

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 & Gas Turbine Publications
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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 _____	74
Advertiser and Agency _____	2,435
Rotated or Occasional _____	-
*Allocated for Trade Shows and Conventions _____	410
Digital _____	-
All Other _____	522
TOTAL	3,441

*See Paragraph 8

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	12,417	100.0	12,361	99.5	56	0.4
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	5	-	-	-	5	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,422	100.0	12,361	99.5	61	0.5

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2010 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January/February _____	69	324	9,178	3,373	12,551
March/April _____	234	335	9,147	3,505	12,652
May/June _____	1,043	453	8,401	3,661	12,062
TOTAL	1,346	1,112			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2010

This issue is 4.3% or 540 copies below 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 _____ Packagers of Generator Sets, Heat Pumps and Welder _____	2,962 924	24.6 7.6	2,099 612	863 312	2,962 924
SUB-TOTAL: ORIGINAL EQUIPMENT MANUFACTURERS	3,886	32.2	2,711	1,175	3,886
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 _____	3,855	32.0	2,527	1,328	3,855
SUB-TOTAL: MANUFACTURERS	3,855	32.0	2,527	1,328	3,855
DISTRIBUTION/SERVICE/REBUILDER: Equipment Distribution, 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 _	1,486 736 397 341 1,274	12.3 6.1 3.3 2.8 10.6	1,270 530 256 243 789	216 206 141 98 485	1,486 736 397 341 1,274
SUB-TOTAL: DISTRIBUTION/SERVICE/REBUILDERS	4,234	35.1	3,088	1,146	4,234
Others Allied to the Field _____	87	0.7	75	12	87
TOTAL QUALIFIED CIRCULATION	12,062	100.0	8,401	3,661	12,062

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 MAY/JUNE 2010

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	5,013	3,488	659	5,499	3,661	9,160	75.9
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): _____	549	1,871	482	2,902	-	2,902	24.1
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
*Other sources _____	549	1,871	482	2,902	-	2,902	24.1
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,562	5,359	1,141	8,401	3,661	12,062	100.0
*See Paragraph 8	PERCENT	46.1	44.4	69.6	30.3	100.0	

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

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	7,902	3,660	11,562	95.9
Individuals by name only _____	468	1	469	3.9
Titles or functions only _____	24	-	24	0.2
Company names only _____	3	-	3	-
Multi-Copy Same Addressee copies _____	4	-	4	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,401	3,661	12,062	100.0

