

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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EQUIPMENT TODAY is the commercial contractor's equipment and technology information resource. It provides insights contractors need on the latest equipment and technology, and how to efficiently apply and manage these assets and interpret the data generated, in order to be more productive, competitive and profitable in all aspects of their construction operations.

FIELD SERVED

EQUIPMENT TODAY serves contractors who are engaged in highway and heavy construction of highways & streets, grading & excavating and utility, water, sewer and pipeline projects; general building construction of commercial & non-residential, residential & tract, concrete and foundation; contractors engaged in both Highway and Heavy Construction and General Building Construction; electrical, demolition, mechanical and masonry/stonework contractors; utility/power co-op; construction material producers (including sand, gravel, stone, lime, cement, ready mix and asphalt) and distributors/dealers of construction equipment, materials and supplies.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are corporate management, operations management, project management, equipment maintenance management, foreman, safety management, equipment operator/staff, and related personnel.

CHANNELS

EQUIPMENT TODAY MAGAZINE



6 Issues in the period
77,002 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
EQUIPMENT TODAY MAGAZINE (6 issues in the period)	77,002	-	77,002

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	18
Advertiser and Agency	906
Allocated for Trade Shows and Conventions	77
All Other	264
TOTAL	1,265

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	77,002	100.0	77,002	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	77,002	100.0	77,002	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Total Qualified
January	77,000
February	77,000
March	77,000
April	77,000
May	77,009
June	77,000

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016
This issue is -% or 9 copies above the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	CLASSIFICATION BY TITLE								
	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:									
Grading & Excavating	19,384	25.2	15,048	1,749	1,034	553	423	102	475
Highways & Streets	9,793	12.7	4,974	2,228	1,092	641	499	115	244
Utility, Water, Sewer, Pipeline	6,389	8.3	4,275	1,023	510	223	159	63	136
B. GENERAL BUILDING CONSTRUCTION:									
Commercial & Non-Residential	11,310	14.7	7,985	1,468	1,182	242	174	103	156
Residential & Tract	7,058	9.2	5,588	708	451	66	100	17	128
Concrete	2,920	3.8	2,122	407	215	51	62	22	41
Foundation	583	0.7	424	74	46	9	14	6	10
C. ENGAGED IN BOTH:									
Contractors engaged in both categories A. & B. described above	8,646	11.2	5,528	1,458	824	327	193	82	234
D. OTHER CONTRACTORS:									
Electrical, demolition, mechanical and masonry/stonework	3,229	4.2	2,356	373	226	102	61	35	76
Sub-Total Contractors	69,312	90.0	48,300	9,488	5,580	2,214	1,685	545	1,500
2. NON-CONTRACTORS, USERS OF CONSTRUCTION EQUIPMENT AND PRODUCTS:									
Construction Material Producer (including sand, gravel, stone, lime, cement, ready mix, asphalt)	1,578	2.1	932	316	149	57	48	23	53
Utility/Power Co-op	788	1.0	309	232	92	75	42	11	27
Sub-Total Non-contractors, users of construction equipment & products	2,366	3.1	1,241	548	241	132	90	34	80
TOTAL USERS OF CONSTRUCTION EQUIPMENT & PRODUCTS	71,678	93.1	49,541	10,036	5,821	2,346	1,775	579	1,580
3. DISTRIBUTOR/DEALER of Construction Equipment, Materials and Supplies	5,331	6.9	3,108	1,374	278	294	75	39	163
TOTAL QUALIFIED CIRCULATION	77,009	100.0	52,649	11,410	6,099	2,640	1,850	618	1,743
PERCENT	100.0		68.4	14.8	7.9	3.4	2.4	0.8	2.3

(A) Corporate Management titles include Owner, President, CEO, and related personnel.

(B) Operations Management titles include Operations Manager, Scheduler, and related personnel.

(C) Project Management titles include Site Supervisor/Manager, Project Supervisor/Manager and related personnel.

(D) Equipment Maintenance Management titles include Equipment, Fleet or Maintenance Supervisor, Shop & Mechanical Supervisor, Master Mechanic, and related personnel.

(E) Foreman titles include Field Supervisor, Construction Field Engineers, and related personnel.

(F) Safety Management titles include Safety Manager and related personnel.

(G) Equipment Operator/Staff and related personnel.

