

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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DIESEL PROGRESS INTERNATIONAL 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 INTERNATIONAL EDITION serves design, distribution and service of equipment powered by diesel, gasoline or alternatively-fueled engines outside the United States, Mexico and Canada including manufacturers of: construction, mining, material handling, ground support equipment; agricultural and forest product, turf maintenance equipment, special purpose vehicles, military contractors and rail transportation; trucks, buses, automobiles and RV's; commercial and pleasure boats; packagers of generator sets, welders and heat pumps; oilfield equipment, pump or compressor set packagers. Manufacturers of diesel, gasoline, natural gas or alternatively-fueled engines; petrol engines/marinizer, driveline hydraulic, engine-related components; instrumentation, systems controls and accessories; testing production and service equipment; fuels, lubricants or additives. Equipment distributors, dealers, rental yards; engine distribution, dealer or service facility, independent engine or component service or remanufacturing; fleet operators; government (civilian/military) engineering groups; design and research companies; technical universities, libraries; consulting engineers, and others allied to the field as reported in Paragraph 3a.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are engineering, production/purchasing, service/distribution, administrative/marketing and other functions and functions not available and company copies, outside the United States, Mexico and Canada.

CHANNELS

DIESEL PROGRESS INTERNATIONAL EDITION MAGAZINE



5 Issues in the period
9,296 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
DIESEL PROGRESS INTERNATIONAL EDITION MAGAZINE Unique Total* (5 issues in the period)	9,278	18	9,296
a. Print	5,506	18	5,524
b. Digital	7,821	-	7,821
1. Requested	7,649	-	7,649
2. Non-Requested	172	-	172

*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	25
Advertiser and Agency	1,745
*Allocated for Trade Shows and Conventions	185
All Other	156
TOTAL	2,111

*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	9,289	99.9	9,278	99.8	11	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	7	0.1	-	-	7	0.1
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9,296	100.0	9,278	99.8	18	0.2

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Number Removed	Number Added	Print	Digital	*Unique Total Qualified
January/February	27	109	6,512	7,909	10,324
March	91	35	4,060	7,851	7,851
April	68	69	6,500	7,835	10,270
May	22	-	4,034	7,782	7,782
June	1,709	1,711	6,509	7,732	10,250
TOTAL	1,917	1,924			

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2017
This issue is 13.2% or 1,193 copies above the average of the other 4 issues reported in Paragraph 2. (See Additional Data)

BUSINESS AND INDUSTRY	*UNIQUE TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	Classification by Function (Note 1)
ORIGINAL EQUIPMENT MANUFACTURERS:					
Truck, Bus, Automotive and Recreational Vehicles; Construction, Mining; Material Handling or Ground Support equipment; Agricultural and Forest Product, Turf Maintenance equipment; Special Purpose Vehicles, Military Contractors and Rail Transportation; Pleasure and Commercial Boat Builder	3,111	30.4	2,469	1,407	3,111
Packagers of Generator Sets, Heat Pumps & Welders; Pump or Compressor Set Packagers; Oilfield Equipment	1,446	14.1	804	1,298	1,446
SUB-TOTAL: ORIGINAL EQUIPMENT MANUFACTURERS	4,557	44.5	3,273	2,705	4,557
MANUFACTURER OF:					
Diesel, Gasoline, Natural Gas or Alternately-Fueled Engines; Petrol Engines/Marinizer; Driveline Hydraulic, Engine related Components; Instrumentation, Systems Controls or Accessories; Testing, Production and Service Equipment; Fuels and Lubricants or Additives	2,513	24.5	1,354	2,311	2,513
SUB-TOTAL: MANUFACTURERS	2,513	24.5	1,354	2,311	2,513
DISTRIBUTION/SERVICE/REBUILDER:					
Equipment Distribution, Dealers; Rental Yards	433	4.2	274	369	433
Engine Distribution, Dealer or Service Facility	642	6.3	440	471	642
Independent Engine or Component Service or Remanufacturing; Fleet Operators	654	6.4	404	564	654
Government (Civilian/Military) Engineering Groups	103	1.0	66	91	103
Design and Research Companies; Technical Universities; Libraries, Consulting Engineers	1,295	12.6	662	1,199	1,295
SUB-TOTAL: DISTRIBUTION/SERVICE/REBUILDERS	3,127	30.5	1,846	2,694	3,127
Others Allied to the Field	53	0.5	36	22	53
*UNIQUE TOTAL QUALIFIED CIRCULATION	10,250	100.0	6,509	7,732	10,250
PERCENT	100.0		63.5	75.4	100.0

Note 1: Qualified recipients are engineering, production/purchasing, service/distribution, administrative/marketing and other functions and functions not available and company copies, outside the United States, Mexico and Canada.

