

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 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.

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DIESEL

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Diesel & Gas Turbine Publications
20855 Watertown Rd., Suite 220
Waukesha, WI 53186-1873
Tel.: (262) 754-4100
Fax: (262) 754-4175
www.dieselpub.com

Official Publication of: None
Established: 1981
Issues per Year: 6

FIELD SERVED

DIESEL PROGRESS INT'L EDITION serves design, distribution and service of equipment powered by diesel, gasoline or alternatively-fueled engines outside the United States, Mexico and Canada including manufacturers of: construction, mining, material handling, ground support equipment; agricultural and forest product, turf maintenance equipment, special purpose vehicles, military contractors; trucks, buses, automobiles and RV's; commercial and pleasure boats; packages of generator sets, welders and heat pumps; oilfield equipment, pump or compressor set packagers. Manufacturers of diesel, gasoline, natural gas or alternatively-fueled engines; petrol engines/marinizer, driveline products; instrumentation, systems controls and accessories; testing production and service equipment; fuels, lubricants or additives. Equipment distributors, dealers, rental yards; engine distribution, dealer or service facility, independent engine or component service or remanufacturing; fleet operators; government (civilian/military) engineering groups; design and research companies; technical universities, libraries; consulting engineers, and others allied to the field as reported in Paragraph 3a.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are engineering management, production, marketing, service and equipment operating management; purchasing, administrative and corporate personnel and other functions and functions not available and company copies, outside the United States, Mexico and Canada.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	75
Advertiser and Agency _____	2,329
Rotated or Occasional _____	-
*Allocated for Trade Shows and Conventions _____	300
Digital _____	-
All Other _____	665
TOTAL	3,369

*See Paragraph 9

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	12,212	100.0	12,152	99.5	60	0.5
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	4	-	-	-	4	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,216	100.0	12,152	99.5	64	0.5

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD																
2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified		2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
September _____	399	426	8,684	3,506			12,190		November _____	1,473	1,579	9,043	3,253			12,296
								TOTAL		2,516	2,790					

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

This issue is 1.0% or 119 copies above the average of the other 2 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Classification by Function (Note 1)
ORIGINAL EQUIPMENT MANUFACTURERS:					
Truck, Bus, Automotive and Recreational Vehicles; Construction, Mining; Material Handling or Ground Support equipment; Agricultural and Forest Product, Turf Maintenance equipment; Special Purpose Vehicles, Military Contractors; Pleasure and Commercial Boat Builder _____	2,805	22.8	2,059	746	2,805
Packagers of Generator Sets, Heat Pumps and Welder _____	850	6.9	589	261	850
SUB-TOTAL: ORIGINAL EQUIPMENT MANUFACTURERS	3,655	29.7	2,648	1,007	3,655
MANUFACTURER OF:					
Diesel, Gasoline, Natural Gas or Alternately-Fueled Engines; Petrol Engines/Marinizer; Driveline Products; Instrumentation, Systems Controls or Accessories; Testing, Production and Service Equipment; Fuels and Lubricants or Additives _____	4,270	34.7	3,071	1,199	4,270
SUB-TOTAL: MANUFACTURERS	4,270	34.7	3,071	1,199	4,270
DISTRIBUTION/SERVICE/REBUILDER:					
Equipment Distribution, Dealers; Rental Yards _____	1,680	13.6	1,472	208	1,680
Engine Distribution, Dealer or Service Facility _____	674	5.5	491	183	674
Independent Engine or Component Service or Remanufacturing; Fleet Operators _____	364	3.0	237	127	364
Government (Civilian/Military) Engineering Groups _____	331	2.7	246	85	331
Design and Research Companies; Technical Universities; Libraries, Consulting Engineers _	1,226	10.0	795	431	1,226
SUB-TOTAL: DISTRIBUTION/SERVICE/REBUILDERS	4,275	34.8	3,241	1,034	4,275
Others Allied to the Field _____	96	0.8	83	13	96
TOTAL QUALIFIED CIRCULATION	12,296	100.0	9,043	3,253	12,296

Note 1: Classification by function includes Corporate and Administrative Personnel, Marketing and Engineering Management, Service and Equipment, Operating Management Personnel, Production, Purchasing, Other Functions and Functions Not Included and Company Copies

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years						
I. Direct Request: _____	6,053	2,382	-	5,182	3,253			8,435	68.6
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): _____	2,474	1,387	-	3,861	-			3,861	31.4
*Association rosters and directories _____	-	73	-	73	-			73	0.6
*Business directories _____	-	549	-	549	-			549	4.5
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-			-	-
*Other sources _____	2,474	765	-	3,239	-			3,239	26.3
VI. Single Copy Sales: _____	-	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	8,527	3,769	-	9,043	3,253			12,296	100.0
*See Paragraph 9	PERCENT	69.3	30.7	73.5	26.5			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	7,968	3,252			11,220	91.3
Individuals by name only _____	1,042	1			1,043	8.5
Titles or functions only _____	25	-			25	0.2
Company names only _____	4	-			4	-
Multi-Copy Same Addressee copies _____	4	-			4	-
Single Copy Sales _____	-	-			-	-
TOTAL QUALIFIED CIRCULATION	9,043	3,253			12,296	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

