BUSINESS PUBLICATION CIRCULATION STATEMENT FOR THE 6 MONTH PERIOD ENDED DECEMBER 2011

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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Equipment TODAY

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Official Publication of: None
Established: 1966
Issues Per Year: 12

FIELD SERVED

EQUIPMENT TODAY serves contractors who are primarily engaged in highway and heavy construction of highways & streets, grading & excavating, and other construction projects such as utility, water, sewer and pipeline; general building construction of commercial & non-residential, residential & tract, concrete and foundation; contractors substantially engaged in both Highway and Heavy Construction and General Building Construction; demolition, electrical, mechanical and masonry/stonework contractors; public utilities/power co-op; producers of construction materials; distributors and dealers of construction equipment, materials & supplies and others as described in Paragraph 3a within.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are corporate management, operations management, project management, equipment maintenance management, foreman, safety management, equipment operator/staff, and other titled personnel as shown in paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	33
Advertiser and Agency	914
Rotated or Occasional	-
Allocated for Trade Shows and Conventions	33
Digital	-
All Other	285
TOTAL	**1,265**

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	77,002	100.0	77,002	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**77,002**	**100.0**	**77,002**	**100.0**	**-**	**-**

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2011 Issue	Number Removed	Number Added	Total Qualified
July	261	261	77,000
August	654	663	77,009
September	347	338	77,000
October	173	173	77,000
November	387	387	77,000
December	169	169	77,000
TOTAL	**1,991**	**1,991**	

EQUIPMENT TODAY / December 2011

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011
This issue is -% or 2 copies below the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFCATION BY TITLE (NOTE 1)						
			CORPORATE MANAGEMENT (A)	OPERATIONS MANAGEMENT (B)	PROJECT MANAGEMENT (C)	EQUIPMENT MAINTENANCE MANAGEMENT (D)	FOREMAN (E)	SAFETY MANAGEMENT (F)	EQUIPMENT OPERATOR/ STAFF (G)
1. CONTRACTORS									
A. HIGHWAY AND HEAVY CONSTRUCTION:									
Grading & Excavating	28,456	37.0	23,723	1,944	1,018	654	477	45	595
Highways & Streets	12,034	15.6	7,691	2,047	901	678	486	44	187
Utility, Water, Sewer, Pipeline	8,859	11.5	6,821	943	429	277	182	30	177
B. GENERAL BUILDING CONSTRUCTION:									
Commercial & Non-Residential	6,970	9.1	5,573	564	448	155	103	22	105
Residential & Tract	4,098	5.3	3,540	245	135	40	61	8	69
Concrete	3,438	4.5	3,018	195	125	35	29	3	33
Foundation	723	0.9	608	46	29	18	7	1	14
C. ENGAGED IN BOTH:									
Contractors substantially engaged in both categories described above	6,147	8.0	4,651	640	380	235	98	18	125
D. OTHER CONTRACTORS:									
Electrical, demolition, mechanical, masonry/stonework and other contractors	2,477	3.2	1,927	239	126	76	58	4	47
Sub-Total Contractors	73,202	95.1	57,552	6,863	3,591	2,168	1,501	175	1,352
2. CONSTRUCTION MATERIALS PRODUCERS:									
Sand, gravel, stone, lime, cement, ready mix, asphalt	801	1.01	512	133	52	40	32	7	25
3. NON-CONTRACTOR USERS OF CONSTRUCTION EQUIPMENT & PRODUCTS:									
Utilities/Power Co-op	566	0.7	231	208	39	39	28	7	14
Sub-Total Construction Materials Producers and Non-contractor Users of Construction Equipment & Products	1,367	1.8	743	341	91	79	60	14	39
TOTAL USERS OF CONSTRUCTION EQUIPMENT & PRODUCTS	74,569	96.9	58,295	7,204	3,682	2,247	1,561	189	1,391
4. Distributors/Dealers of Construction Equipment, Materials, and Supplies	2,431	3.1	1,586	415	156	158	32	17	67
TOTAL QUALIFIED CIRCULATION	**77,000**	**100.0**	**59,881**	**7,619**	**3,838**	**2,405**	**1,593**	**206**	**1,458**
PERCENT	**100.0**		**77.7**	**9.9**	**5.0**	**3.1**	**2.1**	**0.3**	**1.9**

NOTE 1:
(A) Corporate Management titles include Owner, President, CEO, and other Corporate Management.
(B) Operations Management titles include Operations Manager, Scheduler, and related personnel.
(C) Project Management titles include Site Supervisor/Manager, Project Supervisor, and Manager related personnel.
(D) Equipment Maintenance Management titles include Equipment, Fleet or Maintenance Supervisor, Shop & Mechanical Supervisor, Master Mechanic, and related personnel.
(E) Foreman/Engineering titles include Field Supervisor, Construction Field Engineers, and related personnel.
(F) Safety Management titles include Safety Manager and related personnel.
(G) Equipment Operations/Staff and related personnel.

