

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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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

### HEAVY DUTY TRUCKING MAGAZINE



6 Issues in the period  
115,108 average circulation

### HEAVY DUTY TRUCKING WEBSITE



149,097 average  
unique browsers

205,591 average  
unique sessions

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>HEAVY DUTY TRUCKING MAGAZINE</b> Unique Total* (6 issues in the period)	115,108	-	115,108
a. Print	115,104	-	115,104
b. Digital	31,329	-	31,329
1. Requested	2,132	-	2,132
2. Non-Requested	29,197	-	29,197
<b>HEAVY DUTY TRUCKING WEBSITE</b>			
a. Monthly Unique Browsers (Monthly Unique Browsers 364,750 average Page Impressions)	149,097	-	149,097
b. Monthly Unique Sessions (Total Visits)	205,591	-	205,591

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

**SUPPLEMENTARY DATA FOR ISSUE OF NOVEMBER 2014  
ANALYSIS OF MAINTENANCE RESPONSIBILITY BY FLEET SIZE**

Copies to fleets performing own  
vehicle maintenance at  
"This Location"

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	2,437	1,183	2,224	1,054
100-499 vehicles	7,361	4,105	6,330	3,466
25-99 vehicles	16,022	10,973	12,793	8,577
10-24 vehicles	21,027	16,435	16,150	12,497
5-9 vehicles	9,371	7,994	6,436	5,406
1-4 vehicles	12,162	10,434	9,440	8,269
Not Stated	759	269	36	23
<b>TOTAL</b>	<b>69,139</b>	<b>51,393</b>	<b>53,409</b>	<b>39,292</b>

Copies to fleets performing own  
vehicle maintenance at  
"Another Location"

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	1,192	605	1,027	505
100-499 vehicles	1,465	983	1,202	794
25-99 vehicles	3,454	2,582	2,449	1,809
10-24 vehicles	5,638	4,587	3,750	2,984
5-9 vehicles	3,948	3,513	2,338	2,054
1-4 vehicles	7,391	6,509	5,456	4,859
Not Stated	647	390	153	105
<b>TOTAL</b>	<b>23,735</b>	<b>19,169</b>	<b>16,375</b>	<b>13,110</b>

Respondents who have direct or  
supervisory influence over maintenance

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	2,454	1,386	2,154	1,188
100-499 vehicles	6,954	4,349	5,887	3,610
25-99 vehicles	16,436	12,054	12,831	9,234
10-24 vehicles	23,717	19,347	17,742	14,322
5-9 vehicles	11,880	10,473	7,887	6,855
1-4 vehicles	18,474	16,376	13,808	12,416
Not Stated	1,041	511	72	47
<b>TOTAL</b>	<b>80,956</b>	<b>64,496</b>	<b>60,381</b>	<b>47,672</b>

### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2014

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	<b>82,780</b>	<b>22,996</b>	-	<b>105,770</b>	<b>30,773</b>	<b>105,776</b>	<b>91.9</b>
II. Request from recipient's company:	<b>5</b>	-	-	<b>5</b>	-	<b>5</b>	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	<b>7</b>	-	-	<b>7</b>	<b>1</b>	<b>7</b>	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	<b>9,329</b>	-	-	<b>9,329</b>	-	<b>9,329</b>	<b>8.1</b>
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	9,329	-	-	9,329	-	9,329	8.1
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>92,121</b>	<b>22,996</b>	-	<b>115,111</b>	<b>30,774</b>	<b>115,117</b>	<b>100.0</b>
<b>PERCENT</b>	<b>80.0</b>	<b>20.0</b>	-	<b>100.0</b>	-	<b>100.0</b>	

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

\*\*See Additional Data

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2014

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	114,926	30,703	114,932	99.9
Individuals by name only	138	70	138	0.1
Titles or functions only	31	1	31	-
Company names only	16	-	16	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>115,111</b>	<b>30,774</b>	<b>115,117</b>	<b>100.0</b>