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

Region/Country	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	Region/Country	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
ASIA					Switzerland	127	24	151	
China	697	858	1,555		Turkey	108	41	149	
Georgia	-	1	1		Ukraine	-	8	8	
Hong Kong - SAR	30	14	44		United Kingdom	1,026	295	1,321	
India	695	286	981		Subtotal	4,323	1,199	5,522	45.8
Indonesia	236	167	403		AFRICA				
Japan	178	43	221		Algeria	-	2	2	
Kazakhstan	-	1	1		Burkina Faso	-	1	1	
Korea, Republic Of	78	43	121		Cameroon	-	1	1	
Malaysia	130	58	188		Cote D'Ivoire	-	1	1	
Myanmar	5	10	15		Egypt	85	33	118	
Pakistan	56	17	73		Ethiopia	15	1	16	
Philippines	120	55	175		Ghana	-	2	2	
Singapore	128	56	184		Kenya	2	3	5	
Sri Lanka	1	4	5		Mauritania	-	1	1	
Taiwan	34	13	47		Mauritius	-	2	2	
Thailand	56	24	80		Morocco	-	5	5	
Tibet	-	1	1		Nigeria	-	8	8	
Vietnam	24	22	46		Senegal	-	1	1	
Subtotal	2,468	1,673	4,141	34.3	Seychelles	-	1	1	
MIDDLE EAST					South Africa	62	20	82	
Bahrain	-	4	4		Sudan	-	4	4	
Iran	-	11	11		Tunisia	-	13	13	
Israel	42	18	60		Zambia	-	1	1	
Jordan	-	5	5		Subtotal	164	100	264	2.2
Kuwait	-	11	11		CARIBBEAN				
Lebanon	-	11	11		Barbados	-	1	1	
Oman	-	11	11		Bermuda	-	1	1	
Qatar	20	13	33		Cayman Islands	-	1	1	
Saudi Arabia	57	24	81		Cuba	33	4	37	
United Arab Emirates	85	48	133		Dominica	-	2	2	
Yemen	-	1	1		Dominican Republic	-	6	6	
Subtotal	204	157	361	3.0	Jamaica	-	6	6	
EUROPE					Netherlands Antilles	-	1	1	
Austria	81	15	96		Bahamas	-	1	1	
Belarus	-	2	2		Trinidad and Tobago	-	12	12	
Belgium	127	28	155		Virgin Islands, U.S.	-	1	1	
Bosnia and Herzegovina	-	1	1		Subtotal	33	36	69	0.6
Bulgaria	-	9	9		CENTRAL AMERICA				
Croatia	-	12	12		Belize	-	1	1	
Cyprus	8	2	10		Costa Rica	3	12	15	
Czech Republic	93	12	105		El Salvador	-	2	2	
Denmark	104	25	129		Guatemala	-	6	6	
Estonia	-	3	3		Honduras	-	2	2	
Finland	135	21	156		Nicaragua	-	1	1	
France	381	84	465		Panama	13	3	16	
Germany	773	161	934		Subtotal	16	27	43	0.3
Greece	33	18	51		SOUTH AMERICA				
Hungary	-	8	8		Argentina	187	39	226	
Iceland	8	2	10		Bolivia	7	3	10	
Italy	365	116	481		Brazil	266	92	358	
Lithuania	-	6	6		Chile	71	28	99	
Luxembourg	-	2	2		Colombia	107	50	157	
Macedonia	-	1	1		Falkland Islands (Malvinas)	33	49	82	
Malta	12	2	14		Paraguay	-	2	2	
Netherlands	202	58	260		Peru	112	43	155	
Norway	70	9	79		Uruguay	10	9	19	
Poland	86	18	104		Venezuela	29	30	59	
Portugal	31	23	54		Subtotal	822	345	1,167	9.7
Ireland	54	8	62		ASIA PACIFIC				
Romania	47	28	75		Australia	289	91	380	
Russian Federation	77	26	103		Fiji	-	3	3	
Serbia	32	15	47		New Zealand	82	29	111	
Slovakia	-	6	6		Western Samoa	-	1	1	
Slovenia	-	5	5		Subtotal	371	124	495	4.1
Spain	114	52	166		TOTAL QUALIFIED CIRCULATION	8,401	3,661	12,062	100.0
Sweden	229	53	282						

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 2010*
Total Audit Average Qualified	11,981	11,942	11,334	12,087	12,216	12,422
Qualified Non-Paid Total	11,889	11,859	11,256	12,010	12,152	12,361
Print Only	10,750	10,090	9,076	8,778	8,781	8,849
Digital Only	1,139	1,769	2,180	3,232	3,371	3,512
Qualified Paid Total	92	83	78	77	64	61
Print Only	91	82	77	76	63	60
Digital Only	1	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 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**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.

STATEMENT OF CONTENT PLATFORM:

Replica – Editorial and design are unchanged from the original print edition.

ALLOCATED FOR TRADESHOWS AND CONVENTIONS:

ISSUE	QTY	TRADE SHOW	DATE
January/February	100	Mee Dubai, UAE	Feb 9-11 2010
March/April	200	Germany	May 4-7 2010
March/April	600	Bauma, Munich Germany	April 19-25 2010
March/April	200	Busworld Asia, Shanghai China	May 4-7 2010
March/April	80	Sensor & Test, Nurnberg Germany	May 18-20 2010
May/June	50	Hannover, Germany	Sept 21-30 2010

PARAGRAPH 3b:

Other Sources include 10 sources of circulation for quantities of 7 copies or 0.1% to 1,119 copies or 9.3%.

Paragraphs 3c and 7 are being reported at the publisher's option.

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	8,904	99.9	8,849	99.3	55	0.6
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	5	-	-	-	5	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,909	100.0	8,849	99.3	60	0.6

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	3,513	100.0	3,512	99.9	1	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	3,513	100.0	3,512	99.9	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 June 16, 2010

State Wisconsin

County Waukesha

Received by BPA Worldwide June 16, 2010

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