

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.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

OEM Off-Highway

Cygnus Business Media, Inc.
1233 Janesville Avenue
P.O. Box 803
Fort Atkinson, WI 53538-0803
Tel.: (920) 563-6388
Fax: (920) 563-1699
www.oemoff-highway.com

Official Publication of: None
Established: 1984
Issues Per Year: 9



FIELD SERVED

OEM OFF-HIGHWAY serves original equipment manufacturing firms in the mobile off-highway market, including agricultural, industrial/utility/construction, lawn and garden, off-highway/recreational, engines/drivetrains/transmissions, forestry, and mining equipment. Also included are engine distributors and class 7 and 8 truck and/or bus manufacturers.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are engineering, sales and marketing, corporate and operating management, and manufacturing and purchasing personnel in the above field as reported in Paragraph 3a herein.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	63
Advertiser and Agency _____	350
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	325
Digital _____	
All Other _____	169
TOTAL	907

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	16,000	100.0	16,000	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,000	100.0	16,000	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 _____	72	72			16,000	October _____	225	225			16,000
September _____	97	97			16,000	November/ December _____	3,489	3,489			16,000
						TOTAL	3,883	3,883			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 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			
			Engineering (Note 1)	Sales/Marketing (Note 2)	Corporate and Operating Management (Note 3)	Manufacturing and Purchasing (Note 4)
Agricultural Equipment Manufacturers _____	2,545	15.9	842	371	1,078	254
Industrial/Utility/Construction Equipment Manufacturers _____	7,571	47.3	2,802	841	3,104	824
Lawn and Garden Equipment Manufacturers _____	407	2.5	148	48	153	58
Off-Highway/Recreational Equipment Manufacturers _____	984	6.1	453	102	332	97
Forestry Equipment Manufacturers _____	140	0.9	48	10	64	18
Mining Equipment Manufacturers _____	698	4.4	257	106	200	135
Engine/Drivetrain/Transmission Manufacturers _____	2,219	13.9	1,012	365	680	162
Engine Distributors _____	462	2.9	117	121	182	42
Truck (Class 7 & 8) and/or Bus Manufacturers _____	974	6.1	437	91	316	130
TOTAL QUALIFIED CIRCULATION	16,000	100.0	6,116	2,055	6,109	1,720
PERCENT	100.0		38.2	12.8	38.2	10.8

Note 1: Engineering titles include: VP/Manager of Engineering, Engineer, Designer, Draftsman, R & D Manager/Supervisor, Technician and related personnel.

Note 2: Sales and Marketing titles include: VP Sales and/or Marketing, Sales and/or Marketing Director/Manager, Product Manager and related personnel.

Note 3: Corporate and Operating Management titles include: President, Owner, Partner, General Manager, Business Manager and related management personnel.

Note 4: Manufacturing and Purchasing titles include: Manufacturing Manager, Foreman, Production Manager, Purchasing Director/Manager/Agent, Supervisor and related personnel.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	11,579	3,200	-			14,779	92.4
II. Request from recipient's company: _____	65	-	-			65	0.4
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	1,156	-	-			1,156	7.2
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	1,156	-	-			1,156	7.2
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	12,800	3,200	-			16,000	100.0
PERCENT	80.0	20.0	-			100.0	

*See Paragraph 9

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			16,000	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			16,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009					
STATE & ZIP CODE	Total Qualified	Percent	STATE & ZIP CODE	Total Qualified	Percent
039-049 Maine _____	55		400-427 Kentucky _____	251	
030-038 New Hampshire _____	61		370-385 Tennessee _____	316	
050-059 Vermont _____	21		350-369 Alabama _____	195	
010-027 Massachusetts _____	150		386-397 Mississippi _____	110	
028-029 Rhode Island _____	21		EAST SO. CENTRAL	872	5.4
060-069 Connecticut _____	140		716-729 Arkansas _____	131	
NEW ENGLAND	448	2.8	700-714 Louisiana _____	141	
100-149 New York _____	439		730-749 Oklahoma _____	262	
070-089 New Jersey _____	207		750-799 Texas _____	955	
150-196 Pennsylvania _____	789		WEST SO. CENTRAL	1,489	9.3
MIDDLE ATLANTIC	1,435	9.0	590-599 Montana _____	51	
430-459 Ohio _____	1,127		832-838 Idaho _____	88	
460-479 Indiana _____	652		820-831 Wyoming _____	27	
600-629 Illinois _____	1,306		800-816 Colorado _____	147	
480-499 Michigan _____	1,219		870-884 New Mexico _____	39	
530-549 Wisconsin _____	1,001		850-865 Arizona _____	120	
EAST NO. CENTRAL	5,305	33.1	840-847 Utah _____	77	
550-567 Minnesota _____	686		889-898 Nevada _____	45	
500-528 Iowa _____	603		MOUNTAIN	594	3.7
630-658 Missouri _____	338		995-999 Alaska _____	5	
580-588 North Dakota _____	154		980-994 Washington _____	239	
570-577 South Dakota _____	113		970-979 Oregon _____	231	
680-693 Nebraska _____	231		900-961 California _____	835	
660-679 Kansas _____	384		967-968 Hawaii _____	5	
WEST NO. CENTRAL	2,509	15.7	PACIFIC	1,315	8.2
197-199 Delaware _____	27		UNITED STATES	15,995	99.9
206-219 Maryland _____	119		969 & 004-009 U.S. Territories _____	4	
200-205 Washington, DC _____	3		Canada _____	-	
220-246 Virginia _____	227		Mexico _____	-	
247-268 West Virginia _____	82		Other International _____	-	
270-289 North Carolina _____	522		APO/FPO _____	1	0.1
290-299 South Carolina _____	214		TOTAL QUALIFIED CIRCULATION	16,000	100.0
300-319 Georgia _____	374				
320-349 Florida _____	460				
SOUTH ATLANTIC	2,028	12.7			

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: _____	16,804	16,804	16,800	16,802	16,260	16,000
Qualified Non-Paid: ___	16,804	16,804	16,800	16,802	16,260	16,000
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)
9	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. ADDITIONAL DATA:**PARAGRAPH 3b:**

Business directories include 2 sources of circulation for quantities of 98 copies or .6% and 1,058 copies 6.6%.

PARAGRAPHS 5 & 6 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

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

Kevin Bergeron, Publisher

Wendy Chady, Senior 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 8, 2010
State	Wisconsin
County	Jefferson
Received by BPA Worldwide	January 8, 2010
Type	PD
ID Number	0011POD9