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

### 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
	January – June 2012	July – December 2012	January – June 2013	July – December 2014	January – June 2014	July – December 2014*
Total Audit Average Qualified:***	115,084	115,077	115,073	115,102	115,087	115,108
Unique Qualified Non-Paid Total:***	115,084	115,077	115,073	115,102	115,087	115,108
Print:	-	-	-	112,102	115,087	115,104
Digital:	-	-	-	41,625	30,277	31,329
Unique Qualified Paid Total:***	-	-	-	-	-	-
Print:	-	-	-	-	-	-
Digital:	-	-	-	-	-	-
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 - December 2014 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

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



## WEBSITE CHANNEL

### WWW.TRUCKINGINFO.COM

2014	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	365,076	192,995	136,617	1.41	02:15	02:01
August	344,938	191,556	138,227	1.39	02:22	01:54
September	375,813	207,693	149,408	1.39	02:16	01:50
October	377,284	212,000	152,129	1.39	02:08	01:39
November	324,486	188,461	141,360	1.33	02:16	01:40
December	363,214	204,850	147,349	1.39	02:09	01:41
<b>AVERAGE:</b>	<b>364,750</b>	<b>205,591</b>	<b>149,097</b>	<b>1.38</b>	<b>02:16</b>	<b>01:46</b>

July - December 2014 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 cookie 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 Cookie 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](http://www.adicompli.com)

# ADDITIONAL DATA

**PARAGRAPH 3b:**

Other sources include 1 source of circulation for quantities of 9,329 copies or 8.1%.

**GEOGRAPHIC DISTRIBUTION:**

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

**QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:**



## FREE SUBSCRIPTION

**Complete this form and return TODAY!**  
**OR fax it to 866-809-6814**  
**OR visit us at [www.gethdt.com](http://www.gethdt.com)**

I would like to receive/continue receiving HDT  YES  NO  
 What is your preferred method of subscription delivery?  D-Digital  P-Print

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
 Print Name: \_\_\_\_\_ Title: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 E-mail Address: \_\_\_\_\_

Do not rent or sell my e-mail address to other companies  May we contact you by fax? YES  NO   
 A) Would you like to receive our DIGITAL version of HDT, delivered directly to your desktop?   
 B) Would you like to receive a MOBILE version of HDT, delivered directly to your mobile phone?   
 Please include your mobile phone number for delivery: \_\_\_\_\_

**1. How many trucks, tractors and trailers are based at or controlled from this location?**

6.  500 or more  
 5.  100-499  
 4.  25-99  
 3.  10-24  
 2.  5-9  
 1.  1-4  
 7.  none

**2. Does your company operate any of the vehicles listed below? You must check "yes" or "no" for every category:**

A  Yes B  No  
 Class R: 33,061 lbs. & over

<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Class 7: 15,001 lbs. to 33,000 lbs.	Class 8: 10,501 lbs. to 35,000 lbs.	Class 9: 10,000 lbs. to 10,500 lbs.
<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Class 3, 4, 5: 10,000 lbs. to 10,500 lbs.	Class 1 & 2: 10,000 lbs. & under	
<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	

**3. Your company's type of operation (check one only):**

1.  For-Hire (common / contract carriers)  
 3.  Private  
 2.  Lease / Rental  
 5.  Truck and / or Trailer Dealer

**3-a Your company's primary type of hauling or line of business. (check one only):**

C  Construction / Mining / Logging / Excavating  
 D  Manufacturing / Processing / Fabricating  
 R  General Freight / Dry Bulk / Household  
 E  Food Production / Distribution / Farming / Beverage / Dairy Products  
 F  Retail / Wholesale / Stores / Warehouses  
 G  Petroleum Products / Chemical / Fuel Oil  
 H  Refuse / Recycling  
 J  Government (federal/ state/ local)  
 K  Utilities  
 P  Services  
 Z  Other (please specify) \_\_\_\_\_

