

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 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.

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Compact Equipment™

Benjamin Media Inc.
1770 Main Street
P.O. Box 190
Peninsula, OH 44264
Tel.: (330) 467-7588
Fax: (330) 468-2289
Website: www.compactequip.com
Email: info@benjaminmedia.com

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Issues Per Year: 12

FIELD SERVED

COMPACT EQUIPMENT serves the following industries: Construction-residential, highway & heavy construction, general building, utility, other construction; Landscape-landscape contractor, nursery, golf course, grounds maintenance, other landscape Rental Center-general rental center, dealer rental department, retail store rental department, other rental center; Government & Public Works-federal, state, county, local municipality, other government & public works; Industrial-in-house applications (manufacturing facilities), material producer (quarries, mines, etc), other industrial; Agricultural-farm applications, agribusiness (ranches, feed lots, chicken, turkey farms, etc), other agricultural; Dealer/Retail-dealer equipment sales, retail equipment sales, distributor, other dealer/retail; Other-tree care, forestry, manufacturers/suppliers, private user and others.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include the following: Senior Management-CEO, chairman, owner, partner, president, VP, CFO, director or treasurer; Middle Management-administrator, manager, supervisor, engineer or purchasing agent; Equipment Management & Staff-superintendent, estimator, equipment operator, equipment maintenance, master mechanic and other allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	5
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	108
Electronic _____	-
All Other _____	265
TOTAL	378

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	61,776	100.0	61,776	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	61,776	100.0	61,776	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	1,647	1,899			75,250	April _____	1,978	2,114			65,188
February _____	10,282	146			65,114	May _____	15,277	117			50,028
March _____	409	347			65,052	June _____	5	-			50,023
						TOTAL	29,598	4,623			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

This issue is 22.0% or 14,097 copies below the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	SENIOR MANAGEMENT (CEO, COO, Chairman, Owner, Partner, President, VP, CFO, Director or Treasurer)	MIDDLE MANAGEMENT (Principal, Administrator, Manager, Supervisor, Engineer, or Purchasing Agent)	EQUIPMENT MANAGEMENT & STAFF (Superintendent, Estimator, Equipment Operator, Equipment Maintenance, Master Mechanic and Others Allied to the Field)
1. CONSTRUCTION					
a. Residential _____	7,250	14.5	6,093	606	551
b. Highway & Heavy Construction _____	5,223	10.4	3,875	862	486
c. General Building _____	4,670	9.3	3,589	645	436
d. Utility _____	4,388	8.8	3,013	951	424
e. Other _____	2,302	4.6	1,721	351	230
Subtotal	23,833	47.6	18,291	3,415	2,127
2. LANDSCAPE					
f. Landscape Contractor _____	5,464	10.9	4,675	448	341
g. Nursery _____	529	1.1	443	55	31
h. Golf Course _____	82	0.2	54	12	16
i. Grounds Maintenance _____	1,492	3.0	1,150	173	169
j. Other _____	522	1.0	398	63	61
Subtotal	8,089	16.2	6,720	751	618
3. RENTAL CENTER					
k. General Rental Center _____	2,558	5.1	1,435	762	361
l. Dealer Rental Department _____	336	0.7	175	107	54
m. Retail Store Rental Department _____	477	0.9	276	119	82
n. Other _____	226	0.5	123	71	32
Subtotal	3,597	7.2	2,009	1,059	529
4. GOVERNMENT AND PUBLIC WORKS					
o. Federal _____	251	0.5	113	88	50
p. State _____	482	1.0	191	208	83
q. County _____	495	1.0	219	202	74
r. Local Municipality _____	3,326	6.6	1,509	1,257	560
s. Other _____	215	0.4	90	92	33
Subtotal	4,769	9.5	2,122	1,847	800
5. INDUSTRIAL					
t. In-House Applications (manufacturing facilities) _____	302	0.6	184	78	40
u. Material Producer (quarries, mines, etc) _____	301	0.6	170	91	40
v. Other _____	267	0.5	154	83	30
Subtotal	870	1.7	508	252	110
6. AGRICULTURAL					
w. Farm Applications _____	1,135	2.3	822	129	184
x. Agribusiness (ranches, feed lots, chicken/turkey farms, etc) _____	392	0.8	296	56	40
y. other _____	167	0.3	117	24	26
Subtotal	1,694	3.4	1,235	209	250
7. DEALER/RETAIL					
z. Dealer Equipment Sales _____	1,742	3.5	1,001	425	316
aa. Retail Equipment Sales _____	667	1.3	425	138	104
bb. Distributor _____	496	1.0	273	170	53
cc. Other _____	230	0.5	144	59	27
Subtotal	3,135	6.3	1,843	792	500
8. OTHER					
dd. Tree Care _____	162	0.3	137	11	14
ee. Forestry _____	160	0.3	110	19	31
ff. Manufacturers/Suppliers _____	1,252	2.5	511	575	166
gg. Private User _____	428	0.9	257	59	112
hh. Other _____	2,039	4.1	1,277	474	288
Subtotal	4,041	8.1	2,292	1,138	611
TOTAL QUALIFIED CIRCULATION	50,028	100.0	35,020	9,463	5,545
PERCENT	100.0		70.0	18.9	11.1