ADDITIONAL DATA: CLASSIFICATION BY SALES VOLUME FOR EQUIPMENT TODAY

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFCATION BY SALES VOLUME						
			Less than $500,000	$500,000-$999,999	$1,000,000 - $2,499,999	$2,500,000-$4,999,000	$5,000,000-$10,000,000	Over $10,000,000	Sales Volume Not Available
CONTRACTORS									
A. HIGHWAY AND HEAVY CONSTRUCTION:									
Grading & Excavating	28,456	37.0	10,519	5,170	5,275	1,815	1,889	2,145	1,643
Highways & Streets	12,034	15.6	1,969	1,432	2,515	1,312	1,415	2,176	1,215
Utility, Water, Sewer, Pipeline	8,859	11.5	1,901	1,494	1,981	866	872	1,026	719
B. GENERAL BUILDING CONSTRUCTION:									
Commercial & Non-Residential	6,970	9.1	1,561	1,213	1,366	690	722	712	706
Residential & Tract	4,098	5.3	2,060	764	637	184	108	87	258
Concrete	3,438	4.5	873	809	832	360	250	186	128
Foundation	723	0.9	172	156	183	56	56	45	55
C. ENGAGED IN BOTH:									
Contractors substantially engaged in both categories described above	6,147	8.0	1,584	1,042	1,243	577	523	707	471
D. OTHER CONTRACTORS:									
Electrical, demolition, mechanical, masonry/stonework and other contractors	2,477	3.2	782	412	492	207	176	211	197
Sub-Total Contractors	73,202	95.1	21,421	12,492	14,524	6,067	6,011	7,295	5,392
2. CONSTRUCTION MATERIALS PRODUCERS:									
a. Sand, gravel, stone, lime	801	1.1	194	105	153	78	68	117	86
3. NON-CONTRACTOR USERS OF CONSTRUCION EQUIPMENT & PRODUCTS:									
a. Utilities/Power Co-op	566	0.7	114	65	115	56	54	93	69
Sub-Total Construction Materials Producers and Non-contractor Users of Construction Equipment & Products	1,367	1.8	308	170	268	134	122	210	155
TOTAL USERS OF CONSTRUCTION EQUIPMENT & PRODUCTS	74,569	96.9	21,729	12,662	14,792	6,201	6,133	7,505	5,547
4.Distributors/Dealers of Construction Equipment, Materials, and Supplies	2,431	3.1	498	327	440	227	248	478	213
TOTAL QUALIFIED CIRCULATION	**77,000**	**100.0**	**22,227**	**12,989**	**15,232**	**6,428**	**6,381**	**7,983**	**5,760**

ADDITIONAL DATA: CLASSIFICATION BY FIRM'S FLEET REPLACEMENT VALUE OF CONSTRUCTION EQUIPMENT & TRUCKS OWNED AND/OR LEASED FOR COMPANY'S USE

BUSINESS AND INDUSTRY*	TOTAL QUALIFIED	PERCENT OF TOTAL	Less than $500,000	$500,001-$1,000,000	$1,000,001-$5,000,000	$5,000,001- and over	Replacement Value Not Available
1. CONTRACTORS							
A.HIGHWAY AND HEAVY CONSTRUCTION:							
Grading & Excavating	28,456	37.0	10,480	5,928	5,018	2,182	4,848
Highways & Streets	12,034	15.6	2,458	1,839	2,352	1,792	3,593
Utility, Water, Sewer, Pipeline	8,859	11.5	2,681	1,524	1,607	737	2,310
B.GENERAL BUILDING CONSTRUCTION:							
Commercial & Non-Residential	6,970	9.1	2,880	1,391	1,063	399	1,237
Residential & Tract	4,098	5.3	2,502	666	317	91	522
Concrete	3,438	4.5	1,514	580	456	144	744
Foundation	723	0.9	300	112	115	32	164
C.ENGAGED IN BOTH:							
Contractors substantially engaged in both categories described above	6,147	8.0	2,075	1,317	1,205	680	870
D.OTHER CONTRACTORS:							
Electrical, demolition, mechanical, masonry/stonework and other contractors	2,477	3.2	1,075	435	388	177	402
Sub-Total Contractors	73,202	95.1	25,965	13,792	12,521	6,234	14,690
2.CONSTRUCTION MATERIALS PRODUCERS:							
a. Sand, gravel, stone, lime	801	1.1	232	142	174	121	132
3. NON-CONTRACTOR USERS OF CONSTRUCTION EQUIPMENT & PRODUCTS:							
a. Utilities/Power Co-op	566	0.7	155	88	109	90	124
Sub-Total Construction Materials Producers and Non-contractor Users of Construction Equipment & Products	1,367	1.8	387	230	283	211	256
TOTALS	**74,569**	**96.9**	**26,352**	**14,022**	**12,804**	**6,445**	**14,946**

