

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2010**

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 an all others allied to the filed, 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 _____	40
Advertiser and Agency _____	2,851
Rotated or Occasional _____	-
*Allocated for Trade Shows and Conventions _____	454
Digital _____	-
All Other _____	923
TOTAL	4,268

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	25,119	99.9	24,934	99.1	185	0.8
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	37	0.1	-	-	37	0.1
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,156	100.0	24,934	99.1	222	0.9

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2010 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	1,036	1,012	21,919	3,191	25,110
February _____	63	231	22,011	3,267	25,278
March _____	93	225	22,080	3,330	25,410
April _____	673	280	21,629	3,388	25,017
May _____	543	557	21,537	3,494	25,031
June _____	157	215	21,599	3,490	25,089
TOTAL	2,565	2,520			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010**This issue is 0.6% or 150 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 _____	6,871	27.4	5,879	992	6,871
Stationary Equipment Manufacturers Includes Generator, Welder, Pump, Refrigeration, Compressor, Oilfield and Stationary Packages; Military or Commercial, Hydraulic System Packagers, Body and Attachment Manufacturers_	1,874	7.5	1,648	226	1,874
Manufacturers of Diesel, Gasoline, Natural Gas, Alternative Engines; Engine Marinizers _____	1,559	6.2	1,252	307	1,559
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 _____	3,494	14.0	2,782	712	3,494
SUB-TOTAL: Original Equipment Manufacturers	13,798	55.1	11,561	2,237	13,798
SYSTEM INTEGRATORS, DISTRIBUTION, SERVICES:					
Equipment Distributors, Dealers or Rental Yards _____	2,270	9.1	2,089	181	2,270
Engine Distributors/Dealers and Distributors of Hydraulic and Powertrain Components; System Integrators _____	1,500	6.0	1,274	226	1,500
Engine or Component Rebuild/Service Facilities _____	865	3.4	775	90	865
SUB-TOTAL: System Integrators, Distribution, Services	4,635	18.5	4,138	497	4,635
END USERS/FLEET OPERATORS:					
On Highway:					
Truck, Bus and Municipal Fleets _____	1,039	4.2	938	101	1,039
Off-Highway:					
Contractor, Mining and Marine Fleet/Railroads _____	2,381	9.5	2,315	66	2,381
Power Generation System Operators _____	255	1.0	211	44	255
SUB-TOTAL: Operating Companies On and Off-Highway	3,675	14.7	3,464	211	3,675
OTHERS:					
Consulting Engineers, Electrical & Mechanical Contractors/Naval Architects ____	1,774	7.1	1,432	342	1,774
Government/Military Procurement or Operating Branches; Research Organizations; Technical Libraries Also includes All Others Allied To the Field ____	1,149	4.6	942	207	1,149
TOTAL QUALIFIED CIRCULATION	25,031	100.0	21,537	3,494	25,031
PERCENT	100.0		86.0	13.9	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF NON-PAID CIRCULATION FOR ISSUE OF MAY 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: _____	14,454	6,087	862	17,909	3,494	21,403	85.5
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): _____	916	2,712	-	3,628	-	3,628	14.5
*Association rosters and directories _____	648	-	-	648	-	648	2.6
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
*Other sources _____	268	2,712	-	2,980	-	2,980	11.9
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,370	8,799	862	21,537	3,494	25,031	100.0
PERCENT	61.5	35.1	3.4	86.0	14.0	100.0	

