

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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## Successful Dealer

DELIVERING INNOVATION IN SALES, SERVICE AND SUPPORT

Randall-Reilly Publishing Co.  
3200 Rice Mine Road, NE  
Tuscaloosa, AL 35406  
Tel.: (205) 349-2990  
Fax: (205) 349-6359  
[www.successfuldealer.com](http://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 _____	1,011
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	75
Digital _____	-
All Other _____	773
<b>TOTAL</b>	<b>1,859</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	22,050	100.0	22,050	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,050</b>	<b>100.0</b>	<b>22,050</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2010 Issue	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January/February _____	19,591	3,509	23,100
March _____	19,567	3,533	23,100
April _____	17,912	3,088	21,000
June _____	18,007	2,993	21,000

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2010**

This issue is 6.3% or 1,400 copies below the average of the other 3 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	PRINT VERSION ONLY (A)	DIGITAL VERSION ONLY (B)	CLASSIFICATION BY TITLE						
					CHIEF ADMINISTRATOR	CORPORATE OFFICER	FINANCIAL OFFICER	MANAGEMENT	SALES	PARTS OR SERVICE	PURCHASING
Truck and Trailer Dealers _____	12,856	61.2	10,763	2,093	4,556	613	228	3,140	2,075	1,974	270
Truck Leasing & Rental Companies _____	5,294	25.2	4,746	548	2,133	123	23	2,481	211	297	26
Truck Body/Equipment Dealers _____	973	4.6	853	120	453	49	7	250	66	132	16
Engine Distributors/Construction Equipment Distributors & Others Allied to the Field _____	1,877	9.0	1,645	232	769	97	19	628	138	204	22
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>21,000</b>	<b>100.0</b>	<b>18,007</b>	<b>2,993</b>	<b>7,911</b>	<b>882</b>	<b>277</b>	<b>6,499</b>	<b>2,490</b>	<b>2,607</b>	<b>334</b>
<b>PERCENT</b>	<b>100.0</b>		<b>85.7</b>	<b>14.3</b>	<b>37.7</b>	<b>4.2</b>	<b>1.3</b>	<b>30.9</b>	<b>11.9</b>	<b>12.4</b>	<b>1.6</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2010**

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 year	2 year	3 year				
<b>I. TOTAL – Direct Request:</b>	<b>16,413</b>	<b>3,712</b>	<b>-</b>	<b>17,174</b>	<b>2,951</b>	<b>20,125</b>	<b>95.8</b>
a. Written	2,219	585	-	2,241	563	2,804	13.3
b. Telecommunication	13,182	2,802	-	14,007	1,977	15,984	76.1
c. Electronic	1,012	325	-	926	411	1,337	6.4
<b>II. TOTAL – Request from recipient’s company:</b>	<b>255</b>	<b>261</b>	<b>-</b>	<b>475</b>	<b>41</b>	<b>516</b>	<b>2.5</b>
a. Written	-	105	-	66	39	105	0.5
b. Telecommunication	133	45	-	176	2	178	0.9
c. Electronic	122	111	-	233	-	233	1.1
<b>III. TOTAL – Membership Benefit:</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
<b>IV. TOTAL – Communication from recipient or recipient’s company (other than request):</b>	<b>23</b>	<b>-</b>	<b>-</b>	<b>22</b>	<b>1</b>	<b>23</b>	<b>0.1</b>
a. Written	-	-	-	-	-	-	-
b. Telecommunication	23	-	-	22	1	23	0.1
c. Electronic	-	-	-	-	-	-	-
<b>V. TOTAL – Sources other than above (listed alphabetically):</b>	<b>222</b>	<b>114</b>	<b>-</b>	<b>336</b>	<b>-</b>	<b>336</b>	<b>1.6</b>
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer’s, distributor’s and wholesaler’s lists	222	66	-	288	-	288	1.4
Other sources	-	48	-	48	-	48	0.2
<b>VI. TOTAL – Single Copy Sales:</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,913</b>	<b>4,087</b>	<b>-</b>	<b>18,007</b>	<b>2,993</b>	<b>21,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>80.5</b>	<b>19.5</b>	<b>-</b>	<b>85.7</b>	<b>14.3</b>	<b>100.0</b>	<b>-</b>

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2010**

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function	18,007	2,993	21,000	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,007</b>	<b>2,993</b>	<b>21,000</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2010**

