

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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TRAILER/BODY BUILDERS is a magazine published specifically for those who produce and sell commercial truck bodies, trailers, and truck equipment. Examples include delivery trucks, school buses, ambulances, firetrucks, and van trailers. From pickups that plow snow to dump trailers that move mountains, our subscribers build, equip, and sell the vehicles that do the job.

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, consultants, and others allied to the field.

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.

CHANNELS

TRAILER/BODY BUILDERS MAGAZINE



6 Issues in the period
15,500 average circulation

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
TRAILER/BODY BUILDERS MAGAZINE (6 issues in the period)	15,500	-	15,500

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	48
Advertiser and Agency	529
Allocated for Trade Shows and Conventions	98
All Other	380
TOTAL	1,055

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,500	100.0	15,500	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,500	100.0	15,500	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Total Qualified
January	15,500
February	15,500
March	15,500
April	15,500
May	15,500
June	15,500

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR MAY 2016
This issue is equal to the average of the other 5 issues reported in Paragraph 2.

BUSINESS & INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
1. TRUCKS AND BUSES		
Truck Chassis	507	3.3
School Bus Bodies	145	0.9
Motor Homes/Mobile Homes/Travel Trailers	205	1.3
TRUCK TRAILERS AND BODIES		
Truck Trailers and Van Containers	2,332	15.0
Tank Trailers and Tank Trucks	324	2.1
Towed Trailers or Light Machinery Trailers	475	3.1
Truck Bodies	1,856	12.0
Fire Trucks, Rescue Vehicles, Ambulances	176	1.1
Truck Equipment including winches, cranes, hoists, lift gates	1,118	7.2
Truck Trailer, Body and Equipment Distributors, repair shops and factory owned sales-service branches, including leasing companies.	4,599	29.7
Subtotal: Motor Vehicle Manufacturers and Distributors	11,737	75.7
2. MOTOR VEHICLE SYSTEMS AND COMPONENTS		
Component Parts, Accessories and Subassemblies Manufacturers	1,384	8.9
Subtotal: Motor Vehicle Systems and Components	1,384	8.9
3. SUPPLYING INDUSTRIES		
Plant Equipment Manufacturers	181	1.2
Material Manufacturers	630	4.1
Subtotal: Supplying Industries	811	5.3
4. OTHERS ALLIED TO THE FIELD		
Consultants, Engineering, Associations, Government Agencies, Schools, Manufacturers and Others Allied to the field	1,568	10.1
Subtotal: Others Allied to the Field	1,568	10.1
TOTAL QUALIFIED CIRCULATION	15,500	100.0
PERCENT	100.0	

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	11,716	2,442	330	14,488	93.5
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):	1,012	-	-	1,012	6.5
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	1,012	-	-	1,012	6.5
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,728	2,442	330	15,500	100.0
PERCENT	82.1	15.8	2.1	100.0	

