



**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2009**

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.

No. 999/06-09

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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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LIGHT & MEDIUM TRUCK

TT Publishing
950 N. Glebe Road
Suite 210
Arlington, VA 22203-4181
Tel.: (703) 838-1770
Fax: (703) 838-1885
www.lmtruck.com
circulation@trucking.org

Official Publication of: None
Established: 1988
Issues Per Year: 11

FIELD SERVED

LIGHT & MEDIUM TRUCK serves wholesalers, retailers, manufacturers, food and beverage manufacturers, marketers and distributors, construction, contracting and trades, for-hire motor carriers, warehouses, service businesses, agriculture, logging, mining, quarrying, petroleum production, manufacturing, distribution, electric, gas, water and sewer utilities, telecommunications, sanitation, waste, recycling, public works, public safety, government, truck equipment manufacturers, dealers and service, vehicle leasing and rental, passenger transportation, tourism, entertainment, schools and recreation firms and others allied to the field involved in the operation of light to medium (Class 2C - Class 7) trucks, vans or tractors.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are personnel in the field served, including owners, corporate management, fleet, equipment or operations management, maintenance or service management, public works or physical plant management, safety, training, maintenance, service, purchasing, marketing, sales, administration, and others.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	8
Advertiser and Agency _____	808
Rotated or Occasional _____	-
*Allocated for Trade Shows and Conventions _____	-
Electronic _____	-
All Other _____	1
TOTAL	817

* See Paragraph 9

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	62,324	100.0	62,324	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	62,324	100.0	62,324	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
February _____	293	313			62,245	May _____	10,547	10,666			62,475
March _____	25	5			62,225	June _____	164	6			62,317
April _____	6,130	6,261			62,356	TOTAL	17,159	17,251			

LIGHT & MEDIUM TRUCK / June 2009

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009										
This issue is 0.3% or 189 copies above the average of the other 4 issues reported in Paragraph two.										
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Corporate Management/ Owner	Fleet, Equipment, or Operations Management	Maintenance or Service management	Public Works or Physical Plant Management	Safety or Training	Maintenance/ Service Technician	Purchasing, Marketing, Sales, Administration	Other
Wholesaler/or Retail/or Manufacturing _____	9,146	14.6	5,964	1,262	310	97	96	72	1,116	229
Construction, Contracting, Trades _	7,504	12.0	5,639	885	420	51	71	107	243	88
Utilities (includes electric, gas, water or sewer) _____	6,602	10.6	1,770	1,232	499	461	88	186	268	2,098
Service Business _____	6,323	10.1	4,541	713	383	55	76	114	359	82
For-hire Motor Freight/Warehousing	7,281	11.7	4,912	1,315	382	36	232	70	228	106
Public Works, Public Safety, Government _____	3,476	5.6	471	1,278	477	573	146	197	228	106
Telecommunications _____	2,260	3.6	1,048	147	56	25	10	38	74	862
Truck Equipment Manufacturer/Dealer/Service ____	4,650	7.4	2,116	405	269	21	69	88	1,345	337
Food and/or Beverage _____	2,174	3.5	1,388	459	106	36	38	28	94	25
Logging, Mining, Quarrying, or Petroleum Production and/or Distribution _____	2,153	3.4	1,516	261	87	30	31	29	100	99
Vehicle Leasing and/or Rental _____	3,217	5.1	1,965	594	163	8	25	25	378	59
Agriculture _____	2,294	3.7	1,427	190	91	17	17	49	70	433
Passenger Transportation, Tourism, Entertainment, Recreation or School _____	1,549	2.5	858	254	156	8	74	43	85	71
Sanitation/Waste/Recycling _____	1,076	1.7	276	112	50	29	7	11	22	569
Other _____	2,770	4.4	968	295	140	16	170	69	399	713
TOTAL QUALIFIED CIRCULATION	62,475	100.0	34,859	9,402	3,589	1,463	1,150	1,126	5,009	5,877
PERCENT	100.0		55.8	15.0	5.7	2.3	1.8	1.8	8.0	9.4

