

BRAND REPORT FOR THE 6 MONTH PERIOD ENDED JUNE 2015



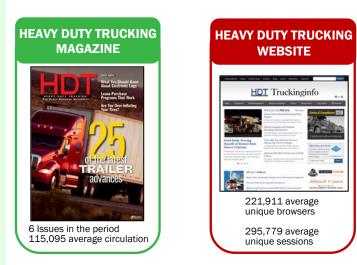
No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

Bobit Business Media 3520 Challenger St. Torrance, CA 90503 Tel. No.: (330) 899-2200, ext.21 Fax No.: (330) 899-2209 Targeting the commercial truck industry, **HEAVY DUTY TRUCKING** has an audience of top private and for-hire fleet executives, owners and managers. HDT features a market that includes 14 million light-, medium- and heavy-duty trucks, tractors and vans, and more than 3.7 million trailers.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
HEAVY DUTY TRUCKING MAGAZINE Unique Total*			
(6 issues in the period)	115,095	-	115,095
a. Print	115,079	-	115,079
b. Digital	28,437	-	28,437
1. Requested	28,427	-	28,427
2. Non-Requested	10	-	10
HEAVY DUTY TRUCKING WEBSITE a. Monthly Unique Browsers (Monthly Unique Browsers 577,120 average Page Impressions)	221,911	-	221,911
b. Monthly Unique Sessions (Total Visits)	295,779	-	295,779

*Unique Total represents unique recipients, not the sum of Print and Digital.

SUPPLEMENTARY DATA FOR ISSUE OF MAY 2015 ANALYSIS OF MAINTENANCE RESPONSIBILITY BY FLEET SIZE

		Copies to fleets performing own vehicle maintenance at "This Location"					
				BASING OR 1 OR MOI GVW CLAS	S OF UNITS CONTROLLING RE SPECIFIC S 8 VEHICLES . GVW & Over)		
FLEET SIZE		Copies	Units	Copies	Units		
500 or more vehicles		2,550	1,296	2,179	1,103		
100-499 vehicles		7,212	4,069	5,910	3,279		
25-99 vehicles		15,846	10,632	12,107	7,975		
10-24 vehicles		21,342	16,495	15,599	11,891		
5-9 vehicles		11,589	10,066	8,062	6,914		
1-4 vehicles		11,742	10,368	8,920	7,966		
Not Stated		540	308	50	33		
	TOTAL	70,821	53,234	52,827	39,161		

			vehicle mai	ANALYSIS OF UNITS ANALYSIS OF UNITS BASING OR CONTROLLING 1 OR MORE SPECIFIC GVW CLASS 8 VEHICLES (33,001 lbs. GVW & Over)	
FLEET SIZE		Copies	Units	Copies	Units
500 or more vehicles		1,308	713	1,080	577
100-499 vehicles		1,524	1,045	1,187	803
25-99 vehicles		3,770	2,836	2,619	1,924
10-24 vehicles		6,508	5,364	4,104	3,308
5-9 vehicles		5,196	4,663	3,180	2,797
1-4 vehicles		7,030	6,341	5,025	4,538
Not Stated		708	568	238	182
	TOTAL	26,044	21,530	17,433	14,129

			BASING OR (1 OR MOF GVW CLASS	S OF UNITS CONTROLLING RE SPECIFIC S 8 VEHICLES . GVW & Over)
FLEET SIZE	Copies	Units	Copies	Units
500 or more vehicles	2,603	1,514	2,186	1,257
100-499 vehicles	6,717	4,182	5,461	3,345
25-99 vehicles	16,239	11,646	12,202	8,588
10-24 vehicles	24,156	19,566	17,227	13,763
5-9 vehicles	14,540	12,993	9,817	8,662
1-4 vehicles	16,978	15,433	12,565	11,469
Not Stated	749	482	103	79
т	OTAL 81,982	65,816	59,561	47,163

		Qualified Withir	ı				
QUALIFICATION SOURCE	1 Year	2 Years	3 Years	Print	Digital	Unique Total Qualified*	Percent
Direct Request:	86,597	17,794	-	104,384	27,760	104,391	90.7
. Request from recipient's company:	6	-	-	6	-	6	-
I. Membership Benefit:	-	-	-	-	-	-	-
 Communication from recipient or recipient's company (other than request): 	8	-	-	8	-	8	-
7. TOTAL – Sources other than above (listed alphabetically):	10,664	-	-	10,653	11	10,664	9.3
Association rosters and directories	-	-	-	-	-	-	-
Business directories	1,634	-	-	1,634	-	1,634	1.4
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	9,030	-	-	9,019	11	9,030	7.9
 Single Copy Sales: 	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	97,275	17,794	-	115,051	27,771	115,069	100.0
PERCENT	84.5	15.5	-	100.0	24.1	100.0	

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	114,985	27,763	115,003	100.0
Individuals by name only	28	7	28	-
Titles or functions only	31	1	31	-
Company names only	7	-	7	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	115,051	27,771	115,069	100.0
Unique Total Qualified represents unique recipients, not the s	um of Print and Digital.			

