

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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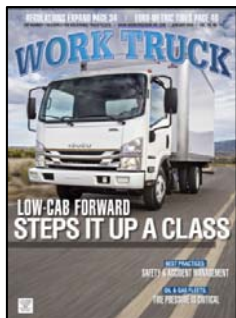
WORK TRUCK serves the needs of light and medium duty truck, van, and SUV fleet managers in commercial, delivery, service, vocational, utility, telecom, and public sector fleets.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

WORK TRUCK MAGAZINE



6 Issues in the period
48,338 average circulation

WORK TRUCK WEBSITE



63,713 average unique browsers

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
WORK TRUCK MAGAZINE Unique Total* (6 issues in the period)	48,337	1	48,338
a. Print	29,999	1	30,000
b. Digital	21,941	-	21,941
1. Requested	3,907	-	3,907
2. Non-Requested	18,034	-	18,034
WORK TRUCK WEBSITE (Monthly Unique Browsers with 168,927 average Page Impressions)	63,713	-	63,713

*Unique Total represents unique recipients, not the sum of Print and Digital.

FIELD SERVED

WORK TRUCK serves the fleet operation field including commercial/corporate, utility, government agency, industry supplier, fleet management, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include Executive management, upper management, fleet management, other management, and other titled and non-titled personnel in the field served.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere		Copies
Other Paid Circulation		16
Advertiser and Agency		693
Allocated for Trade Shows and Conventions		17
All Other		20,598
TOTAL		21,323

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	48,338	100.0	48,337	100.0	1	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	48,338	100.0	48,337	100.0	1	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Print	Digital	Unique Total Qualified*
January	30,000	22,836	49,488
February	30,000	22,385	48,858
March	30,000	22,045	48,389
April	30,000	21,875	48,175
May	30,000	21,311	47,630
June	30,001	21,194	47,488

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016
 This issue is 1.8% or 850 copies below the average of the other 5 issues reported in Paragraph 2.

BUSINESS & INDUSTRY	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print	Digital	Classification by Title (Note 1)
Commercial/Corporate	30,296	63.6	21,982	10,238	30,296
Utility	1,207	2.5	992	274	1,207
Government	2,191	4.6	1,358	1,124	2,191
Industry Supplier	415	0.9	108	363	415
Fleet Management	386	0.8	122	320	386
Others Allied to the Field	13,135	27.6	5,438	8,992	13,135
UNIQUE TOTAL QUALIFIED CIRCULATION*	47,630	100.0	30,000	21,311	47,630
PERCENT	100.0		63.0	44.7	100.0

Note 1: Executive Management, Upper Management, Fleet Management, Other Management, and Other Titled and Non-Titled Personnel

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	3,451	688	713	1,673	3,953	4,852	10.2
II. Request from recipient's company:	2	-	-	-	2	2	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. **Communication from recipient or recipient's company (other than request):	16,631	10,117	-	12,737	16,829	26,748	56.1
V. TOTAL – Sources other than above (listed alphabetically):	16,028	-	-	15,590	527	16,028	33.7
Association rosters and directories	-	-	-	-	-	-	-
**Business directories	143	-	-	140	48	143	0.3
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	15,885	-	-	15,450	479	15,885	33.4
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	36,112	10,805	713	30,000	21,311	47,630	100.0
PERCENT	75.8	22.7	1.5	63.0	44.7	100.0	

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	29,978	21,261	47,560	99.9
Individuals by name only	14	46	58	0.1
Titles or functions only	5	1	6	-
Company names only	3	3	6	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	30,000	21,311	47,630	100.0

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

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
	July – December 2013	January – June 2014	July – December 2014	January – June 2015	July – December 2015	January – June 2016*
Unique Total Audit Average Qualified***:	51,338	47,888	50,572	57,552	53,871	48,338
Unique Qualified Non-Paid Total:***	51,338	47,888	50,572	57,552	53,871	48,337
Print:	29,595	30,003	30,010	28,925	29,805	29,999
Digital:	21,743	19,249	22,303	30,046	25,607	21,941
Unique Qualified Paid Total:***	-	-	-	-	-	1
Print:	-	-	-	-	-	1
Digital:	-	-	-	-	-	-
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 2016 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

***Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

State	Print	Digital	Unique Total Qualified*	Percent
Maine	159	151	286	
New Hampshire	67	113	159	
Vermont	106	61	153	
Massachusetts	575	315	824	
Rhode Island	95	65	149	
Connecticut	321	222	502	
NEW ENGLAND	1,323	927	2,073	4.3
New York	1,518	909	2,249	
New Jersey	1,116	526	1,533	
Pennsylvania	582	903	1,345	
MIDDLE ATLANTIC	3,216	2,338	5,127	10.8
Ohio	1,590	1,174	2,559	
Indiana	1,010	770	1,649	
Illinois	1,424	1,097	2,302	
Michigan	1,059	827	1,734	
Wisconsin	964	779	1,632	
EAST NO. CENTRAL	6,047	4,647	9,876	20.7
Minnesota	1,063	667	1,604	
Iowa	665	559	1,120	
Missouri	618	521	1,061	
North Dakota	264	144	377	
South Dakota	77	131	186	
Nebraska	134	252	359	
Kansas	143	264	372	
WEST NO. CENTRAL	2,964	2,538	5,079	10.7
Delaware	102	57	151	
Maryland	623	381	929	
Washington, DC	45	38	75	
Virginia	221	384	551	
West Virginia	182	130	284	
North Carolina	1,174	738	1,761	
South Carolina	409	221	585	
Georgia	936	666	1,504	
Florida	1,537	909	2,287	
SOUTH ATLANTIC	5,229	3,524	8,127	17.1

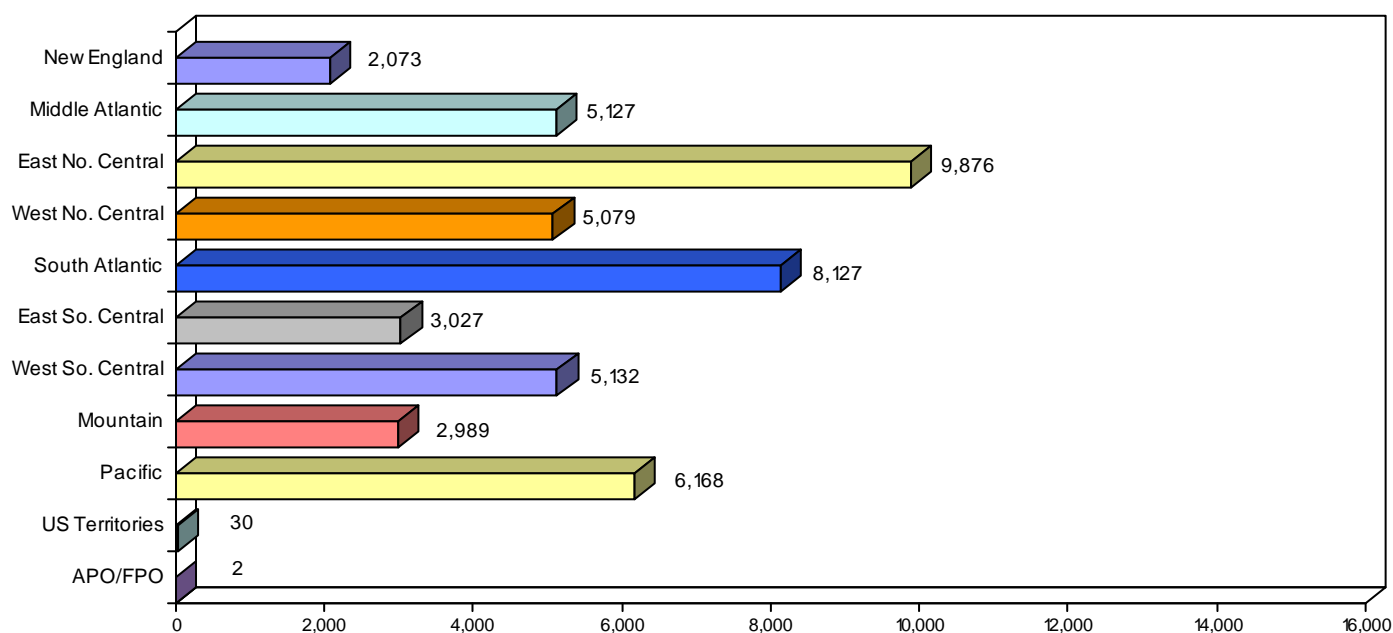
State	Print	Digital	Unique Total Qualified*	Percent
Kentucky	561	374	865	
Tennessee	591	469	980	
Alabama	564	295	798	
Mississippi	216	197	384	
EAST SO. CENTRAL	1,932	1,335	3,027	6.3
Arkansas	94	188	259	
Louisiana	554	243	758	
Oklahoma	574	314	842	
Texas	2,243	1,256	3,273	
WEST SO. CENTRAL	3,465	2,001	5,132	10.8
Montana	203	139	324	
Idaho	306	172	445	
Wyoming	161	66	214	
Colorado	207	328	480	
New Mexico	294	96	369	
Arizona	150	287	394	
Utah	280	231	467	
Nevada	215	102	296	
MOUNTAIN	1,816	1,421	2,989	6.3
Alaska	164	58	208	
Washington	249	496	671	
Oregon	400	329	686	
California	3,049	1,621	4,422	
Hawaii	139	49	181	
PACIFIC	4,001	2,553	6,168	12.9
UNITED STATES	29,993	21,284	47,598	99.9
U.S. Territories	7	25	30	
Canada	-	-	-	
Mexico	-	-	-	
Other International	-	-	-	
APO/FPO	-	2	2	

