

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.

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

As the only magazine dedicated to the specification, purchase and management of equipment assets, **FLEET EQUIPMENT** is the “must read” for trucking industry professionals. Fleet Equipment covers the specification of trucks, tractors, trailers, components, parts, fuel, oil, tires, wheels and support services—everything necessary to reduce downtime and meet customer expectations, cost efficiently and profitably. Fleet Equipment delivers a unique mix of analysis, industry leading commentary and informative features with product information for equipment asset managers of the nation’s for-hire and private fleets. Fleet Equipment’s detailed editorial package makes it an excellent resource for every fleet. The experienced editorial staff provides insights and solutions based on their many years in the trucking industry.

**FIELD SERVED**

**FLEET EQUIPMENT** primarily serves the motor vehicle fleet market comprised of truck, trailer and bus fleet vehicles and related equipment. FLEET EQUIPMENT serves fleet locations of 5 or more fleet vehicles (automobiles not included) at locations where vehicles are based or controlled or establishments where vehicles are owned or controlled regardless of vehicle location. Also qualified are independent truck service/repair establishments; engine rebuilders; diesel specialists; manufacturers of trucks, buses, trailers, bodies, components, parts, supplies and equipment; distributors and wholesalers of components, parts, supplies and equipment, truck, bus and trailer dealers; (plus a limited number of industry consultants; technical instructors and institutions, trade associations; and others allied to the field).

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are fleet equipment and maintenance executives, company officers, and a limited number of other equipment personnel in the area of fleet equipment management.. Also qualified herein are fleet operators who are responsible for the management of the maintenance and/or operating performance of their company's trucking equipment. Also qualified are independent truck service/repair establishments; engine rebuilders; diesel specialists; manufacturers of trucks, buses, trailers, bodies, components, parts, supplies and equipment; distributors and wholesalers of components, parts, supplies and equipment, truck, bus and trailer dealers; (plus a limited number of industry consultants; technical instructors and institutions, trade associations; and others allied to the field). Also analyzed herein are fleet operators who have indicated that their firm operates its own fleet maintenance facility at the respondents location.

**PURPOSE**

Included herein is a supplementary multiple analyses of qualified copies and units in vehicle classes 1 thru 8 GVW (Gross Vehicle Weights). Also analyzed herein are fleet operators who have indicated that they personally buy and/or specify trucks, trailers, buses and/or components and/or replacement parts/supplies/shop equipment used for maintenance and repair.

**DEFINITION OF A UNIT**

A unit is an establishment primarily engaged in one type of economic activity at a single physical location. Units analyzed herein are operators of fleet vehicles and suppliers of fleet equipment.

**CHANNELS**

**FLEET EQUIPMENT  
MAGAZINE**



6 Issues in the period  
55,649 average circulation

**EXECUTIVE SUMMARY**

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
<b>FLEET EQUIPMENT MAGAZINE</b> (6 issues in the period)	55,649	-	55,649

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015**

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	<b>31,979</b>	<b>11,193</b>	-	<b>43,172</b>	<b>77.1</b>
II. Request from recipient's company:	<b>20</b>	-	-	<b>20</b>	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	<b>12,808</b>	-	-	<b>12,808</b>	<b>22.9</b>
Association rosters and directories	-	-	-	-	-
*Business directories	12,088	-	-	12,088	21.6
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	720	-	-	720	1.3
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>44,807</b>	<b>11,193</b>	-	<b>56,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>80.0</b>	<b>20.0</b>	-	<b>100.0</b>	

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION AND UNITS FOR ISSUE OF MAY 2015**

