

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



6 Issues in the period
35,094 average circulation

COMPACT EQUIPMENT E-NEWSLETTERS



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

COMPACT EQUIPMENT WEBSITE



24,146 average users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
COMPACT EQUIPMENT MAGAZINE (6 issues in the period)	35,094	-	35,094
COMPACT EQUIPMENT E-NEWSLETTERS			
a. Compact Equipment E-Newsletter (25 issued in the period)	8,718	-	8,718
b. Attachments Enewsletter (4 issued in the period)	7,403	-	7,403
c. Excavators Enewsletter (4 issued in the period)	7,305	-	7,305
d. Skid Steers Enewsletter (3 issued in the period)	7,478	-	7,478
e. Utility Vehicles Enewsletter (4 issued in the period)	7,081	-	7,081
COMPACT EQUIPMENT WEBSITE (Monthly Users with 44,736 average Pageviews)	24,146	-	24,146

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		358
Allocated for Trade Shows and Conventions		167
All Other		164
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	35,094	100.0	35,094	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	35,094	100.0	35,094	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Total Qualified
January	35,014
February	35,042
March	35,219
April	35,148
May	35,075
June	35,067

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017
This issue is 0.1% or 23 copies below the average of the other 5 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	7,696	21.9	7,095	445	144	12
2. Highway & Heavy/Bridge Construction	2,458	7.0	1,669	584	196	9
4. Commercial Building Construction	4,501	12.8	3,439	837	216	9
5. Utility Construction/Contractors	1,952	5.6	1,253	541	141	17
7. Demolition/Excavation/Site Prep	1,281	3.7	1,110	119	41	11
9. Concrete/Masonry Work and Other Construction	509	1.5	364	102	29	14
Subtotal	18,397	52.5	14,930	2,628	767	72
II. LANDSCAPE						
10. Design/Build	4,426	12.6	4,003	350	66	7
11. Nursery	555	1.6	488	56	9	2
12. Golf Course/Parks & Recreation	211	0.6	128	43	37	3
13. Grounds Maintenance	2,862	8.2	2,480	307	67	8
15. Water Features/Irrigation/Erosion Control	315	0.9	263	41	9	2
18. Other Landscape	700	2.0	604	82	9	5
Subtotal	9,069	25.9	7,966	879	197	27
III. AGRICULTURAL						
19. Farmers/Feed Distribution/Horticulture/Animal Husbandry/Beekeeping and other Agricultural Industries	1,730	4.9	1,472	177	64	17
Subtotal	1,730	4.9	1,472	177	64	17
IV. GOVERNMENT AND PUBLIC WORKS						
28. Federal	145	0.4	49	77	19	-
29. State	381	1.1	121	211	44	5
30. County	452	1.3	175	227	50	-
31. Local Municipality	1,842	5.3	783	776	272	11
32. Other Government & Public Works	216	0.6	88	109	18	1
Subtotal	3,036	8.7	1,216	1,400	403	17
V. INDUSTRIAL						
33. Industrial including construction/material producer/mining/quarries/recycling and other industrial	857	2.4	519	266	65	7
Subtotal	857	2.4	519	266	65	7
VI. SNOW REMOVAL						
38. Snow Removal	138	0.4	118	11	6	3
Subtotal	138	0.4	118	11	6	3
VII. ENVIRONMENTAL						
46. Environmental including composting/brush cutting/forestry/other environmental industries	229	0.6	143	62	21	3
Subtotal	229	0.6	143	62	21	3
VIII. DEALER/RENTAL						
51. Rental Centers/Equipment Dealers	752	2.1	468	200	56	28
Subtotal	752	2.1	468	200	56	28
IX. OTHER						
61. Manufacturers/Suppliers	669	1.9	336	262	35	36
62. Others allied to the field	198	0.6	94	44	12	48
Subtotal	867	2.5	430	306	47	84
TOTAL QUALIFIED CIRCULATION	35,075	100.0	27,262	5,929	1,626	258
PERCENT	100.0		77.7	16.9	4.7	0.7

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	21,347	11,222	1	32,570	92.9
II. Request from recipient's company:	4	-	-	4	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	1	-	-	1	-
V. TOTAL – Sources other than above (listed alphabetically):	2,500	-	-	2,500	7.1
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	2,500	-	-	2,500	7.1
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	23,852	11,222	1	35,075	100.0
PERCENT	68.0	32.0	-	100.0	

