



Audit Bureau of Circulations

**BUSINESS PUBLICATION  
PUBLISHER'S STATEMENT  
Subject to Audit  
For the 6 month period ending  
December 31, 2009**

# TRANSPORT TOPICS

## Field Served:

Motor Freight: Regulated haulers for-hire and private carriers engaged in interstate distribution: Management, Traffic and Maintenance.

*This is an independent publication not directly related to or affiliated with any association. See Par. 11(a).*

**TOTAL AVERAGE QUALIFIED PAID CIRCULATION**

**25,022**

## **1A** AVERAGE QUALIFIED PAID CIRCULATION

|   |        |               |
|---|--------|---------------|
| Individual .....                                      | 20,915 |               |
| Association, See Par. 11(a) .....                     | 4,049  |               |
| Sponsored Individually Addressed .....                |        |               |
| Multi-Copy Same Addressee, See Par. 11(b) .....       | 28     |               |
| Single Copy Sales, See Par. 11(c) .....               | 30     |               |
| <b>Total Average Qualified Paid Circulation .....</b> |        | <b>25,022</b> |

## **1B** AVERAGE QUALIFIED NON-PAID CIRCULATION

None Claimed

## **1C** AVERAGE NON-QUALIFIED CIRCULATION

|   |     |            |
|---|-----|------------|
| Non-Continuous Market Coverage Copies .....                 |     |            |
| Allocated For Shows & Conventions .....                     | 82  |            |
| Miscellaneous, Including Staff Copies, See Par. 11(d) ..... | 869 |            |
| <b>Total Average Non-Qualified Circulation .....</b>        |     | <b>951</b> |

## **1D** AVERAGE QUALIFIED PAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS

None

## **2** QUALIFIED PAID CIRCULATION BY ISSUES

| 2009 Issue |    | Total Paid | 2009 Issue |    | Total Paid |
|------------|----|------------|------------|----|------------|
| July       | 6  | 25,892     | Oct.       | 5  | 24,961     |
|            | 13 | 25,784     |            | 12 | 24,943     |
|            | 20 | 25,349     |            | 19 | 24,852     |
|            | 27 | 25,297     |            | 26 | 24,827     |
| Aug.       | 3  | 25,229     | Nov.       | 2  | 24,806     |
|            | 10 | 25,235     |            | 9  | 24,902     |
|            | 17 | 25,097     |            | 16 | 24,790     |
|            | 24 | 25,049     |            | 23 | 24,730     |
|            | 31 | 25,072     |            | 30 | 24,687     |
| Sept.      | 7  | 25,145     | Dec.       | 7  | 24,608     |
|            | 14 | 25,047     |            | 14 | 24,595     |
|            | 21 | 24,984     |            | 21 | 24,709     |
|            | 28 | 24,959     |            |    |            |



THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE NOVEMBER 9, 2009 ISSUE IN WHICH:  
• QUALIFIED PAID CIRCULATION WAS 0.5% LESS THAN THE PERIOD AVERAGE

**3A BUSINESS/OCCUPATIONAL ANALYSIS**

| Classification by Business & Industry  | Total Paid    | %            | Paid          | Paid Assoc.  |
|--|---------------|--------------|---------------|--------------|
| 1. Motor Carrier/For-hire Trucking Company.....  | 9,798         | 39.3         | 8,202         | 1,596        |
| 2. Retailer, Wholesaler, Manufacturer, Distributor, Warehouse or Private Carrier.....                | 2,971         | 11.9         | 2,451         | 520          |
| 3. Leasing/Rental/Logistics.....   | 1,159         | 4.7          | 1,076         | 83           |
| 4. Business Service: Financial, Insurance, Legal Publishing, Real Estate or Consulting Business..... | 2,246         | 9.0          | 1,931         | 315          |
| 5. Transportation Intermediary, Freight Broker, Load Matching or Shipper.....                        | 1,648         | 6.6          | 1,637         | 11           |
| 6. Truck Dealer, Truck Stop, Towing, Equipment Repair or Service.....                                | 1,105         | 4.5          | 1,039         | 66           |
| 7. Manufacturer of Trucks, Truck Equipment or Accessories.....                                       | 2,094         | 8.4          | 919           | 1,175        |
| 8. Association, Union, School, Library.....  | 546           | 2.2          | 493           | 53           |
| 9. Regulatory, Licensing or Safety Agency.....   | 520           | 2.1          | 518           | 2            |
| 10. Others Allied to the Field.....  | 1,422         | 5.7          | 1,316         | 106          |
| Other Paid Circulation   |               |              |               |              |
| Subscriptions.....   | 1,302         | 5.2          | 1,288         | 14           |
| Single Copy Sales.....   | 91            | 0.4          | 91            |              |
| <b>Total Qualified Paid Circulation.....</b>   | <b>24,902</b> | <b>100.0</b> | <b>20,961</b> | <b>3,941</b> |

