



Audit Bureau of Circulations

**BUSINESS PUBLICATION  
PUBLISHER'S STATEMENT  
Subject to Audit  
For the 6 month period ending  
June 30, 2009**

# 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 CIRCULATION 27,131**

### **1A AVERAGE QUALIFIED PAID CIRCULATION**

Individual .....	22,485	
Association, See Par. 11(a) .....	4,571	
Sponsored Individually Addressed .....		
Multi-Copy Same Addressee, See Par. 11(b) .....	32	
Single Copy Sales, See Par. 11(c) .....	43	
<b>Total Average Qualified Paid Circulation .....</b>		<b>27,131</b>

### **1B AVERAGE QUALIFIED NON-PAID CIRCULATION**

None Claimed

### **1C AVERAGE NON-QUALIFIED CIRCULATION**

Non-Continuous Market Coverage Copies .....		
Allocated For Shows & Conventions .....	129	
Miscellaneous, Including Staff Copies, See Par. 11(d) .....	814	
<b>Total Average Non-Qualified Circulation .....</b>	<b>943</b>	

### **1D AVERAGE QUALIFIED PAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS**

None

### **2 QUALIFIED PAID CIRCULATION BY ISSUES**

2009 Issue		Total Paid	2009 Issue		Total Paid
Jan.	5	28,221	Apr.	6	27,155
	12	28,354		13	26,797
	19	28,293		20	26,761
	26	28,142		27	26,784
Feb.	2	28,429	May	4	26,595
	9	28,028		11	26,464
	16	27,982		18	26,341
	23	27,881		25	26,235
Mar.	2	27,976	June	1	26,203
	9	27,161		8	25,619
	16	27,563		15	25,527
	23	27,556		22	25,948
	30	27,578		29	25,818

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE MAY 4, 2009 ISSUE IN WHICH:  
• QUALIFIED PAID CIRCULATION WAS 2.0% LESS THAN THE PERIOD AVERAGE

**3A BUSINESS/OCCUPATIONAL ANALYSIS**

Classification by Business & Industry	Total Paid	%	Paid	Paid Assoc.
1. Motor Carrier/For-hire Trucking Company.....	10,574	39.8	8,918	1,656
2. Retailer, Wholesaler, Manufacturer, Distributor, Warehouse or Private Carrier.....	3,041	11.4	2,529	512
3. Leasing/Rental/Logistics.....	1,308	4.9	1,226	82
4. Business Service: Financial, Insurance, Legal Publishing, Real Estate or Consulting Business.....	2,289	8.6	1,988	301
5. Transportation Intermediary, Freight Broker, Load Matching or Shipper.....	1,736	6.5	1,722	14
6. Truck Dealer, Truck Stop, Towing, Equipment Repair or Service.....	1,153	4.4	1,095	58
7. Manufacturer of Trucks, Truck Equipment or Accessories.....	2,186	8.2	1,045	1,141
8. Association, Union, School, Library.....	533	2.0	483	50
9. Regulatory, Licensing or Safety Agency.....	453	1.7	451	2
10. Others Allied to the Field.....	1,808	6.8	1,615	193
Other Paid Circulation				
Subscriptions.....	1,513	5.7	1,481	32
Single Copy Sales.....	1	0.0	1	
<b>Total Qualified Paid Circulation.....</b>	<b>26,595</b>	<b>100.0</b>	<b>22,554</b>	<b>4,041</b>

**3B AGE OF SOURCE DATA ANALYSIS** Optional and not required

**3C MAILING ADDRESS ANALYSIS**

	Total Paid	%
Individual by name and title and/or occupation.....	23,562	88.6
Individual by name only.....	955	3.6
Title or occupation only.....	1,565	5.9
Company name only.....	482	1.8
Multi-Copy Same Addressee.....	30	0.1
<b>Total Qualified Paid Subscription Circulation.....</b>	<b>26,594</b>	<b>100.0</b>
Single Copy Sales.....	1	
<b>Total Qualified Paid Circulation.....</b>	<b>26,595</b>	