Region/Country	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
ASIA				
China	797	879	1,676	
Georgia	-	1	1	
Hong Kong - SAR	32	12	44	
India	1,146	212	1,358	
Indonesia	188	153	341	
Japan	179	39	218	
Kazakhstan	-	1	1	
Korea, Republic Of	74	34	108	
Malaysia	130	51	181	
Myanmar	3	9	12	
Nepal	-	1	1	
Pakistan	45	9	54	
Philippines	108	53	161	
Singapore	121	50	171	
Sri Lanka	1	3	4	
Taiwan	36	11	47	
Thailand	54	20	74	
Turkmenistan	-	1	1	
Vietnam	19	22	41	
Subtotal	2,933	1,561	4,494	36.5
MIDDLE EAST				
Bahrain	-	4	4	
Iran	-	5	5	
Israel	42	14	56	
Jordan	-	3	3	
Kuwait	-	9	9	
Lebanon	-	7	7	
Oman	-	8	8	
Qatar	19	13	32	
Saudi Arabia	53	22	75	
United Arab Emirates	76	42	118	
Subtotal	190	127	317	2.6
EUROPE				
Austria	81	12	93	
Belgium	139	24	163	
Bosnia and Herzegovina	-	1	1	
Bulgaria	-	6	6	
Croatia	-	12	12	
Cyprus	7	1	8	
Czech Republic	89	11	100	
Denmark	126	19	145	
Estonia	-	2	2	
Finland	134	17	151	
France	377	76	453	
Germany	772	129	901	
Greece	34	18	52	
Hungary	-	6	6	
Iceland	8	2	10	
Italy	444	98	542	
Lithuania	-	4	4	
Luxembourg	-	1	1	
Macedonia	-	1	1	
Malta	12	2	14	
Netherlands	199	52	251	
Norway	67	7	74	
Poland	80	18	98	
Portugal	29	26	55	
Ireland	53	7	60	
Romania	46	24	70	
Russian Federation	76	22	98	
Serbia	30	14	54	
Slovakia	-	5	5	
Slovenia	-	5	5	
Spain	114	46	160	
Sweden	238	42	280	
Switzerland	124	26	150	
Turkey	94	36	130	
Ukraine	-	7	7	
United Kingdom	1,020	239	1,259	
Subtotal	4,393	1,018	5,411	44.0
AFRICA				
Algeria	-	2	2	
Burkina Faso	-	1	1	
Cameroon	-	1	1	
Egypt	79	23	102	
Ethiopia	14	-	14	
Ghana	-	2	2	
Kenya	2	4	6	
Mauritania	-	1	1	
Morocco	-	1	1	
Mozambique	-	3	3	
Nigeria	-	6	6	
Senegal	-	1	1	
Seychelles	-	2	2	
South Africa	59	14	73	
Sudan	-	4	4	
Tunisia	-	11	11	
Zambia	-	1	1	
Subtotal	154	77	231	1.9
CARIBBEAN				
Antigua and Barbuda	-	1	1	
Bermuda	-	1	1	
Cayman Islands	-	1	1	
Cuba	33	3	36	
Dominica	-	2	2	
Dominican Republic	-	5	5	
Jamaica	-	2	2	
Netherlands Antilles	-	1	1	
Bahamas	-	1	1	
Trinidad and Tobago	-	12	12	
Subtotal	33	29	62	0.5
CENTRAL AMERICA				
Costa Rica	11	10	21	
El Salvador	-	1	1	
Guatemala	-	4	4	
Honduras	-	2	2	
Nicaragua	-	1	1	
Panama	13	3	16	
Subtotal	24	21	45	0.4
SOUTH AMERICA				
Argentina	192	34	226	
Bolivia	11	4	15	
Brazil	282	76	358	
Chile	87	28	115	
Colombia	113	47	160	
Ecuador	43	40	83	
Paraguay	-	2	2	
Peru	105	35	140	
Uruguay	10	9	19	
Venezuela	28	25	53	
Subtotal	871	300	1,171	9.5
ASIA PACIFIC				
Australia	363	91	454	
Fiji	-	1	1	
New Zealand	82	27	109	
Western Samoa	-	1	1	
Subtotal	445	120	565	4.6
TOTAL QUALIFIED CIRCULATION	9,043	3,253	12,296	100.0

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
6-Month Period Ended:	2006	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*
Total Audit Average Qualified	11,885	11,981	11,942	11,334	12,087	12,216
Qualified Non-Paid Total	11,804	11,889	11,859	11,256	12,010	12,152
Print Only	11,499	10,750	10,090	9,076	8,778	8,781
Digital Only	305	1,139	1,769	2,180	3,232	3,371
Qualified Paid Total	81	92	83	78	77	64
Print Only	81	91	82	77	76	63
Digital Only	-	1	1	1	1	1
Post Expire Copies included in Paid Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July - December data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

9. ADDITIONAL DATA:

METHOD OF DISTRIBUTION:

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

ALLOCATED FOR TRADESHOWS AND CONVENTIONS:

ISSUE	QTY	TRADE SHOW	DATE
July/August	200	Bus World Europe; Kortrijk, Belgium	October 16-21, 2009
September/October	200	PTC Asia; Beijing, China	October 26-29, 2009
September/October	300	Agritechnica; Hanover, Germany	November 8-14, 2009
September/October	200	BICES 2009; Beijing, China	November 3-6, 2009

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 73 copies or 0.6%.

Business directories include 1 source of circulation for a quantity of 549 copies or 4.5%.

Other Sources include 10 sources of circulation for quantities of 9 copies or 0.1% to 1,018 copies or 8.3%.

PARAGRAPHS 5 & 6 ARE NOT REQUIRED.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Print Version Only						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	8,840	100.0	8,781	99.3	59	0.7
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	4	-	-	-	4	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,844	100.0	8,781	99.3	63	0.7

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Digital Version Only						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	3,372	100.0	3,371	100.0	1	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	3,372	100.0	3,371	100.0	1	-

PUBLISHER'S AFFIDAVIT

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

Sue Bollwahn, Circulation

Mike Osenga, Publisher

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

Date signed January 11, 2010

State Wisconsin

County Waukesha

Received by BPA Worldwide January 11, 2010

Type PJ

ID Number D105Y0D9

8. PAID CIRCULATION DATA	
**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
6	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)