ADDITIONAL DATA: CLASSIFICATION BY ANNUAL CONTRACT SALES VOLUME FOR ISSUE OF MAY 2016

BUSINESS AND INDUSTRY	CLASSIFICATION BY ANNUAL CONTRACT SALES VOLUME								
	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	\$10,000,001 or More	Sales Volume Not Provided
1. CONTRACTORS									
A. HIGHWAY AND HEAVY CONSTRUCTION:									
Grading & Excavating	19,384	25.2	6,790	3,699	3,278	2,069	1,454	1,802	292
Highways & Streets	9,793	12.7	1,912	1,145	1,537	1,195	1,243	1,985	776
Utility, Water, Sewer, Pipeline	6,389	8.3	1,677	1,183	1,239	775	590	778	147
B. GENERAL BUILDING CONSTRUCTION:									
Commercial & Non-Residential	11,310	14.7	2,217	1,926	2,349	1,652	1,323	1,707	136
Residential & Tract	7,058	9.2	2,938	1,440	1,342	691	365	234	48
Concrete	2,920	3.8	768	553	676	399	240	256	28
Foundation	583	0.7	197	100	111	75	46	48	6
C. ENGAGED IN BOTH:									
Contractors engaged in both categories A. & B. described above	8,646	11.2	1,883	1,523	1,675	1,131	811	1,352	271
D. OTHER CONTRACTORS:									
Electrical, demolition, mechanical and masonry/stonework	3,229	4.2	1,017	601	661	393	236	281	40
Sub-Total Contractors	69,312	90.0	19,399	12,170	12,868	8,380	6,308	8,443	1,744
2. NON-CONTRACTORS, USERS OF CONSTRUCTION EQUIPMENT & PRODUCTS:									
Construction Material Producer (including sand, gravel, stone, lime, cement, ready mix, asphalt)	1,578	2.1	398	232	280	197	169	264	38
Utility/Power Co-op	788	1.0	224	111	128	85	65	119	56
Sub-Total Non-contractors, users of construction equipment & products	2,366	3.1	622	343	408	282	234	383	94
TOTAL USERS OF CONSTRUCTION EQUIPMENT & PRODUCTS	71,678	93.1	20,021	12,513	13,276	8,662	6,542	8,826	1,838
3. DISTRIBUTOR/DEALER of Construction Equipment, Materials and Supplies	5,331	6.9	1,072	790	937	644	575	1,226	87
TOTAL QUALIFIED CIRCULATION	77,009	100.0	21,093	13,303	14,213	9,306	7,117	10,052	1,925
PERCENT	100.0		27.4	17.3	18.4	12.1	9.2	13.1	2.5

ADDITIONAL DATA: CLASSIFICATION BY FIRM'S FLEET REPLACEMENT VALUE OF CONSTRUCTION EQUIPMENT AND TRUCKS OWNED AND/OR LEASED FOR COMPANY'S USE FOR ISSUE OF MAY 2016

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	REPLACEMENT VALUE					Replacement Value Not Provided
			\$500,000 or Less	\$500,001-\$1,000,000	\$1,000,001-\$5,000,000	\$5,000,001- or More		
1. CONTRACTORS								
A. HIGHWAY AND HEAVY CONSTRUCTION:								
Grading & Excavating	19,384	25.2	6,337	3,774	3,708	1,892	3,673	
Highways & Streets	9,793	12.7	1,990	1,494	2,086	1,714	2,509	
Utility, Water, Sewer, Pipeline	6,389	8.3	2,073	1,162	1,275	664	1,215	
B. GENERAL BUILDING CONSTRUCTION:								
Commercial & Non-Residential	11,310	14.7	4,398	1,969	1,531	858	2,554	
Residential & Tract	7,058	9.2	4,077	954	454	194	1,379	
Concrete	2,920	3.8	1,261	540	445	223	451	
Foundation	583	0.7	269	111	53	41	109	
C. ENGAGED IN BOTH:								
Contractors engaged in both categories A. & B. described above	8,646	11.2	2,613	1,559	1,577	1,148	1,749	
D. OTHER CONTRACTORS:								
Electrical, demolition, mechanical and masonry/stonework	3,229	4.2	1,426	510	422	192	679	
Sub-Total Contractors	69,312	90.0	24,444	12,073	11,551	6,926	14,318	
2. NON-CONTRACTORS, USERS OF CONSTRUCTION EQUIPMENT & PRODUCTS:								
Construction Material Producer (including sand, gravel, stone, lime, cement, ready mix, asphalt)	1,578	2.1	522	214	285	221	336	
Utility/Power Co-op	788	1.0	221	132	156	115	164	
Sub-Total Non-contractors, users of construction equipment & products	2,366	3.1	743	346	441	336	500	
3. DISTRIBUTOR/DEALER of Construction Equipment, Materials and Supplies	5,331	6.9	1,804	795	831	984	917	
TOTAL QUALIFIED CIRCULATION	77,009	100.0	26,991	13,214	12,823	8,246	15,735	
PERCENT	100.0		35.0	17.2	16.7	10.7	20.4	

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:	58,733	15,311	-	74,044	96.1
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):	2,965	-	-	2,965	3.9
Association rosters and directories	-	-	-	-	-
*Business directories	2,965	-	-	2,965	3.9
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	61,698	15,311	-	77,009	100.0
PERCENT	80.1	19.9	-	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	77,009	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	77,009	100.0

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
	July – December 2013	January – June 2014	July – December 2014	January – June 2015	July – December 2015*	January – June 2016*
Total Audit Average Qualified:	77,000	77,000	77,000	77,001	77,000	77,002
Qualified Non-Paid:	77,000	77,000	77,000	77,001	77,000	77,002
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

