

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	15
Advertiser and Agency	2,587
*Allocated for Trade Shows and Conventions	283
All Other	389
TOTAL	3,274

*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	23,988	99.9	23,900	99.5	88	0.4
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	22	0.1	-	-	22	0.1
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	24,010	100.0	23,900	99.5	110	0.5

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Number Removed	Number Added	Print	Digital	Unique Total Qualified*
July	539	397	20,079	18,575	24,055
August	153	663	19,971	18,290	23,932
September	82	78	19,964	18,183	23,927
October	880	1,090	20,395	17,945	24,137
November	241	115	20,273	17,637	24,011
December	105	99	20,247	17,604	24,005
TOTAL	2,000	2,442			

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017

This issue is equal to 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 and Purchasing	Other Functions, Functions Not Available
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	5,639	23.5	4,707	4,353	5,475	164
Stationary Equipment Manufactures Includes Generator sets, Welder, Pump, Refrigeration, Compressor, Oilfield and Stationary Packages; Military or Commercial, Hydraulic System Packages, Body and Attachment Manufactures	2,397	10.0	2,040	1,690	1,638	759
Manufacturers of Diesel, Gasoline, Natural Gas, Alternative Engines; Engine Marinizers	1,404	5.8	996	1,153	1,372	32
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	2,740	11.4	2,072	2,141	2,586	154
SUB-TOTAL: Original Equipment Manufacturers	12,180	50.7	9,815	9,337	11,071	1,109
SYSTEM INTEGRATORS, DISTRIBUTION, SERVICES:						
Equipment Distributors, Dealers or Rental Yards	3,778	15.7	3,628	2,669	2,639	1,139
Engine Distributors/Dealers and Distributors of Hydraulic and Powertrain Components; System Integrators	1,103	4.6	893	919	1,028	75
Engine or Component Rebuild/Service Facilities	695	2.9	609	468	678	17
SUB-TOTAL: System Integrators, Distribution, Services	5,576	23.2	5,130	4,056	4,345	1,231
END USERS/FLEET OPERATORS:						
On Highway:						
City, County, State, Federal and Municipal Fleets	568	2.4	516	435	553	15
Off-Highway:						
Construction, Mining, Agricultural, Forestry or Marine Fleet/Railroads	543	2.3	490	391	530	13
Power Generation or Oil & Gas System Operators	959	4.0	756	661	929	30
SUB-TOTAL: Operating Companies On and Off-Highway	2,070	8.6	1,762	1,487	2,012	58
OTHERS:						
Consulting Engineers, Electrical & Mechanical Contractors/Naval Architects	3,426	14.3	3,015	2,248	3,201	225
Government/Military Regulatory Procurement or Operating Groups; Research Organizations; Technical Libraries	679	2.8	487	464	530	149
Others Allied to the Field	80	0.4	64	45	-	80
UNIQUE TOTAL QUALIFIED CIRCULATION*	24,011	100.0	20,273	17,637	21,159	2,852
PERCENT	100.0		84.4	73.5	88.1	11.9

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

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

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	7,614	4,478	2,713	11,536	12,101	14,805	61.7
II. Request from recipient's company:	50	77	197	291	197	324	1.3
III. Membership Benefit:	-	-	-	-	-	-	-
IV. **Communication from recipient or recipient's company (other than request):	1	527	768	864	1,126	1,296	5.4
V. TOTAL – Sources other than above (listed alphabetically):	393	5,934	1,259	7,582	4,213	7,586	31.6
**Association rosters and directories	318	37	1,259	1,613	1,164	1,614	6.7
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	75	5,897	-	5,969	3,049	5,972	24.9
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	8,058	11,016	4,937	20,273	17,637	24,011	100.0
PERCENT	32.5	45.9	20.6	84.4	73.5	100.0	

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**See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	18,830	16,672	22,565	94.0
Individuals by name only	1,387	958	1,389	5.8
Titles or functions only	29	7	30	0.1
Company names only	4	-	4	-
Multi-Copy Same Addressee copies	23	-	23	0.1
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	20,273	17,637	24,011	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
	January – June 2015	July - December 2015	January – June 2016	July - December 2016	January – June 2017*	July - December 2017*
Unique Total Audit Average Qualified***:	25,715	25,097	25,047	25,003	24,600	24,010
Unique Qualified Non-Paid***:	25,558	24,943	24,916	24,880	24,490	23,900
Print:	21,458	21,035	20,816	20,422	20,368	20,044
Digital:	12,841	11,311	10,066	16,225	19,206	18,037
Unique Qualified Paid***:	157	154	131	123	110	110
Print:	153	149	126	119	108	110
Digital:	7	7	7	4	2	1
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 – December 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 Qualified represents unique recipients, not the sum of Print and Digital.

