

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2009**

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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FIELD SERVED

DIESEL PROGRESS NORTH AMERICAN EDITION serves the field of manufacturing, design, distribution and service of equipment powered by diesel, gasoline or alternately-fueled engines within the United States, Mexico and Canada. This includes manufacturers of mobile on-highway and off-highway vehicles, stationary and marine equipment including construction, mining, forestry, agricultural, lawn and garden/ turf maintenance equipment; trucks, automobiles, buses and recreational vehicles; material handling or ground support equipment. Special purpose vehicles and military contractors; pleasure or commercial boat builders. Generator, pump, welder, traffic board, refrigeration, pressure washer, irrigation, compressor set, oilfield and stationary package manufacturers. Military or commercial hydraulic system packagers. Body builders, implement manufacturers. Manufacturers of diesel, gasoline or natural gas engines, engine marinizers, driveline hydraulic, engine-related components, instruments, controls or other accessories, testing productions and service equipment or tooling, fuel, lubricants, additives or materials. Equipment distributors, systems integrators, dealers, rental yards. Engine, hydraulic and powertrain components distributors/dealers. Engine/ components rebuilder and service facilities. Contract machining. End users and operators of on-highway, truck, bus and utility fleets, including city, county, state, federal or municipal fleets. Construction, mining, marine, forestry, agriculture fleets and railroads. Operators of power generation systems or oil and gas systems. Consulting engineers, electrical and mechanical contractors and naval architects. Government/ military regulatory, procurement or operating groups, research organizations and all others allied to the field, as stated in Paragraph 3a herein.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are corporate and administrative personnel, engineering management, operating management personnel, productions, purchasing, other personnel and company copies and other non-titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	45
Advertiser and Agency _____	2,824
Rotated or Occasional _____	-
*Allocated for Trade Shows and Conventions _____	225
Digital _____	-
All Other _____	963
TOTAL	4,057

*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 _____	25,378	99.9	25,187	99.1	191	0.8
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	36	0.1	-	-	36	0.1
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,414	100.0	25,187	99.1	227	0.9

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
July _____	1,426	191	23,134	2,766			25,900	October ____	519	276	22,300	3,010			25,310
August _____	724	302	22,605	2,873			25,478	November __	736	535	21,998	3,111			25,109
September _	74	149	22,633	2,920			25,553	December __	97	122	21,987	3,147			25,134
								TOTAL	3,576	1,575					

