

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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Rental

PRODUCT NEWS

Cygnus Business Media
1233 Janesville Avenue
P.O. Box 803
Fort Atkinson, WI 53538-0803
Tel.: (920) 563-6388
Fax: (920) 563-1700
www.forconstructionpros.com

Official Publication of: None
Established: 1978
Issues Per Year: 8
(See Paragraph 9)



FIELD SERVED

RENTAL PRODUCTS NEWS serves the field of contractor/industrial, general/homeowner and specialized equipment rental, including general rental centers, distributor/dealers, manufacturers representatives and retail firms with rental departments.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include owner, president, partner, general manager, other corporate officer, manager (including sales manager, branch manager, or other manager), supervisor or department head (including department manager, foreman, chief/head mechanic), other officers of a company and other titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	35
Advertiser and Agency _____	692
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	25
Digital _____	-
All Other _____	200
TOTAL	952

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	19,505	100.0	19,505	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,505	100.0	19,505	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July/ August _____	3,775	3,775			19,505	October/ November _____	3,051	3,051			19,505
September _____	115	115			19,505	December _____	93	93			19,505
						TOTAL	7,034	7,034			

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

This issue is equal to the average of the other 3 issues reported in Paragraph two

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE		
			Owner, Partner, President, General Manager and other Corporate officers (A)	Manager, Sales Manager, Branch or Other Manager (B)	Supervisor or Department Head, Dept. Mgr., Foreman and Chief/Head Mechanic (C)
1. General Rental Center: Includes firms primarily engaged in the business of renting equipment, machinery, tools and/or items to other businesses and the general public (also includes independent, franchise or chain retail outlets and headquarters)	13,247	67.9	8,902	3,988	357
2. Distributor/Dealers: Includes firms primarily engaged in the business of selling and renting equipment and tools	3,437	17.6	2,013	1,264	160
3. Retail Firms: Stores with rental departments including hardware stores, lumber yards, home/building centers, yard & garden retailers and other home center/retail building businesses	2,406	12.4	1,589	654	163
Sub-Total	19,090	97.9	12,504	5,906	680
4. Manufacturers Representatives	415	2.1	233	149	33
TOTAL QUALIFIED CIRCULATION	19,505	100.0	12,737	6,055	713

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	PRIMARY RENTAL SERVICES			
			Contractor/Industrial Equipment Only (A)	General/Homeowner Equipment Only (B)	BOTH Contractor/Industrial & General Homeowner Equipment (C)	Rental Service Not Identified
1. General Rental Center: Includes firms primarily engaged in the business of renting equipment, machinery, tools and/or items to other businesses and the general public (also includes independent, franchise or chain retail outlets and headquarters)	13,247	67.9	2,715	1,443	5,520	3,569
2. Distributor/Dealers: Includes firms primarily engaged in the business of selling and renting equipment and tools	3,437	17.6	2,028	181	1,215	13
3. Retail Firms: Stores with rental departments including hardware stores, lumber yards, home/building centers, yard & garden retailers and other home center/retail building businesses	2,406	12.4	648	470	1,280	8
Sub-Total	19,090	97.9	5,391	2,094	8,015	3,590
4. Manufacturers Representatives	415	2.1				
TOTAL QUALIFIED CIRCULATION	19,505	100.0				

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY ANNUAL SALES VOLUME (Note 1)			
			<\$1 Million	\$1 Million to \$4,999,999	\$5 Million+	Not Available
1. General Rental Center: Includes firms primarily engaged in the business of renting equipment, machinery, tools and/or items to other businesses and the general public (also includes independent, franchise or chain retail outlets and headquarters)	13,247	67.9	4,592	5,740	2,435	480
2. Distributor/Dealers: Includes firms primarily engaged in the business of selling and renting equipment and tools	3,437	17.6	631	979	1,682	145
3. Retail Firms: Stores with rental departments including hardware stores, lumber yards, home/building centers, yard & garden retailers and other home center/retail building businesses	2,406	12.4	1,023	830	455	98
TOTALS	19,090	97.9	6,246	7,549	4,572	723

