BUSINESS PUBLICATION CIRCULATION STATEMENT FOR THE 6 MONTH PERIOD ENDED JUNE 2012

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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About BPA Worldwide
A not-for-profit organization since 1931 and headquartered in Shelton, CT, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. The organization conducts 2,600+ audits for media brands in print, online/digital and live events. Additionally, under the iCompli brand, BPA documents compliance to defined standards including data protection, provides assurance of sustainability reporting, and verifies technology, service and privacy claims. BPA is supported by 2,700 advertiser and agency members.

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FLEET Maintenance
Best Practices for Maintenance Management

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Official Publication of: None
Established: 1997
Issues Per Year: 10

FIELD SERVED

FLEET MAINTENANCE serves Private and Corporate Fleets including Construction/Mining, Food/Beverage, Petroleum, Refuse/Recycling, Manufacturing/Processing and Retail/Wholesale Delivery. Other Fleets include Municipal/Government/Public Safety, Utilities, Bus, Common Carriers, Contract Maintenance Providers/Independent Repair Garages, and other industries allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include Maintenance Management (Maint Dir/Supv, Lead Technician/Mechanic, Shop Foreman and other maintenance management), Fleet Management (Operations VP/Dir/Mgr/Supv/Coord, Transportation Director, Fleet Administrator, Purchasing VP/Dir/Mgr/Supv/Coord/Agents and other fleet management), Corporate Management (Owner, President, Partner, VP, General Mgr and other corporate management) and other related personnel in the field served.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	28
Advertiser and Agency	587
Rotated or Occasional	-
Allocated for Trade Shows and Conventions	140
Digital	-
All Other	239
TOTAL	**994**

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	61,750	100.0	61,750	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**61,750**	**100.0**	**61,750**	**100.0**	**-**	**-**

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2012 Issue	Number Removed	Number Added	Total Qualified
February	870	870	61,750
March	435	435	61,750
April	1,216	1,216	61,750
May	13,451	13,451	61,750
June	117	117	61,750
TOTAL	**16,089**	**16,089**	

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
6-Month Period Ended:	**July - December 2009**	**January - June 2010**	**July - December 2010**	**January - June 2011**	**July - December 2011***	**January – June 2012***
Total Audit Average Qualified: _____	61,750	61,750	61,750	61,750	61,750	61,750
Qualified Non-Paid: ___	61,750	61,750	61,750	61,750	61,750	61,750
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 2011 – June 2012 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

ADDITIONAL DATA

PARAGRAPH 3b:
Business directories include 1 source of circulation for a quantity of 1,888 copies or 3.1%.

PUBLISHER'S AFFIDAVIT

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

Larry Greenberger, Group Publisher

Terri Petitt, 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	July 12, 2012
State	Wisconsin
County	Jefferson
Received by BPA Worldwide	July 12, 2012
Type	PJ
ID Number	F174P0J2