*See Paragraph 8

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010				
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	21,008	3,494	24,502	97.7
Individuals by name only _____	197	-	197	0.8
Titles or functions only _____	265	-	265	1.1
Company names only _____	30	-	30	1.0
Multi-Copy Same Addressee copies _____	37	-	37	0.1
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,537	3,494	25,031	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010									
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 _____	72	7	79		400-427 Kentucky _____	199	23	222	
030-038 New Hampshire _____	72	9	81		370-385 Tennessee _____	297	57	354	
050-059 Vermont _____	27	4	31		350-369 Alabama _____	156	19	175	
010-027 Massachusetts _____	245	36	281		386-397 Mississippi _____	85	14	99	
028-029 Rhode Island _____	23	5	28		EAST SO. CENTRAL	737	113	850	3.4
060-069 Connecticut _____	209	33	242		716-729 Arkansas _____	94	8	102	
NEW ENGLAND	648	94	742	3.0	700-714 Louisiana _____	180	14	194	
100-149 New York _____	590	89	679		730-749 Oklahoma _____	237	33	270	
070-089 New Jersey _____	409	47	456		750-799 Texas _____	1,033	149	1,182	
150-196 Pennsylvania _____	804	103	907		WEST SO. CENTRAL	1,544	204	1,748	6.9
MIDDLE ATLANTIC	1,803	239	2,042	8.2	590-599 Montana _____	103	6	109	
430-459 Ohio _____	1,058	131	1,189		832-838 Idaho _____	102	6	108	
460-479 Indiana _____	801	182	983		820-831 Wyoming _____	53	3	56	
600-629 Illinois _____	1,952	361	2,313		800-816 Colorado _____	385	46	431	
480-499 Michigan _____	1,451	336	1,787		870-884 New Mexico _____	85	2	87	
530-549 Wisconsin _____	1,231	207	1,438		850-865 Arizona _____	270	33	303	
EAST NO. CENTRAL	6,493	1,217	7,710	30.8	840-847 Utah _____	179	13	192	
550-567 Minnesota _____	774	125	899		889-898 Nevada _____	107	15	122	
500-528 Iowa _____	724	132	856		MOUNTAIN	1,284	124	1,408	5.6
630-658 Missouri _____	347	45	392		995-999 Alaska _____	63	14	77	
580-588 North Dakota _____	118	23	141		980-994 Washington _____	390	70	460	
570-577 South Dakota _____	103	4	107		970-979 Oregon _____	224	48	272	
680-693 Nebraska _____	201	13	214		900-961 California _____	1,319	219	1,538	
660-679 Kansas _____	252	37	289		967-968 Hawaii _____	25	7	32	
WEST NO. CENTRAL	2,519	379	2,898	11.6	PACIFIC	2,021	358	2,379	9.5
197-199 Delaware _____	27	3	30		UNITED STATES	19,667	3,178	22,845	91.3
206-219 Maryland _____	221	33	254		969 & 004-009 U.S. Territories _____	57	6	63	
200-205 Washington, DC _____	22	7	29		Canada _____	1,672	268	1,940	
220-246 Virginia _____	355	55	410		Mexico _____	133	39	172	
247-268 West Virginia _____	76	4	80		Other International _____	-	-	-	
270-289 North Carolina _____	536	90	626		APO/FPO _____	8	3	11	
290-299 South Carolina _____	198	33	231		TOTALS QUALIFIED CIRCULATION	21,537	3,494	25,031	100.0
300-319 Georgia _____	423	88	511						
320-349 Florida _____	760	137	897						
SOUTH ATLANTIC	2,618	450	3,068	12.3					

7. 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
	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009	January - June 2010*
Total Audit Average Qualified _____	28,330	28,080	28,469	27,462	25,414	25,156
Qualified Non-Paid Total _____	28,050	27,817	28,218	27,227	25,187	24,934
Print Only _____	26,607	25,619	25,568	24,357	22,216	21,574
Digital Only _____	1,443	2,198	2,650	2,870	2,971	3,360
Qualified Paid Total _____	280	263	251	235	227	222
Print Only _____	280	262	250	235	227	222
Digital Only _____	-	1	1	-	-	-
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 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.

AVERAGE NON-QUALIFIED CIRCULATION:

Trade Shows			
ISSUE	COPIES	SHOW	2010 DATE
January	225	Ag Connect, Orlando FL	Jan 12-15
January	300	World OF Concrete, Las Vegas NV	Feb 2-5
February	250	The Work Truck Show, St Louis MO	March 10-12
February	100	EGSA Conference, St. Petersburg	March 14
February	200	Ag Machinery Conf., Cedar Rapids IA	May 3-5
March	300	Ag Machinery Conf., Cedar Rapids IA	May 3-5
March	100	Bauma, Munich Germany	April 19-25
April	250	Offshore Technology Conf., Houston TX	May 3-6
June	1,000	Deere Conference, Detroit	Sept 27-30

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 _____	21,759	99.9	21,574	99.0	185	0.8
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	37	0.1	-	-	37	0.1
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,796	100.0	21,574	99.0	222	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 _____	3,360	100.0	3,360	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	3,360	100.0	3,360	100.0	-	-

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 648 copies or 2.6%. Other Sources include 4 sources of circulation for quantities of 129 copies or 0.5% to 2,221 copies or 8.9%.

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

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	June 16, 2010
Mike Osenga, Publisher	State	Wisconsin
Sue Bollwahn, Circulation Manager	County	Waukesha
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	June 16, 2010
IMPORTANT NOTE:	Type	PD
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	D042Y0J0