**4. Does your fleet perform truck and / or trailer maintenance?**  
 01  At this location 02  At another location

**5. Do you have direct or supervisory influence over maintenance work?**  
 A  Yes B  No

**6. Do you recommend, specify, approve or influence the purchase of:**

**New Vehicles Trucks / Tractors / Trailers** C  Yes D  No  
 Engines / Transmissions / Axles E  Yes F  No  
 Components U  Yes V  No  
 Tires / Wheels G  Yes H  No  
 Fuels / Oils / Lubricants / Additives J  Yes K  No  
 Replacement Parts Q  Yes R  No  
 Shop Equipment N  Yes P  No  
 Lease / Credit / Finance / Insurance L  Yes M  No  
 Information Technology S  Yes T  No

**7. What is your primary job function? (check one only)**  
 01  Corporate Mngmt. 02  Fleet Mngmt. 03  Maintenance Mngmt.  
 04  Operations/Purchasing 05  Safety & Training  
 06  Other (please specify) \_\_\_\_\_

**PUBLISHER'S AFFIDAVIT**

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

David Moniz, Publisher  
 Sabrena Sasso, Audience Development Manager

(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	February 12, 2015
State	Illinois
County	Cook
Received by BPA Worldwide	February 12, 2015
Type	BUSJ
ID Number	H019B0D4

**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.

**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 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.

**DEFINITION OF A UNIT**

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

**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	47
Advertiser and Agency	1,953
Allocated for Trade Shows and Conventions	-
All Other	641
<b>TOTAL</b>	<b>2,641</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	115,108	100.0	115,108	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>115,108</b>	<b>100.0</b>	<b>115,108</b>	<b>100.0</b>	-	-

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

2014 Issue	Print	Digital	Unique Total Qualified*
July	115,098	32,325	115,100
August	115,096	31,850	115,098
September	115,095	31,381	115,100
October	115,095	31,072	115,100
November	115,111	30,774	115,117
December	115,126	30,575	115,132

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

**1a. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - PRINT**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	115,104	100.0	115,104	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>115,104</b>	<b>100.0</b>	<b>115,104</b>	<b>100.0</b>	-	-

**1b. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - DIGITAL**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	31,329	100.0	31,329	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>31,329</b>	<b>100.0</b>	<b>31,329</b>	<b>100.0</b>	-	-

**1c. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - BOTH**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	31,325	100.0	31,325	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>31,325</b>	<b>100.0</b>	<b>31,325</b>	<b>100.0</b>	-	-



**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION AND UNITS FOR ISSUE OF NOVEMBER 2014**  
 This issue is -% or 11 copies above the average of the other 5 issues reported in paragraph two.

BUSINESS AND INDUSTRY	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	TOTAL QUALIFIED UNITS	Print	Digital	FOR-HIRE:																					
						Construction, Mining, Logging		Manufacturing		General Freight, Dry Bulk, Household		Food Production/ Distribution		Retail/Wholesale		Petroleum/Chemical		Government/Utilities		Services/Refuse/ Recycling		Other		Total For-Hire			
						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)																											
500 or more vehicles	4,047	3.5	2,150	4,047	1,802	62	38	88	45	857	361	131	53	39	21	55	27	24	19	43	34	-	-	1,299	598		
100-499 vehicles	10,092	8.8	6,235	10,092	3,755	398	237	268	133	1,820	1,035	387	191	111	70	237	127	108	61	187	125	2	2	3,518	1,981		
25-99 vehicles	24,100	20.9	17,941	24,100	6,338	1,512	1,094	428	288	3,929	2,863	700	484	199	133	426	308	222	162	636	478	10	8	8,062	5,818		
10-24 vehicles	31,822	27.7	25,874	31,822	7,562	2,221	1,791	398	322	5,493	4,514	1,230	1,011	173	146	531	407	142	126	931	777	19	18	11,138	9,112		
5-9 vehicles	18,232	15.8	16,282	18,232	3,086	1,151	1,031	206	183	2,304	2,077	568	507	175	157	175	162	94	78	711	662	9	9	5,393	4,866		
1-4 vehicles	23,991	20.8	20,908	23,991	7,282	2,192	2,050	612	572	5,901	5,495	1,694	1,592	227	214	339	315	75	66	440	399	32	28	11,512	10,731		
Not Stated	2,833	2.5	1,840	2,827	949	25	23	15	11	170	122	19	18	22	12	21	12	1	1	38	31	7	5	318	235		
<b>UNIQUE TOTAL QUALIFIED BY FLEET SIZE*</b>	<b>115,117</b>	<b>100.0</b>	<b>91,230</b>	<b>115,111</b>	<b>30,774</b>	<b>7,561</b>	<b>6,264</b>	<b>2,015</b>	<b>1,554</b>	<b>20,474</b>	<b>16,467</b>	<b>4,729</b>	<b>3,856</b>	<b>946</b>	<b>753</b>	<b>1,784</b>	<b>1,358</b>	<b>666</b>	<b>513</b>	<b>2,986</b>	<b>2,506</b>	<b>79</b>	<b>70</b>	<b>41,240</b>	<b>33,341</b>		