	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
- 6-Month Period Ended:	July – December 2012	January – June 2013	July – December 2014	January – June 2014	July – December 2014*	January – June 2015*
Fotal Audit Average Qualified:***	115,077	115,073	115,102	115,087	115,108	115,095
Inique Qualified Non-Paid otal:***	115,077	115,073	115,102	115,087	115,108	115,095
Print:	-	-	112,102	115,087	115,104	115,079
Digital:	-	-	41,625	30,277	31,329	28,437
Unique Qualified Paid Total:***	-	-	-	-	-	-
Print:	-	-	-	-	-	-
Digital:	-	-	-	-	-	-
ost Expire Copies included in otal Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
werage Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

**NC = None Claimed.

***Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

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

Maine 1,019 184 829 1,019 1,019 Kentucky 2,114 475 1,661 New Hampshire 513 124 424 513 513 Tennessee 2,495 663 1,863 Vermont 477 79 385 477 477 Alabama 2,077 422 1,613 Massachusetts 1,853 381 1,560 1,854 1,854 Mississippi 1,122 277 859 Rhode Island 327 79 281 327 327 EAST SO. CENTRAL 7,808 1,837 5,996 Connecticut 1,086 240 929 1,086 1,086 Arkansas 1,045 334 794 NEW ENGLAND 5,275 1,087 4,408 5,276 5,276 4.6 Louisiana 1,504 341 1,259 New York 5,168 1,047 4,279 5,171 5,171 Oklahoma 1,661 359 1,340	of Copies Qualified** 2,114 2,114 2,496 2,496 2,078 2,078 1,122 1,122 7,810 7,810 1,045 1,045 1,504 1,504	6.8
New Hampshire 513 124 424 513 513 Tennessee 2,495 663 1,863 Vermont 477 79 385 477 477 Alabama 2,077 422 1,613 Massachusetts 1,853 381 1,560 1,854 1,854 Mississippi 1,122 277 859 Rhode Island 327 79 281 327 327 EAST SO. CENTRAL 7,808 1,837 5,996 Connecticut 1,086 240 929 1,086 1,086 Arkansas 1,045 334 794 NEW ENGLAND 5,275 1,087 4,408 5,276 5,276 4.6 Louisiana 1,504 341 1,259 New York 5,168 1,047 4,279 5,171 5,171 Oklahoma 1,661 359 1,340 New York 5,168 1,047 4,279 5,176 5,176 WEST SO. CENTRAL 11,223 2,680 9,149 <td>2,496 2,496 2,078 2,078 1,122 1,122 7,810 7,810 1,045 1,045</td> <td>6.8</td>	2,496 2,496 2,078 2,078 1,122 1,122 7,810 7,810 1,045 1,045	6.8
Vermont 477 79 385 477 477 Alabama 2,077 422 1,613 Massachusetts 1,853 381 1,560 1,854 1,854 Mississippi 1,122 277 859 Rhode Island 327 79 281 327 327 EAST SO. CENTRAL 7,808 1,837 5,996 Connecticut 1,086 240 929 1,086 1,086 Arkansas 1,045 334 794 NEW ENGLAND 5,275 1,087 4,408 5,276 5,276 4.6 Louisiana 1,504 341 1,259 New York 5,168 1,047 4,279 5,171 5,171 Oklahoma 1,661 359 1,340 New Jersey 2,499 529 2,137 2,500 2,500 Texas 7,013 1,664 5,756 Pennsylvania 5,176 1,334 3,999 5,176 5,176 West So. CENTRAL 1,1223 2,680 9,149	2,078 2,078 1,122 1,122 7,810 7,810 1,045 1,045	6.8
Massachusetts 1,853 381 1,560 1,854 1,854 Mississippi 1,122 277 859 Rhode Island 327 79 281 327 327 EAST SO. CENTRAL 7,808 1,837 5,996 Connecticut 1,086 240 929 1,086 1,086 Arkansas 1,045 334 794 NEW ENGLAND 5,275 1,087 4,408 5,276 5,276 4.6 Louisiana 1,504 341 1,259 New York 5,168 1,047 4,279 5,171 5,171 5,171 Oklahoma 1,661 359 1,340 New Jersey 2,499 529 2,137 2,500 2,500 Texas 7,013 1,646 5,756 Pennsylvania 5,176 1,334 3,999 5,176 5,176 WEST SO. CENTRAL 1,122 2,680 9,149 MIDDLE ATLANTIC 12,843 2,910 10,415 12,847 11.2 Montana 1,006 193 843 Ohio 6,094 1,613 5,613 5	1,1221,1227,8107,8101,0451,045	6.8
Rhode Island 327 79 281 327 327 EAST SO. CENTRAL 7,808 1,837 5,996 Connecticut 1,086 240 929 1,086 1,086 Arkansas 1,045 334 794 NEW ENGLAND 5,275 1,087 4,408 5,276 5,276 4.6 Louisiana 1,504 341 1,259 New York 5,168 1,047 4,279 5,171 5,171 Oklahoma 1,661 359 1,340 New Jersey 2,499 529 2,137 2,500 2,500 Texas 7,013 1,646 5,756 Pennsylvania 5,176 1,334 3,999 5,176 5,176 WEST SO. CENTRAL 11,223 2,680 9,149 MIDDLE ATLANTIC 12,843 2,910 10,415 12,847 11.2 Montana 1,006 193 843 Ohio 6,094 1,468 4,639 6,094 Idaho 1,160 238 967 <tr< td=""><td>7,810 7,810 1,045 1,045</td><td>6.8</td></tr<>	7,810 7,810 1,045 1,045	6.8