*See Additional Data

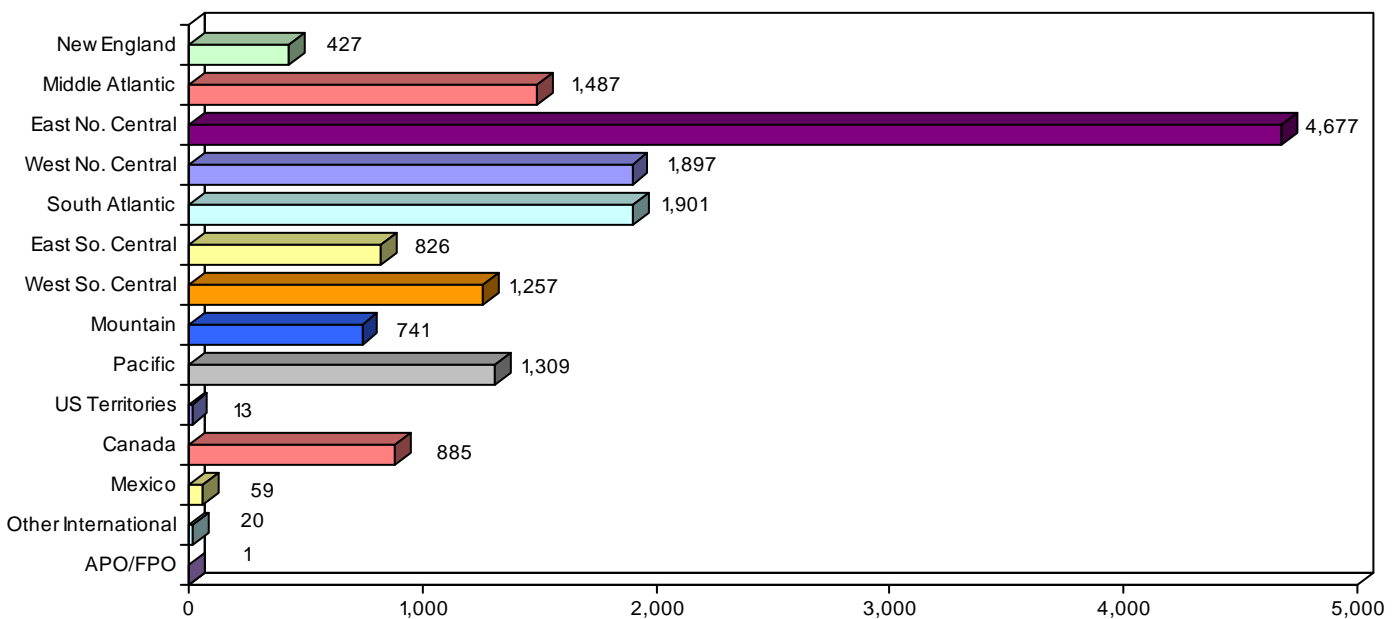
3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	15,500	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	15,500	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	63		Kentucky	204	
New Hampshire	51		Tennessee	274	
Vermont	25		Alabama	267	
Massachusetts	166		Mississippi	81	
Rhode Island	38		EAST SO. CENTRAL	826	5.3
Connecticut	84		Arkansas	126	
NEW ENGLAND	427	2.8	Louisiana	97	
New York	481		Oklahoma	195	
New Jersey	214		Texas	839	
Pennsylvania	792		WEST SO. CENTRAL	1,257	8.1
MIDDLE ATLANTIC	1,487	9.6	Montana	65	
Ohio	1,173		Idaho	99	
Indiana	1,179		Wyoming	18	
Illinois	966		Colorado	191	
Michigan	771		New Mexico	51	
Wisconsin	588		Arizona	177	
EAST NO. CENTRAL	4,677	30.2	Utah	103	
Minnesota	421		Nevada	37	
Iowa	403		MOUNTAIN	741	4.8
Missouri	465		Alaska	16	
North Dakota	75		Washington	234	
South Dakota	127		Oregon	208	
Nebraska	168		California	841	
Kansas	238		Hawaii	10	
WEST NO. CENTRAL	1,897	12.2	PACIFIC	1,309	8.4
Delaware	33		UNITED STATES	14,522	93.7
Maryland	162		U.S. Territories	13	
Washington, DC	3		Canada	885	
Virginia	193		Mexico	59	
West Virginia	66		Other International	20	
North Carolina	404		APO/FPO	1	
South Carolina	148				
Georgia	373				
Florida	519				
SOUTH ATLANTIC	1,901	12.3			
			TOTAL QUALIFIED CIRCULATION	15,500	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



ADDITIONAL DATA

PARAGRAPH 3b:

Other sources include 2 sources of circulation for quantities of 216 copies or 1.4% to 796 copies or 5.1%.

PUBLISHER'S AFFIDAVIT

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

Ray Anderson, Group Publisher

Tyler Motsinger, Sr. User Marketing 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 brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	July 15, 2016
State	Texas
County	Harris
Received by BPA Worldwide	July 15, 2016
Type	BD
ID Number	T329B0J6

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.