



Audit Bureau of Circulations

**BUSINESS PUBLICATION
PUBLISHER'S STATEMENT
Subject to Audit
For the 6 month period ending
June 30, 2011**

TRANSPORT TOPICS

Field Served:

Motor Freight: Regulated haulers for-hire and private carriers engaged in interstate distribution: Management, Traffic and Maintenance.

This is an independent publication not directly related to or affiliated with any association. See Par. 11(a).

TOTAL AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION 25,683

1A AVERAGE QUALIFIED PAID CIRCULATION		
Print Only, See Par. 11(a)		19,483
Digital Only, See Par. 11(b)		1,641
Print & Digital (Unduplicated)		
Total Individual		21,124
Association - Print Only, See Par. 11(c)		4,488
Association - Digital Only, See Par. 11(d)		19
Association - Print & Digital (Unduplicated)		
Total Association		4,507
Sponsored Individually Addressed		
Multi-Copy Same Addressee, See Par. 11(e)		49
Single Copy Sales, See Par. 11(f)		3
Total Average Qualified Paid Circulation		25,683

1B AVERAGE QUALIFIED NON-PAID CIRCULATION None Claimed

1C AVERAGE NON-QUALIFIED CIRCULATION		
Non-Continuous Market Coverage Copies		
Allocated For Shows & Conventions		151
Miscellaneous, Including Staff Copies, See Par. 11(g)		676
Total Average Non-Qualified Circulation		827

1D AVERAGE QUALIFIED PAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS

None

2 QUALIFIED PAID CIRCULATION BY ISSUES

2011 Issue	Total Paid	Print Only	Digital Only	Print & Digital (Unduplicated)	2011 Issue	Total Paid	Print Only	Digital Only	Print & Digital (Unduplicated)
Jan. 3	25,094	23,824	1,270		Apr. 4	26,212	24,498	1,714	
10	25,088	23,802	1,286		11	26,268	24,526	1,742	
17	25,096	23,761	1,335		18	26,344	24,565	1,779	
24	25,133	23,749	1,384		25	26,257	24,476	1,781	
31	25,193	23,769	1,424		2	26,153	24,368	1,785	
Feb. 7	25,252	23,789	1,463		9	26,010	24,226	1,784	
14	25,635	24,146	1,489		16	25,940	24,143	1,797	
21	25,898	24,377	1,521		23	25,880	24,065	1,815	
28	25,990	24,429	1,561		30	25,258	23,438	1,820	
Mar. 7	26,029	24,435	1,594		June 6	25,152	23,336	1,816	
14	26,056	24,446	1,610		13	25,123	23,289	1,834	
21	26,183	24,521	1,662		20	25,160	23,312	1,848	
28	26,154	24,470	1,684		June 27	25,194	23,318	1,876	

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE APRIL 18, 2011 ISSUE IN WHICH:
• QUALIFIED PAID CIRCULATION WAS 2.6% GREATER THAN THE PERIOD AVERAGE

3A BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Total	%	Paid Individual Print Only	Paid Individual Digital Only	Total Paid Individual	Paid Assn. Print Only	Paid Assn. Digital Only	Total Paid Assn.
1. Motor Carrier/For-hire Trucking Company	10,212	38.8	7,955	471	8,426	1,781	5	1,786
2. Retailer, Wholesaler, Manufacturer, Distributor, Warehouse or Private Carrier	3,319	12.6	2,415	254	2,669	645	5	650
3. Leasing/Rental/Logistics	1,274	4.8	1,092	77	1,169	104	1	105
4. Business Service: Financial, Insurance, Legal Publishing, Real Estate or Consulting Business	1,710	6.5	1,542	140	1,682	27	1	28
5. Transportation Intermediary, Freight Broker, Load Matching or Shipper	1,320	5.0	1,098	91	1,189	131	0	131
6. Truck Dealer, Truck Stop, Towing, Equipment Repair or Service	2,593	9.8	1,091	165	1,256	1,326	11	1,337
7. Manufacturer of Trucks, Truck Equipment or Accessories	738	2.8	587	44	631	106	1	107
8. Association, Union, School, Library	566	10.2	537	23	560	6	0	6
9. Regulatory, Licensing or Safety Agency	2,696	3.4	2,009	262	2,271	422	3	425
10. Others Allied to the Field	1,416	3.4	1,138	211	1,349	67	0	67
Other Paid Circulation								
Subscriptions	497	1.9	370	11	381	116	0	116
Single Copy Sales	3							
Total Qualified Paid Circulation	26,344	100.0%	19,834	1,749	21,583	4,731	27	4,758

