

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 comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media as well as more than 2,600 advertiser and agency members.

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# LIGHT & MEDIUM TRUCK

Transport Topics Publishing Group  
950 North Glebe Road  
Suite 210  
Arlington, VA 22203-4181, UNITED STATES  
Tel: (703) 838-1770  
FAX: (703) 838-1885  
[www.lmtruck.com](http://www.lmtruck.com)  
[circulation@trucking.org](mailto:circulation@trucking.org)

Official Publication of: None  
Established: 1988  
Issue Per Year: 11

**FIELD SERVED**

LIGHT & MEDIUM TRUCK serves wholesalers, retailers, manufacturers, 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 _____	7
Advertiser and Agency _____	616
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	88
All Other _____	-
<b>TOTAL</b>	<b>711</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	62,234	100.0	62,234	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>62,234</b>	<b>100.0</b>	<b>62,234</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July 2009 _____	1024	993	62286	0	62286	October 2009 ____	307	307	62225	0	62225
August 2009 _____	332	279	62233	0	62233	November 2009 __	303	303	62225	0	62225
September 2009 __	122	114	62225	0	62225	Dec/ Jan 2010 _____	270	255	62210	0	62210
						<b>TOTAL</b>	<b>2358</b>	<b>2251</b>			

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009**
**This issue is -% or 11 copies below the average of the other 5 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	Maintenance/Service Technician	Purchasing, Marketing, Sales, Administration	Other
Wholesaler/or Retail/or Manufacturing _____	9,092	14.6	5,885	1,280	313	93	101	52	1,158	210
Construction, Contracting, Trades _____	7,367	11.8	5,540	888	435	56	73	89	202	84
Utilities (includes electric, gas, water or sewer) _____	6,594	10.6	1,789	1,259	520	476	96	146	245	2,063
Service Business _____	6,236	10.0	4,501	728	392	56	73	84	336	66
For-hire Motor Freight/Warehousing _____	7,238	11.6	4,871	1,328	387	37	243	67	203	102
Public Works, Public Safety, Government _____	3,395	5.5	460	1,283	496	559	141	136	219	101
Telecommunications _____	2,220	3.6	1,035	147	54	28	11	30	67	848
Truck Equipment Manufacturer/Dealer/Service _____	4,745	7.6	2,273	380	280	18	54	61	1,364	315
Food and/or Beverage _____	2,160	3.5	1,386	451	111	34	38	25	94	21
Logging, Mining, Quarrying, or Petroleum Production and/or Distribution _____	2,062	3.3	1,458	254	83	30	29	18	91	99
Vehicle Leasing and/or Rental _____	3,221	5.2	1,936	606	173	8	24	18	400	56
Agriculture _____	2,251	3.6	1,403	184	118	15	16	38	58	419
Passenger Transportation, Tourism, Entertainment, Recreation or School _____	1,545	2.5	844	259	168	10	85	31	79	69
Sanitation/Waste/Recycling _____	1,063	1.7	263	120	55	31	6	9	19	560
Other _____	3,036	4.9	1,039	319	162	10	202	62	469	773
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>62,225</b>	<b>100.0</b>	<b>34,683</b>	<b>9,486</b>	<b>3,747</b>	<b>1,461</b>	<b>1,192</b>	<b>866</b>	<b>5,004</b>	<b>5,786</b>
<b>PERCENT</b>	<b>100.0</b>	<b>-</b>	<b>55.7</b>	<b>15.2</b>	<b>6.0</b>	<b>2.3</b>	<b>1.9</b>	<b>1.4</b>	<b>8.0</b>	<b>9.3</b>

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. <b>TOTAL</b> - Direct request: _____	<b>45,703</b>	<b>11,011</b>	-	-	-	<b>56,714</b>	<b>91.1</b>
a. Written _____	9,428	2,632	-	-	-	12,060	19.4
b. Telecommunication _____	26,459	8,379	-	-	-	34,838	56.0
c. Electronic _____	9,816	-	-	-	-	9,816	15.8
II. <b>TOTAL</b> - Request from recipient's company: _____	-	<b>1</b>	-	-	-	<b>1</b>	<b>0.0</b>
a. Written _____	-	1	-	-	-	1	0.0
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	-	-	-	-	-	-	-
III. <b>TOTAL</b> - Membership Benefit: _____	-	-	-	-	-	-	-
a. Individual _____	-	-	-	-	-	-	-
b. Organizational _____	-	-	-	-	-	-	-
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>5,510</b>	-	-	-	-	<b>5,510</b>	<b>8.9</b>
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	5,510	-	-	-	-	5,510	8.9
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. <b>TOTAL</b> - Single Copy Sales: _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>51,213</b>	<b>11,012</b>	-	-	-	<b>62,225</b>	<b>100.0</b>
<b>PERCENT</b>	<b>82.3</b>	<b>17.7</b>	-	-	-	<b>100.0</b>	-