**3B AGE OF SOURCE DATA ANALYSIS** Reporting not required

**3C MAILING ADDRESS ANALYSIS**

|   | Total Paid    | %            |
|---|---------------|--------------|
| Individual by name and title and/or occupation.....       | 22,304        | 89.9         |
| Individual by name only.....                              | 818           | 3.3          |
| Title or occupation only.....                             | 1,275         | 5.1          |
| Company name only.....                                    | 387           | 1.6          |
| Multi-Copy Same Addressee.....                            | 27            | 0.1          |
| <b>Total Qualified Paid Subscription Circulation.....</b> | <b>24,811</b> | <b>100.0</b> |
| Single Copy Sales.....                                    | 91            |              |
| <b>Total Qualified Paid Circulation.....</b>              | <b>24,902</b> |              |

**GEOGRAPHIC ANALYSIS**

| State & ZIP Code       | Total Paid   | %           |
|------------------------|--------------|-------------|
| <b>New England</b>     |              |             |
| ME 039-049.....        | 113          |             |
| NH 030-038.....        | 107          |             |
| VT 050-059.....        | 64           |             |
| MA 010-027.....        | 392          |             |
| RI 028-029.....        | 71           |             |
| CT 060-069.....        | 232          |             |
| <b>New England</b>     | <b>979</b>   | <b>3.9</b>  |
| <b>Middle Atlantic</b> |              |             |
| NY 100-149.....        | 789          |             |
| NJ 070-089.....        | 805          |             |
| PA 150-196.....        | 1,510        |             |
| <b>Middle Atlantic</b> | <b>3,104</b> | <b>12.5</b> |
| <b>East N. Central</b> |              |             |
| OH 430-459.....        | 1,460        |             |
| IN 460-479.....        | 923          |             |
| IL 600-629.....        | 1,592        |             |
| MI 480-499.....        | 903          |             |
| WI 530-549.....        | 927          |             |
| <b>East N. Central</b> | <b>5,805</b> | <b>23.3</b> |
| <b>West N. Central</b> |              |             |
| MN 550-567.....        | 737          |             |
| IA 500-528.....        | 465          |             |
| MO 630-658.....        | 711          |             |
| ND 580-588.....        | 98           |             |
| SD 570-577.....        | 125          |             |
| NE 680-693.....        | 296          |             |
| KS 660-679.....        | 302          |             |
| <b>West N. Central</b> | <b>2,734</b> | <b>11.0</b> |
| <b>South Atlantic</b>  |              |             |
| DE 197-199.....        | 69           |             |
| MD 206-219.....        | 397          |             |
| DC 200, 202-205.....   | 189          |             |
| VA 201, 220-246.....   | 581          |             |
| WV 247-268.....        | 68           |             |
| NC 270-289.....        | 807          |             |
| SC 290-299.....        | 380          |             |
| GA 300-319.....        | 841          |             |
| FL 320-349.....        | 927          |             |
| <b>South Atlantic</b>  | <b>4,259</b> | <b>17.1</b> |
| <b>East S. Central</b> |              |             |
| KY 400-427.....        | 316          |             |
| TN 370-385.....        | 863          |             |
| AL 350-369.....        | 395          |             |
| MS 386-397.....        | 165          |             |
| <b>East S. Central</b> | <b>1,739</b> | <b>7.0</b>  |

