

## BUSINESS PUBLICATION CIRCULATION STATEMENT FOR THE 6 MONTH PERIOD ENDED JUNE 2011

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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Official Publication of: None Established: 1966 Issues Per Year: 12



### **FIELD SERVED**

EQUIPMENT TODAY serves contractors who are primarily engaged in highway and heavy construction of highways & streets, grading & excavating, and other construction projects such as utility, water, sewer and pipeline; general building construction of commercial & non-residential, residential & tract, concrete and foundation; contractors substantially engaged in both Highway and Heavy Construction and General Building Construction; demolition, electrical, mechanical and masonry/stonework contractors; public utilities/power co-op; producers of construction materials; distributors and dealers of construction equipment, materials & supplies and others as described in Paragraph 3a within.

### **DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are corporate management, operations management, project management, equipment maintenance management, foreman, safety management, equipment operator/staff, and other titled personnel as shown in paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION					
NON-QUALIFIED Not Included Elsewhere	Copies				
Other Paid Circulation	33				
Advertiser and Agency	883				
Rotated or Occasional	-				
Allocated for Trade Shows and Conventions	196				
Digital	-				
All Other	333				
TOTAL	1,445				

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD								
	Total Qualified		Qualified	Non-Paid	Qualified Paid			
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent		
Individual	77,001	100.0	77,001	100.0	-	-		
Sponsored Individually Addressed	-	-	-	-	-	-		
Membership Benefit	-	-	-	-	-	-		
Multi-Copy Same Addressee	-	-	-	-	-	-		
Single Copy Sales	-	-	-	-	-	-		
TOTAL QUALIFIED CIRCULATION	77,001	100.0	77,001	100.0	-	-		

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Number Removed	Number Added	Total Qualified
January	66	66	77,001
February	204	204	77,001
March	442	442	77,001
April	8,636	8,636	77,001
May	14,258	14,257	77,000
June	94	94	77,000
TOTAL	23,700	23,699	

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3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRC This issue is -% or 1 copy below the average of the other 5 iss									
, and the second					CLASSIFC	CATION BY TITLE	(NOTE 1)		
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CORPORATE MANAGEMENT (A)	OPERATIONS MANAGEMENT (B)	PROJECT MANAGEMENT (C)	EQUIPMENT MAINTENANCE MANAGEMENT (D)	FOREMAN (E)	SAFETY MANAGEMENT (F)	EQUIPMENT OPERATOR/ STAFF (G)
1. CONTRACTORS									
A. HIGHWAY AND HEAVY CONSTRUCTION:			i						
Grading & Excavating	28,257	36.7	23,039	2,232	1,099	663	494	53	677
Highways & Streets	11,891	15.4	6,925	2,461	1,026	700	539	46	194
Utility, Water, Sewer, Pipeline	8,979	11.7	6,670	1,127	471	299	193	37	182
B. GENERAL BUILDING CONSTRUCTION:			i						
Commercial & Non-Residential	7,114	9.2	5,711	565	457	151	107	19	104
Residential & Tract	4,148	5.4	3,601	249	134	38	56	6	64
Concrete	3,334	4.3	2,914	195	124	36	30	3	32
Foundation	712	0.9	597	44	26	20	7	1	17
C. ENGAGED IN BOTH:			ĺ						
Contractors substantially engaged in both categories described above	6,200	8.1	4,703	640	390	220	106	17	124
D. OTHER CONTRACTORS:									
Electrical, demolition, mechanical, masonry/stonework and other contractors	2,538	3.3	1,979	250	123	75	58	4	49
Sub-Total Contractors	73,173	95.0	56,139	7,763	3,850	2,202	1,590	186	1,443
2. CONSTRUCTION MATERIALS PRODUCERS:									
Sand, gravel, stone, lime, cement, ready mix, asphalt	844	1.1	537	134	63	41	35	7	27
3. NON-CONTRACTOR USERS OF CONSTRUCTION EQUIPMENT & PRODUCTS:									
Utilities/Power Co-op	586	0.8	250	214	38	33	26	7	18
Sub-Total Construction Materials Producers and Non-contractor Users of Construction Equipment & Products	1,430	1.9	787	348	101	74	61	14	45
TOTAL USERS OF CONSTRUCTION EQUIPMENT & PRODUCTS	74,603	96.9	56,926	8,111	3,951	2,276	1,651	200	1,488
Distributors/Dealers of Construction Equipment, Materials, and Supplies	2,397	3.1	1,553	419	149	160	34	15	67
TOTAL QUALIFIED CIRCULATION	77,000	100.0	58,479	8,530	4,100	2,436	1,685	215	1,555
PERCENT	100.0		75.9	11.1	5.3	3.2	2.2	0.3	2.0

- NOTE 1:
  (A) Corporate Management titles include Owner, President, CEO, and other Corporate Management.
  (B) Operations Management titles include Operations Manager, Scheduler, and related personnel.
  (C) Project Management titles include Site Supervisor/Manager, Project Supervisor, and Manager related personnel.
  (D) Equipment Maintenance Management titles include Equipment, Fleet or Maintenance Supervisor, Shop & Mechanical Supervisor, Master Mechanic, and related personnel.
  (E) Foreman/Engineering titles include Field Supervisor, Construction Field Engineers, and related personnel.
  (F) Safety Management titles include Safety Manager and related personnel.
  (G) Equipment Operations/Staff and related personnel.