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

BUSINESS AND INDUSTRY	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	TOTAL QUALIFIED UNITS	Print	Digital	PRIVATE:																					
						Construction, Mining, Logging		Manufacturing		General Freight, Dry Bulk, Household		Food Production/ Distribution		Retail/Wholesale		Petroleum/Chemical		Government/Utilities		Services/Refuse/ Recycling		Other		Total Private Fleet		Total Truck/Trailer Dealer	
						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)																											
500 or more vehicles	4,047	3.5	2,150	4,047	1,802	234	139	188	87	173	83	145	97	147	104	73	47	461	305	231	144	4	4	1,656	1,010	442	215
100-499 vehicles	10,092	8.8	6,235	10,092	3,755	954	649	458	289	441	278	604	397	587	400	203	138	929	684	620	446	11	7	4,807	3,288	842	412
25-99 vehicles	24,100	20.9	17,941	24,100	6,338	4,127	3,176	1,230	844	764	571	1,384	1,019	1,885	1,506	631	459	1,646	1,245	2,246	1,840	91	75	14,004	10,735	1,002	597
10-24 vehicles	31,822	27.7	25,874	31,822	7,562	6,047	4,998	1,576	1,184	989	819	2,158	1,727	2,411	2,033	1,019	790	1,306	1,034	3,034	2,570	170	157	18,710	15,312	908	608
5-9 vehicles	18,232	15.8	16,282	18,232	3,086	3,112	2,836	1,091	977	554	495	1,088	960	2,248	2,077	465	399	635	567	2,079	1,931	55	54	11,327	10,296	465	338
1-4 vehicles	23,991	20.8	20,908	23,991	7,282	1,931	1,749	1,251	1,034	946	830	1,412	1,277	842	721	367	317	387	332	1,418	1,243	118	114	8,672	7,617	775	551
Not Stated	2,833	2.5	1,840	2,827	949	48	36	192	127	48	42	52	42	76	53	37	21	62	40	238	188	19	16	772	565	209	120
<b>UNIQUE TOTAL QUALIFIED BY FLEET SIZE*</b>	<b>115,117</b>	<b>100.0</b>	<b>91,230</b>	<b>115,111</b>	<b>30,774</b>	<b>16,453</b>	<b>13,583</b>	<b>5,986</b>	<b>4,542</b>	<b>3,915</b>	<b>3,118</b>	<b>6,843</b>	<b>5,519</b>	<b>8,196</b>	<b>6,894</b>	<b>2,795</b>	<b>2,171</b>	<b>5,426</b>	<b>4,207</b>	<b>9,866</b>	<b>8,362</b>	<b>468</b>	<b>427</b>	<b>59,948</b>	<b>48,823</b>	<b>4,643</b>	<b>2,841</b>