*Classification by firms replacement value excludes Distributors/Dealers.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011

QUALIFICATION SOURCE	Qualified Within 1 Year	Qualified Within 2 Years	Qualified Within 3 Years	Total Qualified	Percent
I. Direct Request:	**55,243**	**15,400**	**-**	**70,643**	**91.7**
II. Request from recipient's company:	**270**	**-**	**-**	**270**	**0.4**
III. Membership Benefit:	**-**	**-**	**-**	**-**	**-**
IV. Communication from recipient or recipient's company (other than request):	**-**	**-**	**-**	**-**	**-**
V. **TOTAL** – Sources other than above (listed alphabetically):	**6,087**	**-**	**-**	**6,087**	**7.9**
Association rosters and directories	-	-	-	-	-
*Business directories	6,087	-	-	6,087	7.9
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	**-**	**-**	**-**	**-**	**-**
TOTAL QUALIFIED CIRCULATION	**61,600**	**15,400**	**-**	**77,000**	**100.0**
PERCENT	**80.0**	**20.0**	**-**	**100.0**	

***See Additional Data**

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	77,000	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	**77,000**	**100.0**

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011

State	Total Qualified	Percent
Maine	749	
New Hampshire	774	
Vermont	476	
Massachusetts	2,343	
Rhode Island	303	
Connecticut	1,388	
NEW ENGLAND	6,033	7.8
New York	4,152	
New Jersey	1,831	
Pennsylvania	4,378	
MIDDLE ATLANTIC	10,361	13.4
Ohio	3,737	
Indiana	2,058	
Illinois	3,473	
Michigan	2,760	
Wisconsin	2,913	
EAST NO. CENTRAL	14,941	19.4
Minnesota	2,362	
Iowa	1,706	
Missouri	2,022	
North Dakota	471	
South Dakota	628	
Nebraska	860	
Kansas	1,084	
WEST NO. CENTRAL	9,133	11.9
Delaware	202	
Maryland	1,200	
Washington, DC	29	
Virginia	1,885	
West Virginia	630	
North Carolina	2,671	
South Carolina	1,087	
Georgia	1,778	
Florida	3,129	
SOUTH ATLANTIC	12,611	16.4

State	Total Qualified	Percent
Kentucky	1,254	
Tennessee	1,491	
Alabama	1,037	
Mississippi	661	
EAST SO. CENTRAL	4,443	5.8
Arkansas	718	
Louisiana	806	
Oklahoma	949	
Texas	3,541	
WEST SO. CENTRAL	6,014	7.8
Montana	739	
Idaho	659	
Wyoming	311	
Colorado	1,368	
New Mexico	439	
Arizona	834	
Utah	556	
Nevada	394	
MOUNTAIN	5,300	6.9
Alaska	413	
Washington	1,542	
Oregon	1,229	
California	4,308	
Hawaii	250	
PACIFIC	7,742	10.1
UNITED STATES	76,578	99.5
U.S. Territories	63	
Canada	359	
Mexico	-	
Other International	-	
APO/FPO	-	
TOTAL QUALIFIED CIRCULATION	**77,000**	**100.0**

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data January - June 2009	Audited Data July - December 2009	Audited Data January - June 2010	Audited Data July - December 2010	Audited Data January - June 2011	Circulation Claim July - December 2011*
Total Audit Average Qualified: _____	79,001	77,001	77,001	77,001	77,001	77,002
Qualified Non-Paid: ___	79,001	77,001	77,001	77,001	77,001	77,002
Qualified Paid: _____	-	-	-	-	-	-
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: July – December 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

PARAGRAPH 3b:
Business Directories include 1 source of circulation for a quantity of 6,087 copies or 7.9%.

PUBLISHER'S AFFIDAVIT

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

Sean Dunphy, Publisher

Ellen Stormer, Audience Development 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 24, 2012
State	Wisconsin
County	Jefferson
Received by BPA Worldwide	January 24, 2012
Type	PJ
ID Number	E054P0D1

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