

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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COMPACT EQUIPMENT is a trade magazine geared toward owners, operators and entrepreneurs who use construction equipment in their construction, landscape and agricultural operations. Our subscribers rely on right-sized off-highway machinery to perform construction on urban project sites – nimble equipment like skid steers, excavators, backhoes and wheel loaders. Compact Equipment is produced by the Cleveland-based publishing company Benjamin Media Inc.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

COMPACT EQUIPMENT MAGAZINE



4 Issues in the period
35,050 average circulation

COMPACT EQUIPMENT E-NEWSLETTER



5 E-Newsletters in the period
37 Total issued in the period
See below for average per occurrence

COMPACT EQUIPMENT WEBSITE



19,212 average unique browsers

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
COMPACT EQUIPMENT MAGAZINE (4 issues in the period)	35,050	-	35,050
COMPACT EQUIPMENT E-NEWSLETTERS			
a. Compact Equipment E-Newsletter (25 issued in the period)	8,079	-	8,079
b. Attachments Enewsletter (3 issued in the period)	6,398	-	6,398
c. Excavators Enewsletter (4 issued in the period)	6,468	-	6,468
d. Skid Steers Enewsletter (3 issued in the period)	6,379	-	6,379
e. Utility Vehicles Enewsletter (2 issued in the period)	6,309	-	6,309
COMPACT EQUIPMENT WEBSITE (Monthly Unique Browsers with 32,338 average Page Impressions)	19,212	-	19,212

FIELD SERVED

COMPACT EQUIPMENT serves the following industries:

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

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

Agricultural - farmers/feed distribution/horticulture/animal husbandry/beekeeping and other agricultural industries.

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

Industrial - industrial including construction/material producer/mining/quarries/recycling and other industrial

Snow Removal - snow removal.

Environmental - environmental including composting/brush cutting/forestry/other environmental industries.

Dealer/Rental - rental centers/equipment dealers.

Other - manufacturers/suppliers and others allied to the field.

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	414
Allocated for Trade Shows and Conventions	100
All Other	175
TOTAL	689

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	35,050	100.0	35,050	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	35,050	100.0	35,050	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Total Qualified
July/August	35,105
September	35,080
October	35,008
November/December	35,009

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2016
This issue is 0.2% or 55 copies below the average of the other 3 issues reported in Paragraph 2.

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 Agent, Principal)	EQUIPMENT MANAGEMENT & STAFF (Superintendent, Estimator, Equipment Operator, Equipment Maintenance, Master Mechanic)	OTHER (Others Allied to the Field)
I. CONSTRUCTION						
1. Residential	6,714	19.2	5,857	639	203	15
2. Highway & Heavy/Bridge Construction	2,770	7.9	1,879	660	219	12
4. Commercial Building Construction	4,242	12.1	3,191	817	226	8
5. Utility Construction/Contractors	2,630	7.5	1,726	701	177	26
7. Demolition/Excavation/Site Prep	1,622	4.7	1,418	134	56	14
9. Concrete/Masonry Work and Other Construction	565	1.6	420	104	27	14
Subtotal	18,543	53.0	14,491	3,055	908	89
II. LANDSCAPE						
10. Design/Build	5,268	15.0	4,801	384	76	7
11. Nursery	376	1.1	329	40	5	2
12. Golf Course/Parks & Recreation	160	0.5	107	31	20	2
13. Grounds Maintenance	2,493	7.1	2,175	247	62	9
15. Water Features/Irrigation/Erosion Control	275	0.8	235	28	10	2
18. Other Landscape	664	1.9	568	80	10	6
Subtotal	9,236	26.4	8,215	810	183	28
III. AGRICULTURAL						
19. Farmers/Feed Distribution/Horticulture/Animal Husbandry/Beekeeping and other Agricultural Industries	1,647	4.7	1,395	175	59	18
Subtotal	1,647	4.7	1,395	175	59	18
IV. GOVERNMENT AND PUBLIC WORKS						
28. Federal	128	0.4	44	68	16	-
29. State	312	0.9	80	178	51	3
30. County	385	1.1	152	170	62	1
31. Local Municipality	1,797	5.1	648	806	332	11
32. Other Government & Public Works	186	0.5	66	88	31	1
Subtotal	2,808	8.0	990	1,310	492	16
V. INDUSTRIAL						
33. Industrial including construction/material producer/mining/quarries/recycling and other industrial	747	2.1	442	245	52	8
Subtotal	747	2.1	442	245	52	8
VI. SNOW REMOVAL						
38. Snow Removal	101	0.3	80	10	8	3
Subtotal	101	0.3	80	10	8	3
VII. ENVIRONMENTAL						
46. Environmental including composting/brush cutting/forestry/other environmental industries	214	0.6	119	71	20	4
Subtotal	214	0.6	119	71	20	4
VIII. DEALER/RENTAL						
51. Rental Centers/Equipment Dealers	780	2.2	441	247	60	32
Subtotal	780	2.2	441	247	60	32
IX. OTHER						
61. Manufacturers/Suppliers	744	2.1	353	309	46	36
62. Others allied to the field	189	0.6	95	50	11	33
Subtotal	933	2.7	448	359	57	69
TOTAL QUALIFIED CIRCULATION	35,009	100.0	26,621	6,282	1,839	267
PERCENT	100.0		76.0	17.9	5.3	0.8

