

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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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

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LIGHT & MEDIUM TRUCK

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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 _____	6
Advertiser and Agency _____	522
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	58
Digital _____	-
All Other _____	262
TOTAL	848

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	62,228	100.0	62,228	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	62,228	100.0	62,228	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2010 Issue	Number Removed	Number Added	Total Qualified
July _____	598	598	62,225
August _____	79	79	62,225
September _____	250	250	62,225
October _____	159	175	62,241
November _____	289	273	62,225
December _____	722	722	62,225
TOTAL	2,097	2,097	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010**This issue is -% or 3 copies below the average of the other 5 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 _____	7,897	12.7	4,924	1,313	279	65	108	-	949	259
Construction, Contracting, Trades ____	7,965	12.8	6,402	848	370	43	49	-	142	111
Utilities (includes electric, gas, water or sewer) _____	5,861	9.4	2,386	1,338	569	539	74	-	222	733
Service Business _____	7,978	12.8	6,187	796	453	80	79	-	288	95
For-hire Motor Freight/Warehousing	7,437	12.0	4,380	1,740	448	20	509	-	128	212
Public Works, Public Safety, Government _____	3,407	5.5	568	1,285	536	609	139	-	153	117
Telecommunications _____	1,945	3.1	1,206	147	57	26	9	-	58	442
Truck Equipment Manufacturer/Dealer/Service _____	4,973	8.0	2,513	621	338	15	57	-	1,140	289
Food and/or Beverage _____	2,715	4.4	1,931	442	113	19	31	-	84	95
Logging, Mining, Quarrying, or Petroleum Production and/or Distribution _____	1,883	3.0	1,354	259	100	13	19	-	70	68
Vehicle Leasing and/or Rental _____	3,752	6.0	2,264	745	255	14	27	-	389	58
Agriculture _____	2,277	3.7	1,614	228	145	17	8	-	80	185
Passenger Transportation, Tourism, Entertainment, Recreation or School _____	1,361	2.2	647	312	181	7	100	-	78	36
Sanitation/Waste/Recycling _____	578	0.9	344	113	53	36	6	-	17	9
Other _____	2,196	3.5	780	226	115	1	145	-	372	557
TOTAL QUALIFIED CIRCULATION	62,225	100.0	37,500	10,413	4,012	1,504	1,360	-	4,170	3,266
PERCENT	100.0		60.3	16.7	6.4	2.4	2.2	-	6.7	5.3

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 year	2 years	3 years		
I. TOTAL - Direct Request: _____	44,697	11,493	-	56,190	90.3
a. Written _____	7,594	1,438	-	9,032	14.5
b. Telecommunication _____	27,504	10,055	-	37,559	60.4
c. Electronic _____	9,599	-	-	9,599	15.4
II. TOTAL - Request from recipient's company: _____	-	-	-	-	-
a. Written _____	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-
c. Electronic _____	-	-	-	-	-
III. TOTAL - Membership Benefit: _____	-	-	-	-	-
a. Individual _____	-	-	-	-	-
b. Organizational _____	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	2,974	-	-	2,974	4.8
a. Written _____	2,974	-	-	2,974	4.8
b. Telecommunication _____	-	-	-	-	-
c. Electronic _____	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	3,061	-	-	3,061	4.9
Association rosters and directories _____	-	-	-	-	-
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists _____	3,061	-	-	3,061	4.9
Other sources _____	-	-	-	-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	50,732	11,493	-	62,225	100.0
PERCENT	81.5	18.5	-	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	62,188	100.0
Individuals by name only _____	9	-
Titles or functions only _____	12	-
Company names only _____	16	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	62,225	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	570		400-427 Kentucky _____	1,075	
030-038 New Hampshire _____	320		370-385 Tennessee _____	1,411	
050-059 Vermont _____	217		350-369 Alabama _____	1,160	
010-027 Massachusetts _____	1,150		386-397 Mississippi _____	651	
028-029 Rhode Island _____	228		EAST SO. CENTRAL	4,297	6.9
060-069 Connecticut _____	732		716-729 Arkansas _____	712	
NEW ENGLAND	3,217	5.2	700-714 Louisiana _____	746	
100-149 New York _____	2,727		730-749 Oklahoma _____	755	
070-089 New Jersey _____	1,568		750-799 Texas _____	3,712	
150-196 Pennsylvania _____	3,199		WEST SO. CENTRAL	5,925	9.5
MIDDLE ATLANTIC	7,494	12.1	590-599 Montana _____	419	
430-459 Ohio _____	3,025		832-838 Idaho _____	566	
460-479 Indiana _____	1,988		820-831 Wyoming _____	280	
600-629 Illinois _____	2,716		800-816 Colorado _____	1,080	
480-499 Michigan _____	2,147		870-884 New Mexico _____	295	
530-549 Wisconsin _____	2,072		850-865 Arizona _____	772	
EAST NO. CENTRAL	11,948	19.2	840-847 Utah _____	462	
550-567 Minnesota _____	1,763		889-898 Nevada _____	311	
500-528 Iowa _____	1,115		MOUNTAIN	4,185	6.7
630-658 Missouri _____	1,538		995-999 Alaska _____	142	
580-588 North Dakota _____	351		980-994 Washington _____	1,359	
570-577 South Dakota _____	426		970-979 Oregon _____	964	
680-693 Nebraska _____	749		900-961 California _____	4,125	
660-679 Kansas _____	796		967-968 Hawaii _____	104	
WEST NO. CENTRAL	6,738	10.8	PACIFIC	6,694	10.8
197-199 Delaware _____	211		UNITED STATES	62,203	100.0
206-219 Maryland _____	1,295		969 & 004-009 U.S. Territories _____	21	
200-205 Washington, DC _____	86		Canada _____	-	
220-246 Virginia _____	1,489		Mexico _____	-	
247-268 West Virginia _____	480		Other International _____	-	
270-289 North Carolina _____	2,075		APO/FPO _____	1	
290-299 South Carolina _____	889		TOTAL QUALIFIED CIRCULATION	62,225	100.0
300-319 Georgia _____	2,007				
320-349 Florida _____	3,173				
SOUTH ATLANTIC	11,705	18.8			

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January - June 2008	July - December 2008	January - June 2009	July - December 2009	January - June 2009	July - December 2010*
Total Audit Average Qualified: _____	62,238	62,225	62,324	62,234	62,248	62,228
Qualified Non-Paid: _____	62,238	62,225	62,324	62,234	62,248	62,228
Qualified Paid: _____	-	-	-	-	-	-
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: July - December 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

ADDITIONAL DATA

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	January 14, 2011
Howard S. Abramson, Publisher	State	Virginia
Scott Smith, Circulation Director	County	Arlington
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	January 14, 2011
IMPORTANT NOTE:	Type	PJ
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	L073P0D0