

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
115,095 average circulation

HEAVY DUTY TRUCKING WEBSITE



221,911 average
unique browsers

295,779 average
unique sessions

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"

FLEET SIZE	Copies	Units	ANALYSIS OF UNITS BASING OR CONTROLLING 1 OR MORE SPECIFIC GVW CLASS 8 VEHICLES (33,001 lbs. GVW & Over)	
			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

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

FLEET SIZE	Copies	Units	ANALYSIS OF UNITS BASING OR CONTROLLING 1 OR MORE SPECIFIC GVW CLASS 8 VEHICLES (33,001 lbs. GVW & Over)	
			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

Respondents who have direct or
supervisory influence over maintenance

FLEET SIZE	Copies	Units	ANALYSIS OF UNITS BASING OR CONTROLLING 1 OR MORE SPECIFIC GVW CLASS 8 VEHICLES (33,001 lbs. GVW & Over)	
			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
TOTAL	81,982	65,816	59,561	47,163

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

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	86,597	17,794	-	104,384	27,760	104,391	90.7
II. Request from recipient's company:	6	-	-	6	-	6	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	8	-	-	8	-	8	-
V. 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
VI. 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	

*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 MAY 2015

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 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	Circulation Claim	Circulation Claim
	July – December 2012	January – June 2013	July – December 2014	January – June 2014	July – December 2014*	January – June 2015*
Total Audit Average Qualified:***	115,077	115,073	115,102	115,087	115,108	115,095
Unique Qualified Non-Paid Total:***	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:	-	-	-	-	-	-
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 2014 – June 2015 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
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
May	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 cookie'd 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'd 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:



FREE SUBSCRIPTION

Complete this form and return TODAY!
OR fax it to 866-809-6814
OR visit us at 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





C Yes D No
 Class T: 19,901 lbs. to 33,000 lbs.





E Yes F No
 Class G: 10,501 lbs. to 35,000 lbs.





G Yes H No
 Class A, B, C: 10,000 lbs. to 10,500 lbs.





J Yes K No
 Class 1 & 2: 10,000 lbs. & under





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

Kati Tucker, 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

August 3, 2015

State

Illinois

County

Cook

Received by BPA Worldwide

August 3, 2015

Type

BUSJ

ID Number

H019B0J5

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 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	40
Advertiser and Agency	1,013
Allocated for Trade Shows and Conventions	258
All Other	653
TOTAL	1,964

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	115,095	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 ISSUES FOR PERIOD

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
May	115,051	27,771	115,069
June	115,051	27,771	115,069

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

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION AND UNITS FOR ISSUE OF MAY 2015
 This issue is -% or 30 copies below the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	TOTAL QUALIFIED UNITS	Print	Digital	FOR-HIRE:																		Copies	Units		
						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
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	598		
100-499 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	1,849		
25-99 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	5,620		
10-24 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	9,007		
5-9 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	5,745		
1-4 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	9,171		
Not 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	332		
UNIQUE 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	32,322		

*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:																		Copies	Units				
						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
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 recipients, not the sum of Print and Digital.

BUSINESS AND INDUSTRY	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	TOTAL QUALIFIED UNITS	Print	Digital	OTHER:																		Copies	Units				
						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
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 recipients, not the sum of Print and Digital.