3B AGE OF SOURCE DATA ANALYSIS Reporting not required

3C MAILING ADDRESS ANALYSIS

	Total	%	Paid Print Only	Paid Digital Only	Paid Print & Digital (Unduplicated)
Individual by name and title and/or occupation	24,124	91.6	22,373	1,751	
Individual by name only	739	2.8	728	11	
Title or occupation only	1,082	4.1	1,080	2	
Company name only	324	1.2	312	12	
Multi-Copy Same Addressee	72	0.3	72		
Total Qualified Paid Subscription Circulation	26,341	100.0	24,565	1,776	
Single Copy Sales	3				
Total Qualified Paid Circulation	26,344				

GEOGRAPHIC ANALYSIS

State & ZIP Code	Total Paid	%	Print Only	Digital Only	Print & Digital (Unduplicated)
New England					
ME 039-049	115		114	1	
NH 030-038	108		104	4	
VT 050-059	62		62		
MA 010-027	405		368	37	
RI 028-029	60		58	2	
CT 060-069	243		223	20	
New England	993	3.8	929	64	
Middle Atlantic					
NY 100-149	820		766	54	
NJ 070-089	800		748	52	
PA 150-196	1,464		1,392	72	
Middle Atlantic	3,084	11.7	2,906	178	
East N. Central					
OH 430-459	1,535		1,445	90	
IN 460-479	983		912	71	
IL 600-629	1,633		1,518	115	
MI 480-499	1,035		960	75	
WI 530-549	993		935	58	
East N. Central	6,179	23.5	5,770	409	
West N. Central					
MN 550-567	795		735	60	
IA 500-528	478		450	28	
MO 630-658	793		699	94	
ND 580-588	88		85	3	
SD 570-577	130		122	8	
NE 680-693	315		297	18	
KS 660-679	312		293	19	
West N. Central	2,911	11.0	2,681	230	
South Atlantic					
DE 197-199	67		65	2	
MD 206-219	409		385	24	
DC 200, 202-205	178		165	13	
VA 201, 220-246	614		574	40	
WV 247-268	64		63	1	
NC 270-289	875		817	58	
SC 290-299	404		385	19	
GA 300-319	929		849	80	
FL 320-349	992		924	68	
South Atlantic	4,532	17.2	4,227	305	
East S. Central					
KY 400-427	304		290	14	
TN 370-385	861		810	51	
AL 350-369	479		453	26	
MS 386-397	182		173	9	
East S. Central	1,826	6.9	1,726	100	

State & ZIP Code	Total Paid	%	Print Only	Digital Only	Print & Digital (Unduplicated)
West S. Central					
AR 716-729	412		393	19	
LA 700-714	178		170	8	
OK 730-749	238		221	17	
TX 750-799	1,535		1,404	131	
West S. Central	2,363	9.0	2,188	175	
Mountain					
MT 590-599	115		113	2	
ID 832-838	135		126	9	
WY 820-831	63		61	2	
CO 800-816	381		354	27	
NM 870-884	73		71	2	
AZ 850-865	375		345	30	
UT 840-847	279		254	25	
NV 889-898	102		96	6	
Mountain	1,523	5.8	1,420	103	
Pacific					
AK 995-999	37		35	2	
WA 980-994	469		439	30	
OR 970-979	348		327	21	
CA 900-961	1,452		1,341	111	
HI 967-968	19		19		
Pacific	2,325	8.8	2,161	164	
Single Copy Sales	3	0.0		3	
U.S. Unclassified					
United States	25,739	97.7	24,008	1,731	
Poss. & Other Areas					
004-009, 969	6	0.0	5	1	
U.S. & Poss., etc.	25,745	97.7	24,013	1,732	
Canada	471	1.8	429	42	
Mexico	100	0.4	99	1	
Military or Civilian Personnel Overseas	1	0.0	1		
Other International	27	0.1	23	4	
Total International	599	2.3	552	47	
E-Mail Address Only					
Other Unclassified					
Grand Total	26,344	100.0	24,565	1,779	

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS
Sold During 6 Month Period Ended June 30, 2011**

5 PRICE DATA See Par. 11(h)

	Total	Print Only	Digital Only	Print & Digital (Unduplicated)
Basic Prices: Subscriptions: U.S., 1 yr. \$109.00; 2 yrs. \$189.00. Canada and Mexico, 1 yr. \$149.00; 2 yrs. \$259.00. International, 1 yr. \$299.00. Digital Edition, 1 yr. \$20.00. Single Copy: U.S., \$6.95; Outside U.S., \$8.95 Sales include Premium Values				
Basic & higher than basic:	4,920	3,784	1,136	None
75% - 99% of basic:	8,229	8,229	None	None
50% - 74% of basic:	2,038	2,038	None	None
25% - 49% of basic:	213	213	None	None
Less than 25% of basic:	None	None	None	None
Total	15,400	14,264	1,136	None