UNIQUE TOTAL QUALIFIED CIRCULATION*	30,000	21,311	47,630	100.0
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*Unique Total represents unique recipients, not the sum of Print and Digital.

****See Additional Data**

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



WEBSITE CHANNEL

WWW.WORKTRUCKONLINE.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	184,878	83,236	64,161	1.30	01:16	01:34
February	186,706	82,689	64,383	1.28	01:15	01:34
March	170,228	87,616	69,389	1.26	01:38	01:33
April	178,063	80,977	64,205	1.26	01:31	01:49
May	147,913	77,172	61,674	1.25	01:46	01:38
June	145,779	72,166	58,467	1.23	01:36	01:38
AVERAGE:	168,927	80,642	63,713	1.26	01:30	01:37

January – June 2016 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Page Impressions: A Page Impression is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

User Sessions: A single continuous set of activity attributable to a cookie'd browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Unique Browsers: An identified and unduplicated Cookie'd Browser that accesses Internet content or advertising during a measurement period.

Unique Browser Frequency: Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

Page Duration: The average time spent viewing any page on a web site.

User Session Duration: The average time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

MAGAZINE:

PARAGRAPH 3b:

Communication from Recipient or Recipient's Company (Other than Request) includes 21 sources of circulation for quantities of 1 copy or -% to 11,669 copies or 24.5%, including Heavy Duty Trucking.

Business directories include 1 source of circulation for a quantity of 143 copies or 0.3%.

Other sources include 1 source of circulation for a quantity of 15,885 copies or 33.4 %, including IHS Automotive, driven by Polk.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

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

Sherb Brown, Vice-President & Group Publisher

Tony Napoleone, Director, Audience Development

(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 brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	July 18, 2016
State	California
County	Los Angeles
Received by BPA Worldwide	July 18, 2016
Type	BD
ID Number	W223B0J6

About BPA Worldwide:

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. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.