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2017

QUALIFICATION SOURCE	Qualified Within			Print	Digital	*Unique Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	2,974	2,558	638	3,432	5,696	6,170	60.2
II. Request from recipient's company:	60	109	9	131	148	178	1.7
III. Membership Benefit:	-	-	-	-	-	-	-
IV. **Communication from recipient or recipient's company (other than request):	35	1,045	797	926	1,724	1,877	18.3
V. TOTAL – Sources other than above (listed alphabetically):	1,651	137	237	2,020	164	2,025	19.8
**Association rosters and directories	-	9	-	9	4	9	0.1
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	1,651	128	237	2,011	160	2,016	19.7
VI. Single Copy Sales:	-	-	-	-	-	-	-
*UNIQUE TOTAL QUALIFIED CIRCULATION	4,720	3,849	1,681	6,509	7,732	10,250	100.0
PERCENT	46.0	37.6	16.4	63.5	75.4	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 JUNE 2017

MAILING ADDRESS	Print	Digital	*Unique Total Qualified	Percent
Individuals by name and title and/or function	6,288	7,646	10,024	97.8
Individuals by name only	204	80	205	2.0
Titles or functions only	3	6	7	0.1
Company names only	3	-	3	-
Multi-Copy Same Addressee copies	11	-	11	0.1
Single Copy Sales	-	-	-	-
*UNIQUE TOTAL QUALIFIED CIRCULATION	6,509	7,732	10,250	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 2014	January - June 2015	July - December 2015	January - June 2016	July - December 2016*	January - June 2017*
Unique Total Audit Average Qualified:***	8,560	10,947	10,079	10,213	10,425	9,296
Unique Qualified Non-Paid Total:***	8,547	10,895	10,056	10,189	10,397	9,278
Print:	5,424	7,840	7,345	7,003	6,521	5,506
Digital:	4,991	6,764	5,606	5,913	8,231	7,821
Unique Qualified Paid Total:***	13	52	23	24	28	18
Print:	12	50	19	20	26	18
Digital:	3	5	4	4	2	-
Post Expire Copies in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July 2016 – June 2017 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