| State & ZIP Code                             | Total Paid    | %            |
|--|---------------|--------------|
| <b>West S. Central</b>                       |               |              |
| AR 716-729.....                              | 397           |              |
| LA 700-714.....                              | 170           |              |
| OK 730-749.....                              | 233           |              |
| TX 750-799.....                              | 1,414         |              |
| <b>West S. Central</b>                       | <b>2,214</b>  | <b>8.9</b>   |
| <b>Mountain</b>                              |               |              |
| MT 590-599.....                              | 114           |              |
| ID 832-838.....                              | 108           |              |
| WY 820-831.....                              | 53            |              |
| CO 800-816.....                              | 319           |              |
| NM 870-884.....                              | 70            |              |
| AZ 850-865.....                              | 342           |              |
| UT 840-847.....                              | 241           |              |
| NV 889-898.....                              | 104           |              |
| <b>Mountain</b>                              | <b>1,351</b>  | <b>5.4</b>   |
| <b>Pacific</b>                               |               |              |
| AK 995-999.....                              | 30            |              |
| WA 980-994.....                              | 440           |              |
| OR 970-979.....                              | 335           |              |
| CA 900-961.....                              | 1,361         |              |
| HI 967-968.....                              | 20            |              |
| <b>Pacific</b>                               | <b>2,186</b>  | <b>8.8</b>   |
| Single Copy Sales.....                       | 91            | 0.4          |
| U.S. Unclassified.....                       |               |              |
| <b>United States</b>                         | <b>24,462</b> | <b>98.3</b>  |
| <b>Poss. &amp; Other Areas</b>               |               |              |
| 004-009, 969.....                            | 5             | 0.0          |
| <b>U.S. &amp; Poss., etc.</b>                | <b>24,467</b> | <b>98.3</b>  |
| Canada.....                                  | 378           | 1.5          |
| Mexico.....                                  | 27            | 0.1          |
| Military or Civilian Personnel Overseas..... | 2             | 0.0          |
| Other International.....                     | 28            | 0.1          |
| <b>Total International</b>                   | <b>435</b>    | <b>1.7</b>   |
| E-Mail Address Only.....                     |               |              |
| Other Unclassified.....                      |               |              |
| <b>Grand Total</b>                           | <b>24,902</b> | <b>100.0</b> |

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS Sold During 6 Month Period Ended December 31, 2009**

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**PRICE DATA** See Par. 11(e)

Basic Prices: Subscriptions: U.S., 1 yr. \$109.00; 2 yrs. \$189.00. Canada and Mexico, 1 yr. \$149.00; 2 yrs. \$259.00. International, 1 yr. \$299.00  
 Single Copy: U.S., \$6.95; Outside U.S., \$7.95  
 Sales include Premium Values

|                                  |              |
|----------------------------------|--------------|
| Basic & higher than basic: ..... | 4,555        |
| 75% - 99% of basic: .....        | 1,726        |
| 50% - 74% of basic: .....        | 2,279        |
| 25% - 49% of basic: .....        | 58           |
| Less than 25% of basic: .....    | 76           |
| <b>Total</b> .....               | <b>8,694</b> |

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**TERM DATA**

|   |              |
|---|--------------|
| Three years or more .....                   | None         |
| Two years or more but less than three ..... | 778          |
| One year or more but less than two .....    | 7,483        |
| Less than one year .....                    | 433          |
| <b>Total</b> .....                          | <b>8,694</b> |

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**SALES CHANNELS**

|   |              |
|---|--------------|
| Ordered by mail and/or directly requested by subscriber ..... | 8,347        |
| Ordered through salespeople:                                  |              |
| Catalog agencies and individual agents .....                  | 96           |
| Publisher's own and other publishers' salespeople .....       | None         |
| Independent agencies' salespeople .....                       | None         |
| Association memberships, See Par. 11(a) .....                 | 251          |
| All other channels .....                                      | None         |
| <b>Total</b> .....  | <b>8,694</b> |

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**PREMIUM USAGE**

|   |              |
|---|--------------|
| Ordered without premium .....                               | 8,694        |
| Ordered with reprinted material from this publication ..... | None         |
| Ordered with other premiums .....                           | None         |
| <b>Total</b> .....  | <b>8,694</b> |



|           |   |          |
|-----------|---|----------|
| 06-1295-0 | Analyzed Issue Date                               | 11/09/09 |
|           | Analyzed Issue Text (for double month issue date) |          |
|           | Single Copy Price                                 | 6.95     |
|           | Association Subscription Price                    | 109.00   |
|           | U.S. Subscription Price                           | 109.00   |
|           | Canadian Subscription Price                       | 149.00   |
|           | International Subscription Price                  | 299.00   |