERVED

LIGHT & MEDIUM TRUCK serves wholesalers, retailers, manufacturers, food and beverage manufacturers, marketers and distributors, construction, contracting and trades, for-hire motor carriers, warehouses, service businesses, agriculture, logging, mining, quarrying, petroleum production, manufacturing, distribution, electric, gas, water and sewer utilities, telecommunications, sanitation, waste, recycling, public works, public safety, government, truck equipment manufacturers, dealers and service, vehicle leasing and rental, passenger transportation, tourism, entertainment, schools and recreation firms and others allied to the field involved in the operation of light to medium (Class 2C - Class 7) trucks, vans or tractors.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are personnel in the field served, including owners, corporate management, fleet, equipment or operations management, maintenance or service management, public works or physical plant management, safety, training, maintenance, service, purchasing, marketing, sales, administration, and others.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	4
Advertiser and Agency _____	276
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	620
Digital _____	-
All Other _____	309
TOTAL	1,209

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	62,256	100.0	62,256	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	62,256	100.0	62,256	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2011 Issue	Number Removed	Number Added	Total Qualified
February _____	313	313	62,225
March _____	95	134	62,264
April _____	448	409	62,225
May _____	17,371	17,485	62,339
June _____	221	107	62,225
TOTAL	18,448	18,448	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**This issue is 0.2% or 104 copies above the average of the other 4 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Corporate Management/ Owner	Fleet, Equipment, or Operations Management	Maintenance or Service Management	Public Works or Physical Plant Management	Safety or Training	Purchasing, Marketing, Sales, Administration	Other
Wholesaler/or Retail/or Manufacturing _____	7,966	12.8	5,239	1,143	293	47	124	897	223
Construction, Contracting, Trades ____	8,884	14.3	7,309	777	383	54	49	242	70
Utilities (includes electric, gas, water or sewer) _____	5,187	8.3	2,326	1,211	545	491	60	183	371
Service Business _____	10,914	17.5	9,109	721	495	66	81	355	87
For-hire Motor Freight/Warehousing	6,499	10.4	4,135	1,299	371	27	393	122	152
Public Works, Public Safety, Government _____	3,410	5.5	562	1,242	513	597	160	165	171
Telecommunications _____	756	1.2	468	136	43	24	5	63	17
Truck Equipment Manufacturer/Dealer/Service _____	3,761	6.0	1,696	363	301	9	43	1,081	268
Food and/or Beverage _____	3,247	5.2	2,226	459	113	17	27	95	310
Logging, Mining, Quarrying, or Petroleum Production and/or Distribution _____	1,386	2.2	924	238	98	15	20	64	27
Vehicle Leasing and/or Rental _____	2,899	4.7	1,639	567	250	11	30	326	76
Agriculture _____	2,382	3.8	1,816	233	153	18	7	92	63
Passenger Transportation, Tourism, Entertainment, Recreation or School _____	1,370	2.2	781	267	155	8	71	56	32
Sanitation/Waste/Recycling _____	1,024	1.6	705	131	88	35	5	52	8
Other _____	2,654	4.3	921	285	138	2	138	394	776
TOTAL QUALIFIED CIRCULATION	62,339	100.0	39,856	9,072	3,939	1,421	1,213	4,187	2,651
PERCENT	100.0		63.9	14.6	6.3	2.3	1.9	6.7	4.3

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 year	2 years	3 years		
I. TOTAL - Direct Request: _____	45,213	11,946	-	57,159	91.7
a. Written _____	7,986	1,171	-	9,157	14.7
b. Telecommunication _____	27,968	10,775	-	38,743	62.1
c. Electronic _____	9,259	-	-	9,259	14.9
II. TOTAL - Request from recipient's company: _____	2	-	-	2	-
a. Written _____	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-
c. Electronic _____	2	-	-	2	-
III. TOTAL - Membership Benefit: _____	-	-	-	-	-
a. Individual _____	-	-	-	-	-
b. Organizational _____	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	2,556	-	-	2,556	4.1
a. Written _____	2,556	-	-	2,556	4.1
b. Telecommunication _____	-	-	-	-	-
c. Electronic _____	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	2,622	-	-	2,622	4.2
Association rosters and directories _____	-	-	-	-	-
Business directories _____	1,696	-	-	1,696	2.7
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-
Other sources _____	926	-	-	926	1.5
VI. TOTAL - Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	50,393	11,946	-	62,339	100.0
PERCENT	80.8	19.2	-	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	62,210	99.8
Individuals by name only _____	114	0.2
Titles or functions only _____	1	-
Company names only _____	14	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	62,339	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	535		Kentucky _____	1,047	
New Hampshire _____	305		Tennessee _____	1,392	
Vermont _____	186		Alabama _____	1,260	
Massachusetts _____	1,078		Mississippi _____	597	
Rhode Island _____	223		EAST SO. CENTRAL	4,296	6.9
Connecticut _____	804		Arkansas _____	729	
NEW ENGLAND	3,131	5.0	Louisiana _____	896	
New York _____	2,727		Oklahoma _____	809	
New Jersey _____	1,467		Texas _____	4,052	
Pennsylvania _____	3,152		WEST SO. CENTRAL	6,486	10.4
MIDDLE ATLANTIC	7,346	11.8	Montana _____	436	
Ohio _____	3,008		Idaho _____	571	
Indiana _____	2,316		Wyoming _____	289	
Illinois _____	2,750		Colorado _____	1,131	
Michigan _____	2,160		New Mexico _____	296	
Wisconsin _____	1,951		Arizona _____	746	
EAST NO. CENTRAL	12,185	19.5	Utah _____	430	
Minnesota _____	1,799		Nevada _____	262	
Iowa _____	1,117		MOUNTAIN	4,161	6.7
Missouri _____	1,534		Alaska _____	96	
North Dakota _____	351		Washington _____	1,395	
South Dakota _____	387		Oregon _____	997	
Nebraska _____	795		California _____	3,862	
Kansas _____	783		Hawaii _____	83	
WEST NO. CENTRAL	6,766	10.9	PACIFIC	6,433	10.3
Delaware _____	222		UNITED STATES	62,321	100.0
Maryland _____	1,353		U.S. Territories _____	17	
Washington, DC _____	86		Canada _____	-	
Virginia _____	1,432		Mexico _____	-	
West Virginia _____	443		Other International _____	-	
North Carolina _____	1,979		APO/FPO _____	1	
South Carolina _____	812		TOTAL QUALIFIED CIRCULATION	62,339	100.0
Georgia _____	1,948				
Florida _____	3,242				
SOUTH ATLANTIC	11,517	18.5			

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2008	January-June 2009	July-December 2009	January-June 2010	July-December 2010*	January-June 2011*
Total Audit Average Qualified: _____	62,225	62,324	62,234	62,248	62,228	62,256
Qualified Non-Paid: _____	62,225	62,324	62,234	62,248	62,228	62,256
Qualified Paid: _____	-	-	-	-	-	-
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 2010 – June 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

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.		
Howard S. Abramson, Publisher	Date signed	July 12, 2011
Scott Smith, Circulation Director	State	Virginia
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	County	Arlington
IMPORTANT NOTE:	Received by BPA Worldwide	July 12, 2011
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	Type	PJ
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