

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2011**

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.

Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.



(See Additional Data)

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[www.motorcyclepowersportsnews.com](http://www.motorcyclepowersportsnews.com)

Official Publication of: None  
Established: 1974  
Issues Per Year: 12



**FIELD SERVED**

MPN serves dealers and retailers of motorcycles, motorscooters, mopeds, ATVs, snowmobiles, personal watercraft, and parts and accessories. Also served are service and salvage shops, manufacturers, distributors, manufacturers representatives, distributors representatives and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are owners, presidents, partners, vice presidents, general managers, managers, store managers, district managers, sales managers, parts and accessories managers, service managers and other titled and non-titled personnel.

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	6
Advertiser and Agency _____	1,966
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	192
Digital _____	-
All Other _____	419
<b>TOTAL</b>	<b>2,583</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	15,090	100.0	15,090	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,090</b>	<b>100.0</b>	<b>15,090</b>	<b>100.0</b>	-	-

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

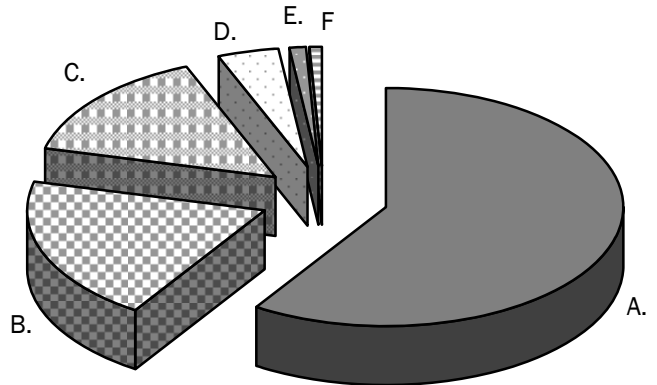
2011 Issue	Number Removed	Number Added	Total Qualified
July _____	24	56	15,136
August _____	20	8	15,124
September _____	11	2	15,115
October _____	3	1	15,113
November _____	1,865	1,779	15,027
December _____	-	-	15,027
<b>TOTAL</b>	<b>1,923</b>	<b>1,846</b>	

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011**  
 This issue is 0.5% or 76 copies below the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE					
			Owners, Presidents, Partners, Vice Presidents	General Managers, Managers, Store Managers, District Managers	Parts & Accessories Managers	Sales Managers	Service Managers	Other
Dealers/Retailers of Motorcycles, Motorscooters, Mopeds, ATV's Snowmobiles, and/or Personal Watercraft _____	8,896	59.2	6,073	1,231	549	394	349	300
Parts and/or Accessories Retailers _____	2,968	19.8	2,457	303	95	44	30	39
Service Shops and/or Salvage Shops _____	2,260	15.0	1,979	156	29	16	45	35
Manufacturers and/or Distributors _____	598	4.0	383	110	8	60	9	28
Manufacturer's and/or Distributor's Representatives _____	172	1.1	92	37	2	26	1	14
Others Allied to the Field _____	133	0.9	81	27	2	2	3	18
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,027</b>	<b>100.0</b>	<b>11,065</b>	<b>1,864</b>	<b>685</b>	<b>542</b>	<b>437</b>	<b>434</b>

**3a. Breakout of Qualified Circulation of Business and Industry**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A Dealers/Retailers of Motorcycles, Motorscooters, Mopeds, ATV's Snowmobiles, and/or Personal Watercraft _____	8,896	59.2
B Parts and/or Accessories Retailers _____	2,968	19.8
C Service Shops and/or Salvage Shops _____	2,260	15.0
D Manufacturers and/or Distributors _____	598	4.0
E Manufacturer's and/or Distributor's Representatives _____	172	1.1
F Others Allied to the Field _____	133	0.9



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	12,157	2,526	-	14,683	97.7
II. Request from recipient's company: _____	140	68	-	208	1.4
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	136	-	-	136	0.9
Association rosters and directories _____	-	-	-	-	-
Business directories _____	136	-	-	136	0.9
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,433</b>	<b>2,594</b>	<b>-</b>	<b>15,027</b>	<b>100.0</b>
<b>PERCENT</b>	<b>82.7</b>	<b>17.3</b>	<b>-</b>	<b>100.0</b>	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	15,027	100.0
Individuals by name only _____	-	-
Titles or functions only _____	-	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,027</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011					
State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	122		Kentucky _____	236	
New Hampshire _____	126		Tennessee _____	307	
Vermont _____	54		Alabama _____	202	
Massachusetts _____	236		Mississippi _____	116	
Rhode Island _____	26		<b>EAST SO. CENTRAL</b>	<b>861</b>	<b>5.7</b>
Connecticut _____	180		Arkansas _____	189	
<b>NEW ENGLAND</b>	<b>744</b>	<b>5.0</b>	Louisiana _____	186	
New York _____	596		Oklahoma _____	222	
New Jersey _____	240		Texas _____	877	
Pennsylvania _____	728		<b>WEST SO. CENTRAL</b>	<b>1,474</b>	<b>9.8</b>
<b>MIDDLE ATLANTIC</b>	<b>1,564</b>	<b>10.4</b>	Montana _____	128	
Ohio _____	671		Idaho _____	160	
Indiana _____	375		Wyoming _____	64	
Illinois _____	534		Colorado _____	277	
Michigan _____	509		New Mexico _____	94	
Wisconsin _____	539		Arizona _____	279	
<b>EAST NO. CENTRAL</b>	<b>2,628</b>	<b>17.5</b>	Utah _____	144	
Minnesota _____	421		Nevada _____	134	
Iowa _____	260		<b>MOUNTAIN</b>	<b>1,280</b>	<b>8.5</b>
Missouri _____	339		Alaska _____	59	
North Dakota _____	70		Washington _____	303	
South Dakota _____	86		Oregon _____	250	
Nebraska _____	126		California _____	1,483	
Kansas _____	173		Hawaii _____	49	
<b>WEST NO. CENTRAL</b>	<b>1,475</b>	<b>9.8</b>	<b>PACIFIC</b>	<b>2,144</b>	<b>14.3</b>
Delaware _____	36		<b>UNITED STATES</b>	<b>14,783</b>	<b>98.4</b>
Maryland _____	177		U.S. Territories _____	9	
Washington, DC _____	7		Canada _____	235	
Virginia _____	280		Mexico _____	-	
West Virginia _____	116		Other International _____	-	
North Carolina _____	487		APO/FPO _____	-	
South Carolina _____	200		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,027</b>	<b>100.0</b>
Georgia _____	367				
Florida _____	943				
<b>SOUTH ATLANTIC</b>	<b>2,613</b>	<b>17.4</b>			

<b>AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS</b>						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	January-June 2009	July-December 2009	January-June 2010	July-December 2010	January-June 2011*	July-December 2011*
Total Audit Average Qualified: _____	16,772	15,002	15,000	15,052	15,066	15,090
Qualified Non-Paid: _____	16,772	15,002	15,000	15,052	15,066	15,090
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: January - December 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**

**CHANGE IN PUBLICATION NAME:**

Effective with the October 2011 issue, Motorcycle Product News changed its name to Motorcycle & Powersports News.

<b>PUBLISHER'S AFFIDAVIT</b>		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	February 15, 2012
Greg Cira, Vice President, 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	February 15, 2012
<b>IMPORTANT NOTE:</b>	Type	PD
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	M117Y0D1