

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2011**
(INCLUDING UNIT DATA)

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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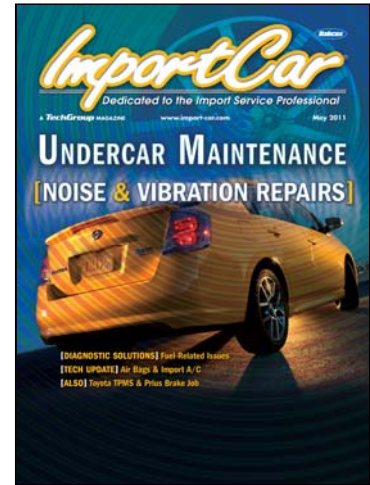
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 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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Babcox Media, Inc.
3550 Embassy Parkway
Akron, OH 44333
Tel. No.: (330) 670-1234
Fax No.: (330) 670-0874
Website: www.import-car.com

Official Publication of: None
Established: 1979
Issues Per Year: 12



FIELD SERVED

IMPORTCAR serves automotive service and repair shops where 50% or more of the total sales volume is generated from servicing import vehicles.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are owners, company officers, general managers; service managers, service superintendents, foremen; technicians, mechanics; salesmen and other titled and non-titled individuals.

DEFINITION OF A UNIT

A unit is an establishment primarily engaged in one type of economic activity at a single physical location.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	72
Advertiser and Agency _____	1,323
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	6
Digital _____	-
All Other _____	1,018
TOTAL	2,419

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	27,904	100.0	27,904	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	27,904	100.0	27,904	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2011 Issue	Number Removed	Number Added	Total Qualified
January _____	48	21	27,876
February _____	47	42	27,871
March _____	12	3	27,862
April _____	19	3	27,846
May _____	3,574	3,713	27,985
June _____	-	-	27,985
TOTAL	3,700	3,782	

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION AND UNITS FOR ISSUE OF MAY 2011

This issue is 0.3% or 97 copies above the average of the other 5 issues reported in Paragraph two.

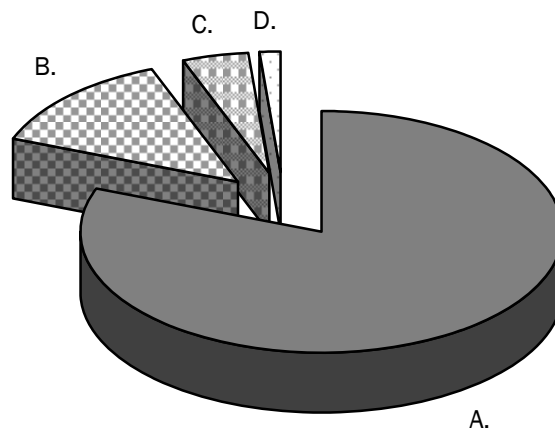
	TOTAL QUALIFIED	PERCENT OF TOTAL	TOTAL UNITS	CLASSIFICATION BY TITLE			
				Owners, Co. Officer's, General Managers	Service Managers, Service Superintendent & Foreman	Technicians/Mechanics	Salesmen & Other Titled and Non-titled Individuals
Automotive service and repair shops where 50% or more of the total sales volume is generated from servicing import vehicles _____	27,985	100.0	27,985	22,621	3,758	1,242	364
TOTAL QUALIFIED CIRCULATION	27,985	100.0	27,985	22,621	3,758	1,242	364
PERCENT	100.0		100.0	80.8	13.4	4.4	1.3

	TOTAL QUALIFIED	PERCENT OF TOTAL	TOTAL UNITS	CLASSIFICATION BY NUMBER OF TECHNICIANS EMPLOYED AT LOCATION					
				1	2	3	4-7	8 or more	Unknown
Automotive service and repair shops where 50% or more of the total sales volume is generated from servicing import vehicles ____	27,985	100.0	27,985	3,639	6,198	6,517	7,883	2,044	1,704
TOTAL QUALIFIED CIRCULATION	27,985	100.0	27,985	3,639	6,198	6,517	7,883	2,044	1,704
PERCENT	100.0		100.0	13.0	22.1	23.3	28.2	7.3	6.1