Note 1: Classification by annual sales volume excludes Manufacturers Representatives.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	11,853	3,901	-			15,754	80.7
II. Request from recipient's company: _____	186	-	-			186	1.0
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	3,565	-	-			3,565	18.3
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	3,565	-	-			3,565	18.3
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	15,604	3,901	-			19,505	100.0
*See Paragraph 9	PERCENT	80.0	20.0	-		100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			19,505	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			19,505	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2009								
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	128		400-427 Kentucky _____	300				
030-038 New Hampshire _____	128		370-385 Tennessee _____	436				
050-059 Vermont _____	58		350-369 Alabama _____	328				
010-027 Massachusetts _____	387		386-397 Mississippi _____	186				
028-029 Rhode Island _____	70		EAST SO. CENTRAL	1,250	6.4			
060-069 Connecticut _____	221		716-729 Arkansas _____	233				
NEW ENGLAND	992	5.1	700-714 Louisiana _____	435				
100-149 New York _____	809		730-749 Oklahoma _____	282				
070-089 New Jersey _____	440		750-799 Texas _____	1,565				
150-196 Pennsylvania _____	921		WEST SO. CENTRAL	2,515	12.9			
MIDDLE ATLANTIC	2,170	11.1	590-599 Montana _____	137				
430-459 Ohio _____	859		832-838 Idaho _____	135				
460-479 Indiana _____	466		820-831 Wyoming _____	85				
600-629 Illinois _____	771		800-816 Colorado _____	350				
480-499 Michigan _____	611		870-884 New Mexico _____	105				
530-549 Wisconsin _____	588		850-865 Arizona _____	321				
EAST NO. CENTRAL	3,295	16.9	840-847 Utah _____	159				
550-567 Minnesota _____	481		889-898 Nevada _____	129				
500-528 Iowa _____	334		MOUNTAIN	1,421	7.3			
630-658 Missouri _____	499		995-999 Alaska _____	70				
580-588 North Dakota _____	94		980-994 Washington _____	393				
570-577 South Dakota _____	104		970-979 Oregon _____	225				
680-693 Nebraska _____	156		900-961 California _____	1,611				
660-679 Kansas _____	255		967-968 Hawaii _____	68				
WEST NO. CENTRAL	1,923	9.9	PACIFIC	2,367	12.1			
197-199 Delaware _____	60		UNITED STATES	19,475	99.9			
206-219 Maryland _____	311		969 & 004-009 U.S. Territories _____	30				
200-205 Washington, DC _____	5		Canada _____	-				
220-246 Virginia _____	483		Mexico _____	-				
247-268 West Virginia _____	134		Other International _____	-				
270-289 North Carolina _____	609		APO/FPO _____	-				
290-299 South Carolina _____	282		TOTAL QUALIFIED CIRCULATION	19,505	100.0			
300-319 Georgia _____	600							
320-349 Florida _____	1,058							
SOUTH ATLANTIC	3,542	18.2						

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: _____	20,006	21,006	21,007	21,004	19,755	19,505
Qualified Non-Paid: _____	20,006	21,006	21,007	21,004	19,755	19,505
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: January-December 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)
8	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. ADDITIONAL DATA**CHANGE IN FREQUENCY;**

Effective with the May/June 2009 issue, Rental Product News changed its frequency from 10 to 8 issues per year.

PARAGRAPH 3b:

Business directories include 2 sources of circulation for quantities of 1,538 copies or 7.9% to 2,027 copies or 10.4%, including Harris InfoSource.

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.**PUBLISHER'S AFFIDAVIT**

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

Kris Flitcroft, Brand Director

Jackie Flack, 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 14, 2010

State Wisconsin

County Jefferson

Received by BPA Worldwide January 14, 2010

Type PD

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