Connecticut 1,086 240 929 1,086 1,086 Arkansas 1,045 334 794 NEW ENGLAND 5,275 1,087 4,408 5,276 5,276 4.6 Louisiana 1,504 341 1,259 New York 5,168 1,047 4,279 5,171 5,171 Oklahoma 1,661 359 1,340 New Jersey 2,499 529 2,137 2,500 2,500 Texas 7,013 1,646 5,756 Pennsylvania 5,176 1,334 3,999 5,176 5,176 WEST SO. CENTRAL 11,223 2,680 9,149 MIDDLE ATLANTIC 12,843 2,910 10,415 12,847 12,847 11.2 Montana 1,006 193 843 Ohio 6,094 1,468 4,639 6,094 Idaho 1,160 238 967 Indiana 3,992 984 3,056 3,992 3,992 Wyoming 646 101 563	1,045 1,045	6.8
NEW ENGLAND 5,275 1,087 4,408 5,276 5,276 4.6 Louisiana 1,504 341 1,259 New York 5,168 1,047 4,279 5,171 5,171 Oklahoma 1,661 359 1,340 New Jersey 2,499 529 2,137 2,500 2,500 Texas 7,013 1,646 5,756 Pennsylvania 5,176 1,334 3,999 5,176 5,176 WEST SO. CENTRAL 11,223 2,680 9,149 MIDDLE ATLANTIC 12,843 2,910 10,415 12,847 11.2 Montana 1,006 193 843 Ohio 6,094 1,468 4,639 6,094 Idaho 1,160 238 967 Indiana 3,992 984 3,056 3,992 3,992 Wyoming 646 101 563 Illinois 5,613 1,357 4,501 5,613 5,613 1,679 442 1,367 Wisconsin	, ,	
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Michigan 4,463 1,034 3,540 4,464 4,464 New Mexico 688 140 597 Wisconsin 4,286 1,056 3,322 4,286 4,286 Arizona 1,153 419 940 EAST NO. CENTRAL 24,448 5,899 19,058 23,998 24,449 21.2 Utah 1,067 289 823 Minnesota 4,068 883 3,298 4,068 4,068 Nevada 528 125 437 Iowa 3,182 712 2,541 3,182 3,182 MOUNTAIN 7,927 1,947 6,537 Missouri 3,156 762 2,452 3,156 3,156 Alaska 328 51 295 North Dakota 1,063 198 853 1,063 1,063 Washington 2,088 642 1,648	646 646	
Wisconsin 4,286 1,056 3,322 4,286 4,286 Arizona 1,153 419 940 EAST NO. CENTRAL 24,448 5,899 19,058 23,998 24,449 21.2 Utah 1,067 289 823 Minnesota 4,068 883 3,298 4,068 4,068 Nevada 528 125 437 Iowa 3,182 712 2,541 3,182 3,182 MOUNTAIN 7,927 1,947 6,537 Missouri 3,156 762 2,452 3,156 3,156 Alaska 328 51 295 North Dakota 1,063 198 853 1,063 1,063 Washington 2,088 642 1,648	1,679 1,679	
EAST NO. CENTRAL 24,448 5,899 19,058 23,998 24,449 21.2 Utah 1,067 289 823 Minnesota 4,068 883 3,298 4,068 4,068 Nevada 528 125 437 Iowa 3,182 712 2,541 3,182 3,182 MOUNTAIN 7,927 1,947 6,537 Missouri 3,156 762 2,452 3,156 3,156 Alaska 328 51 295 North Dakota 1,063 198 853 1,063 1,063 Washington 2,088 642 1,648	688 688	
Minnesota 4,068 883 3,298 4,068 4,068 Nevada 528 125 437 Iowa 3,182 712 2,541 3,182 3,182 MOUNTAIN 7,927 1,947 6,537 Missouri 3,156 762 2,452 3,156 3,156 Alaska 328 51 295 North Dakota 1,063 198 853 1,063 1,063 Washington 2,088 642 1,648	1,154 1,154	
Iowa 3,182 712 2,541 3,182 3,182 MOUNTAIN 7,927 1,947 6,537 Missouri 3,156 762 2,452 3,156 3,156 Alaska 328 51 295 North Dakota 1,063 198 853 1,063 1,063 Washington 2,088 642 1,648	1,068 1,068	
Missouri 3,156 762 2,452 3,156 3,156 Alaska 328 51 295 North Dakota 1,063 198 853 1,063 1,063 Washington 2,088 642 1,648	528 528	
North Dakota 1,063 198 853 1,063 1,063 Washington 2,088 642 1,648	7,929 7,929	6.9
	328 328	
South Dakota 813 213 607 813 813 Oregon 1,723 449 1,410	2,088 2,088	
	1,723 1,723	
Nebraska 1,549 480 1,174 1,549 1,549 California 7,463 1,962 6,322	7,465 7,465	
Kansas 1,557 410 1,219 1,557 1,557 Hawaii 199 53 175	199 199	
WEST NO. CENTRAL 15,388 3,658 12,144 15,388 15,388 13.4 PACIFIC 11,801 3,157 9,850	11,803 11,803	10.3
Delaware 355 81 295 355 355 UNITED STATES 114,718 27,717 91,800 1	114,285 114,736	99.7
Maryland 1,798 430 1,418 1,798 1,798 U.S. Territories 33 14 28	33 33	
Washington, DC 70 24 53 70 70 Canada 297 38 292	297 297	
Virginia 1,941 573 1,472 1,942 1,942 Mexico		
West Virginia 874 191 696 875 875 Other International -		
North Carolina 4,005 939 3,121 4,005 4,005 APO/FPO 3 2 2	3 3	
South Carolina 1,456 350 1,142 1,456 1,456		
Georgia 3,264 846 2,592 3,267 3,267 UNIQUE TOTAL QUALIFIED 115,051 27,771 92,122 1:	115,069 115,069	100.0
Florida 4,242 1,108 3,454 4,243 4,243 CIRCULATION**	110,005 110,005	100.0
SOUTH ATLANTIC 18,005 4,542 14,243 18,011 18,011 15.6		

