

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 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. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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DIESEL PROGRESS INTERNATIONAL

聚焦机动设备市场
跨越国界的权威信息平台

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; packagers 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 _____	80
Advertiser and Agency _____	2,506
Rotated or Occasional _____	-
*Allocated for Trade Shows and Conventions _____	540
Digital _____	-
All Other _____	452
TOTAL	3,578

*See Additional Data

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	12,051	100.0	12,005	99.6	46	0.4
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	5	-	-	-	5	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,056	100.0	12,005	99.6	51	0.4

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January/February _____	523	524	7,785	4,270	12,055
March/April _____	535	584	7,658	4,446	12,104
May/June _____	480	383	7,427	4,580	12,007
TOTAL	1,538	1,491			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011

This issue is 0.6% or 73 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 _____	3,328	27.7	2,166	1,162	3,328
Packagers of Generator Sets, Heat Pumps and Welder _____	962	8.0	563	399	962
SUB-TOTAL: ORIGINAL EQUIPMENT MANUFACTURERS	4,290	35.7	2,729	1,561	4,290
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 _____	3,767	31.4	2,166	1,601	3,767
SUB-TOTAL: MANUFACTURERS	3,767	31.4	2,166	1,601	3,767
DISTRIBUTION/SERVICE/REBUILDER: Equipment Distribution, Dealers; Rental Yards _____	1,012	8.4	718	294	1,012
Engine Distribution, Dealer or Service Facility _____	756	6.3	517	239	756
Independent Engine or Component Service or Remanufacturing; Fleet Operators _____	404	3.4	228	176	404
Government (Civilian/Military) Engineering Groups _____	321	2.7	186	135	321
Design and Research Companies; Technical Universities; Libraries, Consulting Engineers _	1,312	10.9	756	556	1,312
SUB-TOTAL: DISTRIBUTION/SERVICE/REBUILDERS	3,805	31.7	2,405	1,400	3,805
Others Allied to the Field _____	145	1.2	127	18	145
TOTAL QUALIFIED CIRCULATION	12,007	100.0	7,427	4,580	12,007

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 2011

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	5,459	2,377	2,405	5,661	4,580	10,241	85.3
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): _____	445	657	664	1,766	-	1,766	14.7
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
*Other sources _____	445	657	664	1,766	-	1,766	14.7
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,904	3,034	3,069	7,427	4,580	12,007	100.0
PERCENT	49.2	25.3	25.5	61.9	38.1	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	7,303	4,579	11,882	99.0
Individuals by name only _____	117	1	118	1.0
Titles or functions only _____	2	-	2	-
Company names only _____	3	-	3	-
Multi-Copy Same Addressee copies _____	2	-	2	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7,427	4,580	12,007	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011