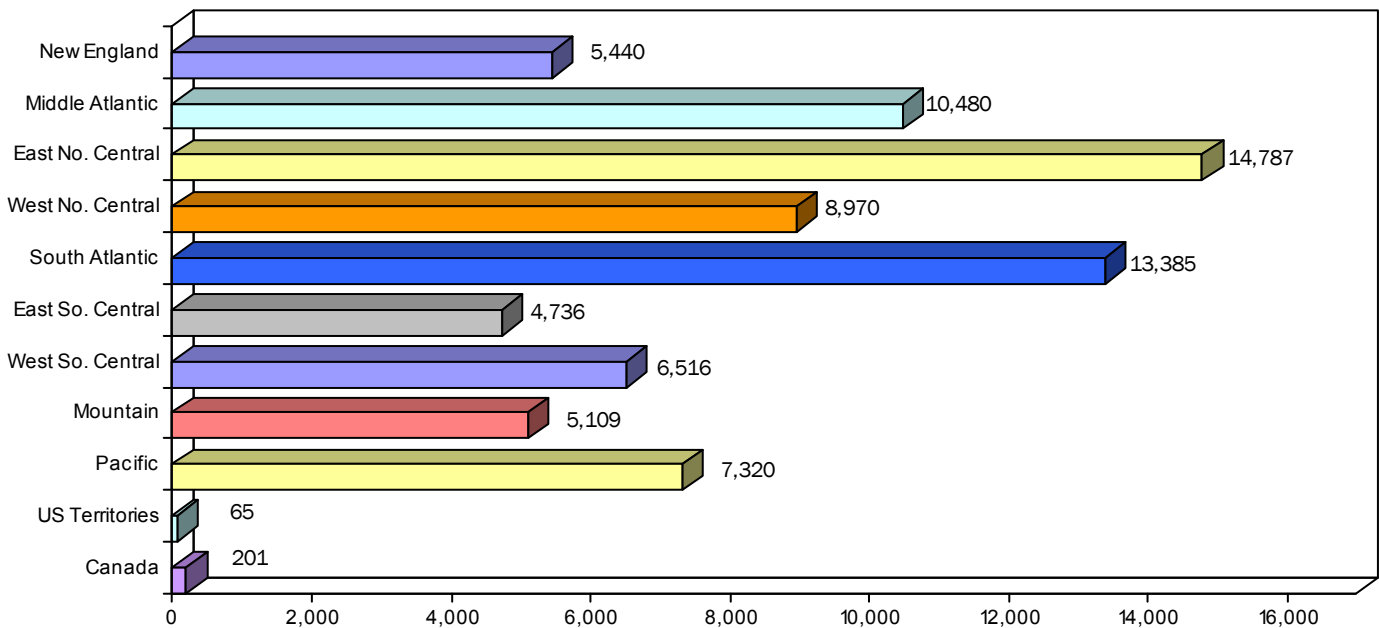
*NOTE: July 2015 – June 2016 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	694		Kentucky	1,408	
New Hampshire	712		Tennessee	1,596	
Vermont	429		Alabama	1,017	
Massachusetts	1,969		Mississippi	715	
Rhode Island	277		EAST SO. CENTRAL	4,736	6.1
Connecticut	1,359		Arkansas	752	
NEW ENGLAND	5,440	7.1	Louisiana	942	
New York	4,282		Oklahoma	900	
New Jersey	1,785		Texas	3,922	
Pennsylvania	4,413		WEST SO. CENTRAL	6,516	8.5
MIDDLE ATLANTIC	10,480	13.6	Montana	627	
Ohio	3,957		Idaho	611	
Indiana	1,966		Wyoming	262	
Illinois	3,372		Colorado	1,418	
Michigan	2,750		New Mexico	436	
Wisconsin	2,742		Arizona	812	
EAST NO. CENTRAL	14,787	19.2	Utah	550	
Minnesota	2,354		Nevada	393	
Iowa	1,601		MOUNTAIN	5,109	6.6
Missouri	2,041		Alaska	251	
North Dakota	462		Washington	1,387	
South Dakota	537		Oregon	998	
Nebraska	939		California	4,587	
Kansas	1,036		Hawaii	97	
WEST NO. CENTRAL	8,970	11.6	PACIFIC	7,320	9.5
Delaware	194		UNITED STATES	76,743	99.7
Maryland	1,232		U.S. Territories	65	
Washington, DC	47		Canada	201	
Virginia	1,963		Mexico	-	
West Virginia	584		Other International	-	
North Carolina	2,762		APO/FPO	-	
South Carolina	1,136				
Georgia	1,912				
Florida	3,555				
SOUTH ATLANTIC	13,385	17.5			
			TOTAL QUALIFIED CIRCULATION	77,009	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION
Total Qualified Circulation 77,009



ADDITIONAL DATA

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 2,965 copies or 3.9%.

PUBLISHER'S AFFIDAVIT

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

Sean Dunphy, Group Publisher

Wendy Chady, Audience Development Director

(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 11, 2016

State Wisconsin

County Jefferson

Received by BPA Worldwide July 11, 2016

Type BJ

ID Number E054B0J6

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.