State	Number of Units	Number of Copies	Percent	State	Number of Units	Number of Copies	Percent
Maine	508	526		Kentucky	1,004	1,027	
New Hampshire	372	376		Tennessee	1,105	1,136	
Vermont	226	231		Alabama	906	925	
Massachusetts	1,047	1,069		Mississippi	541	555	
Rhode Island	173	173		<b>EAST SO. CENTRAL</b>	<b>3,556</b>	<b>3,643</b>	<b>6.5</b>
Connecticut	685	694		Arkansas	517	543	
<b>NEW ENGLAND</b>	<b>3,011</b>	<b>3,069</b>	<b>5.5</b>	Louisiana	632	650	
New York	2,280	2,353		Oklahoma	932	966	
New Jersey	1,224	1,247		Texas	3,506	3,589	
Pennsylvania	3,173	3,283		<b>WEST SO. CENTRAL</b>	<b>5,587</b>	<b>5,748</b>	<b>10.3</b>
<b>MIDDLE ATLANTIC</b>	<b>6,677</b>	<b>6,883</b>	<b>12.3</b>	Montana	415	425	
Ohio	2,399	2,521		Idaho	558	569	
Indiana	1,610	1,796		Wyoming	314	316	
Illinois	2,669	2,777		Colorado	1,043	1,058	
Michigan	1,964	2,033		New Mexico	299	307	
Wisconsin	1,921	1,978		Arizona	605	632	
<b>EAST NO. CENTRAL</b>	<b>10,563</b>	<b>11,105</b>	<b>19.8</b>	Utah	612	632	
Minnesota	1,855	1,894		Nevada	250	253	
Iowa	1,351	1,390		<b>MOUNTAIN</b>	<b>4,096</b>	<b>4,192</b>	<b>7.5</b>
Missouri	1,398	1,426		Alaska	342	349	
North Dakota	445	456		Washington	1,227	1,257	
South Dakota	415	424		Oregon	849	866	
Nebraska	926	944		California	2,699	2,777	
Kansas	1,127	1,155		Hawaii	138	151	
<b>WEST NO. CENTRAL</b>	<b>7,517</b>	<b>7,689</b>	<b>13.7</b>	<b>PACIFIC</b>	<b>5,255</b>	<b>5,400</b>	<b>9.6</b>
Delaware	164	168		<b>UNITED STATES</b>	<b>54,248</b>	<b>55,993</b>	<b>100.0</b>
Maryland	1,002	1,022		U.S. Territories	6	7	
Washington, DC	28	30		Canada	-	-	
Virginia	1,059	1,097		Mexico	-	-	
West Virginia	421	432		Other International	-	-	
North Carolina	1,556	1,615		APO/FPO	-	-	
South Carolina	698	718					
Georgia	1,538	1,611					
Florida	1,520	1,571					
<b>SOUTH ATLANTIC</b>	<b>7,986</b>	<b>8,264</b>	<b>14.8</b>				
				<b>TOTAL QUALIFIED CIRCULATION</b>	<b>54,254</b>	<b>56,000</b>	<b>100.0</b>

## ADDITIONAL DATA

### PARAGRAPH 3b:

Business directories include 1 source of circulation for quantities of 12,088 copies or 21.6%, including the FleetSeek List. Other sources include 1 source of circulation for quantities of 720 copies or 1.3%.

### PUBLISHER'S AFFIDAVIT

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

Dean Martin, Publisher

Pat Robinson, Associate Director of Circulation

(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 brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed August 12, 2015

State Ohio

County Summit

Received by BPA Worldwide August 14, 2015

Type BUJ

ID Number F038B0J5

#### About BPA Worldwide:

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. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as 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.

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	17
Advertiser and Agency	1,402
Allocated for Trade Shows and Conventions	25
All Other	998
<b>TOTAL</b>	<b>2,442</b>

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

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	55,649	100.0	55,649	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>55,649</b>	<b>100.0</b>	<b>55,649</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