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					CLASSIFC	ATION BY SALE	S VOLUME		
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Less than \$500,000	\$500,000- \$999,999	\$1,000,000 - \$2,499,999	\$2,500,000- \$4,999,000	\$5,000,000- \$10,000,000	Over \$10,000,000	Sales Volum O Not Available
CONTRACTORS									
A. HIGHWAY AND HEAVY CONSTRUCTION:									
Grading & Excavating	28,257	36.7	10,279	5,123	5,434	1,467	1,846	2,030	2,078
Highways & Streets	11,891	15.4	2,192	1,453	2,585	986	1,331	1,986	1,358
Utility, Water, Sewer, Pipeline	8,979	11.7	2,081	1,515	2,083	696	845	914	845
B. GENERAL BUILDING CONSTRUCTION:									
Commercial & Non-Residential	7,114	9.2	1,578	1,244	1,411	686	724	724	747
Residential & Tract	4,148	5.4	2,054	784	658	184	107	91	270
Concrete	3,334	4.3	853	801	782	338	241	184	135
Foundation	712	0.9	171	150	178	53	54	50	56
C. ENGAGED IN BOTH:									
Contractors substantially engaged in both categories described above _	6,200	8.1	1,584	1,025	1,268	573	537	715	498
D. OTHER CONTRACTORS:									
Electrical, demolition, mechanical, masonry/stonework and other contractors	2,538	3.3	803	414	496	212	183	219	211
Sub-Total Contractors	73,173	95.0	21,595	12,509	14,895	5,195	5,868	6,913	6,198
2. CONSTRUCTION MATERIALS PRODUCERS:									
a. Sand, gravel, stone, lime	844	1.1	204	116	157	81	68	121	97
3. NON-CONTRACTOR USERS OF CONSTRUCION EQUIPMENT & PRODUCTS:									
a. Utilities/Power Co-op	586	0.8	114	70	126	58	54	87	77
Sub-Total Construction Materials Producers and Non-contractor Users of Construction Equipment & Products	1,430	1.9	318	186	283	139	122	208	174
TOTAL USERS OF CONSTRUCTION EQUIPMENT & PRODUCTS	74,603	96.9	21,913	12,695	15,178	5,334	5,990	7,121	6,372
4.Distributors/Dealers of Construction Equipment, Materials, and Supplies	2,397	3.1	490	317	448	217	235	463	227
TOTAL QUALIFIED CIRCULATION	77,000	100.0	22,403	13,012	15,626	5,551	6,225	7,584	6,599

ADDITIONAL DATA: CLASSIFICATION BY FIRM'S FLEET REPLACEME	ENT VALUE O	F CONSTRUC	TION EQUIPMENT	& TRUCKS OWN	ED AND/OR LEAS	SED FOR COMPAN	r'S USE
BUSINESS AND INDUSTRY*	TOTAL QUALIFIED	PERCENT OF TOTAL	Less than \$500,001	\$500,001- \$1,000,000	\$1,000,001- \$5,000,000	\$5,000,001- and over	Replacement Value Not Available
1. CONTRACTORS							
A.HIGHWAY AND HEAVY CONSTRUCTION:			1				
Grading & Excavating	28,257	36.7	10,586	5,797	4,851	2,120	4,903
Highways & Streets	11,891	15.4	2,424	1,842	2,402	1,763	3,460
Utility, Water, Sewer, Pipeline	8,979	11.7	2,787	1,567	1,626	705	2,294
B.GENERAL BUILDING CONSTRUCTION:			·				
Commercial & Non-Residential	7,114	9.2	2,921	1,392	1,089	398	1,314
Residential & Tract	4,148	5.4	2,497	684	316	97	554
Concrete	3,334	4.3	1,468	553	415	134	764
Foundation	712	0.9	299	99	117	32	165
C.ENGAGED IN BOTH:			1				
Contractors substantially engaged in both categories described above _	6,200	8.1	2,096	1,287	1,230	662	925
D.OTHER CONTRACTORS:			1				I
Electrical, demolition, mechanical, masonry/stonework and other contractors	2,538	3.3	1,088	450	394	177	429
Sub-Total Contractors	73,173	95.0	26,166	13,671	12,440	6,088	14,808
2.CONSTRUCTION MATERIALS PRODUCERS:							
a. Sand, gravel, stone, lime	844	1.1	242	153	183	117	149
3. NON-CONTRACTOR USERS OF CONSTRUCTION EQUIPMENT & PRODUCTS:							
a. Utilities/Power Co-op	586	0.8	166	85	115	84	136
Sub-Total Construction Materials Producers and Non-contractor Users of Construction Equipment & Products	1,430	1.9	408	238	298	201	285
TOTALS	74,603	96.9	26,574	13,909	12,738	6,289	15,093