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					Ukraine	-	10	10	
Afghanistan	-	1	1		United Kingdom	921	320	1,241	
Armenia	-	1	1		Subtotal	3,540	1,415	4,955	41.3
Brunei Darussalam	-	2	2		AFRICA				
China	648	826	1,474		Algeria	-	15	15	
Georgia	-	2	2		Botswana	-	1	1	
Hong Kong - SAR	31	19	50		Burkina Faso	-	1	1	
India	910	763	1,673		Cameroon	-	4	4	
Indonesia	232	158	390		Cote D'Ivoire	-	2	2	
Japan	79	49	128		Egypt	85	38	123	
Kazakhstan	-	2	2		Ethiopia	17	2	19	
Korea, Republic Of	40	48	88		Ghana	-	3	3	
Malaysia	103	63	166		Kenya	-	9	9	
Myanmar	6	14	20		Libyan Arab Jamahiriya	-	1	1	
Nepal	-	1	1		Malawi	-	1	1	
Pakistan	70	37	107		Mali	-	1	1	
Philippines	105	62	167		Mauritania	-	3	3	
Singapore	134	56	190		Morocco	-	2	2	
Sri Lanka	1	4	5		Mozambique	2	6	8	
Taiwan	17	13	30		Nigeria	-	12	12	
Thailand	55	24	79		Senegal	-	2	2	
Vietnam	18	23	41		Seychelles	-	1	1	
Subtotal	2,449	2,168	4,617	38.4	South Africa	41	35	76	
MIDDLE EAST					Sudan	-	5	5	
Bahrain	-	7	7		Tanzania	-	2	2	
Iran	-	14	14		Tunisia	-	19	19	
Iraq	39	19	58		Uganda	-	3	3	
Jordan	-	9	9		Zambia	-	3	3	
Kuwait	-	14	14		Subtotal	145	171	316	2.6
Lebanon	-	12	12		CARIBBEAN				
Oman	-	15	15		Antigua and Barbuda	-	1	1	
Qatar	19	12	31		Barbados	-	2	2	
Saudi Arabia	56	28	84		Bermuda	-	1	1	
Syrian Arab Republic	-	3	3		Cuba	37	2	39	
United Arab Emirates	60	57	117		Dominica	-	5	5	
Yemen	-	3	3		Dominican Republic	-	3	3	
Subtotal	174	193	367	3.0	Grenada	-	4	4	
EUROPE					Haiti	-	1	1	
Andorra	-	1	1		Jamaica	-	7	7	
Austria	58	17	75		Netherlands Antilles	-	1	1	
Belarus	-	3	3		Saint Lucia	-	1	1	
Belgium	100	35	135		Bahamas	-	1	1	
Bosnia and Herzegovina	-	2	2		Trinidad and Tobago	-	13	13	
Bulgaria	-	11	11		Subtotal	37	42	79	0.7
Croatia	-	17	17		CENTRAL AMERICA				
Cyprus	3	4	7		Belize	-	2	2	
Czech Republic	68	13	81		Costa Rica	2	10	12	
Denmark	70	32	102		El Salvador	-	3	3	
Estonia	-	3	3		Guatemala	-	6	6	
Finland	128	26	154		Honduras	-	1	1	
France	249	101	350		Nicaragua	-	1	1	
Germany	643	189	832		Panama	5	5	10	
Greece	30	21	51		Subtotal	7	28	35	0.3
Hungary	-	8	8		SOUTH AMERICA				
Hungary	-	8	8		Argentina	177	53	230	
Iceland	8	4	12		Bolivia	9	5	14	
Italy	283	125	408		Brazil	256	108	364	
Latvia	-	3	3		Chile	72	34	106	
Lithuania	-	5	5		Colombia	95	65	160	
Luxembourg	-	3	3		Ecuador	32	52	84	
Macedonia	-	4	4		Paraguay	-	3	3	
Malta	11	2	13		Peru	87	46	133	
Netherlands	152	79	231		Uruguay	10	8	18	
Norway	50	12	62		Venezuela	22	37	59	
Poland	71	18	89		Subtotal	760	411	1,171	9.8
Portugal	33	23	56		ASIA PACIFIC				
Ireland	40	10	50		Australia	259	114	373	
Romania	58	35	93		Fiji	-	3	3	
Russian Federation	36	30	66		New Caledonia	-	1	1	
Serbia	22	15	37		New Zealand	56	32	88	
Slovakia	-	7	7		Papua New Guinea	-	1	1	
Slovenia	-	6	6		Western Samoa	-	1	1	
Spain	74	62	136		Subtotal	315	152	467	3.9
Sweden	221	61	282		TOTAL QUALIFIED CIRCULATION	7,427	4,580	12,007	100.0
Switzerland	97	39	136						
Turkey	114	59	173						

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
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*	January - June 2011*
Total Audit Average Qualified	11,334	12,087	12,216	12,221	12,092	12,056
Qualified Non-Paid Total	11,256	12,010	12,152	12,161	12,039	12,055
Print Only _____	9,076	8,778	8,781	8,849	8,034	7,575
Digital Only _____	2,180	3,232	3,371	3,312	4,005	4,430
Qualified Paid Total	78	77	64	60	53	51
Print Only _____	77	76	63	59	50	49
Digital Only _____	1	1	1	1	3	2
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 2010 - June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

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.

AVERAGE NON-QUALIFIED CIRCULATION: ALLOCATED FOR TRADESHOWS AND CONVENTIONS

ISSUE	QTY	TRADE SHOW	LOCATION	DATE
January/February	100	Commercial Vehicles	Middle East Dubai India	March 14-16, 2011
January/February	300	ConExpo 2011	Las Vegas,NV	March 22-26, 2011
January/February	200	Busworld Asia	Shanghai China	April 12-14, 2011
January/February	100	Middle East Electricity	Dubai India	Feb 8-10, 2011
January/February	200	bC India	Mumbai India	Feb 8-10, 2011
March/April	10	Nor-Shipping	Oslo Norway	May 24-27, 2011
March/April	100	AVL Int'l Commercial Powertrain Conf	Graz Austria	May 25-26, 2011
March/April	250	Hanover Fair	Hanover Germany	April 4-8, 2011
May/June	150	ConExpo 2011	Moscow Russia	May 31-June 4, 2011
May/June	80	Sensor & Test	Nuremberg Germany	June 7-9, 2011
May/June	50		Hanover Germany	November 13-19, 2011
May/June	80	Agritechnica PowerGen Europe	Milan Italy	June 7-9, 2011

PARAGRAPH 3b:

Other Sources include 15 sources of circulation for quantities of 1 copy or -% to 514 copies or 4.3%.

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 _____	7,619	99.9	7,575	99.4	44	0.5
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	5	0.1	-	-	5	0.1
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7,624	100.0	7,575	99.4	49	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 _____	4,432	100.0	4,430	100.0	2	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4,432	100.0	4,430	100.0	2	-

PUBLISHER'S AFFIDAVIT

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

Sue Bollwahn, Circulation Manager

Michael J. 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 13, 2011

State Wisconsin

County Waukesha

Received by BPA Worldwide June 13, 2011

Type PJ

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