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	18,204	23,447	8,359			50,010	100.0
II. Request from recipient's company: _____	18	-	-			18	-
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	18,222	23,447	8,359			50,028	100.0
*See Paragraph 9 PERCENT	36.4	46.9	16.7			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			49,942	99.8
Individuals by name only _____			45	0.1
Titles or functions only _____			15	-
Company names only _____			26	0.1
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			50,028	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009								
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	439		400-427 Kentucky _____	1,167				
030-038 New Hampshire _____	342		370-385 Tennessee _____	1,179				
050-059 Vermont _____	214		350-369 Alabama _____	674				
010-027 Massachusetts _____	1,166		386-397 Mississippi _____	393				
028-029 Rhode Island _____	189					EAST SO. CENTRAL	3,413	6.8
060-069 Connecticut _____	723		716-729 Arkansas _____	418				
NEW ENGLAND	3,073	6.1	700-714 Louisiana _____	533				
100-149 New York _____	2,303		730-749 Oklahoma _____	598				
070-089 New Jersey _____	1,202		750-799 Texas _____	2,340				
150-196 Pennsylvania _____	2,502					WEST SO. CENTRAL	3,889	7.8
MIDDLE ATLANTIC	6,007	12.0	590-599 Montana _____	318				
430-459 Ohio _____	2,758		832-838 Idaho _____	416				
460-479 Indiana _____	1,681		820-831 Wyoming _____	209				
600-629 Illinois _____	2,236		800-816 Colorado _____	857				
480-499 Michigan _____	1,967		870-884 New Mexico _____	251				
530-549 Wisconsin _____	1,604		850-865 Arizona _____	597				
			840-847 Utah _____	383				
EAST NO. CENTRAL	10,246	20.5	889-898 Nevada _____	268				
550-567 Minnesota _____	1,307					MOUNTAIN	3,299	6.6
500-528 Iowa _____	996		995-999 Alaska _____	88				
630-658 Missouri _____	1,223		980-994 Washington _____	928				
580-588 North Dakota _____	290		970-979 Oregon _____	564				
570-577 South Dakota _____	301		900-961 California _____	2,850				
680-693 Nebraska _____	451		967-968 Hawaii _____	122				
660-679 Kansas _____	743					PACIFIC	4,552	9.1
						UNITED STATES	48,302	96.5
WEST NO. CENTRAL	5,311	10.6	969 & 004-009 U.S. Territories _____	102				
197-199 Delaware _____	146		Canada _____	1,623				
206-219 Maryland _____	872		Mexico _____	-				
200-205 Washington, DC _____	40		Other International _____	-				
220-246 Virginia _____	1,194		APO/FPO _____	1				
247-268 West Virginia _____	315							
270-289 North Carolina _____	1,733							
290-299 South Carolina _____	702							
300-319 Georgia _____	1,434							
320-349 Florida _____	2,076							
SOUTH ATLANTIC	8,512	17.0						
			TOTAL QUALIFIED CIRCULATION	50,028			100.0	

7. 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
	2005	2006	2007	January - June 2008	July - December 2008*	January - June 2009*
Total Audit Average Qualified: _____	75,012	75,221	75,163	75,028	75,076	61,776
Qualified Non-Paid: _____	75,012	75,221	75,163	75,028	75,076	61,776
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: July 2008 - June 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. ADDITIONAL DATA

PARAGRAPH 3a:

The May 2009 issue is 14,097 copies or 22.0% below the average of the other 5 issues in Paragraph two.

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

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

Bernard P. Krzys, President/Publisher

Alexis R. Tarbet, Circulation 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 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 14, 2009

State Ohio

County Summit

Received by BPA Worldwide July 14, 2009

Type PJ

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