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

BUSINESS AND INDUSTRY	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	TOTAL QUALIFIED UNITS	Print	Digital	OTHER:																					
						Construction, Mining, Logging		Manufacturing		General Freight, Dry Bulk, Household		Food Production/ Distribution		Retail/Wholesale		Petroleum/Chemical		Government/Utilities		Services/Refuse/ Recycling		Other		Total Other		Total Lease/Rental	
						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)																											
500 or more vehicles	4,047	3.5	2,150	4,047	1,802	4	2	28	10	2	1	-	-	1	1	3	2	26	16	11	9	10	7	85	48	565	279
100-499 vehicles	10,092	8.8	6,235	10,092	3,755	19	11	4	4	13	9	4	3	8	5	-	-	58	38	21	18	39	30	166	118	759	436
25-99 vehicles	24,100	20.9	17,941	24,100	6,338	39	36	21	10	17	10	13	10	15	8	8	6	88	63	78	71	107	83	386	297	646	494
10-24 vehicles	31,822	27.7	25,874	31,822	7,562	67	59	24	15	18	14	28	22	29	22	23	14	65	46	54	49	146	114	454	355	612	487
5-9 vehicles	18,232	15.8	16,282	18,232	3,086	49	42	19	15	7	5	51	36	19	15	12	11	29	21	62	57	325	152	573	354	474	428
1-4 vehicles	23,991	20.8	20,908	23,991	7,282	101	85	87	41	39	34	56	50	30	23	16	16	52	33	98	75	1,752	930	2,231	1,287	801	722
Not Stated	2,833	2.5	1,840	2,827	949	8	7	64	30	19	15	11	8	23	15	11	7	11	10	37	33	979	504	1,163	629	49	33
<b>UNIQUE TOTAL QUALIFIED BY FLEET SIZE*</b>	<b>115,117</b>	<b>100.0</b>	<b>91,230</b>	<b>115,111</b>	<b>30,774</b>	<b>287</b>	<b>242</b>	<b>247</b>	<b>125</b>	<b>115</b>	<b>88</b>	<b>163</b>	<b>129</b>	<b>125</b>	<b>89</b>	<b>73</b>	<b>56</b>	<b>329</b>	<b>227</b>	<b>361</b>	<b>312</b>	<b>3,358</b>	<b>1,820</b>	<b>5,058</b>	<b>3,088</b>	<b>3,906</b>	<b>2,879</b>

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



**SUPPLEMENTARY DATA FOR ISSUE OF NOVEMBER 2014**  
**ANALYSIS OF COPIES TO FLEETS OPERATING ONE OR MORE TRUCKS OVER 26,000 LBS. GVW**  
 This is an analysis of 80,956 OR 70.3% respondents who buy, specify or influence the purchase of the following products.

This is an analysis of 91,230 or 79.2% of subscribers who responded to having a vehicle in classes 1-2, 3-5, 6, 7, &/or 8.