2015 Issue	Total Qualified
January	55,089
February	55,104
March	55,701
April	56,000
May	56,000
June	56,000

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION AND UNITS FOR ISSUE OF MAY 2015**  
This issue is 0.8% or 421 copies above the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	TOTAL QUALIFIED UNITS	CLASSIFI- CATION BY TITLE	ANALYSIS FLEETS BY TYPE																			Other Private Fleets			
					Contract/Common Carrier			Lease/Rental		Bus Transportation		PRIVATE															
					Copies	Units	Copies	Units	Copies	Units	Copies	Units	Copies	Units	Copies	Units	Copies	Units	Copies	Units	Copies	Units	Copies	Units	Copies	Units	
<b>MOTOR VEHICLE FLEETS</b> (Trucks, Truck Tractors, Trailers, Buses & Off-Road Vehicles at locations where vehicles are based or controlled or headquarters where vehicles are owned or controlled regardless of vehicle location)																											
500 or more vehicles	1,868	3.3	1,700	1,868	593	538	153	119	58	52	130	124	147	140	40	40	162	153	146	135	76	71	285	254	78	74	
<b>Sub-Total 500 or more vehicles</b>	<b>1,868</b>	<b>3.3</b>	<b>1,700</b>	<b>1,868</b>	<b>593</b>	<b>538</b>	<b>153</b>	<b>119</b>	<b>58</b>	<b>52</b>	<b>130</b>	<b>124</b>	<b>147</b>	<b>140</b>	<b>40</b>	<b>40</b>	<b>162</b>	<b>153</b>	<b>146</b>	<b>135</b>	<b>76</b>	<b>71</b>	<b>285</b>	<b>254</b>	<b>78</b>	<b>74</b>	
300-499 vehicles	972	1.7	924	972	347	325	49	45	24	24	62	60	98	96	26	25	76	72	83	81	36	36	138	129	33	31	
100-299 vehicles	3,852	6.9	3,684	3,852	1,353	1,290	121	109	132	120	293	288	591	565	145	139	230	225	394	378	179	177	228	212	186	181	
<b>Sub-Total 100-499 more vehicles</b>	<b>4,824</b>	<b>8.6</b>	<b>4,608</b>	<b>4,824</b>	<b>1,700</b>	<b>1,615</b>	<b>170</b>	<b>154</b>	<b>156</b>	<b>144</b>	<b>355</b>	<b>348</b>	<b>689</b>	<b>661</b>	<b>171</b>	<b>164</b>	<b>306</b>	<b>297</b>	<b>477</b>	<b>459</b>	<b>215</b>	<b>213</b>	<b>366</b>	<b>341</b>	<b>219</b>	<b>212</b>	
50-99 vehicles	4,726	8.5	4,579	4,726	1,635	1,575	84	83	99	95	377	364	928	909	185	180	244	234	473	461	255	241	155	152	291	285	
25-49 vehicles	7,686	13.7	7,472	7,686	2,449	2,385	94	85	124	120	538	532	1,705	1,667	315	305	324	317	945	912	399	388	167	148	626	613	
<b>Sub-Total 25-99 vehicles</b>	<b>12,412</b>	<b>22.2</b>	<b>12,051</b>	<b>12,412</b>	<b>4,084</b>	<b>3,960</b>	<b>178</b>	<b>168</b>	<b>223</b>	<b>215</b>	<b>915</b>	<b>896</b>	<b>2,633</b>	<b>2,576</b>	<b>500</b>	<b>485</b>	<b>568</b>	<b>551</b>	<b>1,418</b>	<b>1,373</b>	<b>654</b>	<b>629</b>	<b>322</b>	<b>300</b>	<b>917</b>	<b>898</b>	
10-24 vehicles	17,584	31.4	17,245	17,584	5,480	5,357	146	139	122	117	1,240	1,217	3,673	3,615	636	625	565	555	2,384	2,334	1,024	1,008	117	111	2,197	2,167	
5-9 vehicles	17,441	31.2	17,147	17,441	6,157	6,030	106	101	60	58	1,636	1,615	3,049	3,022	455	449	371	367	2,087	2,037	977	959	47	44	2,496	2,465	
1-4 vehicles	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
<b>Total Copies to Motor Vehicle Fleet</b>	<b>54,129</b>	<b>96.7</b>	<b>52,751</b>	<b>54,129</b>	<b>18,014</b>	<b>17,500</b>	<b>753</b>	<b>681</b>	<b>619</b>	<b>586</b>	<b>4,276</b>	<b>4,200</b>	<b>10,191</b>	<b>10,014</b>	<b>1,802</b>	<b>1,763</b>	<b>1,972</b>	<b>1,923</b>	<b>6,512</b>	<b>6,338</b>	<b>2,946</b>	<b>2,880</b>	<b>1,137</b>	<b>1,050</b>	<b>5,907</b>	<b>5,816</b>	
<b>FLEET SERVICE/REPAIR SPECIALISTS</b> Independent truck service/repair establishments; engine rebuilders; diesel specialists	504	0.9	488	504																							
<b>VEHICLE/PARTS/COMPONENTS MANUFACTURER</b> Manufacturers of trucks, buses, trailers, bodies, parts, components, supplies and equipment	14	-	11	14																							
<b>TRUCK/BUS/TRAILER DEALERS</b> TRUCK EQUIPMENT DISTRIBUTORS	250	0.4	230	250																							
Distributors and wholesalers of parts, components, supplies and equipment	175	0.3	153	175																							
<b>Sub-Total: Copies to Suppliers</b>	<b>943</b>	<b>1.6</b>	<b>882</b>	<b>943</b>																							
<b>OTHERS ALLIED TO THE FIELD</b> including: Industry consultants, technical instructors, institutions, trade associations and others allied to the field	928	1.7	621	928																							
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>56,000</b>	<b>100.0</b>	<b>54,254</b>	<b>56,000</b>																							

