

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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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. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

Compact Equipment™

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Official Publication of: None
Established: 2002
Issues Per Year: 11
(See Additional Data)

FIELD SERVED

COMPACT EQUIPMENT serves the following industries:

Construction - residential, highway & heavy construction, bridge construction, commercial building, utility, concrete/ masonry work, demolition, excavation/ site prep, other construction

Landscape - design/build, nursery, golf course, grounds maintenance, parks & recreation, water features, irrigation, erosion control, other landscape

Agricultural - crop farmer, dairy farmer, feed distribution, livestock farming (pigs, poultry, cattle, etc.), orchard farming, horticulture, animal husbandry/stockbreeding, agriculture (beekeeping), other agricultural

Government & Public Works - federal, state, county, local municipality, other government & public works

Industrial - construction/material producer (stone, cement, gravel, asphalt, etc.), mining/quarries, manufacturing facilities, recycling/material handling, other industrial

Snow Removal - municipal snow removal, residential driveways, commercial contract snow removal, consumer/personal, highway, parks & recreation, other snow removal

Environmental - tree care, composting, brush cutting (right-of-way, site prep, land clearing, fire breaks, etc.), forestry, agricultural recycling (brush chipping, mulching, stump cutting, etc.), other environmental

Dealer/Rental - national rental center, independent rental center, commercial equipment dealer, big box/consumer dealer, other dealer/rental

Other - hobby farmer, private user/consumer, disaster relief, other contractors (electrical, mechanical, plumbing, etc.), marine construction, manufacturers/suppliers and others.

DEFINITION OF RECIPIENT QUALIFICATION

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

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	66
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	325
Digital _____	-
All Other _____	152
TOTAL	543

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	39,996	100.0	39,996	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	39,996	100.0	39,996	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Number Removed	Number Added	Total Qualified
January _____	573	573	40,000
February _____	308	308	40,000
March _____	3,935	3,924	39,989
April _____	3,677	3,677	39,989
May _____	668	679	40,000
June _____	303	303	40,000
TOTAL	9,464	9,464	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011
This issue is -% or 4 copies above 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 (Administrator, Manager, Supervisor, Engineer, or Purchasing Principal, Agent)	EQUIPMENT MANAGEMENT & STAFF (Superintendent, Estimator, Equipment Operator, Equipment Maintenance, Master Mechanic)	OTHER (Others Allied to the Field)
I. CONSTRUCTION						
1. Residential _____	4,007	10.0	3,410	334	234	29
2. Highway & Heavy _____	2,641	6.6	1,888	481	237	35
3. Bridge _____	482	1.2	380	65	13	24
4. Commercial Building _____	1,121	2.8	883	135	89	14
5. Utility _____	6,382	16.0	4,508	1,235	252	387
6. Concrete/Masonry _____	733	1.8	543	126	63	1
7. Demolition _____	79	0.2	60	6	11	2
8. Excavation/Site Prep _____	1,391	3.5	1,149	169	38	35
9. Other _____	1,923	4.8	1,520	246	126	31
Subtotal	18,759	46.9	14,341	2,797	1,063	558
II. LANDSCAPE						
10. Design/Build _____	2,900	7.3	2,666	146	75	13
11. Nursery _____	413	1.0	366	24	18	5
12. Golf Course _____	73	0.2	52	13	8	-
13. Grounds Maintenance _____	2,026	5.1	1,756	148	107	15
14. Parks & Recreation _____	92	0.2	65	20	6	1
15. Water Features _____	52	0.1	46	2	4	-
16. Irrigation _____	199	0.5	168	21	5	5
17. Erosion Control _____	46	0.1	42	3	1	-
18. Other _____	1,591	4.0	1,366	129	94	2
Subtotal	7,392	18.5	6,527	506	318	41
III. AGRICULTURAL						
19. Crop Farmer _____	213	0.5	168	18	21	6
20. Dairy Farmer _____	37	0.1	30	4	2	1
21. Feed Distribution _____	14	-	9	1	4	-
22. Livestock Farming (Pigs, Poultry, Cattle, etc) _____	99	0.3	82	6	7	4
23. Orchard Farming _____	6	-	5	-	1	-
24. Horticulture _____	46	0.1	42	2	2	-
25. Animal Husbandry/Stockbreeding _____	5	-	4	1	-	-
26. Apiculture (Beekeeping) _____	8	-	8	-	-	-
27. Other _____	623	1.6	435	67	115	6
Subtotal	1,051	2.6	783	99	152	17
IV. GOVERNMENT AND PUBLIC WORKS						
28. Federal _____	318	0.8	170	92	47	9
29. State _____	714	1.8	331	249	99	35
30. County _____	1,199	3.0	725	288	131	55
31. Local Municipality _____	3,780	9.4	1,969	1,165	502	144
32. Other _____	76	0.2	24	33	14	5
Subtotal	6,087	15.2	3,219	1,827	793	248
V. INDUSTRIAL						
33. Construction/Material Producer (Stone, Cement, Gravel, Asphalt, etc) _____	175	0.4	102	48	25	-
34. Mining/Quarries _____	33	0.1	19	11	3	-
35. Manufacturing Facilities _____	151	0.4	56	73	11	11
36. Recycling/Material Handling _____	28	0.1	19	5	4	-
37. Other _____	181	0.4	116	43	19	3
Subtotal	568	1.4	312	180	62	14
VI. SNOW REMOVAL						
38. Municipal Snow Removal _____	15	-	6	3	5	1
39. Residential Driveways _____	41	0.1	37	3	1	-
40. Commercial Contract Snow Removal _____	76	0.2	66	5	3	2
41. Consumer/Personal _____	17	0.1	11	4	1	1
42. Highway _____	5	-	4	1	-	-
43. Parks & Recreation _____	6	-	3	3	-	-
44. Other _____	2	-	1	-	-	1
Subtotal	162	0.4	128	19	10	5
VII. ENVIRONMENTAL						
45. Tree Care _____	145	0.4	116	9	18	2
46. Composting _____	4	-	3	-	1	-
47. Brush Cutting (Right-of-Ways, site prep, Land Clearing, Fire Breaks, etc) _____	46	0.1	40	1	4	1
48. Forestry _____	112	0.3	85	9	16	2
49. Agricultural Recycling (Brush Chipping, Mulching, Stump Cutting, etc) _____	28	0.1	19	4	3	2
50. Other _____	26	0.1	17	4	1	4
Subtotal	361	0.9	280	27	43	11
VIII. DEALER/RENTAL						
51. National Rental Center _____	105	0.3	31	43	26	5
52. Independent Rental Center _____	502	1.2	346	96	50	10
53. Commercial Equipment Dealer _____	422	1.1	246	114	34	28
54. Big Box/Consumer Dealer _____	26	0.1	13	7	3	3
55. Other _____	2,327	5.8	1,269	692	359	7
Subtotal	3,382	8.5	1,905	952	472	53
IX. OTHER						
56. Hobby Farmer _____	56	0.2	40	2	8	6
57. Private User/Consumer _____	281	0.7	177	42	52	10
58. Disaster Relief _____	8	-	8	-	-	-
59. Other Contractors (Electrical, Mechanical, Plumbing, etc) _____	134	0.3	103	16	13	2
60. Marine Construction _____	8	-	4	1	3	-
61. Manufacturers/Suppliers _____	847	2.1	326	391	97	33
62. Other _____	904	2.3	537	201	100	66
Subtotal	2,238	5.6	1,195	653	273	117
TOTAL QUALIFIED CIRCULATION	40,000	100.0	28,690	7,060	3,186	1,064
PERCENT	100.0		71.7	17.6	8.0	2.7