RESPONDENTS WHO buy, specify or influence the purchase of

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	RESPONDENTS WHO have direct or supervisory influence over maintenance	RESPONDENTS buying authority questions	RESPONDENTS WHO buy, specify or influence the purchase of									TOTAL QUALIFIED UNITS	ANALYSIS OF UNITS BASING OR CONTROLLING 1 OR MORE SPECIFIC GVW CLASS 8 VEHICLES (33,001 lbs. GVW & OVER) (F)		ANALYSIS OF UNITS BASING OR CONTROLLING 1 OR MORE SPECIFIC GVW CLASS 7 VEHICLES (26,001 to 33,000 lbs. GVW) (D)		ANALYSIS OF UNITS BASING OR CONTROLLING 1 OR MORE SPECIFIC GVW CLASS 6 VEHICLES (19,501 to 26,000 lbs. GVW) (C)		ANALYSIS OF UNITS BASING OR CONTROLLING 1 OR MORE SPECIFIC GVW CLASSES 3, 4 & 5 VEHICLES (10,001 - 19,500 lbs. GVW) (H)		ANALYSIS OF UNITS BASING OR CONTROLLING 1 OR MORE SPECIFIC GVW CLASSES 1 & 2 VEHICLES (10,000 lbs. GVW & UNDER) (G)		GVW CLASS NOT AVAILABLE
				TRUCKS, TRACTORS OR TRAILERS	ENGINES, TRANSMISSIONS, AXLES	TIRES, WHEELS	FUELS, OILS, LUBRICANTS, ADDITIVES	LEASE, CREDIT, FINANCE, INSURANCE	SHOP/ REFUELING EQUIPMENT	REPLACEMENT PARTS/ COMPONENTS	INFORMATION TECHNOLOGY	Copies		Units	Copies	Units	Copies	Units	Copies	Units	Copies	Units		
<b>FLEET SIZE</b>																								
500 or more vehicles	4,058	2,454	3,514	2,781	2,495	2,489	2,283	1,711	2,126	2,860	2,053	2,150	3,494	1,765	2,536	1,355	2,327	1,233	2,238	1,188	2,270	1,255	-	
100-499 vehicles	10,110	6,954	8,680	7,203	6,589	6,691	6,324	4,797	6,078	7,286	5,584	6,235	8,189	4,854	5,584	3,457	4,974	3,089	4,718	2,991	5,668	3,647	-	
25-99 vehicles	24,151	16,436	19,591	16,932	15,824	16,192	15,650	12,805	15,011	17,036	13,771	17,941	17,574	12,583	11,330	8,099	9,642	6,934	9,758	7,168	13,391	9,990	-	
10-24 vehicles	31,879	23,717	27,800	24,852	23,552	24,182	23,627	20,884	22,699	25,117	21,092	25,874	22,709	18,096	13,036	10,250	10,801	8,487	11,713	9,380	16,240	13,012	-	
5-9 vehicles	18,283	11,880	13,745	12,367	11,673	12,058	11,859	10,610	11,260	12,474	10,414	16,282	10,491	9,097	5,772	4,910	5,255	4,433	5,742	4,933	8,166	7,124	-	
1-4 vehicles	24,097	18,474	22,087	18,818	17,806	18,684	18,324	16,252	16,810	19,959	15,961	20,908	16,900	14,913	4,517	3,722	3,810	3,109	4,580	3,661	10,014	8,320	-	
Not Stated	2,539	1,041	1,706	1,176	1,098	1,097	1,079	893	1,008	1,303	983	1,840	190	128	110	76	117	77	121	75	144	105	-	
<b>TOTAL</b>	<b>115,117</b>	<b>80,956</b>	<b>97,123</b>	<b>84,129</b>	<b>79,037</b>	<b>81,393</b>	<b>79,146</b>	<b>67,952</b>	<b>74,992</b>	<b>86,035</b>	<b>69,858</b>	<b>91,230</b>	<b>79,547</b>	<b>61,436</b>	<b>42,885</b>	<b>31,869</b>	<b>36,926</b>	<b>27,362</b>	<b>38,870</b>	<b>29,396</b>	<b>55,893</b>	<b>43,453</b>	<b>-</b>	
<b>TYPE OF BUSINESS</b>																								
<b>FOR-HIRE FLEETS:</b>																								