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			62,140	99.9
Individuals by name only _____			-	-
Titles or functions only _____			65	0.1
Company names only _____			20	0.0
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>62,225</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009				
2009				
State & Zip Code		Total Qualified	Percent	
039-049 Maine _____		499		
030-038 New Hampshire _____		383		
050-059 Vermont _____		250		
010-027 Massachusetts _____		1,226		
028-029 Rhode Island _____		225		
060-069 Connecticut _____		724		
NEW ENGLAND		3,307	5.3	
100-149 New York _____		2,786		
070-089 New Jersey _____		1,614		
150-196 Pennsylvania _____		3,233		
MIDDLE ATLANTIC		7,633	12.3	
430-459 Ohio _____		2,886		
460-479 Indiana _____		1,950		
600-629 Illinois _____		2,627		
480-499 Michigan _____		2,152		
530-549 Wisconsin _____		2,001		
EAST NO. CENTRAL		11,616	18.7	
550-567 Minnesota _____		1,590		
500-528 Iowa _____		1,168		
630-658 Missouri _____		1,617		
580-588 North Dakota _____		351		
570-577 South Dakota _____		435		
680-693 Nebraska _____		756		
660-679 Kansas _____		795		
WEST NO. CENTRAL		6,712	10.8	
197-199 Delaware _____		202		
206-219 Maryland _____		1,187		
200-205 Washington, DC _____		88		
220-246 Virginia _____		1,634		
247-268 West Virginia _____		456		
270-289 North Carolina _____		2,120		
290-299 South Carolina _____		946		
300-319 Georgia _____		2,037		
320-349 Florida _____		2,953		
SOUTH ATLANTIC		11,623	18.7	
400-427 Kentucky _____		1,006		
370-385 Tennessee _____		1,414		
350-369 Alabama _____		1,094		
386-397 Mississippi _____		685		
EAST SO. CENTRAL		4,199	6.7	
716-729 Arkansas _____		687		
700-714 Louisiana _____		704		
730-749 Oklahoma _____		764		
750-799 Texas _____		3,674		
WEST SO. CENTRAL		5,829	9.4	
590-599 Montana _____		428		
832-838 Idaho _____		472		
820-831 Wyoming _____		246		
800-816 Colorado _____		1,111		
870-884 New Mexico _____		350		
850-865 Arizona _____		841		
840-847 Utah _____		525		
889-898 Nevada _____		410		
MOUNTAIN		4,383	7.0	
995-999 Alaska _____		184		
980-994 Washington _____		1,160		
970-979 Oregon _____		937		
900-961 California _____		4,451		
967-968 Hawaii _____		158		
PACIFIC		6,890	11.1	
UNITED STATES		62,192	99.9	
969 & 004-009 U.S. Territories _____		32		
Canada _____		-		
Mexico _____		-		
Other International _____		-		
APO/FPO _____		1		
<b>TOTAL QUALIFIED CIRCULATION</b>		<b>62,225</b>	<b>100.0</b>	

7. AVERAGE AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
6 Month Period Ended:	2006	2007	June 2008	December 2008	June 2009	December 2009*
Total Audit Average Qualified	65,227	65,230	62,238	62,225	62,324	62,234
Qualified Non-Paid	65,227	65,230	62,238	62,225	62,324	62,234
Print Only _____	65,227	65,230	62,238	62,225	62,324	62,234
Digital Only _____	-	-	-	-	-	-
Qualified Paid	-	-	-	-	-	-
Print Only _____	-	-	-	-	-	-
Digital Only _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

8. PAID CIRCULATION DATA	
**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
11	Issues Per Year
	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

**9. ADDITIONAL DATA**

**PARAGRAPH 3B:**

Business directories include 1 source for quantities of 5,510 copies or 8.9%, including InfoUSA.

**PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.**

PUBLISHER'S AFFIDAVIT		
We hereby make oath and testify that all data set forth in this statement are true.		
Howard Abramson, Publisher	Date signed	January 21, 2010
Heather Reed, Subscription and Customer Service Manager	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
<b>IMPORTANT NOTE:</b>	Received by BPA Worldwide	January 21, 2010
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
	ID Number	L073POD9