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

This issue is 1.4% or 366 copies below the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	CLASSIFICATION BY FUNCTION: Corporate and Administrative Personnel, Engineering Management, Operating Management Personnel, Production, Purchasing, Other Functions, Functions Not Available and Company Copies
ORIGINAL EQUIPMENT MANUFACTURERS:					
Manufacturers of Mobile On and Off-Highway and Marine Equipment Includes Construction Mining, Forestry, Agricultural, Lawn & Garden/ Turf Maintenance Equipment; Trucks, Automobiles, Buses and Recreational Vehicles; Material Handling or Ground Support Equipment, Special Purpose Vehicles and Military Contractors; and Pleasure or Commercial Boat Builders _____	7,055	28.1	6,174	881	7,055
Stationary Equipment Manufacturers Includes Generator, Welder, Pump, Refrigeration, Compressor, Oilfield and Stationary Packages; Military or Commercial, Hydraulic System Packagers, Body and Attachment Manufacturers_	1,511	6.0	1,323	188	1,511
Manufacturers of Diesel, Gasoline, Natural Gas, Alternative Engines; Engine Marinizers _____	1,515	6.0	1,245	270	1,515
Manufacturers of Driveline, Hydraulic or Engine-Related Components, Instruments, Controls or other Accessories Also includes Testing, Production and Service Equipment or Tooling; Fuels, Lubricants, Additives or Materials _____	3,457	13.8	2,831	626	3,457
SUB-TOTAL: Original Equipment Manufacturers	13,538	53.9	11,573	1,965	13,538
SYSTEM INTEGRATORS, DISTRIBUTION, SERVICES:					
Equipment Distributors, Dealers or Rental Yards _____	1,957	7.8	1,805	152	1,957
Engine Distributors/Dealers and Distributors of Hydraulic and Powertrain Components; System Integrators _____	1,667	6.6	1,461	206	1,667
Engine or Component Rebuild/Service Facilities _____	841	3.4	768	73	841
SUB-TOTAL: System Integrators, Distribution, Services	4,465	17.8	4,034	431	4,465
END USERS/FLEET OPERATORS:					
On Highway:					
Truck, Bus and Municipal Fleets _____	1,041	4.1	947	94	1,041
Off-Highway:					
Contractor, Mining and Marine Fleet/Railroads _____	2,776	11.1	2,720	56	2,776
Power Generation System Operators _____	250	1.0	210	40	250
SUB-TOTAL: Operating Companies On and Off-Highway	4,067	16.2	3,877	190	4,067
OTHERS:					
Consulting Engineers, Electrical & Mechanical Contractors/Naval Architects ____	1,778	7.1	1,467	311	1,778
Government/Military Procurement or Operating Branches; Research Organizations; Technical Libraries Also includes All Others Allied To the Field ____	1,261	5.0	1,047	214	1,261
TOTAL QUALIFIED CIRCULATION	25,109	100.0	21,998	3,111	25,109
PERCENT	100.0		87.6	12.4	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF NON-PAID 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: _____	14,989	6,007	-	17,885	3,111			20,996	83.6
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): _____	271	3,842	-	4,113	-			4,113	16.4
Association rosters and directories _____	-	-	-	-	-			-	-
Business directories _____	-	-	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-			-	-
*Other sources _____	271	3,842	-	4,113	-			4,113	16.4
VI. Single Copy Sales: _____	-	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	15,260	9,849	-	21,998	3,111			25,109	100.0
PERCENT	60.8	39.2	-	87.6	12.4			100.0	

*See Paragraph 9

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 _____	21,379	3,111			24,490	97.6
Individuals by name only _____	281	-			281	1.1
Titles or functions only _____	269	-			269	1.1
Company names only _____	33	-			33	0.1
Multi-Copy Same Addressee copies _____	36	-			36	0.1
Single Copy Sales _____	-	-			-	-
TOTAL QUALIFIED CIRCULATION	21,998	3,111			25,109	100.0

