

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.

AC Business Media, Inc.
201 N. Main Street
Fort Atkinson, WI 53538
Tel. No.: (920) 542-1131
FAX No.: (920) 542-1133
www.oemoffhighway.com

OEM OFF-HIGHWAY has been a resource for engineers and product development team members at heavy-duty mobile off-road and on-road equipment manufacturers for over 30 years. Our in-depth reporting on global market trends, technology developments, engineering innovations and new product releases keep our subscribers informed of the latest information in a dynamic and rapidly evolving industry.

FIELD SERVED
OEM OFF-HIGHWAY serves manufacturers of agricultural equipment, industrial/utility/construction equipment, lawn and garden equipment, off-highway/recreational equipment, forestry equipment, mining equipment, engines/drivetrains/transmissions, and trucks, buses or municipal vehicles. Also included are distributors/system integrators.

DEFINITION OF RECIPIENT QUALIFICATION
Qualified recipients are engineering, sales and marketing, corporate and operating management, manufacturing and purchasing personnel, and related personnel in the field served.

CHANNELS

OEM OFF-HIGHWAY MAGAZINE



4 Issues in the period
20,945 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
OEM OFF-HIGHWAY MAGAZINE (4 issues in the period)	20,945	-	20,945
a. Print	18,250	-	18,250
b. Digital	2,695	-	2,695
1. Requested	2,695	-	2,695
2. Non-Requested	-	-	-

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	16
Advertiser and Agency	446
Allocated for Trade Shows and Conventions	275
All Other	173
TOTAL	910

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	20,945	100.0	20,945	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,945	100.0	20,945	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Print	Digital	Total Qualified
January/February	17,000	2,599	19,599
*March	22,000	2,640	24,640
April	17,000	2,765	19,765
May/June	17,000	2,775	19,775

*See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2016 This issue is 7.3% or 1,560 copies below the average of the other 3 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE					
			Print	Digital	Engineering (Note 1)	Sales and Marketing (Note 2)	Corporate and Operating Management (Note 3)	Manufacturing and Purchasing (Note 4)
Agricultural Equipment Manufacturer	2,543	12.9	2,223	320	1,005	252	1,022	264
Industrial/Utility/Construction Equipment Manufacturer	10,505	53.2	9,284	1,221	4,145	837	4,613	910
Lawn and Garden Equipment Manufacturer	377	1.9	328	49	140	58	141	38
Off-Highway/Recreational Equipment Manufacturer	859	4.3	713	146	365	115	238	141
Forestry Equipment Manufacturer	166	0.8	143	23	55	23	56	32
Mining Equipment Manufacturer	683	3.5	547	136	333	87	179	84
Engine/Drivetrain/Transmission Manufacturer	2,177	11.0	1,747	430	994	389	622	172
Distributor/System Integrator	1,591	8.0	1,268	323	470	421	584	116
Truck, Bus or Municipal Vehicle Manufacturer (Note 5)	874	4.4	747	127	337	76	332	129
TOTAL QUALIFIED CIRCULATION	19,775	100.0	17,000	2,775	7,844	2,258	7,787	1,886
PERCENT	100.0		86.0	14.0	39.7	11.4	39.4	9.5

Note 1: Engineering titles include: VP/Manager of Engineering, Engineer, Designer, R & D Manager/Supervisor, Technician and related personnel.

Note 2: Sales and Marketing titles include: VP Sales and/or Marketing, Sales and/or Marketing Director/Manager, Product Manager and related personnel.

Note 3: Corporate and Operating Management titles include: President, Owner, Partner, General Manager, Business Manager and related personnel.

Note 4: Manufacturing and Purchasing titles include: Manufacturing Manager, Production Manager, Purchasing Director/Manager/Agent, Supervisor and related personnel.

Note 5: Includes Truck Trailers, Truck and Bus Bodies, Truck Equipment.

