

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 USA 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.



A Penton Media Publication
4200 South Shepherd Drive
Houston, TX 77098
Tel. No.: (713) 523-8124
FAX No.: (713) 523-8384
www.trailer-bodybuilders.com

Official Publication of: None
Established: 1964
Issues per Year: 12

FIELD SERVED

TRAILER/BODY BUILDERS serves the truck trailer and truck body manufacturing industry, including tank, van container, school bus, mobile home and truck equipment. Qualified recipients are engaged in the manufacturing of truck trailers and van containers, truck bodies, tank trailers and tank trucks, school bus bodies, ambulances, fire trucks, truck chassis, light trailers, towed trailers, mobile homes and trailers, cranes, hoists, winches, lift gates and other truck/trailer equipment, truck trailer/body subassemblies, accessories and components. Also qualified are those engaged in distribution of truck trailers and bodies, service and repair of truck trailers and bodies, or industry and government and association officials, engineers, supplier representatives and consultants.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified job functions are corporate management, administrative/management, engineering & design, manufacturing/production, purchasing/procurement, sales/marketing/communications, and other job functions.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	91
Advertiser and Agency _____	640
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	92
Digital _____	-
All Other _____	675
TOTAL	1,498

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	15,550	100.0	15,550	100.0	-	-
Sponsored Individually Addressed ___	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,550	100.0	15,550	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2010 Issue	Number Removed	Number Added	Total Qualified
January _____	44	44	15,550
February _____	126	126	15,550
March _____	113	113	15,550
April _____	71	71	15,550
May _____	91	91	15,550
June _____	106	106	15,550
TOTAL	551	551	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010

This issue is equal to the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
1. MOTOR VEHICLE MANUFACTURERS AND DISTRIBUTORS		
TRUCKS AND BUSES		
Truck Chassis _____	326	2.1
School Bus Bodies _____	66	0.4
Motor Homes/Mobile Homes/Travel Trailers _____	256	1.7
TRUCK TRAILERS AND BODIES		
Truck Trailers and Van Containers _____	2,446	15.7
Tank Trailers and Tank Trucks _____	363	2.3
Towed Trailers or Light Machinery Trailers _____	797	5.1
Truck Bodies _____	1,732	11.1
Fire Trucks, Rescue Vehicles, Ambulances _____	214	1.4
Truck Equipment including winches, cranes, hoists, lift gates _____	513	3.3
Truck Trailer, Body and Equipment Distributors, repair shops and factory owned sales-services branches _____	5,067	32.7
Sub-Total: Motor Vehicle Manufacturers and Distributors	11,780	75.8
2. MOTOR VEHICLE SYSTEMS AND COMPONENTS		
Component Parts, Accessories and Subassemblies Manufacturers _____	1,327	8.5
Sub-Total: Motor Vehicle Systems and Components	1,327	8.5
3. SUPPLYING INDUSTRIES		
Plant Equipment Manufacturers _____	260	1.7
Material Manufacturers _____	677	4.3
Sub-Total: Supplying Industries	937	6.0
4. OTHERS ALLIED TO THE FIELD		
Consultants, Engineering, Associations, Government Agencies, Schools, Manufacturers and Others Allied to the Field _____	1,506	9.7
Sub-Total: Others Allied to the Field	1,506	9.7
TOTAL QUALIFIED CIRCULATION	15,550	100.0
PERCENT	100.0	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	12,440	3,110	-	15,550	100.0
II. Request from recipient's company: _____	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,440	3,110	-	15,550	100.0
PERCENT	80.0	20.0	-	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	15,550	100.0
Individuals by name only _____	-	-
Titles or functions only _____	-	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	15,550	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010					
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	77		400-427 Kentucky _____	216	
030-038 New Hampshire _____	68		370-385 Tennessee _____	281	
050-059 Vermont _____	26		350-369 Alabama _____	304	
010-027 Massachusetts _____	182		386-397 Mississippi _____	90	
028-029 Rhode Island _____	38		EAST SO. CENTRAL	891	5.7
060-069 Connecticut _____	75		716-729 Arkansas _____	152	
NEW ENGLAND	466	3.0	700-714 Louisiana _____	121	
100-149 New York _____	506		730-749 Oklahoma _____	244	
070-089 New Jersey _____	190		750-799 Texas _____	977	
150-196 Pennsylvania _____	804		WEST SO. CENTRAL	1,494	9.6
MIDDLE ATLANTIC	1,500	9.6	590-599 Montana _____	69	
430-459 Ohio _____	1,064		832-838 Idaho _____	123	
460-479 Indiana _____	964		820-831 Wyoming _____	32	
600-629 Illinois _____	879		800-816 Colorado _____	207	
480-499 Michigan _____	599		870-884 New Mexico _____	55	
530-549 Wisconsin _____	602		850-865 Arizona _____	169	
EAST NO. CENTRAL	4,108	26.4	840-847 Utah _____	145	
550-567 Minnesota _____	403		889-898 Nevada _____	50	
500-528 Iowa _____	428		MOUNTAIN	850	5.5
630-658 Missouri _____	426		995-999 Alaska _____	26	
580-588 North Dakota _____	78		980-994 Washington _____	234	
570-577 South Dakota _____	141		970-979 Oregon _____	247	
680-693 Nebraska _____	199		900-961 California _____	849	
660-679 Kansas _____	267		967-968 Hawaii _____	18	
WEST NO. CENTRAL	1,942	12.5	PACIFIC	1,374	8.9
197-199 Delaware _____	21		UNITED STATES	14,657	94.3
206-219 Maryland _____	165		969 & 004-009 U.S. Territories _____	23	
200-205 Washington, DC _____	4		Canada _____	779	
220-246 Virginia _____	242		Mexico _____	60	
247-268 West Virginia _____	77		Other International _____	30	
270-289 North Carolina _____	446		APO/FPO _____	1	
290-299 South Carolina _____	147		TOTAL QUALIFIED CIRCULATION	15,550	100.0
300-319 Georgia _____	383				
320-349 Florida _____	547				
SOUTH ATLANTIC	2,032	13.1			

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

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009	January - June 2010*
Total Audit Average Qualified: _____	15,550	15,550	15,550	15,550	15,550	15,550
Qualified Non-Paid: _	15,550	15,550	15,550	15,550	15,550	15,550
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: January-June 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. ADDITIONAL DATA

Paragraphs 3c and 7 are reported at the option of the publisher.

PUBLISHER'S AFFIDAVIT

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

Abi Ahrens, Audience Development Director

Ray Anderson, Group Publisher

(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 19, 2010

State Texas

County Harris

Received by BPA Worldwide July 19, 2010

Type PD

ID Number T040P0J0