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
039-049 Maine	151	21	172	
030-038 New Hampshire	113	29	142	
050-059 Vermont	65	10	75	
010-027 Massachusetts	251	34	285	
028-029 Rhode Island	50	10	60	
060-069 Connecticut	154	17	171	
<b>NEW ENGLAND</b>	<b>784</b>	<b>121</b>	<b>905</b>	<b>4.3</b>
100-149 New York	697	90	787	
070-089 New Jersey	361	63	424	
150-196 Pennsylvania	858	149	1,007	
<b>MIDDLE ATLANTIC</b>	<b>1,916</b>	<b>302</b>	<b>2,218</b>	<b>10.6</b>
430-459 Ohio	862	161	1,023	
460-479 Indiana	553	116	669	
600-629 Illinois	741	143	884	
480-499 Michigan	537	76	613	
530-549 Wisconsin	560	87	647	
<b>EAST NO. CENTRAL</b>	<b>3,253</b>	<b>583</b>	<b>3,836</b>	<b>18.3</b>
550-567 Minnesota	454	63	517	
500-528 Iowa	405	56	461	
630-658 Missouri	555	101	656	
580-588 North Dakota	150	27	177	
570-577 South Dakota	133	27	160	
680-693 Nebraska	262	39	301	
660-679 Kansas	258	29	287	
<b>WEST NO. CENTRAL</b>	<b>2,217</b>	<b>342</b>	<b>2,559</b>	<b>12.2</b>
197-199 Delaware	49	5	54	
206-219 Maryland	276	43	319	
200-205 Washington, DC	-	2	2	
220-246 Virginia	410	75	485	
247-268 West Virginia	164	19	183	
270-289 North Carolina	660	116	776	
290-299 South Carolina	280	37	317	
300-319 Georgia	568	101	669	
320-349 Florida	892	167	1,059	
<b>SOUTH ATLANTIC</b>	<b>3,299</b>	<b>565</b>	<b>3,864</b>	<b>18.4</b>
400-427 Kentucky	297	40	337	
370-385 Tennessee	466	61	527	
350-369 Alabama	413	58	471	
386-397 Mississippi	238	37	275	
<b>EAST SO. CENTRAL</b>	<b>1,414</b>	<b>196</b>	<b>1,610</b>	<b>7.7</b>
716-729 Arkansas	259	21	280	
700-714 Louisiana	291	32	323	
730-749 Oklahoma	284	36	320	
750-799 Texas	1,284	213	1,497	
<b>WEST SO. CENTRAL</b>	<b>2,118</b>	<b>302</b>	<b>2,420</b>	<b>11.5</b>
590-599 Montana	139	21	160	
832-838 Idaho	134	27	161	
820-831 Wyoming	54	2	56	
800-816 Colorado	263	42	305	
870-884 New Mexico	82	10	92	
850-865 Arizona	192	29	221	
840-847 Utah	167	19	186	
889-898 Nevada	74	13	87	
<b>MOUNTAIN</b>	<b>1,105</b>	<b>163</b>	<b>1,268</b>	<b>6.0</b>
995-999 Alaska	60	8	68	
980-994 Washington	303	67	370	
970-979 Oregon	248	43	291	
900-961 California	854	141	995	
967-968 Hawaii	26	5	31	
<b>PACIFIC</b>	<b>1,491</b>	<b>264</b>	<b>1,755</b>	<b>8.3</b>
<b>UNITED STATES</b>	<b>17,597</b>	<b>2,838</b>	<b>20,435</b>	<b>97.3</b>
969 & 004-009 U.S. Territories	11	-	11	
Canada	399	155	554	
Mexico	-	-	-	
Other International	-	-	-	
APO/FPO	-	-	-	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,007</b>	<b>2,993</b>	<b>21,000</b>	<b>100.0</b>

**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
	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*	January - June 2010*
Total Audit Average Qualified: _____	23,117	23,100	23,100	23,100	23,100	22,050
Qualified Non-Paid: ___	23,117	23,100	23,100	23,100	23,100	22,050
Print Version Only ___	23,117	23,100	23,100	23,100	20,118	18,769
Digital Version Only ___	-	-	-	-	2,982	3,281
Qualified Paid: _____	-	-	-	-	-	-
Print Version Only ___	-	-	-	-	-	-
Digital Version Only ___	-	-	-	-	-	-
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 2009 – June 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

**8. ADDITIONAL DATA****METHOD OF DISTRIBUTION:**

All qualified circulation conforms to the field served and definition of a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital version are notified via email when the version is available.

**STATEMENT OF CONTENT PLATFORM:**

Replica - Editorial and design are unchanged from the original print edition.

**Paragraphs 3c and 7 are being reported at the publisher's option.**

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – PRINT VERSION ONLY**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	18,769	100.0	18,769	100.0	-	-
Sponsored Individually Addressed ___	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,769</b>	<b>100.0</b>	<b>18,769</b>	<b>100.0</b>	-	-

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – DIGITAL VERSION ONLY**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	3,281	100.0	3,281	100.0	-	-
Sponsored Individually Addressed ___	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>3,281</b>	<b>100.0</b>	<b>3,281</b>	<b>100.0</b>	-	-

**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 8, 2010

State Illinois

County Cook

Received by BPA Worldwide July 8, 2010

Type PJ

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