

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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RENTAL provides equipment rental professionals with the information they need to effectively run a profitable business. In addition to discussing how to acquire and manage assets for maximum results, RENTAL provides subscribers with important economic forecasts, current industry trends, and solutions to back office challenges surrounding personnel and finance.

FIELD SERVED

RENTAL serves the field of general rental centers engaged in renting equipment, machinery, tools and other items; distributors/dealers engaged in selling and renting equipment and tools; retail firms with rental departments and manufacturers' representatives.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include owners, presidents, partners, general managers, other corporate officers, managers (including sales managers, branch managers, or other managers), supervisors or department heads (including department managers, foremen, chief/head mechanics) and related personnel.

CHANNELS

RENTAL MAGAZINE



3 Issues in the period
20,000 average circulation

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
RENTAL MAGAZINE (3 issues in the period)	20,000	-	20,000

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	9
Advertiser and Agency	803
Allocated for Trade Shows and Conventions	67
All Other	226
TOTAL	1,105

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	20,000	100.0	20,000	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,000	100.0	20,000	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Total Qualified
January	20,000
February/March	20,000
April/May	20,000

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2016

This issue is equal to the average of the other 2 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE (Note 1)		
			Owner, Partner, President, General Manager and other Corporate Officer	Manager, Sales Manager, Branch or Other Manager	Supervisor or Department Head, Dept. Mgr., Foreman and Chief/Head Mechanic
1. General Rental Center: Engaged in renting equipment, machinery, tools and/or other items	14,241	71.2	9,718	3,964	559
2. Distributor/Dealer: Engaged in selling and renting equipment and tools	3,292	16.5	1,751	1,293	248
3. Retail Firm With Rental Department	1,883	9.4	1,032	689	162
Sub-Total	19,416	97.1	12,501	5,946	969
4. Manufacturers' Representative	584	2.9	310	234	40
TOTAL QUALIFIED CIRCULATION	20,000	100.0	12,811	6,180	1,009
PERCENT	100.0		64.1	30.9	5.0

Note 1: Categories include Related Personnel.

ADDITIONAL DATA: CLASSIFICATION BY TYPE OF RENTAL SERVICES PROVIDED FOR ISSUE OF APRIL/MAY 2016

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	TYPE OF RENTAL SERVICES PROVIDED			
			Contractor/ Industrial Equipment Only	General/ Homeowner Equipment Only	BOTH Contractor/ Industrial & General Homeowner Equipment	Rental Service Not Identified
1. General Rental Center: Engaged in renting equipment, machinery, tools and/or other items	14,241	71.2	2,733	2,142	5,667	3,699
2. Distributor/Dealer: Engaged in selling and renting equipment and tools	3,292	16.5	1,827	173	1,178	114
3. Retail Firm With Rental Department	1,883	9.4	460	360	1,002	61
Sub-Total	19,416	97.1	5,020	2,675	7,847	3,874
4. Manufacturers' Representative	584	2.9	294	33	187	70
TOTAL QUALIFIED CIRCULATION	20,000	100.0	5,314	2,708	8,034	3,944
PERCENT	100.0		26.6	13.5	40.2	19.7

ADDITIONAL DATA: CLASSIFICATION BY ANNUAL SALES VOLUME FOR ISSUE OF APRIL/MAY 2016

BUSINESS AND INDUSTRY	Total Qualified	Percent of Total	CLASSIFICATION BY ANNUAL SALES VOLUME			
			<\$1 Million	\$1 Million to \$4,999,999	\$5 Million+	Not Available
1. General Rental Center: Engaged in renting equipment, machinery, tools and/or other items	14,241	71.2	5,128	5,626	2,276	1,211
2. Distributor/Dealer: Engaged in selling and renting equipment and tools	3,292	16.5	818	936	1,315	223
3. Retail Firm With Rental Department	1,883	9.4	784	619	333	147
4. Manufacturers' Representative	584	2.9	173	162	207	42
TOTAL QUALIFIED CIRCULATION	20,000	100.0	6,903	7,343	4,131	1,623
PERCENT	100.0		34.5	36.7	20.7	8.1

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2016

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	13,013	3,999	-	17,012	85.1
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):	2,988	-	-	2,988	14.9
Association rosters and directories	-	-	-	-	-
*Business directories	2,988	-	-	2,988	14.9
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,001	3,999	-	20,000	100.0
PERCENT	80.0	20.0	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2016

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	20,000	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	20,000	100.0

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
	July - December 2013	January - June 2014	July - December 2014	January - June 2015	July - December 2015	January - June 2016*
Total Audit Average Qualified:	20,000	20,000	20,000	20,000	20,000	20,000
Qualified Non-Paid:	20,000	20,000	20,000	20,000	20,000	20,000
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: January - June 2016 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2016

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	153		Kentucky	342	
New Hampshire	143		Tennessee	532	
Vermont	63		Alabama	399	
Massachusetts	445		Mississippi	302	
Rhode Island	74		EAST SO. CENTRAL	1,575	7.9
Connecticut	263		Arkansas	218	
NEW ENGLAND	1,141	5.7	Louisiana	425	
New York	946		Oklahoma	281	
New Jersey	499		Texas	1,615	
Pennsylvania	1,031		WEST SO. CENTRAL	2,539	12.7
MIDDLE ATLANTIC	2,476	12.4	Montana	121	
Ohio	876		Idaho	143	
Indiana	523		Wyoming	82	
Illinois	704		Colorado	360	
Michigan	644		New Mexico	77	
Wisconsin	526		Arizona	247	
EAST NO. CENTRAL	3,273	16.4	Utah	151	
Minnesota	460		Nevada	100	
Iowa	368		MOUNTAIN	1,281	6.4
Missouri	459		Alaska	50	
North Dakota	135		Washington	293	
South Dakota	105		Oregon	198	
Nebraska	174		California	1,056	
Kansas	245		Hawaii	23	
WEST NO. CENTRAL	1,946	9.7	PACIFIC	1,620	8.1
Delaware	47		UNITED STATES	19,977	99.9
Maryland	338		U.S. Territories	23	
Washington, DC	12		Canada	-	
Virginia	582		Mexico	-	
West Virginia	160		Other International	-	
North Carolina	780		APO/FPO	-	
South Carolina	392				
Georgia	664				
Florida	1,151				
SOUTH ATLANTIC	4,126	20.6			
			TOTAL QUALIFIED CIRCULATION	20,000	100.0

ADDITIONAL DATA
PARAGRAPH 3b:

Business directories include 2 sources of circulation for a quantity of 189 copies or 0.9% to 2,799 copies or 14.0%, including InfoUSA.

PUBLISHER'S AFFIDAVIT

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

Eric Servais, Publisher

Wendy Chady, Audience Development Director

(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 brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	July 11, 2016
State	Wisconsin
County	Jefferson
Received by BPA Worldwide	July 11, 2016
Type	BD
ID Number	R022B0J6

About BPA Worldwide:

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. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.