	TOTAL QUALIFIED	PERCENT OF TOTAL	TOTAL UNITS	CLASSIFICATION BY NUMBER OF SERVICE BAYS AT LOCATION						
				1	2	3-4	5-7	8-10	11 or more	Unknown
Automotive service and repair shops where 50% or more of the total sales volume is generated from servicing import vehicles _____	27,985	100.0	27,985	1,380	3,723	9,340	6,865	3,026	1,805	1,846
TOTAL QUALIFIED CIRCULATION	27,985	100.0	27,985	1,380	3,723	9,340	6,865	3,026	1,805	1,846
PERCENT	100.0		100.0	4.9	13.3	33.5	24.5	10.8	6.4	6.6

3a. Classification by Title

Title	Copies	%
A. Owners, Co. Officer's, General Managers _	22,621	80.8
B. Service Managers, Service Superintendent & Foreman _____	3,758	13.4
C. Technicians/Mechanics _____	1,242	4.4
D. Salesmen & Other Titled and Non-titled Individuals _____	364	1.3



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. Direct Request: _____	21,691	4,731	-	26,422	94.4
II. Request from recipient's company: _____	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	1,563	-	-	1,563	5.6
Association rosters and directories _____	-	-	-	-	-
*Business directories _____	1,563	-	-	1,563	5.6
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	23,254	4,731	-	27,985	100.0
PERCENT	83.1	16.9	-	100.0	

*See Additional Data

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 _____	27,985	100.0
Individuals by name only _____	-	-
Titles or functions only _____	-	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	27,985	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION AND UNITS FOR ISSUE OF MAY 2011							
State	Number of Units	Number of Copies	Percent	State	Number of Units	Number of Copies	Percent
Maine _____	180	180		Kentucky _____	299	299	
New Hampshire _____	249	249		Tennessee _____	450	450	
Vermont _____	133	133		Alabama _____	366	366	
Massachusetts _____	827	827		Mississippi _____	204	204	
Rhode Island _____	135	135		EAST SO. CENTRAL	1,319	1,319	4.7
Connecticut _____	471	471		Arkansas _____	219	219	
NEW ENGLAND	1,995	1,995	7.1	Louisiana _____	351	351	
New York _____	1,749	1,749		Oklahoma _____	265	265	
New Jersey _____	992	992		Texas _____	1,874	1,874	
Pennsylvania _____	1,366	1,366		WEST SO. CENTRAL	2,709	2,709	9.7
MIDDLE ATLANTIC	4,107	4,107	14.7	Montana _____	95	95	
Ohio _____	854	854		Idaho _____	142	142	
Indiana _____	342	342		Wyoming _____	43	43	
Illinois _____	921	921		Colorado _____	493	493	
Michigan _____	495	495		New Mexico _____	166	166	
Wisconsin _____	445	445		Arizona _____	435	435	
EAST NO. CENTRAL	3,057	3,057	10.9	Utah _____	223	223	
Minnesota _____	416	416		Nevada _____	166	166	
Iowa _____	230	230		MOUNTAIN	1,763	1,763	6.3
Missouri _____	424	424		Alaska _____	56	56	
North Dakota _____	40	40		Washington _____	619	619	
South Dakota _____	58	58		Oregon _____	532	532	
Nebraska _____	166	166		California _____	4,631	4,631	
Kansas _____	233	233		Hawaii _____	157	157	
WEST NO. CENTRAL	1,567	1,567	5.6	PACIFIC	5,995	5,995	21.4
Delaware _____	60	60		UNITED STATES	27,960	27,960	99.9
Maryland _____	516	516		U.S. Territories _____	23	23	
Washington, DC _____	20	20		Other International _____	2	2	
Virginia _____	723	723		APO/FPO _____	-	-	
West Virginia _____	126	126		TOTAL QUALIFIED CIRCULATION	27,985	27,985	100.0
North Carolina _____	940	940					
South Carolina _____	407	407					
Georgia _____	861	861					
Florida _____	1,795	1,795					
SOUTH ATLANTIC	5,448	5,448	19.5				

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 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*	January - June 2011*
Total Audit Average Qualified: _____	29,982	29,234	27,662	27,728	27,853	27,904
Qualified Non-Paid: ___	29,982	29,234	27,662	27,728	27,853	27,904
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

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 1,563 copies or 5.6%

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 12, 2011
Jeff Stankard, VP/Publisher	State	Ohio
Brad Mitchell, Director of Circulation & IT	County	Summit
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	July 12, 2011
IMPORTANT NOTE:	Type	PUJ
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	I017R0J1