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2016

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	29,152	3,986	-	33,138	94.7
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):	1,871	-	-	1,871	5.3
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	1,871	-	-	1,871	5.3
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	31,023	3,986	-	35,009	100.0
PERCENT	88.6	11.4	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2016

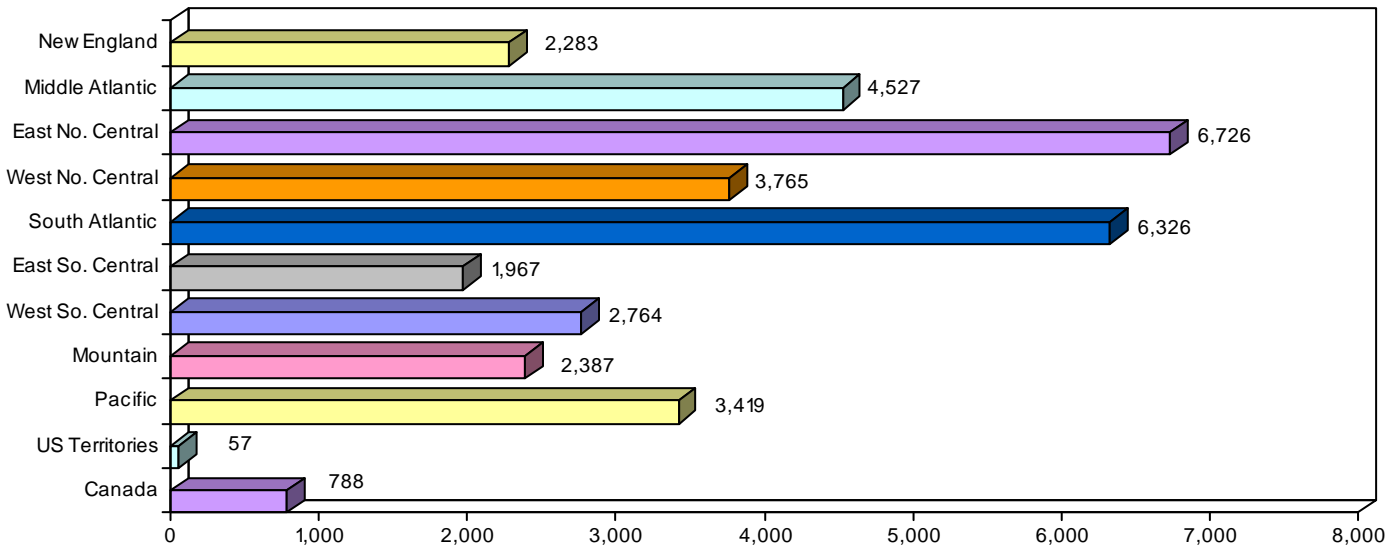
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	34,974	99.9
Individuals by name only	35	0.1
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	35,009	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2016*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	269		Kentucky	602	
New Hampshire	263		Tennessee	681	
Vermont	130		Alabama	424	
Massachusetts	907		Mississippi	260	
Rhode Island	123		EAST SO. CENTRAL	1,967	5.6
Connecticut	591		Arkansas	269	
NEW ENGLAND	2,283	6.5	Louisiana	335	
New York	1,890		Oklahoma	414	
New Jersey	935		Texas	1,746	
Pennsylvania	1,702		WEST SO. CENTRAL	2,764	7.9
MIDDLE ATLANTIC	4,527	12.9	Montana	242	
Ohio	1,828		Idaho	280	
Indiana	965		Wyoming	110	
Illinois	1,626		Colorado	672	
Michigan	1,193		New Mexico	174	
Wisconsin	1,114		Arizona	467	
EAST NO. CENTRAL	6,726	19.2	Utah	266	
Minnesota	978		Nevada	176	
Iowa	691		MOUNTAIN	2,387	6.8
Missouri	830		Alaska	33	
North Dakota	190		Washington	658	
South Dakota	209		Oregon	436	
Nebraska	430		California	2,194	
Kansas	437		Hawaii	98	
WEST NO. CENTRAL	3,765	10.8	PACIFIC	3,419	9.8
Delaware	99		UNITED STATES	34,164	97.6
Maryland	656		U.S. Territories	57	
Washington, DC	48		Canada	788	
Virginia	885		Mexico	-	
West Virginia	222		Other International	-	
North Carolina	1,235		APO/FPO	-	
South Carolina	453				
Georgia	927				
Florida	1,801				
SOUTH ATLANTIC	6,326	18.1			
			TOTAL QUALIFIED CIRCULATION	35,009	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