*See Additional Data **Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

WWW.TRUCKINGINFO.COM

	PAGE	USER	UNIQUE	UNIQUE BROWSER	PAGE	USER SESSION
2014	IMPRESSIONS	SESSIONS	BROWSERS	FREQUENCY	DURATION	DURATION
January	526,989	282,743	217,030	1.30	01:44	01:30
February	579,691	305,489	235,758	1.30	01:42	01:32
March	666,976	301,146	221,052	1.36	01:20	01:38
April	585,942	292,620	216,572	1.35	01:34	01:34
Мау	551,793	301,119	224,013	1.34	01:48	01:30
June	551,331	291,559	217,042	1.34	01:36	01:26
AVERAGE:	577.120	295,779	221,911	1.33	01:37	01:32

January - June 2015 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Page Impressions: A Page Impression is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

User Sessions: A single continuous set of activity attributable to a cookied browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Unique Browsers: An identified and unduplicated Cookied Browser that accesses Internet content or advertising during a measurement period.

Unique Browser Frequency: Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

Page Duration: The average time spent viewing any page on a web site.

User Session Duration: The average time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

ADDITIONAL DATA

PARAGRAPH 3b:

Business directories include 1 source of circulation for quantities of 1,634 copies or 1.4% Other sources include 1 source of circulation for quantities of 9,030 copies or 7.9%.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is not reported at the media owner's option.

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:

ŀ	IDT FREE	SUBSCRIPTION				
	VY BUTY TRUCKING	3. Your company's type of operation (check one only):				
	LET BURNESS AUTOMOTY	1. For-Hire (common / contract carriers)				
Complete t	this form and return TODAY!	3. D Private				
OR	fax it to 866-809-6814	2. Lease / Rental 5. Truck and / or Trailer Dealer				
OR visit	t us at www.gethdt.com					
		3-a Your company's primary type of hauling or line of business. (check one only):				
	receive/continue receiving HDT 🗆 YES 🗅 NO	C Construction / Mining / Logging / Excavating				
What is your preferred	method of subscription delivery? DD-Digital DP-Print	D 🗅 Manufacturing / Processing / Fabricating				
Sanatura	Date:	R □ General Freight / Dry Bulk / Household E □ Food Production / Distribution / Farming / Beverage / Dairy Products				
orginature.	Date:	F Retail / Wholesale / Stores / Warehouses				
Print Name:	Title:	G D Petroleum Products / Chemical / Fuel Oli				
		H D Refuse / Recycling				
Company:		J 🗅 Government (federal/ state/ local)				
Address		K 🗆 Utilities				
		P Services				
City:	State: Zip:	Z 🗆 Other (please specify)				
Phone:	Fax:	4. Does your fleet perform truck and / or trailer maintenance? 01 □ At this location 02 □ At another location				
E-mail Address:						
Do art root or sail my a social of	drass to other companies 🗇 🛛 Way we contact you by fax? YES 🔿 ND 🔿	5. Do you have direct or supervisory influence over maintenance work? A D Yes B D No				
A) Woski you like to receive our	DICITAL version of HDT, delivered directly is your desktop? 🗇	ALI TES BLINO				
	NOBILE version of HDT, delivered directly to your mobile phone? 🛛	6. Do you recommend, specify, approve or influence the purchase of:				
Please include your mobile pho	ne number for delivery	New Vehicles Trucks / Tractors / Trailers C 🗆 Yes D 🗅 No				
1. How many	2. Dees your company operate any of the vehicles listed below?	Engines / Transmissions / Axles E 🗅 Yes 🛛 F 🗅 No				
trucks, tractors	You must check "yee" or "no" for every category.	Components U 🗅 Yes V 🗅 No				
based at er	A C) Yes B C) No Class & 33.001 lbs. & over	Tires/Wheels G 🗆 Yes H 🗆 No				
costrolled from	ficing Committensi Ramp Commit	Fuels / Olis / Lubricants / Additives J D Yes K D No				
this location?	Class 7: 25,001 bs. to 33,000 bs.	Replacement Parts Q D Yes R No Shop Equipment N D Yes P D No				
6. 🖸 500 or more	Holes Considered And Northan	Lease / Credit / Finance / Insurance L Yes M No				
5. 10100-499	Cherry C 13 Dill he in Million he	Information Technology S D Yes T D No				
4. 25-99 3. 2 10-24	G Q Yes H Q No	and a second sec				
2.05-8		7. What is your primary job function? (check one only)				
1.0 1-4 7.0 nane	J Ci Yes K Ci No	01 Corporate Mngmt. 02 Fleet Mngmt. 03 Maintenance Mngmt. 04 Deprations/Purchasing 05 D Safety & Training				
HDT 12/12	Class 1 & 2 11,001 bs. & under Palae Van konfilmen	06 D Other (please specify)				
10112/12	Contraction of the second seco					

