

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.

Diesel & Gas Turbine Publications
20855 Watertown Rd., Suite 220
Waukesha, WI 53186-1873
Tel.: (262) 754-4100
Fax: (262) 754-4175
www.dieselpub.com
sbollwahn@dieselpub.com

DIESEL PROGRESS NORTH AMERICAN EDITION is a B2B brand intended for individuals with broad-based interests in the diesel engine, powertrain, hydraulics and components markets serving the off-highway, on-highway, stationary and marine industries. The brand content and editorial scope of the publication includes news and industry comment, in-depth technical articles, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital version.

FIELD SERVED

DIESEL PROGRESS NORTH AMERICAN EDITION serves the field of manufacturing, design, distribution and service of equipment powered by diesel, gasoline or alternately-fueled engines within the United States, Mexico and Canada. This includes manufacturers of mobile on-highway and off-highway vehicles, stationary and marine equipment including construction, mining, forestry, agricultural, lawn and garden/turf maintenance equipment; trucks, automobiles, buses and recreational vehicles; material handling or ground support equipment. Special purpose vehicles, military contractors & rail transportation; pleasure or commercial boat builders. Generator set, pump, welder, refrigeration, compressor set, oilfield equipment and stationary package manufacturers. Military or commercial hydraulic system packagers. Body builders, implement manufacturers. Manufacturers of diesel, gasoline or natural gas engines, alternative engine, engine marinizers, driveline hydraulic, engine-related components, instruments, controls or other accessories, testing productions and service equipment or tooling, fuel, lubricants, additives or materials. Equipment distributors, systems integrators, dealers, rental yards. Engine, hydraulic and powertrain components distributors/dealers. Engine or components rebuilder and service facilities. End users and operators of on-highway, city, county, state, federal or municipal fleets. Construction, mining, marine, forestry, agriculture fleets and railroads. Operators of power generation systems or oil and gas systems. Consulting engineers, electrical and mechanical contractors and naval architects. Government/military regulatory, procurement or operating groups, research organizations, technical libraries and all others allied to the field, as stated in Paragraph 3a herein.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are corporate and administrative personnel, engineering management, operating management personnel, productions, purchasing, other personnel and company copies and other non-titled personnel.

CHANNELS

**DIESEL PROGRESS
NORTH AMERICAN
EDITION
MAGAZINE**



6 Issues in the period
25,047 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
DIESEL PROGRESS NORTH AMERICAN EDITION MAGAZINE Unique Total* (6 issues in the period)	24,916	131	25,047
a. Print	20,816	126	20,942
b. Digital	10,066	7	10,073
1. Requested	8,884	7	8,884
2. Non-Requested	1,182	-	1,182

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

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	26
Advertiser and Agency	2,422
*Allocated for Trade Shows and Conventions	117
All Other	325
TOTAL	2,890

*See Additional Data

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	25,021	99.9	24,916	99.5	105	0.4
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	26	0.1	-	-	26	0.1
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,047	100.0	24,916	99.5	131	0.5

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Number Removed	Number Added	Print	Digital	Unique Total Qualified*
January	55	96	21,353	9,900	25,078
February	825	782	21,339	9,603	25,033
March	278	271	21,253	9,716	25,024
April	50	106	21,296	9,745	25,078
May	4,134	4,065	20,206	10,784	25,048
June	114	88	20,207	10,691	25,024