E-NEWSLETTER CHANNEL

2016	Compact Equipment E-Newsletter	Attachments Enewsletter	Excavators Enewsletter	Skid Steers Enewsletter	Utility Vehicles Enewsletter
JULY					
July 1	-	-	-	6,341	-
July 6	8,185	-	-	-	-
July 8	-	-	6,446	-	-
July 13	8,136	-	-	-	-
July 15	-	-	-	-	6,335
July 20	8,234	-	-	-	-
July 22	-	6,435	-	-	-
July 27	8,226	-	-	-	-
AUGUST					
August 3	8,177	-	-	-	-
August 10	8,164	-	-	-	-
August 17	8,174	-	-	-	-
August 24	8,150	-	-	-	-
August 31	8,096	-	-	-	-
SEPTEMBER					
September 2	-	-	-	6,402	-
September 7	8,117	-	-	-	-
September 14	8,102	-	-	-	-
September 16	-	-	6,488	-	-
September 21	8,075	-	-	-	-
September 28	8,044	-	-	-	-
OCTOBER					
October 5	8,067	-	-	-	-
October 7	-	6,383	-	-	-
October 12	8,068	-	-	-	-
October 14	-	-	-	-	6,282
October 19	8,059	-	-	-	-
October 21	-	6,375	-	-	-
October 26	8,045	-	-	-	-
NOVEMBER					
November 2	7,976	-	-	-	-
November 4	-	-	-	6,394	-
November 9	8,018	-	-	-	-
November 11	-	-	6,475	-	-
November 16	8,013	-	-	-	-
November 23	7,998	-	-	-	-
November 30	7,997	-	-	-	-
DECEMBER					
December 6	7,980	-	-	-	-
December 9	-	-	6,464	-	-
December 14	7,965	-	-	-	-
December 21	7,916	-	-	-	-
AVERAGE:	8,079	6,398	6,468	6,379	6,309

Compact Equipment E-Newsletter (25 issued in the period)
 Attachments Enewsletter (3 issued in the period)
 Excavators Enewsletter (4 issued in the period)
 Skid Steers Enewsletter (3 issued in the period)
 Utility Vehicles Enewsletter (2 issued in the period)

WEBSITE CHANNEL

WWW.CEUNBOUND.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	29,824	19,304	17,115	1.13	01:50	01:00
August	32,927	21,726	19,287	1.13	02:02	01:03
September	31,071	20,602	18,401	1.12	01:52	00:57
October	33,987	22,656	20,122	1.13	01:58	00:59
November	32,128	21,849	19,290	1.13	02:05	00:59
December	34,091	23,696	21,062	1.13	02:05	00:55
AVERAGE:	32,338	21,638	19,212	1.13	01:58	00:58

July - December 2016 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Page Impressions: A Page Impression is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

User Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Unique Browsers: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Unique Browser Frequency: Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

Page Duration: The average time spent viewing any page on a web site.

User Session Duration: The average time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adcompli.com

ADDITIONAL DATA

MAGAZINE:

PARAGRAPH 3b:

Other Sources include 1 source of circulation for a quantity of 1,871 copies or 5.3%.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website are not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

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

Robert D. Krzys, Publisher

Kelly Dadich, Director of Marketing

(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

State

County

Received by BPA Worldwide

Type

ID Number

January 26, 2017

Ohio

Cuyahoga

January 26, 2017

BJ

C656B0D6

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.