PUBLISHER'S AFFIDAVIT We hereby make oath and say that all data set forth in this statement are true. Date signed August 3, 2015 David Moniz, Publisher State Illinois Kati Tucker, Audience Development Manager County Cook (At least one of the above signatures must be that of an officer of the publishing company or its Received by BPA Worldwide August 3, 2015 authorized representative.) BUSJ **IMPORTANT NOTE:** Type H019B0J5 This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide. ID Number About BPA Worldwide: About BFA wontwide: 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 for the latest audit reports, membership information and publishing and advertising industry news.

MAGAZINE CHANNEL

(Including Unit and Supplementary Data)

FIELD SERVED

HEAVY DUTY TRUCKING serves commercial truck fleets operating Class 1 through 8 trucks, tractors and trailers in for-hire fleets, private fleets, fleets leasing trucks and lease/rental fleets, along with the truck/trailer dealer markets and others allied to the field.

DEFINITION OF A UNIT

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

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are corporate management, fleet/maintenance management, operations, purchasing and sales, safety and training, and other functions in companies which operate or maintain fleets of one or more Class 1 through 8 trucks and trailers as reported by business, fleet size and maintenance responsibility in Paragraph 3a. The information reported focuses exclusively on trucks, truck-tractors and trailers and does not include buses and off-highway vehicles.

Official Publication of: None/Established: 1922/Issues Per Year: 12

PURPOSE

Included herein is a supplementary analysis of respondents who buy, specify, or influence the purchase of: new trucks, tractors and trailers, replacement parts or components for trucks, tractors and trailers; engines, transmissions or axles; tires/wheels,

fuels/oils/lubricants/additives, lease/credit/ finance/insurance, shop/refueling equipment, or information technology; and a multiple analysis of qualified copies and units in vehicle classes 1&2, 3/4/5, 6, 7 and/or 8 G.V.W. (Gross Vehicle Weight). The information reported focuses exclusively on trucks, truck tractors and trailers and does not include buses and off highway vehicles.

/		
	AVERAGE NON-QUALIFIED	CIRCULATION
_	NON-QUALIFIED Not Included Elsewhere	Copies
	Other Paid Circulation	40
	Advertiser and Agency	1,013
	Allocated for Trade Shows and Conventions	258
_	All Other	653
	TOTAL	1,964

1. AVERAGE QUALIFI	ED CIRCULAT	ION BREAKO	UT FOR THE P	ERIOD		
	Total Qualified		Qualified	Qualified Non-Paid		ed Paid
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent
Individual	115,095	100.0	115,095	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	115,095	100.0	115,095	100.0	-	-

2. QUALIFIED	CIRCULATION BY IS	SSUES FOR PERIOD
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2015 Issue	Print	Digital	Unique Total Qualified*
January	115,094	30,178	115,100
February	115,093	29,786	115,112
March	115,095	27,872	115,113
April	115,083	27,245	115,100
Мау	115,051	27,771	115,069
June	115,051	27,771	115,069
Unique Total Qualified represents unic	ue recipients, not the sum of Print and Digi	tal.	