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

This issue is -% or 1 copy above the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print	Digital	CLASSIFICATION BY FUNCTION:
					Corporate and Administrative Personnel, Engineering Management, Operating Management Personnel, Production, Purchasing, Other Functions, Functions Not Available and Company Copies
ORIGINAL EQUIPMENT MANUFACTURERS:					
Manufacturers of Mobile On and Off-Highway and Marine Equipment Includes Construction Mining, Forestry, Agricultural, Lawn & Garden/ Turf Maintenance Equipment; Trucks, Automobiles, Buses and Recreational Vehicles; Material Handling or Ground Support Equipment, Special Purpose Vehicles and Military Contractors & Rail Transportation; and Pleasure or Commercial Boat Builders	4,843	19.4	3,666	2,756	4,843
Stationary Equipment Manufactures Includes Generator sets, Welder, Pump, Refrigeration, Compressor, Oilfield and Stationary Packages; Military or Commercial, Hydraulic System Packages, Body and Attachment Manufactures	2,757	11.0	2,294	1,035	2,757
Manufacturers of Diesel, Gasoline, Natural Gas, Alternative Engines; Engine Marinizers	1,698	6.8	1,162	1,064	1,698
Manufacturers of Driveline, Hydraulic or Engine-Related Components, Instruments, Controls or other Accessories Also includes Testing, Production and Service Equipment or Tooling; Fuels, Lubricants, Additives or Materials	3,515	14.0	2,610	1,909	3,515
SUB-TOTAL: Original Equipment Manufacturers	12,813	51.2	9,732	6,764	12,813
SYSTEM INTEGRATORS, DISTRIBUTION, SERVICES:					
Equipment Distributors, Dealers or Rental Yards	4,974	19.8	4,786	694	4,974
Engine Distributors/Dealers and Distributors of Hydraulic and Powertrain Components; System Integrators	1,318	5.3	1,062	746	1,318
Engine or Component Rebuild/Service Facilities	751	3.0	643	317	751
SUB-TOTAL: System Integrators, Distribution, Services	7,043	28.1	6,491	1,757	7,043
END USERS/FLEET OPERATORS:					
On Highway:					
City, County, State, Federal and Municipal Fleets	575	2.3	491	317	575
Off-Highway:					
Construction, Mining, Agricultural, Forestry or Marine Fleet/Railroads	750	3.0	679	270	750
Power Generation or Oil & Gas System Operators	1,209	4.8	916	383	1,209
SUB-TOTAL: Operating Companies On and Off-Highway	2,534	10.1	2,086	970	2,534
OTHERS:					
Consulting Engineers, Electrical & Mechanical Contractors/Naval Architects	1,884	7.5	1,364	833	1,884
Government/Military Regulatory Procurement or Operating Groups; Research Organizations; Technical Libraries Also includes All Others Allied to the Field	774	3.1	533	460	774
UNIQUE TOTAL QUALIFIED CIRCULATION*	25,048	100.0	20,206	10,784	25,048
PERCENT	100.0		80.7	43.1	100.0

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	8,944	4,749	1,706	11,659	9,374	15,399	61.5
II. Request from recipient's company:	223	124	-	295	186	347	1.4
III. Membership Benefit:	-	-	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	1,828	1,079	-	1,893	1,021	2,907	11.6
V. TOTAL – Sources other than above (listed alphabetically):	2,559	1,183	2,653	6,359	203	6,395	25.5
**Association rosters and directories	1,806	422	-	2,220	175	2,228	8.9
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	753	761	2,653	4,139	28	4,167	16.6
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	13,554	7,135	4,359	20,206	10,784	25,048	100.0
PERCENT	54.1	28.5	17.4	80.6	43.0	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 2016

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	18,257	10,652	23,089	92.2
Individuals by name only	1,876	123	1,883	7.5
Titles or functions only	44	9	47	0.2
Company names only	5	-	5	-
Multi-Copy Same Addressee copies	24	-	24	0.1
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	20,206	10,784	25,048	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	Audited Data	Circulation Claim
	July – December 2013	January – June 2014	July - December 2014	January – June 2015	July - December 2015	January – June 2016*
Unique Total Audit Average Qualified***:	25,071	24,956	25,159	25,715	25,097	25,047
Unique Qualified Non-Paid***:	24,917	24,815	25,017	25,558	24,943	24,916
Print:	19,868	19,897	20,683	21,458	21,035	20,816
Digital:	5,049	4,918	11,871	12,841	11,311	10,066
Unique Qualified Paid***:	154	141	142	157	154	131
Print:	154	141	141	153	149	126
Digital:	-	-	11	7	7	7
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: January – June 2016 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.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