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct request from the recipient: _____	45,887	11,055	-			56,942	91.1
II. Request from recipient's company: _____	-	-	-			-	-
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	5,533	-	-			5,533	8.9
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	5,533	-	-			5,533	8.9
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	51,420	11,055	-			62,475	100.0
*See Paragraph 9	PERCENT	82.3	17.7	-		100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			62,367	99.9
Individuals by name only _____			-	-
Titles or functions only _____			85	0.1
Company names only _____			23	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			62,475	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009								
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	500		400-427 Kentucky _____	1,020				
030-038 New Hampshire _____	377		370-385 Tennessee _____	1,420				
050-059 Vermont _____	249		350-369 Alabama _____	1,087				
010-027 Massachusetts _____	1,237		386-397 Mississippi _____	677				
028-029 Rhode Island _____	220		EAST SO. CENTRAL	4,204	6.7			
060-069 Connecticut _____	730		716-729 Arkansas _____	691				
NEW ENGLAND	3,313	5.3	700-714 Louisiana _____	706				
100-149 New York _____	2,819		730-749 Oklahoma _____	765				
070-089 New Jersey _____	1,632		750-799 Texas _____	3,666				
150-196 Pennsylvania _____	3,235		WEST SO. CENTRAL	5,828	9.3			
MIDDLE ATLANTIC	7,686	12.3	590-599 Montana _____	436				
430-459 Ohio _____	2,894		832-838 Idaho _____	476				
460-479 Indiana _____	1,971		820-831 Wyoming _____	250				
600-629 Illinois _____	2,636		800-816 Colorado _____	1,115				
480-499 Michigan _____	2,154		870-884 New Mexico _____	347				
530-549 Wisconsin _____	2,005		850-865 Arizona _____	819				
EAST NO. CENTRAL	11,660	18.7	840-847 Utah _____	522				
550-567 Minnesota _____	1,615		889-898 Nevada _____	408				
500-528 Iowa _____	1,185		MOUNTAIN	4,373	7.0			
630-658 Missouri _____	1,628		995-999 Alaska _____	181				
580-588 North Dakota _____	358		980-994 Washington _____	1,158				
570-577 South Dakota _____	434		970-979 Oregon _____	942				
680-693 Nebraska _____	767		900-961 California _____	4,457				
660-679 Kansas _____	805		967-968 Hawaii _____	160				
WEST NO. CENTRAL	6,792	10.9	PACIFIC	6,898	11.0			
197-199 Delaware _____	204		UNITED STATES	62,439	99.9			
206-219 Maryland _____	1,189		969 & 004-009 U.S. Territories _____	34				
200-205 Washington, DC _____	92		Canada _____	-				
220-246 Virginia _____	1,627		Mexico _____	-				
247-268 West Virginia _____	461		Other International _____	-				
270-289 North Carolina _____	2,132		APO/FPO _____	2				
290-299 South Carolina _____	941		TOTAL QUALIFIED CIRCULATION	62,475	100.0			
300-319 Georgia _____	2,044							
320-349 Florida _____	2,995							
SOUTH ATLANTIC	11,685	18.7						

7. 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
	2005	2006	2007	January-June 2008	July-December 2008*	June 2009*
Total Audit Average Qualified: _____	65,252	65,227	65,230	62,238	62,225	62,324
Qualified Non-Paid: _____	65,252	65,227	65,230	62,238	62,225	62,324
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: July 2008 – June 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
11	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. ADDITIONAL DATA

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 5,533 copies or 8.9%, including InfoUSA.

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

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

Howard Abramson, Publisher

Heather Reed, Subscription and Customer Service 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 circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	June 29, 2009
State	Virginia
County	Arlington
Received by BPA Worldwide	June 29, 2009
Type	PJ
ID Number	L073POJ9