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

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
039-049 Maine _____	90	5	95		400-427 Kentucky _____	191	19	210	
030-038 New Hampshire _____	89	6	95		370-385 Tennessee _____	295	50	345	
050-059 Vermont _____	41	3	44		350-369 Alabama _____	164	15	179	
010-027 Massachusetts _____	267	36	303		386-397 Mississippi _____	74	12	86	
028-029 Rhode Island _____	33	5	38		EAST SO. CENTRAL	724	96	820	3.3
060-069 Connecticut _____	214	27	241		716-729 Arkansas _____	95	7	102	
NEW ENGLAND	734	82	816	3.2	700-714 Louisiana _____	160	12	172	
100-149 New York _____	697	88	785		730-749 Oklahoma _____	236	33	269	
070-089 New Jersey _____	423	46	469		750-799 Texas _____	1,049	131	1,180	
150-196 Pennsylvania _____	923	90	1,013		WEST SO. CENTRAL	1,540	183	1,723	6.9
MIDDLE ATLANTIC	2,043	224	2,267	9.0	590-599 Montana _____	101	5	106	
430-459 Ohio _____	1,066	126	1,192		832-838 Idaho _____	110	4	114	
460-479 Indiana _____	819	146	965		820-831 Wyoming _____	62	3	65	
600-629 Illinois _____	1,948	318	2,266		800-816 Colorado _____	371	35	406	
480-499 Michigan _____	1,481	309	1,790		870-884 New Mexico _____	80	2	82	
530-549 Wisconsin _____	1,226	174	1,400		850-865 Arizona _____	284	30	314	
EAST NO. CENTRAL	6,540	1,073	7,613	30.3	840-847 Utah _____	183	6	189	
550-567 Minnesota _____	777	113	890		889-898 Nevada _____	120	15	135	
500-528 Iowa _____	715	119	834		MOUNTAIN	1,311	100	1,411	5.6
630-658 Missouri _____	359	37	396		995-999 Alaska _____	63	15	78	
580-588 North Dakota _____	126	18	144		980-994 Washington _____	427	65	492	
570-577 South Dakota _____	97	4	101		970-979 Oregon _____	249	50	299	
680-693 Nebraska _____	196	10	206		900-961 California _____	1,393	208	1,601	
660-679 Kansas _____	263	29	292		967-968 Hawaii _____	30	4	34	
WEST NO. CENTRAL	2,533	330	2,863	11.4	PACIFIC	2,162	342	2,504	10.1
197-199 Delaware _____	33	3	36		UNITED STATES	20,101	2,811	22,912	91.3
206-219 Maryland _____	218	26	244		969 & 004-009 U.S. Territories _____	55	5	60	
200-205 Washington, DC _____	21	6	27		Canada _____	1,692	258	1,950	
220-246 Virginia _____	360	47	407		Mexico _____	142	34	176	
247-268 West Virginia _____	75	4	79		Other International _____	-	-	-	
270-289 North Carolina _____	512	75	587		AP0/FPO _____	8	3	11	
290-299 South Carolina _____	211	31	242		TOTALS QUALIFIED CIRCULATION	21,998	3,111	25,109	100.0
300-319 Georgia _____	403	79	482						
320-349 Florida _____	681	110	791						
SOUTH ATLANTIC	2,514	381	2,895	11.5					

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
	2006	2007	January - June 2008	July - December 2008	January - June 2009*	July - December 2009*
Total Audit Average Qualified _____	29,548	28,330	28,080	28,469	27,462	25,414
Qualified Non-Paid Total _____	29,256	28,050	27,817	28,218	27,227	25,187
Print Only _____	28,967	26,607	25,619	25,568	24,357	22,216
Digital Only _____	289	1,443	2,198	2,650	2,870	2,971
Qualified Paid Total _____	292	280	263	251	235	227
Print Only _____	292	280	262	250	235	227
Digital Only _____	-	-	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: 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

8. PAID CIRCULATION DATA

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

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.

AVERAGE NON-QUALIFIED CIRCULATION:

Trade Shows			
ISSUE	COPIES	SHOW	2009 DATE
September	500	ICUEE 2009, Louisville, KY	October 6 - 8, 2009
September	300	Commercial Vehicle Congress, Rosemont, IL	October 6 - 7, 2009
October	250	Green Industries & Equipment Expo, Louisville, KY	October 29 - 31, 2009
November	300	Power-Gen International, Las Vegas, NV	December 8 - 10, 2009

PARAGRAPH 3b:

Other Sources include 5 sources of circulation for quantities of 38 copies or 0.2% to 3,291 copies or 13.1%, including Con-Expo-CON/AGG & IFPE: Amer Equipment MFG, Dist Contractors, Mline Expo and ICCUEE.

PARAGRAPHS 5 AND 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 _____	22,407	99.8	22,216	99.0	191	0.8
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	36	0.2	-	-	36	0.2
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,443	100.0	22,216	99.0	227	1.0

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 _____	2,971	100.0	2,971	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	2,971	100.0	2,971	100.0	-	-

PUBLISHER'S AFFIDAVIT

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

Mike Osenga, Publisher

Sue Bollwahn, Circulation Manager

(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 5, 2010

State Wisconsin

County Waukesha

Received by BPA Worldwide January 5, 2010

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