Construction, Mining, Logging	7,561	6,484	7,191	6,573	6,323	6,451	6,332	5,791	6,137	6,679	5,622	6,264	6,487	5,329	2,485	1,963	1,948	1,519	1,973	1,544	3,572	2,908	-	
Manufacturing	2,015	1,604	1,876	1,658	1,545	1,602	1,567	1,372	1,421	1,686	1,406	1,554	1,802	1,385	512	385	377	285	345	252	714	557	-	
General Freight, DryBulk, Household	20,474	15,136	17,767	15,553	14,707	15,373	15,055	13,816	14,014	16,019	13,845	16,467	16,355	12,896	4,921	3,715	3,263	2,459	3,484	2,648	5,562	4,378	-	
Food Production/Distribution	4,729	3,945	4,483	4,059	3,830	3,982	3,915	3,583	3,644	4,147	3,500	3,856	4,442	3,613	856	660	577	434	551	421	1,348	1,088	-	
Retail/Wholesale	946	738	865	757	702	723	704	615	648	763	643	753	701	554	301	217	266	199	224	173	358	279	-	
Petroleum/Chemical	1,784	1,466	1,671	1,472	1,372	1,427	1,401	1,197	1,294	1,507	1,256	1,358	1,605	1,214	542	383	352	249	382	269	684	511	-	
Government/Utilities	666	505	579	501	478	488	494	393	473	517	413	513	460	336	320	235	282	211	277	216	379	289	-	
Services/Refuse/Recycling	2,986	2,257	2,566	2,237	2,135	2,222	2,159	1,972	2,116	2,317	2,008	2,506	1,871	1,510	1,261	1,018	1,057	879	1,008	855	1,349	1,117	-	
Other	79	32	50	42	39	39	39	35	37	44	40	70	44	38	17	16	8	7	10	10	31	29	-	
<b>Sub-Total</b>	<b>41,240</b>	<b>32,167</b>	<b>37,048</b>	<b>32,852</b>	<b>31,131</b>	<b>32,307</b>	<b>31,666</b>	<b>28,774</b>	<b>29,784</b>	<b>33,679</b>	<b>28,733</b>	<b>33,341</b>	<b>33,767</b>	<b>26,875</b>	<b>11,215</b>	<b>8,592</b>	<b>8,130</b>	<b>6,242</b>	<b>8,254</b>	<b>6,388</b>	<b>13,997</b>	<b>11,156</b>	<b>-</b>	
<b>PRIVATE FLEETS:</b>																								
Construction, Mining, Logging	16,453	12,232	13,925	12,579	11,976	12,235	11,956	10,205	11,714	12,617	10,248	13,583	11,366	9,062	7,648	5,948	6,832	5,325	7,510	6,010	10,539	8,488	-	
Manufacturing	5,986	3,260	4,544	3,709	3,323	3,343	3,203	2,619	2,974	3,795	2,949	4,542	3,765	2,676	2,247	1,551	2,035	1,430	2,069	1,502	2,987	2,305	-	
General Freight, DryBulk, Household	3,915	2,785	3,345	2,846	2,673	2,822	2,749	2,318	2,589	2,972	2,410	3,118	2,686	2,083	1,429	1,066	1,149	849	1,112	833	1,557	1,215	-	
Food Production/Distribution	6,843	5,431	6,314	5,582	5,206	5,393	5,258	4,306	4,954	5,622	4,475	5,519	5,304	4,232	3,216	2,535	2,695	2,115	2,500	1,951	4,086	3,288	-	
Retail/Wholesale	8,196	4,381	5,360	4,679	4,247	4,451	4,246	3,604	4,004	4,646	3,772	6,894	4,111	3,285	2,843	2,309	2,833	2,307	3,150	2,628	4,343	3,627	-	
Petroleum/Chemical	2,795	2,079	2,496	2,103	1,955	2,047	2,047	1,537	1,790	2,132	1,687	2,171	2,096	1,601	1,676	1,268	1,113	834	1,143	856	1,650	1,254	-	
Government/Utilities	5,426	3,813	4,520	3,932	3,711	3,797	3,651	2,157	3,535	4,027	2,809	4,207	3,344	2,494	3,249	2,409	3,043	2,265	3,328	2,514	3,954	3,007	-	
Services/Refuse/Recycling	9,866	6,271	7,589	6,472	6,166	6,306	6,202	5,291	6,010	6,691	5,557	8,362	4,688	3,782	3,472	2,760	3,308	2,642	3,879	3,215	5,193	4,309	-	
