

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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TRAILER/BODY BUILDERS is a magazine published specifically for those who produce and sell commercial truck bodies, trailers, and truck equipment. Examples include delivery trucks, school buses, ambulances, firetrucks, and van trailers. From pickups that plow snow to dump trailers that move mountains, our subscribers build, equip, and sell the vehicles that do the job.

FIELD SERVED

TRAILER/BODY BUILDERS serves the truck trailer and truck body manufacturing industry, including tank, van container, school bus, mobile home and truck equipment. Qualified industries are engaged in the manufacturing of truck trailers and van containers, truck bodies, tank trailers and tank trucks, school bus bodies, ambulances, fire trucks, truck chassis, light machinery trailers, tow trailers, mobile homes and travel trailers, cranes, hoists, winches, lift gates and other truck/trailer equipment, subassemblies, accessories and component parts. Also qualified are those engaged in distribution of truck trailers and bodies, service and repair of truck trailers and bodies, government and associations, engineers, supplier representatives, consultants, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified job functions are corporate management, administrative/management, engineering & design, manufacturing/production, purchasing/procurement, sales/marketing/communications, and other job functions.

CHANNELS

TRAILER/BODY BUILDERS MAGAZINE



6 Issues in the period
15,500 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
TRAILER/BODY BUILDERS MAGAZINE (6 issues in the period)	15,500	-	15,500

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	38
Advertiser and Agency	532
Allocated for Trade Shows and Conventions	92
All Other	369
TOTAL	1,030

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,500	100.0	15,500	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,500	100.0	15,500	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Total Qualified
January	15,500
February	15,500
March	15,500
April	15,500
May	15,500
June	15,500

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR MAY 2017 This issue is equal to the average of the other 5 issues reported in Paragraph 2.

BUSINESS & INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
1. TRUCKS AND BUSES		
Truck Chassis	438	2.8
School Bus Bodies	146	0.9
Motor Homes/Mobile Homes/Travel Trailers	215	1.4
TRUCK TRAILERS AND BODIES		
Truck Trailers and Van Containers	2,626	16.9
Tank Trailers and Tank Trucks	336	2.2
Tow Trailers or Light Machinery Trailers	460	3.0
Truck Bodies	1,879	12.1
Fire Trucks, Rescue Vehicles, Ambulances	163	1.1
Truck Equipment including winches, cranes, hoists, lift gates	776	5.0
Truck Trailer, Body and Equipment Distributors, repair shops and factory owned sales-service branches, including leasing companies.	4,730	30.5
Subtotal: Motor Vehicle Manufacturers and Distributors	11,769	75.9
2. MOTOR VEHICLE SYSTEMS AND COMPONENTS		
Component Parts, Accessories and Subassemblies Manufacturers	1,368	8.9
Subtotal: Motor Vehicle Systems and Components	1,368	8.9
3. SUPPLYING INDUSTRIES		
Plant Equipment Manufacturers	203	1.3
Material Manufacturers	700	4.5
Subtotal: Supplying Industries	903	5.8
4. OTHERS ALLIED TO THE FIELD		
Consultants, Engineering, Associations, Government, Manufacturers Representatives and Others Allied to the Field	1,460	9.4
Subtotal: Others Allied to the Field	1,460	9.4
TOTAL QUALIFIED CIRCULATION	15,500	100.0
PERCENT	100.0	

Note: Qualified job functions are corporate management, administrative/management, engineering & design, manufacturing/production, purchasing/procurement, sales/marketing/communications, and other job functions.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	10,487	3,085	1,003	14,575	94.0
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):	925	-	-	925	6.0
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	925	-	-	925	6.0
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11,412	3,085	1,003	15,500	100.0
PERCENT	73.6	19.9	6.5	100.0	