ADDITIONAL DATA FOR ISSUE OF MAY/JUNE 2016

MANUFACTURE MILITARY EQUIPMENT (Note 1)	Total Qualified	Percent of Total
Manufacture Military Equipment In Addition to Primary Business	3,121	15.8

Note 1: Total Qualified Circulation = 19,775

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

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	14,034	3,954	-	15,213	2,775	17,988	91.0
II. Request from recipient's company:	19	-	-	19	-	19	0.1
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	1,768	-	-	1,768	-	1,768	8.9
Association rosters and directories	-	-	-	-	-	-	-
*Business directories	1,768	-	-	1,768	-	1,768	8.9
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,821	3,954	-	17,000	2,775	19,775	100.0
PERCENT	80.0	20.0	-	86.0	14.0	100.0	

*See Additional Data

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

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	17,000	2,775	19,775	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	17,000	2,775	19,775	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:	19,979	18,384	19,712	20,010	20,124	20,945
Qualified Non-Paid:	19,979	18,384	19,712	20,010	20,124	20,945
Print:	17,005	17,000	17,001	17,000	17,003	18,250
Digital:	2,974	1,384	2,711	3,010	3,121	2,695
Qualified Paid:	-	-	-	-	-	-
Print:	-	-	-	-	-	-
Digital:	-	-	-	-	-	-
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 MAY/JUNE 2016

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	80	5	85		Kentucky	265	31	296	
New Hampshire	83	15	98		Tennessee	307	44	351	
Vermont	26	2	28		Alabama	239	38	277	
Massachusetts	239	39	278		Mississippi	122	20	142	
Rhode Island	38	5	43		EAST SO. CENTRAL	933	133	1,066	5.4
Connecticut	217	23	240		Arkansas	138	9	147	
NEW ENGLAND	683	89	772	3.9	Louisiana	254	17	271	
New York	571	105	676		Oklahoma	231	29	260	
New Jersey	297	33	330		Texas	1,205	167	1,372	
Pennsylvania	946	116	1,062		WEST SO. CENTRAL	1,828	222	2,050	10.4
MIDDLE ATLANTIC	1,814	254	2,068	10.5	Montana	69	5	74	
Ohio	1,047	158	1,205		Idaho	95	17	112	
Indiana	517	90	607		Wyoming	35	2	37	
Illinois	1,222	221	1,443		Colorado	194	27	221	
Michigan	925	187	1,112		New Mexico	50	3	53	
Wisconsin	920	153	1,073		Arizona	165	18	183	
EAST NO. CENTRAL	4,631	809	5,440	27.4	Utah	96	13	109	
Minnesota	671	101	772		Nevada	73	10	83	
Iowa	599	117	716		MOUNTAIN	777	95	872	4.4
Missouri	338	40	378		Alaska	9	-	9	
North Dakota	133	16	149		Washington	284	44	328	
South Dakota	86	16	102		Oregon	240	31	271	
Nebraska	204	17	221		California	1,060	182	1,242	
Kansas	287	43	330		Hawaii	4	-	4	
WEST NO. CENTRAL	2,318	350	2,668	13.5	PACIFIC	1,597	257	1,854	9.4
Delaware	30	4	34		UNITED STATES	16,962	2,570	19,532	98.8
Maryland	177	35	212		U.S. Territories	10	-	10	
Washington, DC	8	2	10		Canada	7	57	64	
Virginia	277	35	312		Mexico	1	3	4	
West Virginia	115	11	126		Other International	19	145	164	
North Carolina	540	92	632		AP0/FPO	1	-	1	
South Carolina	245	37	282						
Georgia	438	71	509						
Florida	551	74	625						
SOUTH ATLANTIC	2,381	361	2,742	13.9					
					TOTAL QUALIFIED CIRCULATION	17,000	2,775	19,775	100.0

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available

STATEMENT OF CONTENT PLATFORM:

Replica Plus – If a print edition exists, "plus" is editorial that is retained from the original edition and is redesigned and/or supplemented. Each issue's content is primarily taken (but not necessarily replicated in its entirety) from the original edition (whether in print or digital). Apart from minor updates, the content cannot change once the issue is made available.

PARAGRAPH 2:

The March 2016 issue included bonus international print distribution.

PARAGRAPH 3b:

Business directories include 2 sources of circulation for quantities of 804 copies or 4.0% to 964 copies or 4.9%.

PUBLISHER'S AFFIDAVIT

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

Sean Dunphy, Group 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 13, 2016

State Wisconsin

County Jefferson

Received by BPA Worldwide July 13, 2016

Type BD

ID Number 0011B0J6

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.