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	16,455	8,466	9,416	34,337	85.8
II. Request from recipient's company: _____	26	24	10	60	0.2
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	584	-	-	584	1.5
V. TOTAL - Sources other than above (listed alphabetically): _____	5,019	-	-	5,019	12.5
Association rosters and directories _____	-	-	-	-	-
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	5,019	-	-	5,019	12.5
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,084	8,490	9,426	40,000	100.0
PERCENT	55.2	21.2	23.6	100.0	

*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 _____	39,909	99.8
Individuals by name only _____	85	0.2
Titles or functions only _____	-	-
Company names only _____	6	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	40,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	350		Kentucky _____	748	
New Hampshire _____	281		Tennessee _____	836	
Vermont _____	155		Alabama _____	563	
Massachusetts _____	1,020		Mississippi _____	344	
Rhode Island _____	138		EAST SO. CENTRAL	2,491	6.2
Connecticut _____	579		Arkansas _____	404	
NEW ENGLAND	2,523	6.3	Louisiana _____	378	
New York _____	1,912		Oklahoma _____	550	
New Jersey _____	1,005		Texas _____	2,222	
Pennsylvania _____	1,966		WEST SO. CENTRAL	3,554	8.9
MIDDLE ATLANTIC	4,883	12.2	Montana _____	305	
Ohio _____	2,188		Idaho _____	345	
Indiana _____	1,200		Wyoming _____	170	
Illinois _____	1,744		Colorado _____	704	
Michigan _____	1,428		New Mexico _____	215	
Wisconsin _____	1,319		Arizona _____	531	
EAST NO. CENTRAL	7,879	19.7	Utah _____	326	
Minnesota _____	1,099		Nevada _____	216	
Iowa _____	791		MOUNTAIN	2,812	7.0
Missouri _____	909		Alaska _____	128	
North Dakota _____	248		Washington _____	791	
South Dakota _____	292		Oregon _____	518	
Nebraska _____	402		California _____	2,202	
Kansas _____	628		Hawaii _____	93	
WEST NO. CENTRAL	4,369	10.9	PACIFIC	3,732	9.4
Delaware _____	117		UNITED STATES	39,239	98.1
Maryland _____	641		U.S. Territories _____	85	
Washington, DC _____	56		Canada _____	674	
Virginia _____	929		Mexico _____	-	
West Virginia _____	260		Other International _____	1	
North Carolina _____	1,413		APO/FPO _____	1	
South Carolina _____	577		TOTAL QUALIFIED CIRCULATION	40,000	100.0
Georgia _____	1,182				
Florida _____	1,821				
SOUTH ATLANTIC	6,996	17.5			

ADDITIONAL DATA

CHANGE IN FREQUENCY:

Effective with the December 2010 issue, COMPACT EQUIPMENT changed its frequency from 12 to 11 issues per year.

PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 5,019 copies or 12.5%, including D & B List Rental.

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. White, 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 11, 2011

State Ohio

County Summit

Received by BPA Worldwide July 11, 2011

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