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SS/OCCUPATIONAL REFAKOUT OF OUALIFIED CIRCULATION AND UNITS FOR ISSUE OF MAY 2015 -

																FOR-HIRE:									
		PERCENT * OF TOTAL			Digital	Constructio Log		Manufa	ufacturing		al Freight, Dry , Household	Food Production/ Distribution		Retail/Wholesale		Petroleum/Chemical		Government/Utilities		Services/Refuse/ Recycling		Other		Total F	For-Hire
BUSINESS AND INDUSTRY	UNIQUE TOTAL QUALIFIED*		TOTAL QUALIFIED UNITS	Print		Copies	Units	Copies	Units	Copies	Units	Copies	Units	Copies	Units	Copies	Units	Copies	Units	Copies	Units	Copies	Units	Copies	Units
MOTOR VEHICLE FLEETS:																									
TRUCKS, TRUCK TRACTORS, & TRAILERS)																									
500 or more vehicles	4,105	3.6	2,126	2,327	-	63	40	70	40	756	348	131	46	52	25	57	32	45	29	62	38	-	-	1,236	59
00-499 vehicles	9,676	8.4	5,799	6,456	-	397	237	278	138	1,658	916	305	165	100	63	191	119	139	82	198	124	8	5	3,274	1,84
5-99 vehicles	23,420	20.4	16,744	18,143	2	1,624	1,159	385	266	3,817	2,664	602	420	194	135	410	286	265	193	656	486	13	11	7,966	5,62
-24 vehicles	33,187	28.8	26,659	26,692	8	2,716	2,185	394	316	4,853	3,820	1,157	899	229	188	485	374	275	227	1,178	971	30	27	11,317	9,00
vehicles	21,465	18.7	19,084	17,824	4	1,776	1,597	249	227	2,352	2,068	617	547	199	185	203	174	153	137	870	801	9	9	6,428	5,74
l vehicles	21,041	18.3	18,485	14,405	2	2,218	2,085	563	521	4,502	4,161	1,379	1,284	229	212	302	280	117	107	561	515	18	6	9,889	9,1
t Stated	2,175	1.8	3,225	1,451	2	41	39	23	19	191	169	32	29	12	12	23	19	7	4	46	38	3	3	378	3
NIQUE TOTAL QUALIFIED BY FLEET SIZE*	115,069	100.0	92,122	87,298	18	8,835	7,342	1,962	1,527	18,129	14,146	4,223	3,390	1,015	820	1,671	1,284	1,001	779	3,571	2,973	81	61	40,488	32,3

																PRIVATE											
						Constructi	on, Mining,			General F	reight, Dry	Food Pro	duction/							Services/Refuse/						Total Tru	uck/Trailer
						Log	ging	Manufa	octuring	ing Bulk, Hous		Distrib	Distribution		Retail/Wholesale		Petroleum/Chemical Government/Utilities				cling	Other		Total Private Fleet		Dealer	
	UNIQUE		TOTAL																								
	TOTAL	PERCENT	QUALIFIED																								
BUSINESS AND INDUSTRY	QUALIFIED*	OF TOTAL	UNITS	Print	Digital	Copies	Units	Copies	Units	Copies	Units	Copies	Units	Copies	Units	Copies	Units	Copies	Units	Copies	Units	Copies	Units	Copies	Units	Copies	Units
MOTOR VEHICLE FLEETS:																											
(TRUCKS, TRUCK TRACTORS, & TRAILERS)																											
500 or more vehicles	4,105	3.6	2,126	2,327	-	187	122	162	79	179	85	170	103	151	97	64	42	510	300	215	149	4	4	1,642	981	286	150
100-499 vehicles	9,676	8.4	5,799	6,456	-	800	538	357	225	487	275	526	349	380	259	200	131	1,020	709	540	406	95	84	4,405	2,976	583	314
25-99 vehicles	23,420	20.4	16,744	18,143	2	3,637	2,725	867	600	925	651	1,434	1,056	1,244	916	641	453	1,698	1,269	2,055	1,607	535	473	13,036	9,750	698	432
10-24 vehicles	33,187	28.8	26,659	26,692	8	6,110	5,065	1,281	974	1,127	914	2,430	2,039	1,780	1,453	966	756	1,527	1,250	3,232	2,767	984	930	19,437	16,148	605	414
5-9 vehicles	21,465	18.7	19,084	17,824	4	3,648	3,284	814	706	820	736	2,079	1,930	1,245	1,119	486	418	757	682	2,455	2,243	1,164	1,151	13,468	12,269	252	196
1-4 vehicles	21,041	18.3	18,485	14,405	2	2,248	2,067	1,024	899	839	737	1,280	1,178	832	742	338	287	437	390	1,323	1,193	42	40	8,363	7,533	538	358
Not Stated	2,175	1.8	3,225	1,451	2	46	36	175	133	59	55	54	49	71	60	33	30	48	37	235	216	13	13	734	629	189	141
UNIQUE TOTAL QUALIFIED BY FLEET SIZE*	115,069	100.0	92,122	87,298	18	16,676	13,837	4,680	3,616	4,436	3,453	7,973	6,704	5,703	4,646	2,728	2,117	5,997	4,637	10,055	8,581	2,837	2,695	61,085	50,286	3,151	2,005
Unique Total Qualified represents unique recip	pients, not the	e sum of Pri	nt and Digita	al.																							

