

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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EQUIPMENT TODAY

Cygnus Business Media
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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: 1966
Issues Per Year: 12
(See Paragraph 9)

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 _____	78
Advertiser and Agency _____	895
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	100
Electronic _____	-
All Other _____	339
TOTAL	1,412

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	78,001	100.0	78,001	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	78,001	100.0	78,001	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
January _____	295	295			80,001	April _____	936	936			77,001
February _____	753	753			80,001	May _____	2,336	2,336			77,001
March _____	21,506	18,506			77,001	June _____	485	485			77,001
						TOTAL	26,311	23,311			

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

This issue is 1.5% or 1,200 copies below the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION 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 _____	27,564	35.8	21,385	2,803	1,248	765	501	49	813
Highways & Streets _____	9,201	12.0	5,171	2,030	902	524	354	40	180
Utility, Water, Sewer, Pipeline _____	8,014	10.4	5,614	1,180	494	270	216	44	196
b. General Building Construction:									
Commercial & Non-Residential _____	8,328	10.8	6,322	888	653	172	129	28	136
Residential & Tract _____	4,913	6.4	3,870	491	307	50	89	6	100
Concrete _____	3,792	4.9	3,122	370	147	43	58	9	43
Foundation _____	743	1.0	583	90	34	5	16	1	14
c. Engaged in Both:									
Contractors substantially engaged in both categories described above _____	6,269	8.1	4,161	868	554	252	164	30	240
d. Other Contractors:									
Electrical, demolition, mechanical, masonry/stonework and other contractors _____	2,761	3.6	2,031	289	177	107	66	14	77
Sub-Total Contractors	71,585	93.0	52,259	9,009	4,516	2,188	1,593	221	1,799
2. Construction Materials Producers:									
a. Sand, gravel, stone, lime, cement, ready mix, asphalt ____	1,730	2.2	1,248	236	82	62	39	10	53
3. Non-contractor users of construction equipment & products:									
a. Utilities/Power Co-op _____	1,033	1.4	444	296	120	80	55	11	27
Sub-Total Non-contractor Users of Construction Equipment & Products	2,763	3.6	1,692	532	202	142	94	21	80
TOTAL USERS OF CONSTRUCTION EQUIPMENT & PRODUCTS	74,348	96.6	53,951	9,541	4,718	2,330	1,687	242	1,879
4. Distributors/Dealers of Construction Equipment, Materials, and Supplies _____	2,653	3.4	1,640	548	157	183	37	13	75
TOTAL QUALIFIED CIRCULATION	77,001	100.0	55,591	10,089	4,875	2,513	1,724	255	1,954
PERCENT	100.0		72.2	13.1	6.4	3.3	2.2	0.3	2.5

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.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Direct Request: _____	57,751	15,399	-			73,150	95.0
a. Written _____	19,362	8,660	-			28,022	36.4
b. Telecommunication _____	33,819	4,558	-			38,377	49.8
c. Electronic _____	4,570	2,181	-			6,751	8.8
II. TOTAL - Request from recipient's company: _____	478	-	-			478	0.6
a. Written _____	1	-	-			1	-
b. Telecommunication _____	452	-	-			452	0.6
c. Electronic _____	25	-	-			25	-
III. TOTAL - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	3,373	-	-			3,373	4.4
Association rosters and directories _____	-	-	-			-	-
Business directories _____	3,373	-	-			3,373	4.4
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	61,602	15,399	-			77,001	100.0
PERCENT	80.0	20.0	-			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			77,001	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			77,001	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	708		400-427 Kentucky _____	1,116	
030-038 New Hampshire _____	780		370-385 Tennessee _____	1,467	
050-059 Vermont _____	448		350-369 Alabama _____	991	
010-027 Massachusetts _____	2,257		386-397 Mississippi _____	512	
028-029 Rhode Island _____	305		EAST SO. CENTRAL	4,086	5.3
060-069 Connecticut _____	1,609		716-729 Arkansas _____	703	
NEW ENGLAND	6,107	7.9	700-714 Louisiana _____	639	
100-149 New York _____	4,258		730-749 Oklahoma _____	893	
070-089 New Jersey _____	1,946		750-799 Texas _____	3,450	
150-196 Pennsylvania _____	4,612		WEST SO. CENTRAL	5,685	7.4
MIDDLE ATLANTIC	10,816	14.0	590-599 Montana _____	728	
430-459 Ohio _____	3,790		832-838 Idaho _____	691	
460-479 Indiana _____	2,062		820-831 Wyoming _____	311	
600-629 Illinois _____	3,571		800-816 Colorado _____	1,487	
480-499 Michigan _____	2,923		870-884 New Mexico _____	393	
530-549 Wisconsin _____	2,747		850-865 Arizona _____	945	
EAST NO. CENTRAL	15,093	19.6	840-847 Utah _____	616	
550-567 Minnesota _____	2,432		889-898 Nevada _____	431	
500-528 Iowa _____	1,589		MOUNTAIN	5,602	7.3
630-658 Missouri _____	2,068		995-999 Alaska _____	441	
580-588 North Dakota _____	420		980-994 Washington _____	1,587	
570-577 South Dakota _____	595		970-979 Oregon _____	1,143	
680-693 Nebraska _____	800		900-961 California _____	4,364	
660-679 Kansas _____	1,038		967-968 Hawaii _____	306	
WEST NO. CENTRAL	8,942	11.6	PACIFIC	7,841	10.2
197-199 Delaware _____	220		UNITED STATES	76,486	99.3
206-219 Maryland _____	1,230		969 & 004-009 U.S. Territories _____	70	
200-205 Washington, DC _____	25		Canada _____	445	
220-246 Virginia _____	1,859		Mexico _____	-	
247-268 West Virginia _____	600		Other International _____	-	
270-289 North Carolina _____	2,575		APO/FPO _____	-	
290-299 South Carolina _____	976		TOTAL QUALIFIED CIRCULATION	77,001	100.0
300-319 Georgia _____	1,673				
320-349 Florida _____	3,156				
SOUTH ATLANTIC	12,314	16.0			

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
	2005	2006	2007	January - June 2008	July - December 2008*	January - June 2009*
Total Audit Average Qualified: _____	79,934	80,005	80,002	80,001	80,001	78,001
Qualified Non-Paid: _____	79,934	80,005	80,002	80,001	80,001	78,001
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: July 2008 - June 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)
12	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 March Showcase issue, Equipment Today changed its frequency from 13 to 12 issues per year.

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.

Carie Grall, Publisher

Christine Gess, 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 July 15, 2009

State Wisconsin

County Jefferson

Received by BPA Worldwide July 15, 2009

Type PJ

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