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

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2017

Region/Country	Print	Digital	*Unique Total Qualified	Percent	Region/Country	Print	Digital	*Unique Total Qualified	Percent
ASIA					AFRICA				
Armenia	-	1	1		Serbia	12	18	18	
Azerbaijan	-	1	1		Slovakia	-	5	5	
Bangladesh	-	4	4		Slovenia	-	4	4	
British Indian Ocean Territory	-	1	1		Spain	80	117	150	
Brunei Darussalam	-	1	1		Sweden	136	180	215	
China	97	217	239		Switzerland	112	144	191	
Georgia	-	2	2		Turkey	75	106	118	
Hong Kong - SAR	27	37	39		Ukraine	4	8	9	
India	469	672	747		United Kingdom	1,077	1,024	1,578	
Indonesia	123	144	160		Subtotal	4,336	4,324	6,483	63.3
Japan	143	209	242		AFRICA				
Kazakhstan	1	-	1		Algeria	11	13	24	
Korea, Republic Of	41	72	78		Botswana	-	1	1	
Malaysia	68	83	100		Congo	-	1	1	
Myanmar	1	2	2		Egypt	45	61	68	
Pakistan	18	30	31		Ethiopia	8	4	8	
Philippines	38	56	58		Guinea	-	1	1	
Singapore	91	142	155		Kenya	-	4	4	
Sri Lanka	-	1	1		Morocco	-	1	1	
Taiwan	15	23	24		Nigeria	15	31	33	
Thailand	49	77	82		Senegal	-	2	2	
Uzbekistan	-	1	1		South Africa	28	63	70	
Vietnam	5	11	12		Sudan	-	1	1	
Subtotal	1,186	1,787	1,982	19.3	Tunisia	-	7	7	
MIDDLE EAST					Zambia	-	2	2	
Bahrain	-	1	1		Zimbabwe	-	4	4	
Iran	2	6	7		Subtotal	107	196	227	2.2
Iraq	1	1	1		CARIBBEAN				
Israel	23	32	34		Bahamas	-	1	1	
Jordan	-	4	4		Bermuda	-	1	1	
Kuwait	-	4	4		Cuba	3	2	5	
Lebanon	1	5	5		Dominican Republic	-	3	3	
Oman	5	9	10		Jamaica	-	3	3	
Qatar	89	84	111		Trinidad and Tobago	-	5	5	
Saudi Arabia	26	60	66		Subtotal	3	15	18	0.2
Syrian Arab Republic	-	1	1		CENTRAL AMERICA				
United Arab Emirates	90	139	155		Belize	-	2	2	
Yemen	-	3	3		Costa Rica	5	8	9	
Subtotal	237	349	402	3.9	Guatemala	1	4	5	
EUROPE					Honduras	-	1	1	
Austria	108	122	165		Panama	1	7	8	
Belarus	-	1	1		Subtotal	7	22	25	0.3
Belgium	116	126	179		SOUTH AMERICA				
Bosnia and Herzegovina	-	1	1		Argentina	85	123	129	
Bulgaria	5	15	15		Bolivia	1	8	8	
Croatia	11	20	23		Brazil	166	241	263	
Cyprus	4	5	5		Chile	45	62	68	
Czech Republic	38	44	53		Colombia	35	64	69	
Denmark	42	64	85		Ecuador	24	35	36	
Finland	80	121	141		Guyana	-	1	1	
France	356	331	528		Paraguay	-	1	1	
Germany	609	766	988		Peru	36	57	61	
Greece	60	70	89		Uruguay	4	11	11	
Hungary	3	11	13		Venezuela	13	40	40	
Iceland	4	8	8		Subtotal	409	643	687	6.7
Ireland	27	29	38		ASIA PACIFIC				
Italy	859	391	1,060		Australia	180	314	339	
Latvia	2	3	3		New Zealand	44	76	81	
Luxembourg	-	1	1		Western Samoa	-	1	1	
Malta	10	12	12		Subtotal	224	391	421	4.1
Netherlands	201	278	330		Email Only	-	5	5	-
Norway	41	54	63		*UNIQUE TOTAL QUALIFIED CIRCULATION				
Poland	181	71	214		6,509	7,732	10,250	100.0	
Portugal	20	33	34						
Romania	28	59	61						
Russian Federation	35	82	85						

*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 versions 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.

MAGAZINE:

AVERAGE NON-QUALIFIED CIRCULATION:

ALLOCATED FOR TRADESHOWS AND CONVENTIONS

2017 Issue	Show	Location	Date	Copies
January/February	M.E.E Middle East Electricity	Dubai United Arab Emirates	February 14-16-2017	150
January/February	ConExpo	Las Vegas, NV	March 7-11-2017	250
April	AVL	Graz, Austria	May 10-11 2017	300
April	Off Shore Technologies	Houston, TX	May 1-4 2017	50
June	Power Gen Europe	Cologne, Germany	June 27-29 2017	75
June	Nor-Shipping	Oslo, Norway	May 30- June 2 2017	100

PARAGRAPH 3a:

The June 2017 issue is 13.2% or 1,193 copies above the average of the other 4 issues reported in Paragraph 2.

PARAGRAPH 3b:

Communication from recipient or recipient's company (other than request) includes 2 sources of circulation of 35 copies or -% to 1,842 copies or 18.0% including Diesel & Gas Turbine Worldwide subscribers.

Association rosters and directories include 2 sources of circulation for quantities of 2 copies or -% to 7 copies or 0.1%.

Other sources include 14 sources of circulation for quantities of 1 copy or -% to 1,634 copies or 15.9%, including ABI ANLAGENTECHNIK COMMERCIAL VEHICLE SHOW LIST, ASME2015 LIST, HHP SUMMIT LIST, GEP CONFERENCE ATTENDEES, MIDEAST TURBO SYMPOSIUM LIST, PRES RELEASES 2015, PRESS RELEASES 2016, WEB 2015, WEB 2016, 2016 Asia Turbomachinery & Pump Symposium, and WTUI attendee list.

PUBLISHER'S AFFIDAVIT

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

Mike Osenga, President

Sue Smith, Circulation 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

State

County

Received by BPA Worldwide

Type

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June 29, 2017

Wisconsin

Waukesha

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