

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.

Informa
(See Additional Data)
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Web Site: www.trailer-bodybuilders.com

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 industries 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 machinery trailers, tow trailers, mobile homes and travel trailers, cranes, hoists, winches, lift gates and other truck/trailer equipment, subassemblies, accessories and component parts. Also qualified are those engaged in distribution of truck trailers and bodies, service and repair of truck trailers and bodies, government and associations, 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	17
Advertiser and Agency	482
Allocated for Trade Shows and Conventions	58
All Other	508
TOTAL	1,065

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

2018 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 2018

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	401	2.6
School Bus Bodies	146	0.9
Motor Homes/Mobile Homes/Travel Trailers	117	0.8
TRUCK TRAILERS AND BODIES		
Truck Trailers and Van Containers	2,709	17.5
Tank Trailers and Tank Trucks	311	2.0
Tow Trailers or Light Machinery Trailers	426	2.7
Truck Bodies	1,773	11.4
Fire Trucks, Rescue Vehicles, Ambulances	160	1.0
Truck Equipment including winches, cranes, hoists, lift gates	744	4.8
Truck Trailer, Body and Equipment Distributors, repair shops and factory owned sales-service branches, including leasing companies	4,955	32.0
Subtotal: Motor Vehicle Manufacturers and Distributors	11,742	75.7
2. MOTOR VEHICLE SYSTEMS AND COMPONENTS		
Component Parts, Accessories and Subassemblies Manufacturers	1,414	9.1
Subtotal: Motor Vehicle Systems and Components	1,414	9.1
3. SUPPLYING INDUSTRIES		
Plant Equipment Manufacturers	202	1.3
Material Manufacturers	722	4.7
Subtotal: Supplying Industries	924	6.0
4. OTHERS ALLIED TO THE FIELD		
Consultants, Engineering, Associations, Government, Manufacturers Representatives	1,150	7.4
Others Allied to the field	270	1.8
Subtotal: Others Allied to the Field	1,420	9.2
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 2018

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	9,998	2,560	1,828	14,386	92.8
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):	1,114	-	-	1,114	7.2
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	1,114	-	-	1,114	7.2
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11,112	2,560	1,828	15,500	100.0
PERCENT	71.7	16.5	11.8	100.0	

*See Additional Data

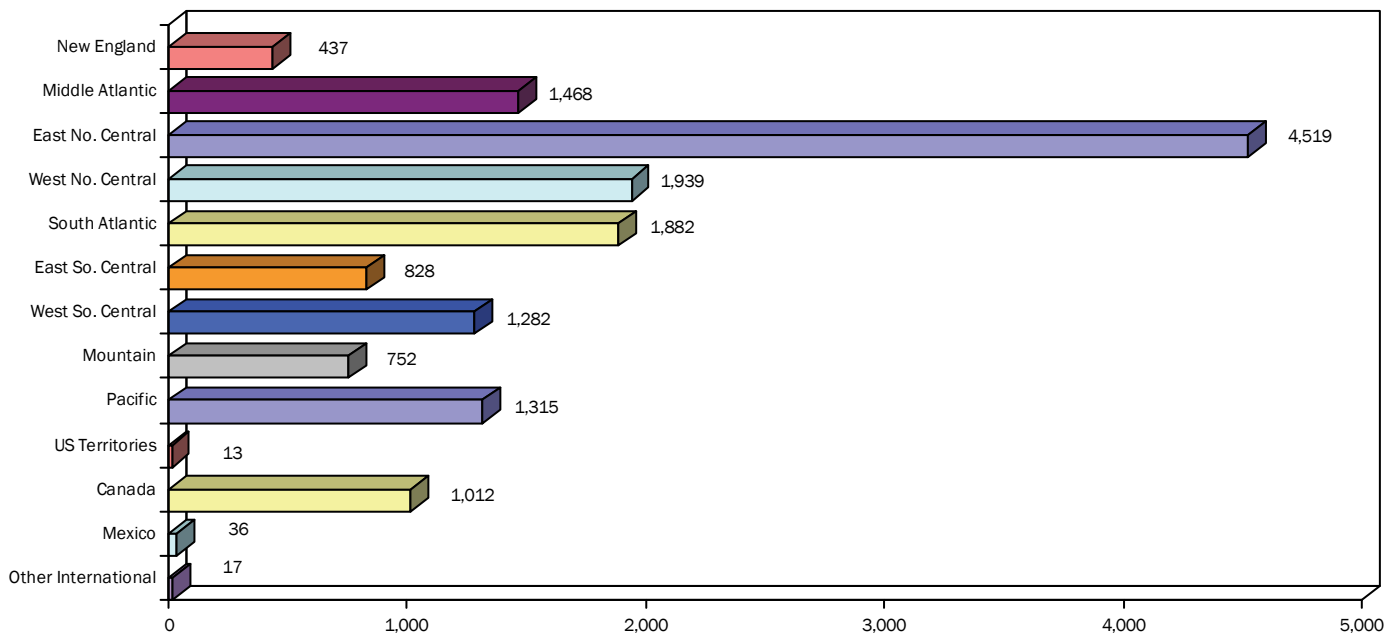
3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

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 2018

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	64		Kentucky	206	
New Hampshire	52		Tennessee	273	
Vermont	30		Alabama	274	
Massachusetts	172		Mississippi	75	
Rhode Island	30		EAST SO. CENTRAL	828	5.3
Connecticut	89		Arkansas	121	
NEW ENGLAND	437	2.8	Louisiana	100	
New York	469		Oklahoma	184	
New Jersey	236		Texas	877	
Pennsylvania	763		WEST SO. CENTRAL	1,282	8.3
MIDDLE ATLANTIC	1,468	9.5	Montana	65	
Ohio	1,160		Idaho	105	
Indiana	1,101		Wyoming	19	
Illinois	930		Colorado	175	
Michigan	751		New Mexico	48	
Wisconsin	577		Arizona	186	
EAST NO. CENTRAL	4,519	29.1	Utah	122	
Minnesota	436		Nevada	32	
Iowa	420		MOUNTAIN	752	4.9
Missouri	477		Alaska	18	
North Dakota	86		Washington	216	
South Dakota	131		Oregon	208	
Nebraska	154		California	861	
Kansas	235		Hawaii	12	
WEST NO. CENTRAL	1,939	12.5	PACIFIC	1,315	8.5
Delaware	33		UNITED STATES	14,422	93.0
Maryland	146		U.S. Territories	13	
Washington, DC	3		Canada	1,012	
Virginia	170		Mexico	36	
West Virginia	62		Other International	17	
North Carolina	392		APO/FPO	-	
South Carolina	151				
Georgia	389				
Florida	536				
SOUTH ATLANTIC	1,882	12.1			
			TOTAL QUALIFIED CIRCULATION	15,500	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



ADDITIONAL DATA

CHANGE IN OWNERSHIP/COMPANY NAME:

Effective with the July 2017 issue, Penton changed its name to Informa which acquired Penton in November 2016.

PARAGRAPH 3b:

Other Sources include 2 sources of circulation for quantities of 184 copies or 1.2% to 930 copies or 6.0%.

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 16, 2018

State Texas

County Harris

Received by BPA Worldwide July 16, 2018

Type BD

ID Number T329B0J8

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.