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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Professional TOOL & EQUIPMENT News

Cygnus Business Media
1233 Janesville Avenue
P.O. Box 803
Fort Atkinson, WI 53538-0803
Tel. No.: (920) 563-6388
Fax No.: (920) 563-1699
www.vehicleservicepros.com

Official Publication of: None
Established: 1990
Issues Per Year: 10
(See Additional Data)

FIELD SERVED
PROFESSIONAL TOOL & EQUIPMENT NEWS serves the automotive service industry including General Repair Shops, Gas/Service Stations with Repair Bays, Specialty Repair Shops, New Car or Truck Dealerships, Import Specialists, Other Vehicle Repair Facilities, Mobile Tool Dealers/Distributors, Warehouse Distributors/Wholesalers, Educational Facilities and Mass Merchants and affiliated companies.

DEFINITION OF RECIPIENT QUALIFICATION
Qualified recipients are owners, presidents, vice presidents, general managers, managers, foremen, superintendents, instructors, technicians/mechanics, tool & equipment buyers and others allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	33
Advertiser and Agency	559
Rotated or Occasional	-
Allocated for Trade Shows and Conventions	320
Digital	-
All Other	266
TOTAL	**1,178**

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	100,104	100.0	100,104	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**100,104**	**100.0**	**100,104**	**100.0**	**-**	**-**

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2012 Issue	Number Removed	Number Added	Total Qualified
February	1,336	1,336	100,104
March	389	390	100,105
April	647	647	100,105
May	1,189	1,189	100,105
June	118	116	100,103
TOTAL	**3,679**	**3,678**	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2012
This issue is -% or 1 copy above the average of the other 4 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Classification By Title (Note 1)
General Repair Shop/Gas/Service Station with Repair Bays	74,430	74.4	74,430
Specialty Repair Shop	15,863	15.8	15,863
New Car or Truck Dealership	2,755	2.8	2,755
Import Specialist	627	0.6	627
Other Vehicle Repair Facility	2,975	3.0	2,975
Warehouse Distributor/Wholesaler and Mobile Tool Dealer/Distributor	1,349	1.3	1,349
Educational Facility	791	0.8	791
Mass Merchant	1,315	1.3	1,315
TOTAL QUALIFIED CIRCULATION	**100,105**	**100.0**	**100,105**
PERCENT	**100.0**		**100.0**

Note 1: Classification by Title includes owners, presidents, vice presidents, general managers, managers, foremen, superintendents, instructors, technicians/mechanics, tool & equipment buyers and others allied to the field.

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:	**53,769**	**26,019**	**-**	**79,788**	**79.7**
II. Request from recipient's company:	**465**	**-**	**-**	**465**	**0.5**
III. Membership Benefit:	**-**	**-**	**-**	**-**	**-**
IV. Communication from recipient or recipient's company (other than request):	**-**	**-**	**-**	**-**	**-**
V. **TOTAL** – Sources other than above (listed alphabetically):	**19,852**	**-**	**-**	**19,852**	**19.8**
Association rosters and directories	-	-	-	-	-
*Business directories	19,852	-	-	19,852	19.8
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	**-**	**-**	**-**	**-**	**-**
TOTAL QUALIFIED CIRCULATION	**74,086**	**26,019**	**-**	**100,105**	**100.0**
PERCENT	**74.0**	**26.0**	**-**	**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	100,105	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	**100,105**	**100.0**

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

State	Total Qualified	Percent
Maine	709	
New Hampshire	719	
Vermont	403	
Massachusetts	2,373	
Rhode Island	342	
Connecticut	1,333	
NEW ENGLAND	5,879	5.9
New York	5,634	
New Jersey	2,702	
Pennsylvania	5,655	
MIDDLE ATLANTIC	13,991	14.0
Ohio	4,174	
Indiana	2,411	
Illinois	4,739	
Michigan	3,426	
Wisconsin	2,549	
EAST NO. CENTRAL	17,299	17.3
Minnesota	2,509	
Iowa	2,017	
Missouri	2,569	
North Dakota	467	
South Dakota	600	
Nebraska	1,185	
Kansas	1,439	
WEST NO. CENTRAL	10,786	10.8
Delaware	262	
Maryland	1,667	
Washington, DC	40	
Virginia	2,258	
West Virginia	572	
North Carolina	3,187	
South Carolina	1,381	
Georgia	2,827	
Florida	5,282	
SOUTH ATLANTIC	17,476	17.4

State	Total Qualified	Percent
Kentucky	1,464	
Tennessee	1,888	
Alabama	1,514	
Mississippi	781	
EAST SO. CENTRAL	5,647	5.6
Arkansas	1,131	
Louisiana	1,428	
Oklahoma	1,432	
Texas	7,144	
WEST SO. CENTRAL	11,135	11.1
Montana	448	
Idaho	577	
Wyoming	237	
Colorado	1,496	
New Mexico	452	
Arizona	1,381	
Utah	592	
Nevada	478	
MOUNTAIN	5,661	5.6
Alaska	157	
Washington	1,455	
Oregon	1,068	
California	9,268	
Hawaii	218	
PACIFIC	12,166	12.2
UNITED STATES	100,040	99.9
U.S. Territories	58	
Canada	-	
Mexico	-	
Other International	-	
APO/FPO	7	
TOTAL QUALIFIED CIRCULATION	**100,105**	**100.0**

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	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: _____	100,103	100,106	100,104	100,105	100,105	100,104
Qualified Non-Paid: __	100,103	100,106	100,104	100,105	100,105	100,104
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: January – 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

CHANGE IN FREQUENCY:
Effective with the July 2011 issue, PROFESSIONAL TOOL & EQUIPMENT NEWS changed its frequency from 9 to 10 issues per year

PARAGRAPH 3b:
Business directories include 2 sources of circulation for quantities of 3,619 copies or 3.6% to 16,233 copies or 16.2%, including Dun & Bradstreet.

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
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