

**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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TIRE REVIEW

Babcox Media, Inc.
3550 Embassy Parkway
Akron, OH 44333
Tel.: (330) 670-1234
Fax: (330) 670-0874
www.tirereview.com

Official Publication of: None
Established: 1901
Issues Per Year: 12



FIELD SERVED

TIRE REVIEW serves the tire and tire retread industry which includes retail and wholesale tire dealers doing business as Independent Tire Dealers, Commercial Tire Dealers, Retreaders, and Multi-location Tire Dealers. Also served are company owned outlets of tire manufacturers, headquarters of mass merchandisers, oil companies, discount store chains, automotive chain stores, department store chains and mail order firms which sell tires; and truck and trailer dealer service centers or truck stops which sell and service tires.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are involved in the industry described above and are made up of presidents, owners, partners, purchasing agents, corporate officials; managers, department managers, assistant managers; as well as other titled personnel and non-titled personnel

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 _____	57
Advertiser and Agency _____	1,510
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	425
TOTAL	1,992

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	32,216	100.0	32,216	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	32,216	100.0	32,216	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Number Removed	Number Added	Total Qualified
January _____	2	117	32,154
February _____	35	21	32,140
March _____	68	136	32,208
April _____	112	150	32,246
May _____	93	123	32,276
June _____	35	30	32,271
TOTAL	345	577	

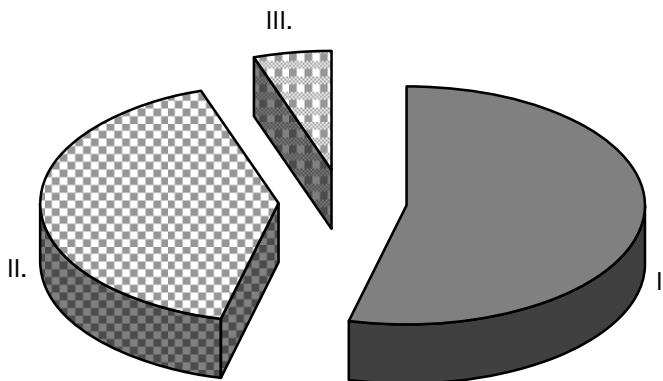
3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION AND UNITS FOR ISSUE OF MAY 2011
 This issue is 0.2% or 72 copies above the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY (SEE NOTE 1)	TOTAL QUALIFIED	PERCENT OF TOTAL	Number of Unit Locations	Unit Locations Selling Truck Tires	Unit Location Facilities which also Produce Retreads	CLASSIFICATION BY TITLE		
						Presidents, Owners, Partners, Purchasing Agents & Other Corporate Officials	Managers, Department Managers, Assistant Managers	Other Titled and Non-Titled Personnel
Independent Tire Dealers which sell and service tires including retail and wholesale and do business as Independent Tire Dealers, Commercial Tire Dealers, Retreaders, and Multi-location Tire Dealers _____	30,504	94.5	28,498	25,381	2,032	16,744	12,140	1,620
Company owned outlets of tire manufacturers _____	729	2.3	707	591	81	399	296	34
Truck and Trailer Dealer Service Centers or Truck Stops which sell and service tires _____	592	1.8	555	479	75	130	423	39
Sub-Total	31,825	98.6	29,760	26,451	2,188	17,273	12,859	1,693
Headquarters office of mass merchandisers, oil companies, discount store chains, automotive chain stores, department store chains and mail order firms which sell tires _____	451	1.4	424	310	23	166	251	34
TOTAL QUALIFIED CIRCULATION	32,276	100.0	30,184	26,761	2,211	17,439	13,110	1,727
PERCENT	100.0		93.5	82.9	6.9	54.0	40.6	5.4

Note 1 - Truck Tires includes light truck tires, medium and heavy truck tires, OTR tires, farm tires, and industrial tires.