*See Additional Data

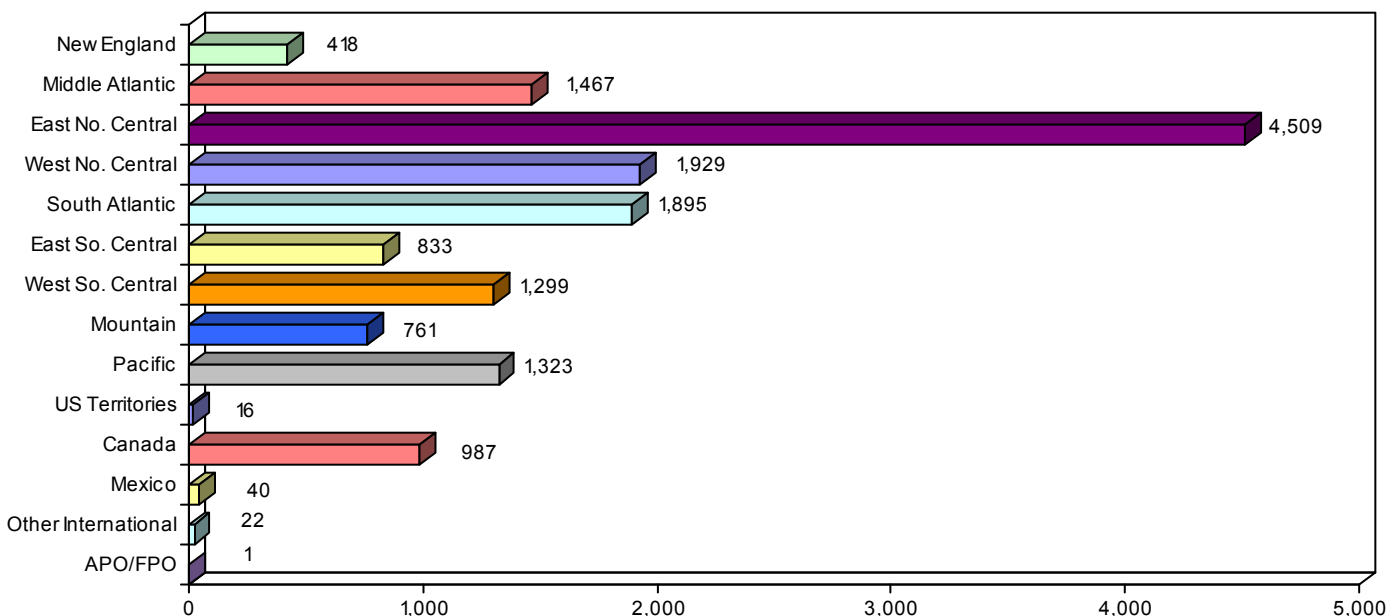
3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	15,500	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	15,500	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	61		Kentucky	210	
New Hampshire	50		Tennessee	266	
Vermont	29		Alabama	278	
Massachusetts	168		Mississippi	79	
Rhode Island	32		EAST SO. CENTRAL	833	5.4
Connecticut	78		Arkansas	127	
NEW ENGLAND	418	2.7	Louisiana	101	
New York	468		Oklahoma	193	
New Jersey	233		Texas	878	
Pennsylvania	766		WEST SO. CENTRAL	1,299	8.4
MIDDLE ATLANTIC	1,467	9.5	Montana	62	
Ohio	1,158		Idaho	107	
Indiana	1,091		Wyoming	18	
Illinois	932		Colorado	184	
Michigan	734		New Mexico	52	
Wisconsin	594		Arizona	190	
EAST NO. CENTRAL	4,509	29.1	Utah	113	
Minnesota	426		Nevada	35	
Iowa	412		MOUNTAIN	761	4.9
Missouri	476		Alaska	17	
North Dakota	81		Washington	216	
South Dakota	136		Oregon	217	
Nebraska	158		California	864	
Kansas	240		Hawaii	9	
WEST NO. CENTRAL	1,929	12.4	PACIFIC	1,323	8.5
Delaware	32		UNITED STATES	14,434	93.1
Maryland	151		U.S. Territories	16	
Washington, DC	3		Canada	987	
Virginia	188		Mexico	40	
West Virginia	61		Other International	22	
North Carolina	395		APO/FPO	1	
South Carolina	149				
Georgia	396				
Florida	520				
SOUTH ATLANTIC	1,895	12.2			
			TOTAL QUALIFIED CIRCULATION	15,500	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



ADDITIONAL DATA

PARAGRAPH 3b:

Other sources include 2 sources of circulation for quantities of 90 copies or 0.6% to 835 copies or 5.4%.

PUBLISHER'S AFFIDAVIT

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

Ray Anderson, Group Publisher

Tyler Motsinger, Sr. User Marketing 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 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 11, 2017

State Texas

County Harris

Received by BPA Worldwide July 11, 2017

Type BD

ID Number T329B0J7

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.