

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.

Two Corporate Drive, Ninth Floor
Shelton, CT USA 06484-6259
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

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.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

LIGHT & MEDIUM TRUCK

Transport Topics Publishing Group
950 N. Glebe Road
Suite 210
Arlington, VA 22203-4181
Tel. No.: (703) 838-1770
FAX No.: (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 _____	6
Advertiser and Agency _____	648
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	165
Digital _____	-
All Other _____	368
TOTAL	1,187

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	62,248	100.0	62,248	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	62,248	100.0	62,248	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2010 Issue	Number Removed	Number Added	Total Qualified
February _____	407	409	62,225
March _____	497	497	62,225
April _____	787	865	62,303
May _____	14,579	14,539	62,263
June _____	216	178	62,225
TOTAL	16,486	16,488	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010**This issue is -% or 18 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 _____	7,760	12.5	4,925	1,302	257	67	110	12	864	223
Construction, Contracting, Trades ____	7,948	12.8	6,415	824	362	44	51	26	150	76
Utilities (includes electric, gas, water or sewer) _____	5,874	9.4	2,400	1,319	569	533	70	37	230	716
Service Business _____	7,953	12.8	6,212	791	438	83	71	21	278	59
For-hire Motor Freight/Warehousing	7,545	12.1	4,450	1,769	464	24	511	22	118	187
Public Works, Public Safety, Government _____	3,373	5.4	576	1,268	496	611	128	38	168	88
Telecommunications _____	1,940	3.1	1,210	146	54	26	9	8	46	441
Truck Equipment Manufacturer/Dealer/Service _____	5,178	8.3	2,702	648	331	19	56	26	1,132	264
Food and/or Beverage _____	2,717	4.4	1,940	423	112	20	33	7	89	93
Logging, Mining, Quarrying, or Petroleum Production and/or Distribution _____	1,890	3.0	1,371	258	93	14	18	7	66	63
Vehicle Leasing and/or Rental _____	3,720	6.0	2,249	737	245	14	28	6	391	50
Agriculture _____	2,255	3.6	1,618	212	134	16	10	15	76	174
Passenger Transportation, Tourism, Entertainment, Recreation or School _____	1,358	2.2	660	298	182	10	95	10	79	24
Sanitation/Waste/Recycling _____	567	0.9	345	103	52	35	7	3	16	6
Other _____	2,185	3.5	759	223	120	6	141	11	362	563
TOTAL QUALIFIED CIRCULATION	62,263	100.0	37,832	10,321	3,909	1,522	1,338	249	4,065	3,027
PERCENT	100.0		60.8	16.6	6.3	2.4	2.1	0.4	6.5	4.9

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

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 year	2 years	3 years		
I. TOTAL - Direct Request: _____	44,710	11,506	-	56,216	90.3
a. Written _____	7,591	1,443	-	9,034	14.5
b. Telecommunication _____	27,524	10,063	-	37,587	60.4
c. Electronic _____	9,595	-	-	9,595	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): _____	2,980	-	-	2,980	4.8
a. Written _____	2,980	-	-	2,980	4.8
b. Telecommunication _____	-	-	-	-	-
c. Electronic _____	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	3,067	-	-	3,067	4.9
Association rosters and directories _____	-	-	-	-	-
Business directories _____	3,067	-	-	3,067	4.9
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	50,757	11,506	-	62,263	100.0
PERCENT	81.5	18.5	-	100.0	

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

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	62,223	100.0
Individuals by name only _____	10	-
Titles or functions only _____	13	-
Company names only _____	17	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	62,263	100.0

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

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	574		400-427 Kentucky _____	1,076	
030-038 New Hampshire _____	325		370-385 Tennessee _____	1,440	
050-059 Vermont _____	219		350-369 Alabama _____	1,190	
010-027 Massachusetts _____	1,166		386-397 Mississippi _____	659	
028-029 Rhode Island _____	226		EAST SO. CENTRAL	4,365	7.0
060-069 Connecticut _____	740		716-729 Arkansas _____	711	
NEW ENGLAND	3,250	5.2	700-714 Louisiana _____	745	
100-149 New York _____	2,760		730-749 Oklahoma _____	758	
070-089 New Jersey _____	1,566		750-799 Texas _____	3,658	
150-196 Pennsylvania _____	3,208		WEST SO. CENTRAL	5,872	9.5
MIDDLE ATLANTIC	7,534	12.1	590-599 Montana _____	427	
430-459 Ohio _____	3,005		832-838 Idaho _____	572	
460-479 Indiana _____	1,967		820-831 Wyoming _____	280	
600-629 Illinois _____	2,713		800-816 Colorado _____	1,078	
480-499 Michigan _____	2,139		870-884 New Mexico _____	297	
530-549 Wisconsin _____	2,087		850-865 Arizona _____	764	
EAST NO. CENTRAL	11,911	19.1	840-847 Utah _____	458	
550-567 Minnesota _____	1,759		889-898 Nevada _____	312	
500-528 Iowa _____	1,123		MOUNTAIN	4,188	6.7
630-658 Missouri _____	1,545		995-999 Alaska _____	142	
580-588 North Dakota _____	351		980-994 Washington _____	1,345	
570-577 South Dakota _____	427		970-979 Oregon _____	960	
680-693 Nebraska _____	765		900-961 California _____	4,109	
660-679 Kansas _____	800		967-968 Hawaii _____	101	
WEST NO. CENTRAL	6,770	10.9	PACIFIC	6,657	10.7
197-199 Delaware _____	212		UNITED STATES	62,243	100.0
206-219 Maryland _____	1,305		969 & 004-009 U.S. Territories _____	19	
200-205 Washington, DC _____	79		Canada _____	-	
220-246 Virginia _____	1,491		Mexico _____	-	
247-268 West Virginia _____	479		Other International _____	-	
270-289 North Carolina _____	2,056		APO/FPO _____	1	
290-299 South Carolina _____	898		TOTAL QUALIFIED CIRCULATION	62,263	100.0
300-319 Georgia _____	2,006				
320-349 Florida _____	3,170				
SOUTH ATLANTIC	11,696	18.8			

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
	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*	January - June 2009*
Total Audit Average Qualified: _____	65,230	62,238	62,225	62,324	62,234	62,248
Qualified Non-Paid: _____	65,230	62,238	62,225	62,324	62,234	62,248
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 2009 - June 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. ADDITIONAL DATA:

Paragraphs 3c and 7 are reported at the option of the publisher.

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 27, 2010
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	July 27, 2010
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	L073POJO