

**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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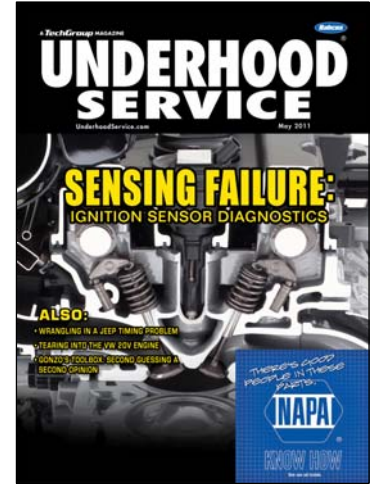
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 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.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

UNDERHOOD SERVICE

Babcox Media, Inc.
3550 Embassy Parkway
Akron, OH 44333
Tel. No.: (330) 670-1234
Fax No.: (330) 670-0874
Website:
www.underhoodservice.com

Official Publication of: None
Established: 1995
Issues Per Year: 12



FIELD SERVED

UNDERHOOD SERVICE serves the automotive service and repair shops doing 50% or more of service repair work under the hood of the vehicle.

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 _____	103
Advertiser and Agency _____	1,328
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	14
Digital _____	-
All Other _____	1,049
TOTAL	2,494

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	36,051	100.0	36,051	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	36,051	100.0	36,051	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2011 Issue	Number Removed	Number Added	Total Qualified
January _____	137	110	36,096
February _____	112	96	36,080
March _____	32	26	36,074
April _____	33	4	36,045
May _____	4,691	4,652	36,006
June _____	-	-	36,006
TOTAL	5,005	4,888	

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION AND UNITS FOR ISSUE OF MAY 2011
 This issue is 0.1% or 54 copies below the average of the other 5 issues reported in Paragraph two.

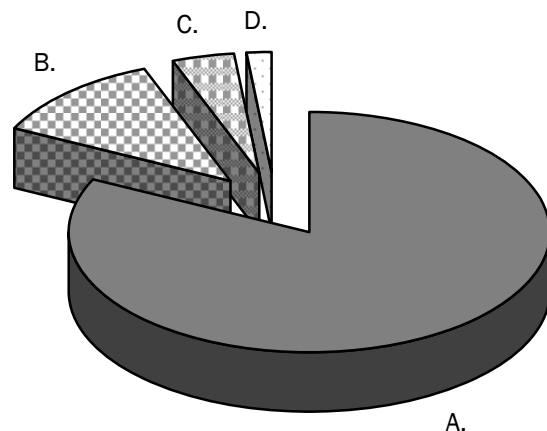
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	TOTAL UNITS	CLASSIFICATION BY TITLE			
				Owners/ Company Officers / General Mgrs.	Service Mgr./ Service Supt./ Foreman	Technicians/ Mechanics	Salesmen and Other Titled and Non-Titled Individuals
Automotive service and repair shops doing 50% or more of their business underhood _____	36,006	100.0	36,006	29,608	4,260	1,522	616
TOTAL QUALIFIED CIRCULATION	36,006	100.0	36,006	29,608	4,260	1,522	616
PERCENT	100.0		100.0	82.3	11.8	4.2	1.7

BUSINESS AND INDUSTRY	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 doing 50% or more of their business underhood _____	36,006	100.0	36,006	5,816	9,045	8,387	9,386	2,215	1,157
TOTAL QUALIFIED CIRCULATION	36,006	100.0	36,006	5,816	9,045	8,387	9,386	2,215	1,157
PERCENT	100.0		100.0	16.2	25.1	23.3	26.0	6.2	3.2

BUSINESS AND INDUSTRY	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 doing 50% or more of their business underhood _____	36,006	100.0	36,006	1,780	5,546	12,728	9,132	3,773	1,756	1,291
TOTAL QUALIFIED CIRCULATION	36,006	100.0	36,006	1,780	5,546	12,728	9,132	3,773	1,756	1,291
PERCENT	100.0		100.0	4.9	15.4	35.3	25.4	10.5	4.9	3.6

