

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 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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Randall-Reilly Publishing Co.
3200 Rice Mine Road, NE
Tuscaloosa, AL 35406
Tel.: (205) 349-2990
Fax: (205) 349-6359
www.successfuldealer.com

Official Publication of: None
Established: 1978
Issues Per. Year: 7

FIELD SERVED

SUCCESSFUL DEALER serves truck dealers, trailer dealers, truck leasing & rental companies, truck body/equipment dealers, engine distributors, construction equipment distributors, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are owners, presidents, partners, proprietors, chairmen of the board, chief executives, vice presidents, secretaries or other corporate officials, controllers/treasurers, directors of finance, secretary treasurers, financial officers, general managers, branch managers, division managers, office managers, product managers, operation managers, sales managers, engine sales managers, salesmen, sales representatives, equipment sales managers, parts managers, service managers, shop foremen, equipment superintendents, warranty managers, purchasing managers, purchasing agents, buyers, and other titled and non-titled personnel in the field served.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	941
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	119
Electronic _____	-
All Other _____	609
TOTAL	1,669

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	23,100	100.0	23,100	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	23,100	100.0	23,100	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/ February _____	22	22			23,100	April _____	919	919			23,100
March _____	1,454	1,454			23,100	June _____	1,896	1,896			23,100
						TOTAL	4,291	4,291			

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

This issue is equal to the average of the other 3 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE						
			CHIEF ADMINISTRATOR	CORPORATE OFFICER	FINANCIAL OFFICER	MANAGEMENT	SALES	PARTS OR SERVICE	PURCHASING
			President, Owner, Partner, Proprietor, Chairman of Board, Chief Executive	Vice President, Secretary, or other Corporate Official Except Treasurer	Treasurer, Controller, Director of Finance, Secretary, Treasurer, Financial Officer	General Manager, Branch Manager, Division Manager, District Manager, Office Manager, Product Manager, Operation Manager	Sales Manager, Engine Sales Manager, Salesman, Sales Rep., Equipment Sales Manager	Parts and/or Service Manager, Shop Foreman, Equipment Superintendent, Warranty Manager	Purchasing Manager or Purchasing Agent, Buyer, Other Titled and Non-Titled Personnel
Truck and Trailer Dealers _____	12,155	52.6	3,944	580	220	3,092	2,201	1,979	139
Truck Leasing & Rental Companies _____	7,780	33.7	2,961	155	26	3,958	303	348	29
Truck Body/Equipment Dealers _____	940	4.1	396	40	6	251	92	144	11
Engine Distributors/Construction Equipment Distributors & Others Allied to the Field _____	2,225	9.6	887	93	11	779	214	226	15
TOTAL QUALIFIED CIRCULATION	23,100	100.0	8,188	868	263	8,080	2,810	2,697	194
PERCENT	100.0		35.4	3.8	1.1	35.0	12.2	11.7	0.8

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2009

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Direct request from the recipient: _____	17,640	4,500	-			22,140	95.8
a. Written _____	2,664	474	-			3,138	13.6
b. Telecommunication _____	13,906	4,026	-			17,932	77.6
c. Electronic _____	1,070	-	-			1,070	4.6
II. TOTAL - Request from recipient's company: _____	480	-	-			480	2.1
a. Written _____	174	-	-			174	0.8
b. Telecommunication _____	144	-	-			144	0.6
c. Electronic _____	162	-	-			162	0.7
III. TOTAL - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	480	-	-			480	2.1
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	480	-	-			480	2.1
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	18,600	4,500	-			23,100	100.0
PERCENT	80.5	19.5	-			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2009

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			23,100	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			23,100	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2009

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	187		400-427 Kentucky _____	378	
030-038 New Hampshire _____	169		370-385 Tennessee _____	595	
050-059 Vermont _____	77		350-369 Alabama _____	523	
010-027 Massachusetts _____	317		386-397 Mississippi _____	292	
028-029 Rhode Island _____	70		EAST SO. CENTRAL	1,788	7.7
060-069 Connecticut _____	214		716-729 Arkansas _____	298	
NEW ENGLAND	1,034	4.5	700-714 Louisiana _____	349	
100-149 New York _____	833		730-749 Oklahoma _____	357	
070-089 New Jersey _____	475		750-799 Texas _____	1,656	
150-196 Pennsylvania _____	1,081		WEST SO. CENTRAL	2,660	11.5
MIDDLE ATLANTIC	2,389	10.3	590-599 Montana _____	147	
430-459 Ohio _____	1,123		832-838 Idaho _____	186	
460-479 Indiana _____	731		820-831 Wyoming _____	62	
600-629 Illinois _____	995		800-816 Colorado _____	313	
480-499 Michigan _____	670		870-884 New Mexico _____	92	
530-549 Wisconsin _____	675		850-865 Arizona _____	245	
EAST NO. CENTRAL	4,194	18.2	840-847 Utah _____	206	
550-567 Minnesota _____	549		889-898 Nevada _____	112	
500-528 Iowa _____	480		MOUNTAIN	1,363	5.9
630-658 Missouri _____	707		995-999 Alaska _____	63	
580-588 North Dakota _____	185		980-994 Washington _____	401	
570-577 South Dakota _____	157		970-979 Oregon _____	327	
680-693 Nebraska _____	319		900-961 California _____	1,226	
660-679 Kansas _____	328		967-968 Hawaii _____	44	
WEST NO. CENTRAL	2,725	11.8	PACIFIC	2,061	8.9
197-199 Delaware _____	65		UNITED STATES	22,575	97.7
206-219 Maryland _____	349		969 & 004-009 U.S. Territories _____	10	
200-205 Washington, DC _____	4		Canada _____	515	
220-246 Virginia _____	527		Mexico _____	-	
247-268 West Virginia _____	192		Other International _____	-	
270-289 North Carolina _____	854		APO/FPO _____	-	
290-299 South Carolina _____	323		TOTAL QUALIFIED CIRCULATION	23,100	100.0
300-319 Georgia _____	784				
320-349 Florida _____	1,263				
SOUTH ATLANTIC	4,361	18.9			

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: _____	23,209	23,045	23,117	23,100	23,100	23,100
Qualified Non-Paid: _	23,209	23,045	23,117	23,100	23,100	23,100
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)
7	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. ADDITIONAL DATA

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.

Stacy McCants, Group Publisher

Stacy Stiglic, Circulation 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 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 07, 2009

State Alabama

County Tuscaloosa

Received by BPA Worldwide July 07, 2009

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