3a. Breakout of Qualification Circulation by Title

Classification By Title	Copies	%
I. Presidents, Owners, Partners, Purchasing Agents & Other Corporate Officials_____	17,439	54.0
II. Managers, Department Managers, Assistant Managers_____	13,110	40.6
III. Other Titled Personnel and Non-Titled Personnel_____	1,727	5.4



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: _____	26,287	3,997	-	30,284	93.8
II. Request from recipient's company: _____	447	-	-	447	1.4
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	79	-	-	79	0.3
V. TOTAL - Sources other than above (listed alphabetically): _____	1,466	-	-	1,466	4.5
Association rosters and directories _____	1,135	-	-	1,135	3.5
Business directories _____	331	-	-	331	1.0
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	28,279	3,997	-	32,276	100.0
PERCENT	87.6	12.4	-	100.0	

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 _____	31,484	97.5
Individuals by name only _____	600	1.9
Titles or functions only _____	41	0.1
Company names only _____	151	0.5
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	32,276	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION AND UNITS FOR ISSUE MAY 2011

State	Number of Units	Number of Copies	Percent	State	Number of Units	Number of Copies	Percent
Maine _____	156	168		Kentucky _____	484	509	
New Hampshire _____	184	200		Tennessee _____	729	777	
Vermont _____	91	98		Alabama _____	626	682	
Massachusetts _____	489	531		Mississippi _____	377	403	
Rhode Island _____	69	77		EAST SO. CENTRAL	2,216	2,371	7.3
Connecticut _____	307	332		Arkansas _____	361	378	
NEW ENGLAND	1,296	1,406	4.4	Louisiana _____	490	529	
New York _____	1,236	1,312		Oklahoma _____	411	436	
New Jersey _____	662	699		Texas _____	2,203	2,295	
Pennsylvania _____	1,371	1,463		WEST SO. CENTRAL	3,465	3,638	11.3
MIDDLE ATLANTIC	3,269	3,474	10.8	Montana _____	178	184	
Ohio _____	1,359	1,453		Idaho _____	164	170	
Indiana _____	673	735		Wyoming _____	97	104	
Illinois _____	1,040	1,102		Colorado _____	484	526	
Michigan _____	825	886		New Mexico _____	181	187	
Wisconsin _____	677	715		Arizona _____	475	511	
EAST NO. CENTRAL	4,574	4,891	15.2	Utah _____	312	337	
Minnesota _____	692	737		Nevada _____	178	189	
Iowa _____	523	553		MOUNTAIN	2,069	2,208	6.8
Missouri _____	780	846		Alaska _____	58	67	
North Dakota _____	120	127		Washington _____	486	511	
South Dakota _____	133	150		Oregon _____	318	344	
Nebraska _____	266	292		California _____	2,570	2,730	
Kansas _____	425	459		Hawaii _____	73	86	
WEST NO. CENTRAL	2,939	3,164	9.8	PACIFIC	3,505	3,738	11.6
Delaware _____	75	79		UNITED STATES	29,653	31,684	98.2
Maryland _____	419	468		U.S. Territories _____	18	19	
Washington, DC _____	8	8		Canada _____	513	573	
Virginia _____	728	778		Mexico _____	-	-	
West Virginia _____	235	248		Other International _____	-	-	
North Carolina _____	1,257	1,340		APO/FPO _____	-	-	
South Carolina _____	565	614		TOTAL QUALIFIED CIRCULATION	30,184	32,276	100.0
Georgia _____	1,139	1,217					
Florida _____	1,894	2,042					
SOUTH ATLANTIC	6,320	6,794	21.0				

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010	January - June 2011*
Total Audit Average Qualified: _____	32,173	32,501	32,151	32,110	32,058	32,216
Qualified Non-Paid: ___	32,173	32,501	32,151	32,110	32,058	32,216
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-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

PUBLISHER'S AFFIDAVIT

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

David Moniz, Publisher

Brad Mitchell, Director of Circulation & IT

(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 15, 2011

State Ohio

County Summit

Received by BPA Worldwide July 15, 2011

Type PUD

ID Number T027POJ1