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 $<sup>\</sup>hbox{$^*$Classification by firms replacement value excludes Distributors/Dealers.}$ 

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011						
		Qualified Within				
QUALIFICATION SOURCE	1 Year	2 Years	3 Years	Total Qualified	Percent	
I. Direct Request:	55,243	15,400	-	70,643	91.7	
II. Request from recipient's company:	270	-	-	270	0.4	
III. Membership Benefit:	-	-	-	-		
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-		
V. TOTAL - Sources other than above (listed alphabetically):	6,087	-	-	6,087	7.9	
Association rosters and directories	-	-	-	-	-	
*Business directories	6,087	-	-	6,087	7.9	
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	
Other sources	-	-	-	-	-	
VI. Single Copy Sales:	-	-	-	-	•	
TOTAL QUALIFIED CIRCULATION	61,600	15,400	-	77,000	100.0	
PERCENT	80.0	20.0	-	100.0		

<sup>\*</sup>See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	77,000	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	77,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRC	ULATION FOR ISS	SUE OF MAY 2011
State	Total Qualified	Percent
Maine	748	
New Hampshire	779	
Vermont	481	
Massachusetts	2,329	
Rhode Island	310	
Connecticut	1,382	
NEW ENGLAND	6,029	7.8
New York	4,143	
New Jersey	1,836	
Pennsylvania	4,367	
MIDDLE ATLANTIC	10,346	13.4
Ohio	3,753	
Indiana	2,061	
Illinois	3,480	
Michigan	2,785	
Wisconsin	2,897	
EAST NO. CENTRAL	14,976	19.5
Minnesota	2,380	
lowa	1,706	
Missouri	2,022	
North Dakota	474	
South Dakota	631	
Nebraska	874	
Kansas	1,091	
WEST NO. CENTRAL	9,178	11.9
Delaware	200	
Maryland	1,196	
Washington, DC	31	
Virginia	1,875	
West Virginia	632	
North Carolina	2,700	
South Carolina	1,085	
Georgia	1,772	
Florida	3,119	40.4
SOUTH ATLANTIC	12,610	16.4

State	Total Qualified	Percent
Kentucky	1,256	
Tennessee	1,511	
Alabama	1,035	
Mississippi	650	
EAST SO. CENTRAL	4,452	5.8
Arkansas	722	
Louisiana	807	
Oklahoma	952	
Texas	3,534	
WEST SO. CENTRAL	6,015	7.8
Montana	745	
Idaho	664	
Wyoming	312	
Colorado	1,376	
New Mexico	427	
Arizona	842	
Utah	560	
Nevada	404	
MOUNTAIN	5,330	6.9
Alaska	413	
Washington	1,550	
Oregon	1,247	
California	4,302	
Hawaii	247	
PACIFIC	7,759	10.1
UNITED STATES	76,695	99.6
U.S. Territories	60	
Canada	245	
Mexico	-	
Other International	-	
APO/FPO	-	
TOTAL QUALIFIED CIRCULATION	77,000	100.0

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AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS								
	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim		
6-Month Period Ended:	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*	January - June 2011*		
Total Audit Average Qualified:	80,001	79,001	77,001	77,001	77,001	77,001		
Qualified Non-Paid: Qualified Paid:	80,001	79,001 -	77,001	77,001	77,001	77,001		
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC		
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC		

<sup>\*</sup>NOTE: July 2010 - June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

# ADDITIONAL DATA

# PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 6,087 copies or 7.9%.

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 19, 2011
Sean Dunphy, Publisher	State	Wisconsin
Christine Gess, Audience Development Manager	State	WISCOTISITI
(At least one of the above signatures must be that of an officer of the publishing company or its	County	Jefferson
authorized representative.)	Received by BPA Worldwide	July 19, 2011
IMPORTANT NOTE:	·	•
This unaudited circulation statement has been checked against the previous audit report.	Туре	PJ
It will be included in the annual audit made by BPA Worldwide.	ID Number	E054P0J1

<sup>\*\*</sup>NC = None Claimed.