3a. Classification by Title

Title	Copies	%
A. Owners/ Company Officers / General Mgrs. _____	29,608	82.3
B. Service Mgr./ Service Supt./ Foreman _____	4,260	11.8
C. Technicians/Mechanics _____	1,522	4.2
D. Salesmen and Other Titled and Non-Titled Individuals _____	616	1.7



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: _____	29,186	5,425	-	34,611	96.1
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): _____	1,395	-	-	1,395	3.9
Association rosters and directories _____	-	-	-	-	-
Business directories _____	1,395	-	-	1,395	3.9
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,581	5,425	-	36,006	100.0
PERCENT	84.9	15.1	-	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 _____	35,743	99.3
Individuals by name only _____	263	0.7
Titles or functions only _____	-	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	36,006	100.0

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

State	Number of Units	Number of Copies	Percent
Maine _____	242	242	
New Hampshire _____	231	231	
Vermont _____	113	113	
Massachusetts _____	812	812	
Rhode Island _____	144	144	
Connecticut _____	444	444	
NEW ENGLAND	1,986	1,986	5.5
New York _____	1,886	1,886	
New Jersey _____	998	998	
1Pennsylvania _____	2,056	2,056	
MIDDLE ATLANTIC	4,940	4,940	13.7
Ohio _____	1,515	1,515	
Indiana _____	814	814	
Illinois _____	1,599	1,599	
Michigan _____	1,088	1,088	
Wisconsin _____	922	922	
EAST NO. CENTRAL	5,938	5,938	16.5
Minnesota _____	844	844	
Iowa _____	745	745	
Missouri _____	845	845	
North Dakota _____	167	167	
South Dakota _____	220	220	
Nebraska _____	393	393	
Kansas _____	485	485	
WEST NO. CENTRAL	3,699	3,699	10.3
Delaware _____	80	80	
Maryland _____	582	582	
Washington, DC _____	16	16	
Virginia _____	862	862	
West Virginia _____	189	189	
North Carolina _____	1,263	1,263	
South Carolina _____	526	526	
Georgia _____	1,002	1,002	
Florida _____	1,930	1,930	
SOUTH ATLANTIC	6,450	6,450	17.9

State	Number of Units	Number of Copies	Percent
Kentucky _____	500	500	
Tennessee _____	702	702	
Alabama _____	583	583	
Mississippi _____	299	299	
EAST SO. CENTRAL	2,084	2,084	5.8
Arkansas _____	335	335	
Louisiana _____	492	492	
Oklahoma _____	481	481	
Texas _____	2,597	2,597	
WEST SO. CENTRAL	3,905	3,905	10.9
Montana _____	203	203	
Idaho _____	245	245	
Wyoming _____	103	103	
Colorado _____	554	554	
New Mexico _____	186	186	
Arizona _____	548	548	
Utah _____	300	300	
Nevada _____	182	182	
MOUNTAIN	2,321	2,321	6.4
Alaska _____	97	97	
Washington _____	632	632	
Oregon _____	455	455	
California _____	3,366	3,366	
Hawaii _____	128	128	
PACIFIC	4,678	4,678	13.0
UNITED STATES	36,001	36,001	100.0
U.S. Territories _____	5	5	
Canada _____	-	-	
Mexico _____	-	-	
Other International _____	-	-	
APO/FPO _____	-	-	
TOTAL QUALIFIED CIRCULATION	36,006	36,006	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2008	January - June 2009	July-December 2009	January - June 2010	July-December 2010*	January - June 2011*
Total Audit Average Qualified: _____	38,439	37,678	36,242	36,228	36,103	36,051
Qualified Non-Paid: _____	38,439	37,678	36,242	36,228	36,103	36,051
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 year, new data will be added until five years of data is 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.

Jeff Stankard, VP/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 12, 2011

State Ohio

County Summit

Received by BPA Worldwide July 12, 2011

Type PUJ

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