

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.

Two Corporate Drive, Ninth Floor
Shelton, CT 06484-6259
Phone: +1 203.447.2800
FAX: +1 203.447.2900
www.bpaww.com

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, class 7 and 8 truck and/or bus manufacturers, and ground support equipment 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 _____	76
Advertiser and Agency _____	849
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	300
All Other _____	318
TOTAL	1,543

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	16,802	100.0	16,802	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,802	100.0	16,802	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	92	92			16,800	October _____	47	43			16,802
September _____	336	342			16,806	November _____	3,288	3,286			16,800
						TOTAL	3,763	3,763			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008

This issue is -% or 3 copies below 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 _____	2,719	16.2	862	437	1,110	310
Industrial/Utility/Construction Equipment Manufacturers _____	7,679	45.6	2,729	943	3,146	861
Lawn and Garden Equipment Manufacturers _____	482	2.9	145	76	201	60
Off-Highway/Recreational Equipment Manufacturers _____	970	5.8	434	122	305	109
Forestry Equipment Manufacturers _____	203	1.2	88	27	62	26
Mining Equipment Manufacturers _____	463	2.8	213	63	147	40
Engine/Drivetrain/Transmission Manufacturers _____	2,454	14.6	1,407	361	540	146
Engine Distributors _____	488	2.9	142	137	182	27
Truck (Class 7 & 8) and/or Bus Manufacturers _____	954	5.7	491	105	270	88
Ground Support Equipment Manufacturers _____	388	2.3	105	30	226	27
TOTAL QUALIFIED CIRCULATION	16,800	100.0	6,616	2,301	6,189	1,694
PERCENT	100.0		39.4	13.7	36.8	10.1

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 2008

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Personal direct request from the recipient: _____	12,161	3,360	-			15,521	92.4
a. Written _____	2,023	436	-			2,459	14.6
b. Telecommunication _____	7,362	2,391	-			9,753	58.1
c. Electronic _____	2,776	533	-			3,309	19.7
II. TOTAL - Request from recipient's company: _____	77	-	-			77	0.5
a. Written _____	1	-	-			1	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	76	-	-			76	0.5
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): _____	1,202	-	-			1,202	7.1
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	1,202	-	-			1,202	7.1
Independent field reports _____	-	-	-			-	-
Licensees - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	13,440	3,360	-			16,800	100.0
*See Paragraph 11	PERCENT	80.0	20.0	-		100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			16,800	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			16,800	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	67		400-427 Kentucky _____	254	
030-038 New Hampshire _____	70		370-385 Tennessee _____	315	
050-059 Vermont _____	25		350-369 Alabama _____	182	
010-027 Massachusetts _____	172		386-397 Mississippi _____	106	
028-029 Rhode Island _____	19		EAST SO. CENTRAL	857	5.1
060-069 Connecticut _____	132		716-729 Arkansas _____	129	
NEW ENGLAND	485	2.9	700-714 Louisiana _____	150	
100-149 New York _____	478		730-749 Oklahoma _____	298	
070-089 New Jersey _____	201		750-799 Texas _____	944	
150-196 Pennsylvania _____	784		WEST SO. CENTRAL	1,521	9.0
MIDDLE ATLANTIC	1,463	8.7	590-599 Montana _____	64	
430-459 Ohio _____	1,165		832-838 Idaho _____	88	
460-479 Indiana _____	723		820-831 Wyoming _____	28	
600-629 Illinois _____	1,315		800-816 Colorado _____	150	
480-499 Michigan _____	1,239		870-884 New Mexico _____	47	
530-549 Wisconsin _____	1,021		850-865 Arizona _____	112	
EAST NO. CENTRAL	5,463	32.5	840-847 Utah _____	75	
550-567 Minnesota _____	727		889-898 Nevada _____	38	
500-528 Iowa _____	649		MOUNTAIN	602	3.6
630-658 Missouri _____	354		995-999 Alaska _____	11	
580-588 North Dakota _____	165		980-994 Washington _____	232	
570-577 South Dakota _____	120		970-979 Oregon _____	207	
680-693 Nebraska _____	254		900-961 California _____	809	
660-679 Kansas _____	413		967-968 Hawaii _____	4	
WEST NO. CENTRAL	2,682	16.0	PACIFIC	1,263	7.5
197-199 Delaware _____	28		UNITED STATES	16,434	97.8
206-219 Maryland _____	135		969 & 004-009 U.S. Territories _____	9	
200-205 Washington, DC _____	3		Canada _____	343	
220-246 Virginia _____	242		Mexico _____	14	
247-268 West Virginia _____	74		Other International _____	-	
270-289 North Carolina _____	517		APO/FPO _____	-	
290-299 South Carolina _____	225		TOTAL QUALIFIED CIRCULATION	16,800	100.0
300-319 Georgia _____	403				
320-349 Florida _____	471				
SOUTH ATLANTIC	2,098	12.5			

9. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2005	2006	2007	January - June 2008*	July - December 2008*
Total Audit Average Qualified:	16,735	16,804	16,804	16,800	16,802
Qualified Non-Paid: ___	16,735	16,804	16,804	16,800	16,802
Qualified Paid: _____	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC

***NOTE: 2008 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

10. 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)

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

Business directories include 2 sources of circulation for quantities of 94 copies or 0.5% and 1,108 copies or 6.6%.

PARAGRAPHS 5 THROUGH 8 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

Julie Leslie, 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, 2009
State	Wisconsin
County	Jefferson
Received by BPA Worldwide	January 14, 2009
Type	PD
ID Number	0011POD8