**SUPPLEMENTARY DATA FOR ISSUE OF MAY 2015**  
**ANALYSIS OF FLEETS BY GVW AND POWER SOURCE ANALYZED BY FLEET SIZE**  
 This is a multiple analysis of qualified copies and units in Vehicle Classes 1 thru 8 GVW analyzed by Fleet Size.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	Number of Units	ANALYSIS OF FLEETS					
			Fleets operating one or more Class 1 &/or 2 vehicles (Under 10,000 lbs. GVW)	Units	Fleets operating one or more Class 3, 4 &/or 5 vehicles (10,001 to 19,500 lbs. GVW)	Units	Fleets operating one or more Class 6, 7 &/or 8 vehicles (Over 19,500 lbs. GVW)	Units
<b>MOTOR VEHICLE FLEETS</b>								
(Trucks, Truck Tractors, Trailers, Buses & Off-Road Vehicles at locations where vehicles are based or controlled or headquarters where vehicles are owned or controlled regardless of vehicle location)								
500 or more vehicles	1,868	1,700	1,215	1,106	1,202	1,087	1,778	1,619
<b>Sub-Total 500 or more vehicles</b>	<b>1,868</b>	<b>1,700</b>	<b>1,215</b>	<b>1,106</b>	<b>1,202</b>	<b>1,087</b>	<b>1,778</b>	<b>1,619</b>
300-499 vehicles	972	924	606	577	567	540	927	881
100-299 vehicles	3,852	3,684	2,291	2,182	1,922	1,823	3,619	3,463
<b>Sub-Total 100-499 more vehicles</b>	<b>4,824</b>	<b>4,608</b>	<b>2,897</b>	<b>2,759</b>	<b>2,489</b>	<b>2,363</b>	<b>4,546</b>	<b>4,344</b>
50-99 vehicles	4,726	4,579	2,734	2,638	2,158	2,080	4,325	4,190
25-49 vehicles	7,686	7,472	4,427	4,283	3,428	3,302	6,673	6,479
<b>Sub-Total 25-99 vehicles</b>	<b>12,412</b>	<b>12,051</b>	<b>7,161</b>	<b>6,921</b>	<b>5,586</b>	<b>5,382</b>	<b>10,998</b>	<b>10,669</b>
10-24 vehicles	17,584	17,245	9,183	9,004	7,514	7,375	14,498	14,211
5-9 vehicles	17,441	17,147	7,213	7,072	5,514	5,391	14,163	13,904
1-4 vehicles	-	-	-	-	-	-	-	-
<b>TOTAL COPIES TO MOTOR VEHICLE FLEETS</b>	<b>54,129</b>	<b>52,751</b>	<b>27,669</b>	<b>26,862</b>	<b>22,305</b>	<b>21,598</b>	<b>45,983</b>	<b>44,747</b>

TOTAL NUMBER OF RESPONDENTS TO QUESTION ANALYZED = 52,748

**SUPPLEMENTARY DATA FOR ISSUE OF MAY 2015**  
**ANALYSIS OF BUYING/SPECIFYING RESPONSIBILITY**  
 Based on "Do you personally buy and/or specify trucks, trailers, buses and/or components" YES NO  
 (Since any one respondent may have checked more than one category for Fleet Class, the totals should not be added together as the total may exceed the total circulation)

Analysis of fleets by gross vehicle weight	TOTAL COPIES TO FLEETS	NUMBER OF AFFIRMATIVE RESPONDENTS
Fleets operating one or more Class 1 or 2 vehicles*	27,669	16,412
Fleets operating one or more Class 3 or 4 or 5 vehicles**	22,305	13,625
Fleets operating one or more Class 6 or 7 or 8 vehicles***	45,983	29,720
<b>TOTAL QUALIFIED</b>	<b>54,129</b>	<b>34,542</b>

\*Class 1 or 2 vehicles (Under 10,000 lbs. GVW)  
 \*\*Class 3 or 4 or 5 vehicles (10,001 to 19,500 lbs. GVW)  
 \*\*\*Class 6 or 7 or 8 vehicles (over 19,500 lbs. GVW)

ANALYSIS OF BUYING/SPECIFYING RESPONSIBILITY

NUMBER OF AFFIRMATIVE RESPONDENTS

Do you personally buy and/or specify replacement parts/supplies/shop equipment used for maintenance and repair?	34,071
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ADDITIONAL DATA

NUMBER OF AFFIRMATIVE RESPONDENTS

Are you responsible for the management of the maintenance and/or operating performance of your company's trucking equipment?	36,003
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ADDITIONAL DATA

NUMBER OF AFFIRMATIVE RESPONDENTS

Does your firm operate its own fleet maintenance facility at this location?	29,355
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