State	Print	Digital	Unique Total Qualified*	Percent
Maine	47	33	58	
New Hampshire	72	43	89	
Vermont	26	10	29	
Massachusetts	244	136	308	
Rhode Island	11	4	12	
Connecticut	183	133	245	
NEW ENGLAND	583	359	741	3.0
New York	521	269	643	
New Jersey	515	169	577	
Pennsylvania	817	347	959	
MIDDLE ATLANTIC	1,853	785	2,179	8.7
Ohio	744	431	910	
Indiana	659	560	928	
Illinois	1,354	983	1,790	
Michigan	1,175	778	1,510	
Wisconsin	1,052	719	1,371	
EAST NO. CENTRAL	4,984	3,471	6,509	26.1
Minnesota	725	458	896	
Iowa	518	446	725	
Missouri	353	142	405	
North Dakota	69	44	83	
South Dakota	35	21	46	
Nebraska	222	90	258	
Kansas	245	106	298	
WEST NO. CENTRAL	2,167	1,307	2,711	10.8
Delaware	27	9	31	
Maryland	241	106	289	
Washington, DC	17	15	26	
Virginia	296	148	365	
West Virginia	53	22	56	
North Carolina	427	271	546	
South Carolina	204	132	266	
Georgia	434	259	540	
Florida	731	381	917	
SOUTH ATLANTIC	2,430	1,343	3,036	12.1

State	Print	Digital	Unique Total Qualified*	Percent
Kentucky	145	91	192	
Tennessee	220	161	279	
Alabama	100	59	128	
Mississippi	67	31	78	
EAST SO. CENTRAL	532	342	677	2.7
Arkansas	81	19	87	
Louisiana	286	68	320	
Oklahoma	286	117	342	
Texas	1,903	599	2,253	
WEST SO. CENTRAL	2,556	803	3,002	12.0
Montana	50	36	63	
Idaho	104	30	114	
Wyoming	89	24	100	
Colorado	429	157	509	
New Mexico	57	22	66	
Arizona	310	97	347	
Utah	312	59	335	
Nevada	241	26	255	
MOUNTAIN	1,592	451	1,789	7.1
Alaska	47	37	66	
Washington	278	175	346	
Oregon	128	96	177	
California	1,714	534	1,924	
Hawaii	21	13	28	
PACIFIC	2,188	855	2,541	10.1
UNITED STATES	18,885	9,716	23,185	92.6
U.S. Territories	39	23	48	
Canada	1,201	876	1,598	
Mexico	79	135	181	
Other International	-	-	-	
APO/FPO	2	-	2	
	-	34	34	
UNIQUE TOTAL QUALIFIED CIRCULATION*	20,206	10,784	25,048	100.0

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

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica - If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

AVERAGE NON-QUALIFIED CIRCULATION:

2016 Issue	Show/Location	Date	Copies
January	Concrete Las Vegas, NV	February 2-5	250
January	NFPA San Antonio, TX	March 8-13	50
March	Buma Munich Munich, Germany	April 11-17	100
April	Off Shore Technology Houston, TX	May 2-5	50
June	Work Boat International New Orleans, LA	November 30-December 2	150
June	HHP Summit Chicago, IL	October 11-13	75
June	ADS Las Vegas, NV	August 2-5	30

PARAGRAPH 3b:

Association rosters and directories include 3 sources of circulation for quantities of 37 copies or 0.1% to 1,769 copies or 7.1%. Communication from recipient or recipient's company (other than request) includes 1 source of circulation for a quantity of 2,907 copies or 11.6%, including Diesel & Gas Turbine Worldwide subscribers. Other sources include 15 sources of circulation for quantities of 3 copies or -.% to 2,653 copies or 10.6%.

PUBLISHER'S AFFIDAVIT

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

Sue Bollwahn, Circulation Manager
Michael J. Osenga, Publisher

(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 July 19, 2016
State Wisconsin
County Waukesha
Received by BPA Worldwide July 19, 2016
Type BD
ID Number D042B0J6

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.