															OTHE	R:										LEASE/	/RENTAL
					Digital	Construction, Mining, Logging		Manufacturing		Dry	l Freight, Bulk, sehold	Food Pro Distri	oduction/ bution	Retail/V	Retail/Wholesale		/Chemical	I Government/Utilities		Services/Refuse/ Recycling		Other		Total Other		Total Lease/Rental	
BUSINESS AND INDUSTRY	UNIQUE TOTAL QUALIFIED*			Print		Copies	Units	Copies	Units	Copies	Units	Copies	Units	Copies	Units	Copies	Units	Copies	Units	Copies	Units	Copies	Units	Copies	Units	Copies	Units
MOTOR VEHICLE FLEETS:																											
(TRUCKS, TRUCK TRACTORS, & TRAILERS)																											
500 or more vehicles	4,105	3.6	2,126	2,327	-	13	8	15	14	21	16	6	1	106	42	1	1	28	20	44	22	4	4	238	128	703	364
100-499 vehicles	9,676	8.4	5,799	6,456	-	35	21	42	24	44	27	17	9	234	107	6	4	98	79	85	43	33	23	594	337	820	521
25-99 vehicles	23,420	20.4	16,744	18,143	2	93	76	40	28	90	52	29	25	230	119	15	15	196	171	117	85	130	108	940	679	780	574
10-24 vehicles	33,187	28.8	26,659	26,692	8	137	112	65	41	79	59	51	40	173	108	27	22	162	150	150	108	139	118	983	758	845	662
5-9 vehicles	21,465	18.7	19,084	17,824	4	133	110	47	41	49	40	77	69	80	59	18	17	96	91	125	113	141	103	766	643	551	488
1-4 vehicles	21,041	18.3	18,485	14,405	2	230	154	98	85	179	118	104	92	145	108	20	19	71	48	182	148	472	287	1,501	1,059	750	692
Not Stated	2,175	1.8	3,225	1,451	2	26	15	40	37	139	85	27	14	25	22	12	10	39	26	85	66	432	287	825	562	49	42
UNIQUE TOTAL QUALIFIED BY FLEET SIZE*	115,069	100.0	92,122	87,298	18	667	496	347	270	601	397	311	250	993	565	99	88	690	585	788	585	1,351	930	5,847	4,166	4,498	3,343
Unique Total Qualified represents unique recip	ients, not the	e sum of Pri	nt and Digita	al.																							

SUPPLEMENTARY DATA FOR ISSUE OF MAY 2015 ANALYSIS OF COPIES TO FLEETS OPERATING ONE OR MORE TRUCKS OVER 26,000 LBS. GVW This is an analysis of 81 982 OR 71 2% respondents who huy, specify or influence the purchase of the following products.