Other	468	128	252	217	194	203	198	167	194	204	166	427	334	305	70	57	59	49	75	64	215	199	-	
<b>Sub-Total</b>	<b>59,948</b>	<b>40,380</b>	<b>48,345</b>	<b>42,119</b>	<b>39,451</b>	<b>40,597</b>	<b>39,510</b>	<b>32,204</b>	<b>37,764</b>	<b>42,706</b>	<b>34,073</b>	<b>48,823</b>	<b>37,694</b>	<b>29,520</b>	<b>25,850</b>	<b>19,903</b>	<b>23,067</b>	<b>17,816</b>	<b>24,766</b>	<b>19,573</b>	<b>34,524</b>	<b>27,692</b>	<b>-</b>	
<b>OTHER:</b>																								
Construction, Mining, Logging	344	268	314	295	276	278	275	243	263	284	231	294	251	210	140	118	150	127	138	120	262	231	-	
Manufacturing	303	123	224	157	147	126	113	87	108	179	103	164	182	86	112	60	113	69	80	52	161	93	-	
General Freight/DryBulk/Household	133	82	106	91	80	90	85	68	81	94	67	104	80	65	45	33	42	32	46	33	69	51	-	
Food Production/Distribution	183	145	161	148	125	135	134	114	128	144	104	147	130	104	76	60	78	55	57	45	127	98	-	
Retail/Wholesale	207	128	170	137	133	124	114	100	110	147	91	149	88	63	87	55	102	66	93	63	147	104	-	
Petroleum/Chemical	86	60	73	62	55	54	60	46	49	61	51	67	49	39	45	37	24	19	36	30	54	43	-	
Government/Utilities	341	248	310	273	253	243	243	141	235	270	187	237	246	164	232	158	230	155	202	139	281	195	-	
Services/Refuse/Recycling	424	207	270	231	218	217	213	173	207	235	186	363	159	132	126	100	122	98	158	127	254	213	-	
Other	3,359	1,854	2,587	2,087	1,977	2,031	1,980	1,694	1,914	2,145	1,750	1,821	1,233	581	694	342	681	336	1,098	560	1,801	960	-	
<b>Sub-Total</b>	<b>5,380</b>	<b>3,115</b>	<b>4,215</b>	<b>3,481</b>	<b>3,264</b>	<b>3,308</b>	<b>3,217</b>	<b>2,666</b>	<b>3,095</b>	<b>3,559</b>	<b>2,770</b>	<b>3,346</b>	<b>2,418</b>	<b>1,444</b>	<b>1,557</b>	<b>963</b>	<b>1,542</b>	<b>957</b>	<b>1,908</b>	<b>1,169</b>	<b>3,156</b>	<b>1,988</b>	<b>-</b>	
LEASE/RENTAL:	3,906	2,573	3,391	2,819	2,543	2,624	2,429	2,253	2,279	2,903	2,185	2,879	2,831	2,005	1,913	1,193	1,878	1,161	1,808	1,125	1,947	1,319	-	
TRUCK/TRAILER DEALER	4,643	2,721	4,124	3,098	2,872	2,788	2,543	2,236	2,291	3,448	2,288	2,841	3,026	1,744	2,492	1,323	2,449	1,294	2,264	1,244	2,493	1,479	-	
<b>TOTAL</b>	<b>115,117</b>	<b>80,956</b>	<b>97,123</b>	<b>84,369</b>	<b>79,261</b>	<b>81,624</b>	<b>79,365</b>	<b>68,133</b>	<b>75,213</b>	<b>86,295</b>	<b>70,049</b>	<b>91,230</b>	<b>79,736</b>	<b>61,588</b>	<b>43,027</b>	<b>31,974</b>	<b>37,066</b>	<b>27,470</b>	<b>39,000</b>	<b>29,499</b>	<b>56,117</b>	<b>43,634</b>	<b>-</b>	
<b>JOB TITLE CLASSIFICATION</b>																								
Corporate Management	73,796	51,587	60,463	55,608	51,647	52,819	51,620	49,491	49,510	54,484	47,723													
Fleet/Maintenance Management	21,472	18,377	20,341	16,592	16,440	17,084	16,608	10,032	15,600	18,587	12,549													
Operations, Purchasing & Sales	16,748	9,685	14,109	10,752	9,970	10,422																		