6 TERM DATA

Three years or more	None	None	None	None
Two years or more but less than three	1,269	1,107	162	None
One year or more but less than two	13,358	12,526	832	None
Less than one year	773	631	142	None
Total	15,400	14,264	1,136	None

7 SALES CHANNELS

Ordered by mail and/or directly requested by subscriber	10,839	9,732	1,107	None
Ordered through salespeople:				
Catalog agencies and individual agents	99	90	9	None
Publisher's own and other publishers' salespeople	None	None	None	None
Independent agencies' salespeople	None	None	None	None
Association memberships	4,462	4,442	20	None
All other channels	None	None	None	None
Total	15,400	14,264	1,136	None

8 PREMIUM USAGE

Ordered without premium	15,400	14,264	1,136	None
Ordered with reprinted material from this publication	None	None	None	None
Ordered with other premiums	None	None	None	None
Total	15,400	14,264	1,136	None

ADDITIONAL CIRCULATION INFORMATION

9 POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION

Percentage of paid subscriptions serviced, from 1 issue to 3 months beyond expiration, on the April 18, 2011 issue.....	6.6%
Average percentage of paid subscriptions serviced, from 1 issue to 3 months beyond expiration, for the period covered by this statement.....	6.0%

10 RENEWAL ANALYSIS OF PAID CIRCULATION

(a) Subscriptions Other Than Association:	
Total expirations during 12 months November 1, 2009 thru October 31, 2010	16,879
Total renewals of those expirations.....	12,894
Renewal percentage	76.4%
(b) Association Subscriptions:	
Total expirations during 12 months November 1, 2009 thru October 31, 2010	3,586
Total renewals of those expirations.....	3,504
Renewal percentage	97.7%
(c) Total Renewal:	
Total expirations during 12 months November 1, 2009 thru October 31, 2010	20,465
Total renewals of those expirations.....	16,398
Renewal percentage	80.1%



11 EXPLANATORY

Audit Cycle: June Ending.

(a) Print Only Individual subscriptions, averaging 19,483 copies, represent copies served to individuals receiving the print version only of TRANSPORT TOPICS.

(b) Digital Only Individual subscriptions, averaging 1,641 paid copies, represent copies served to individuals electing to receive the digital version in combination with the print version. Subscribers pay an additional subscription charge to receive the digital version. The digital version of TRANSPORT TOPICS is made available to subscribers through a password secure website wherein an e-mail notice is sent to recipients notifying them of the availability of each issue.

(c) Print Only Association subscriptions, averaging 4,488 copies per issue, represent copies served to members of the American Trucking Associations, Inc. and affiliated councils. \$109.00 is allocated for a 1 year subscription to this publication and is non-deductible from dues. This publication is published by Transport Topics Publishing Group, a subsidiary of the American Trucking Associations, Inc.

(d) Digital Only Association subscriptions, averaging 19 copies per issue, represent copies served to members of the American Trucking Associations, Inc. and affiliated councils. Subscribers pay an additional subscription charge to receive the digital version. The digital version of TRANSPORT TOPICS is made available to subscribers through a password secure website wherein an e-mail notice is sent to recipients notifying them of the availability of each issue.

(e) Multi-Copy Same Addressee subscriptions, averaging 49 copies per issue, represent copies sold in quantities of 2 to 47 to individuals at basic prices. Copies were mailed to the purchaser for redistribution.

(f) Single Copy Sales, averaging 3 copies per issue, represent copies sold in quantities of 1 to 25 to individuals at \$6.95 per copy, distribution being made by the purchasers.

(g) Miscellaneous includes checking and promotion copies, averaging 676 copies per issue, served to advertisers and agencies.

(h) Authorized prices with 5% or more of total subscription sales:

52 issues	\$59.00	52 issues	\$84.00	52 issues	\$89.00	52 issues	\$109.00	56 issues	\$109.00
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Definition of Recipient Qualification:

Qualified recipients are: companies and personnel in the field served. Also qualified are accountants, banks, brokers, bus companies, consultants, dealers, distributors, education institutions, freight forwarders, government agencies, insurance companies, lawyers, leasing-rental, libraries, manufacturers, power and light companies, retailers, shipper-carrier organizations, terminals, teamsters, traffic or tariff bureaus, publishers, truck stops, warehouses, wholesalers and retirees.

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