				RESP	ONDENTS W	/HO buy, speci	ify or influen	ice the purcha	ase of													-
											=							ANALYSIS				
	RESPONDENTS WHO have			ENGINES, RANSMISSIONS, AXLES	TIRES,	LUBRICANTS,	LEASE, CREDIT, FINANCE, INSURANCE	REFUELING	PARTS/COMP	INFORMATION	-	BASING OR CO 1 OR MORE S CLASS 8 V (33,001 lbs. C	ONTROLLING PECIFIC GVW /EHICLES GVW & OVER)	1 OR MORE SI CLASS 7 V (26,001 to 3 GVV	ONTROLLING PECIFIC GVW /EHICLES 33,000 lbs. W)	1 OR MORE SP CLASS 6 V (19,501 to 2 GVV	DNTROLLING PECIFIC GVW EHICLES 26,000 lbs. W)	BASING OR CO 1 OR MORE S CLASSES VEHIC (10,001 - 1 GV	ONTROLLING PECIFIC GVW 3, 4 & 5 CLES L9,500 lbs. W)	BASING OR C 1 OR MORE S CLASSES 1 & (10,000 lk UNE	PECIFIC GVW 2 VEHICLES os. GVW &. DER)	GVW CLA NOT AVAILAB
TOTAL	direct or F supervisory influence over	buying authority	Conico	Capico	Conico	Capico	Canica	Capias	Conico	Capico	TOTAL QUALIFIED	Canica	Unito	Conico	Unito	Conico	Unito	Conico	Unito	Canica	Unito	
QUALIFIED	maintenance	questions	Copies	Copies	Copies	Copies	Copies	Copies	Copies	Copies	UNITS	Copies	Units	Copies	Units	Copies	Units	Copies	Units	Copies	Units	
4,105	2,603	3,565	2,782	2,507	2,461	2,326	1,884	2,161	2,829	2,147	2,221	3,423	1,818	2,482	1,381	2,277	1,298	2,182	1,230	2,161	1,233	-
9,676	6,717	8,130	6,673	6,112	6,126	5,862	4,765	5,631	6,663	5,241	5,997	7,803	4,753	5,225	3,327	4,729	3,036	4,142	2,663	4,608	2,971	-
23,420	16,239	18,887	16,147	15,125	15,198	14,852	12,681	14,307	16,191	13,149	17,055	17,502	12,550	10,770	7,796	9,533	6,937	8,282	5,933	10,349	7,547	-
33,187	24,156	27,610	24,601	23,235	23,427	23,124	20,847	22,288	24,437	20,133	26,989	24,160	19,520	13,704	10,991	11,732	9,463	11,108	8,871	14,614	11,768	-
21,465	14,540	16,281	14,717	13,928	13,971	13,992	12,796	13,417	14,396	11,934	19,341	15,527	13,952	7,410	6,553	6,345	5,592	5,608	4,891	7,634	6,724	-
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110,069	01,982	95,230	o∠,ŏ∠b	77,994	18,009	11,526	00,035	73,931	03,118	07,534	92,122	03,710	00,304	44,124	53,941	38,499	29,045	33,746	21,388	48,152	38,021	-
8,835	7.587	8.145	7,462	7.150	7.099	7.092	6.633	6,938	7,351	6,175	7.342	6.869	5.675	2,829	2.271	2,407	1.910	2,595	2,089	4.074	3,397	
1,962	1,546	1,785	1,588	1,475	1,503	1,476	1,333	1,379	1,568	1,347	1,527	1,719	1,330	517	386	431	323	392	296	679	547	-
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						13,111					14,146	15,053	11,635				2,400		2,164			-
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3,571	2,859	3,192	2,772	2,634	2,656	2,623	2,436	2,577	2,781	2,303	2,973	2,283	1,839	1,519	1,222	1,332	1,089	1,329	1,099	1,627	1,354	-
81	28	44	37	35	34	34	26	30	42	33	61	56	44	16	15	25	15	<u>_,0_</u> 6	5	16	14	-
40,488	31,875	35,928	31,934	30,275	30,778	30,478	28,209	28,959	31,975	27,113	32,322	32,669	25,806	11,297	8,716	8,988	6,964	8,792	6,874	13,382	10,810	-
16,676 4,680	12,913 3,008	14,230 3,944	12,856 3,291	12,245 2,987	12,233 2,949	12,167 2,868	10,821 2,432	11,928 2,675	12,685 3,277	10,307 2,586	13,837 3,616	11,748 3,180	9,612 2,340	7,387 1,949	5,947 1,362	6,580 1,706	5,306 1,239	6,641 1,630	5,356 1,184	9,001 2,143	7,375 1,639	-
4 4 3 6	3 023	3 575	3 011	2 828	2 879	2 875	2 498	2 7 1 6	3 090	2 484	3 4 5 3	3 155	2 4 2 7	1 5 1 6	1 1 3 3	1 260	942	1 1 7 1	877	1 457	1 107	_
,		1	,	,			,	,	,	,	,		,		,	,		,		,		-
5,703	4,024	4,755	4,125	3,809	3,860	3,777	3,275	3,573	4,093	3,320	4,646	3,281	2,605	2,202	1,731	2,145	1,707	2,004	1,610	2,584	2,085	-
2,728	1,993	2,295	1,954	1,797	1,856	1,898	1,510	1,692	1,936	1,547	2,117	2,006	1,541	1,457	1,136	1,015	785	1,011	776	1,354	1,032	-
5,997	4,407	4,955	4,241	4,042	3,997	3,939	2,615	3,778	4,304	3,042	4,637	3,931	2,994	3,527	2,666	3,342	2,498	3,320	2,483	3,823	2,912	-
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01,085	41,021	41,914	41,009	33,429	39,503	J∂,⊥1∠	33,3 <i>1</i> I	57,008	41,192	55,431	50,280	42,300	34,440	20,110	21,243	23,131	10,903	∠1,041	10,911	20,330	22,105	-
667	482	569	502	459	454	447	394	432	488	386	496	461	376	231	194	223	189	209	180	446	341	-
347	205	285	212	188	187	169	155	176	233	158	270	198	146	132	95	129	99	137	100	181	143	
601	107	100	101	363	27/	270	224	247	100	200	207	2/6	000	140	00	100	04	104	00	010	140	
																						-
993	639	876	681	596	579	548	523	513	668	497	565	646	323	526	252	529	274	444	255	435	288	-
99	68	88	76	71	67	72	61	64	75	63	88	65	59	49	45	23	21	32	31	55	50	-
690	297	350	297	281	280	276	164	273	303	213	585	530	462	379	322	328	272	212	158	283	217	-
788	476	606	479	450	436	442	391	416	516	384	585	451	328	327	224	302	207	281	189	365	272	-
1,351	607	913	737	687	720	708	628	680	745	602	930	525	377	297	203	290	192	343	199	498	309	-
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21,777	17,866	19,210	15,408	15,140	15,379	15,159	10,095	14,295	17,263	11,875												
16,377	9,835	13,358	10,307	9,553	9,762	9,387	7,723	8,592	10,884	8,105												
										4 000												
2,631 361	1,291 91	1,953 183	1,249 120	1,065 116	1,133 116	1,077 113	869 95	959 109	1,299 129	1,228 105												
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