

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.

Professional TOOL & EQUIPMENT NEWS

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

Official Publication of: None
Established: 1990
Issues Per Year: 10



FIELD SERVED

PROFESSIONAL TOOL & EQUIPMENT NEWS serves the automotive service industry including General Repair Shops, Gas/Service Stations with Repair Bays, Specialty Repair Shops, New Car or Truck Dealerships, Other Vehicle Repair Facilities, Mobile Tool Dealers/Distributors, Warehouse Distributors/Wholesalers, Educational Facilities and Mass Merchants and affiliated companies

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are owners, presidents, vice presidents, general managers, managers, foremen, superintendents, instructors, technicians/mechanics, tool & equipment buyers and others allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	47
Advertiser and Agency	452
Rotated or Occasional	-
Allocated for Trade Shows and Conventions	540
Digital	-
All Other	266
TOTAL	1,305

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	100,103	100.0	100,103	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	100,103	100.0	100,103	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
August	605	605			100,100	November	18,906	18,906			100,104
September	12,122	12,126			100,104	December	-	-			100,104
October	636	636			100,104	TOTAL	32,269	32,273			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009
This issue is -% or 1 copy above the average of the other 4 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Classification By Title (Note 1)
General Repair Shop/Gas/Service Station with Repair Bays _____	72,848	72.8	72,848
Specialty Repair Shop _____	15,322	15.3	15,322
New Car or Truck Dealership _____	1,905	1.9	1,905
Other Vehicle Repair Facility _____	3,085	3.1	3,085
Warehouse Distributor/Wholesaler and Mobile Tool Dealer/Distributor _____	5,858	5.8	5,858
Educational Facility _____	719	0.7	719
Mass Merchant _____	367	0.4	367
TOTAL QUALIFIED CIRCULATION	100,104	100.0	100,104
PERCENT	100.0		100.0

Note 1: Classification by Title includes owners, presidents, vice presidents, general managers, managers, foremen, superintendents, instructors, technicians/mechanics, tool & equipment buyers and others allied to the field.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Direct Request: _____	49,144	25,667	-			74,811	74.7
a. Written _____	10,964	4,876	-			15,840	15.8
b. Telecommunication _____	29,714	18,501	-			48,215	48.2
c. Electronic _____	8,466	2,290	-			10,756	10.7
II. TOTAL - Request from recipient's company: _____	2,579	-	-			2,579	2.6
a. Written _____	56	-	-			56	0.1
b. Telecommunication _____	2,036	-	-			2,036	2.0
c. Electronic _____	487	-	-			487	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): _____	22,714	-	-			22,714	22.7
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	22,714	-	-			22,714	22.7
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	74,437	25,667	-			100,104	100.0
*See Paragraph 9	PERCENT	74.4	25.6	-		100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			100,104	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			100,104	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009							
State & Zip Code		Total Qualified	Percent	State & Zip Code		Total Qualified	Percent
039-049 Maine _____		684		400-427 Kentucky _____		1,375	
030-038 New Hampshire _____		705		370-385 Tennessee _____		1,912	
050-059 Vermont _____		336		350-369 Alabama _____		1,454	
010-027 Massachusetts _____		2,470		386-397 Mississippi _____		819	
028-029 Rhode Island _____		375		EAST SO. CENTRAL		5,560	5.6
060-069 Connecticut _____		1,372		716-729 Arkansas _____		885	
NEW ENGLAND		5,942	6.0	700-714 Louisiana _____		1,208	
100-149 New York _____		5,866		730-749 Oklahoma _____		1,191	
070-089 New Jersey _____		2,969		750-799 Texas _____		6,269	
150-196 Pennsylvania _____		5,792		WEST SO. CENTRAL		9,553	9.5
MIDDLE ATLANTIC		14,627	14.6	590-599 Montana _____		527	
430-459 Ohio _____		3,949		832-838 Idaho _____		626	
460-479 Indiana _____		2,210		820-831 Wyoming _____		263	
600-629 Illinois _____		4,732		800-816 Colorado _____		1,831	
480-499 Michigan _____		3,205		870-884 New Mexico _____		553	
530-549 Wisconsin _____		2,700		850-865 Arizona _____		1,573	
EAST NO. CENTRAL		16,796	16.8	840-847 Utah _____		808	
550-567 Minnesota _____		2,597		889-898 Nevada _____		630	
500-528 Iowa _____		1,739		MOUNTAIN		6,811	6.8
630-658 Missouri _____		2,494		995-999 Alaska _____		169	
580-588 North Dakota _____		435		980-994 Washington _____		1,685	
570-577 South Dakota _____		572		970-979 Oregon _____		1,242	
680-693 Nebraska _____		995		900-961 California _____		10,553	
660-679 Kansas _____		1,274		967-968 Hawaii _____		307	
WEST NO. CENTRAL		10,106	10.1	PACIFIC		13,956	13.9
197-199 Delaware _____		259		UNITED STATES		100,013	99.9
206-219 Maryland _____		1,919		969 & 004-009 U.S. Territories _____		86	
200-205 Washington, DC _____		53		Canada _____		-	
220-246 Virginia _____		2,358		Mexico _____		-	
247-268 West Virginia _____		558		Other International _____		-	
270-289 North Carolina _____		3,100		APO/FPO _____		5	
290-299 South Carolina _____		1,315		TOTAL QUALIFIED CIRCULATION		100,104	100.0
300-319 Georgia _____		2,428					
320-349 Florida _____		4,672					
SOUTH ATLANTIC		16,662	16.6				

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: _____	104,604	104,604	104,604	104,604	100,104	100,103
Qualified Non-Paid: _____	104,604	104,604	104,604	104,604	100,104	100,103
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)
10	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 3 sources of circulation for quantities of 5,795 copies or 5.8%, 5,955 copies or 5.9%, and 10,964 copies or 11.0%, including ABI, Dun & Bradstreet, and Harris.

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.

Larry M. Greenberger, Publisher

Dawn Gundlach, 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 15, 2010
State	Wisconsin
County	Jefferson
Received by BPA Worldwide	January 15, 2010
Type	PD
ID Number	P227P0D9