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Recycled Paper

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2012

This issue is equal to the average of the other 4 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE														
			MAINTENANCE MANAGEMENT				FLEET MANAGEMENT					CORPORATE MANAGEMENT					
			Maintenance Director/ Supervisor	Lead Technician/ Mechanic	Shop Foreman	Other Maintenance Management	Operations VP/Director/ Manager/ Supervisor/ Coordinator	Transportation Director	Fleet Administrator	Purchasing VP/Director/ Manager/ Supervisor/ Coordinator/ Agent	Other Fleet Management	Owner	President	Partner	VP	General Manager	Other Corporate Management
Contract Maintenance Provider/Independent Repair Garages	17,266	28.0	2,969	865	741	279	976	63	211	174	44	7,165	1,548	246	281	1,529	175
Common Carrier	17,694	28.6	1,500	225	344	142	1,376	194	265	113	49	7,516	3,711	298	488	1,167	306
Construction/Mining	6,584	10.7	842	178	248	73	784	75	278	92	30	2,001	1,085	103	251	450	94
Food/Beverage	2,350	3.8	286	91	78	28	505	115	160	47	13	478	218	37	71	183	40
Petroleum	1,382	2.2	143	63	41	23	211	25	70	17	11	325	195	14	59	151	34
Refuse/Recycling	1,140	1.8	165	30	28	20	125	18	38	11	6	344	194	16	31	93	21
Manufacturing/Processing	2,820	4.6	267	59	66	52	417	116	127	56	6	506	494	31	120	420	83
Retail/Wholesale Delivery	4,384	7.1	407	83	117	54	693	123	168	93	27	1,077	644	54	182	584	78
Municipal/Government/Public Safety	6,219	10.1	1,399	361	258	233	1,493	160	505	157	140	197	121	16	54	674	451
Utilities	1,172	1.9	181	103	63	31	248	31	96	32	16	122	85	6	27	104	27
Bus	739	1.2	197	73	46	23	101	39	23	14	6	82	43	5	9	54	24
TOTAL QUALIFIED CIRCULATION	**61,750**	**100.0**	**8,356**	**2,131**	**2,030**	**958**	**6,929**	**959**	**1,941**	**806**	**348**	**19,813**	**8,338**	**826**	**1,573**	**5,409**	**1,333**
PERCENT	**100.0**		**13.5**	**3.4**	**3.3**	**1.6**	**11.2**	**1.6**	**3.1**	**1.3**	**0.6**	**32.1**	**13.5**	**1.3**	**2.5**	**8.8**	**2.2**

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2012

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	**51,356**	**7,526**	**-**	**58,882**	**95.3**
II. Request from recipient's company:	**980**	**-**	**-**	**980**	**1.6**
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. **TOTAL** – Sources other than above (listed alphabetically):	**1,888**	**-**	**-**	**1,888**	**3.1**
Association rosters and directories	-	-	-	-	-
*Business directories	1,888	-	-	1,888	3.1
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**54,224**	**7,526**	**-**	**61,750**	**100.0**
PERCENT	**87.8**	**12.2**	**-**	**100.0**	

***See Additional Data**

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2012

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	61,750	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	**61,750**	**100.0**

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2012

State	Total Qualified	Percent
Maine	524	
New Hampshire	407	
Vermont	228	
Massachusetts	1,152	
Rhode Island	201	
Connecticut	652	
NEW ENGLAND	3,164	5.1
New York	2,850	
New Jersey	1,483	
Pennsylvania	3,423	
MIDDLE ATLANTIC	7,756	12.6
Ohio	3,141	
Indiana	1,734	
Illinois	3,240	
Michigan	2,139	
Wisconsin	2,436	
EAST NO. CENTRAL	12,690	20.6
Minnesota	1,949	
Iowa	1,681	
Missouri	1,799	
North Dakota	405	
South Dakota	479	
Nebraska	980	
Kansas	1,070	
WEST NO. CENTRAL	8,363	13.5
Delaware	183	
Maryland	918	
Washington, DC	47	
Virginia	1,418	
West Virginia	353	
North Carolina	2,025	
South Carolina	837	
Georgia	1,711	
Florida	2,279	
SOUTH ATLANTIC	9,771	15.8

State	Total Qualified	Percent
Kentucky	1,129	
Tennessee	1,540	
Alabama	1,075	
Mississippi	647	
EAST SO. CENTRAL	4,391	7.1
Arkansas	687	
Louisiana	708	
Oklahoma	825	
Texas	3,505	
WEST SO. CENTRAL	5,725	9.3
Montana	369	
Idaho	443	
Wyoming	224	
Colorado	916	
New Mexico	214	
Arizona	734	
Utah	471	
Nevada	308	
MOUNTAIN	3,679	5.9
Alaska	82	
Washington	1,165	
Oregon	935	
California	3,897	
Hawaii	91	
PACIFIC	6,170	10.0
UNITED STATES	61,709	99.9
U.S. Territories	37	
Canada	-	
Mexico	-	
Other International	-	
APO/FPO	4	
TOTAL QUALIFIED CIRCULATION	**61,750**	**100.0**