**GEOGRAPHIC ANALYSIS**

State & ZIP Code	Total Paid	%
<b>New England</b>		
ME 039-049.....	113	
NH 030-038.....	114	
VT 050-059.....	66	
MA 010-027.....	421	
RI 028-029.....	78	
CT 060-069.....	247	
<b>New England</b>	<b>1,039</b>	<b>4.0</b>
<b>Middle Atlantic</b>		
NY 100-149.....	832	
NJ 070-089.....	873	
PA 150-196.....	1,633	
<b>Middle Atlantic</b>	<b>3,338</b>	<b>12.6</b>
<b>East N. Central</b>		
OH 430-459.....	1,568	
IN 460-479.....	1,000	
IL 600-629.....	1,711	
MI 480-499.....	981	
WI 530-549.....	958	
<b>East N. Central</b>	<b>6,218</b>	<b>23.4</b>
<b>West N. Central</b>		
MN 550-567.....	766	
IA 500-528.....	508	
MO 630-658.....	766	
ND 580-588.....	98	
SD 570-577.....	131	
NE 680-693.....	310	
KS 660-679.....	323	
<b>West N. Central</b>	<b>2,902</b>	<b>10.9</b>
<b>South Atlantic</b>		
DE 197-199.....	75	
MD 206-219.....	424	
DC 200, 202-205.....	197	
VA 201, 220-246.....	610	
WV 247-268.....	73	
NC 270-289.....	895	
SC 290-299.....	400	
GA 300-319.....	929	
FL 320-349.....	984	
<b>South Atlantic</b>	<b>4,587</b>	<b>17.2</b>
<b>East S. Central</b>		
KY 400-427.....	339	
TN 370-385.....	899	
AL 350-369.....	445	
MS 386-397.....	184	
<b>East S. Central</b>	<b>1,867</b>	<b>7.0</b>

State & ZIP Code	Total Paid	%
<b>West S. Central</b>		
AR 716-729.....	425	
LA 700-714.....	187	
OK 730-749.....	257	
TX 750-799.....	1,526	
<b>West S. Central</b>	<b>2,395</b>	<b>9.0</b>
<b>Mountain</b>		
MT 590-599.....	128	
ID 832-838.....	109	
WY 820-831.....	54	
CO 800-816.....	332	
NM 870-884.....	80	
AZ 850-865.....	394	
UT 840-847.....	237	
NV 889-898.....	109	
<b>Mountain</b>	<b>1,443</b>	<b>5.4</b>
<b>Pacific</b>		
AK 995-999.....	33	
WA 980-994.....	476	
OR 970-979.....	359	
CA 900-961.....	1,427	
HI 967-968.....	21	
<b>Pacific</b>	<b>2,316</b>	<b>8.7</b>
Single Copy Sales.....	1	0.0
U.S. Unclassified.....		
<b>United States</b>	<b>26,106</b>	<b>98.2</b>
<b>Poss. &amp; Other Areas</b>		
004-009, 969.....	6	0.0
<b>U.S. &amp; Poss., etc.</b>	<b>26,112</b>	<b>98.2</b>
Canada.....	435	1.6
Mexico.....	22	0.1
Military or Civilian Personnel Overseas.....	1	0.0
Other International.....	25	0.1
<b>Total International</b>	<b>483</b>	<b>1.8</b>
E-Mail Address Only.....		
Other Unclassified.....		
<b>Grand Total</b>	<b>26,595</b>	<b>100.0</b>

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS Sold During 6 Month Period Ended June 30, 2009**

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**PRICE DATA** See Par. 11(e)

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

Single Copy: U.S., \$6.95; Outside U.S., \$7.95

Sales include Premium Values

Basic & higher than basic: .....	5,629
75% - 99% of basic: .....	7,049
50% - 74% of basic: .....	2,670
25% - 49% of basic: .....	42
Less than 25% of basic: .....	509
<b>Total</b> .....	<b>15,899</b>

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**TERM DATA**

Three years or more .....	None
Two years or more but less than three .....	1,056
One year or more but less than two .....	14,499
Less than one year .....	344
<b>Total</b> .....	<b>15,899</b>

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**SALES CHANNELS**

Ordered by mail and/or directly requested by subscriber .....	10,924
Ordered through salespeople:	
Catalog agencies and individual agents .....	71
Publisher's own and other publishers' salespeople .....	None
Independent agencies' salespeople .....	None
Association memberships, See Par. 11(a) .....	4,904
All other channels .....	None
<b>Total</b> .....	<b>15,899</b>

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**PREMIUM USAGE**

Ordered without premium .....	15,899
Ordered with reprinted material	
from this publication, See Par. 11(f) .....	None
Ordered with other premiums .....	None
<b>Total</b> .....	<b>15,899</b>



06-1295-0	Analyzed Issue Date	05/04/09
	Analyzed Issue Text (for double month issue date)	
	Single Copy Price	6.95
	Association Subscription Price	109.00
	U.S. Subscription Price	109.00
	Canadian Subscription Price	149.00
	International Subscription Price	299.00