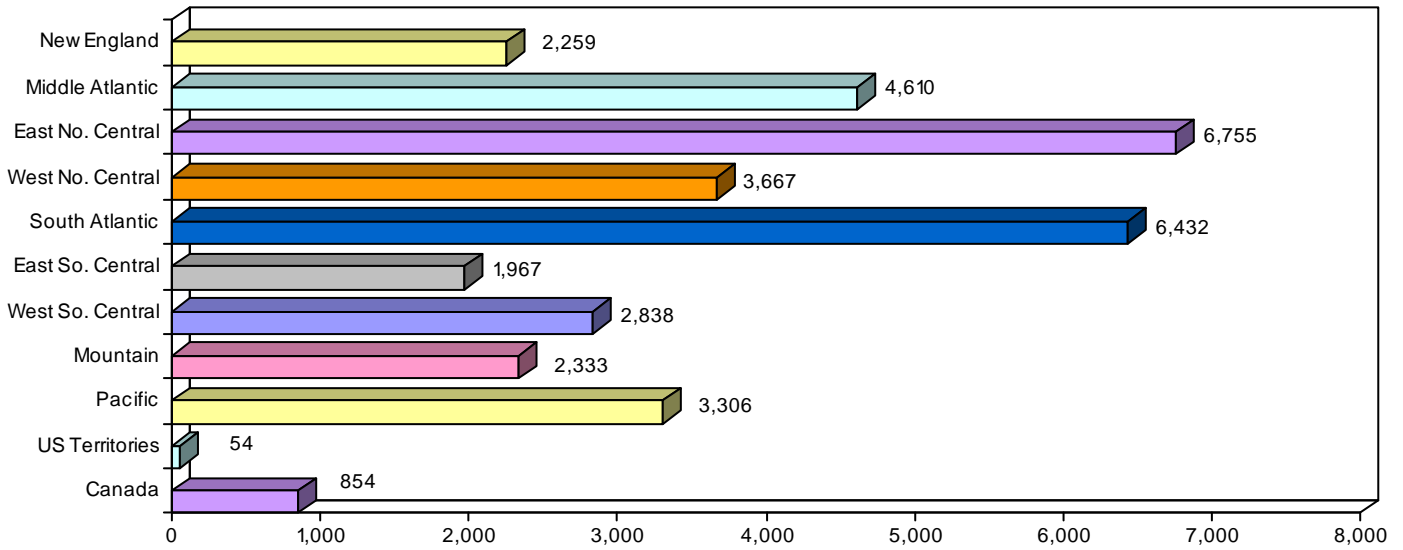
*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	258		Kentucky	616	
New Hampshire	273		Tennessee	680	
Vermont	117		Alabama	402	
Massachusetts	895		Mississippi	269	
Rhode Island	125		EAST SO. CENTRAL	1,967	5.6
Connecticut	591		Arkansas	262	
NEW ENGLAND	2,259	6.4	Louisiana	341	
New York	1,962		Oklahoma	430	
New Jersey	958		Texas	1,805	
Pennsylvania	1,690		WEST SO. CENTRAL	2,838	8.1
MIDDLE ATLANTIC	4,610	13.1	Montana	208	
Ohio	1,880		Idaho	276	
Indiana	954		Wyoming	116	
Illinois	1,551		Colorado	685	
Michigan	1,222		New Mexico	183	
Wisconsin	1,148		Arizona	417	
EAST NO. CENTRAL	6,755	19.3	Utah	272	
Minnesota	976		Nevada	176	
Iowa	670		MOUNTAIN	2,333	6.7
Missouri	814		Alaska	28	
North Dakota	168		Washington	717	
South Dakota	185		Oregon	455	
Nebraska	427		California	2,005	
Kansas	427		Hawaii	101	
WEST NO. CENTRAL	3,667	10.5	PACIFIC	3,306	9.4
Delaware	98		UNITED STATES	34,167	97.4
Maryland	663		U.S. Territories	54	
Washington, DC	46		Canada	854	
Virginia	928		Mexico	-	
West Virginia	222		Other International	-	
North Carolina	1,230		APO/FPO	-	
South Carolina	474				
Georgia	984				
Florida	1,787				
SOUTH ATLANTIC	6,432	18.3			
			TOTAL QUALIFIED CIRCULATION	35,075	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



E-NEWSLETTER CHANNEL

2017	Compact Equipment E-Newsletter	Attachments Enewsletter	Excavators Enewsletter	Skid Steers Enewsletter	Utility Vehicles Enewsletter
JANUARY					
January 4	7,935	-	-	-	-
January 6	-	6,343	-	-	-
January 11	7,929	-	-	-	-
January 13	-	-	6,460	-	-
January 18	7,914	-	-	-	-
January 20	-	-	-	-	6,290
January 25	7,950	-	-	-	-
FEBRUARY					
February 1	8,087	-	-	-	-
February 3	-	-	-	6,616	-
February 8	8,451	-	-	-	-
February 9	-	-	7,114	-	-
February 15	8,542	-	-	-	-
February 17	-	-	-	-	6,957
February 22	8,568	-	-	-	-
MARCH					
March 1	8,551	-	-	-	-
March 8	8,929	-	-	-	-
March 15	8,906	-	-	-	-
March 17	-	-	-	-	7,429
March 22	8,996	-	-	-	-
March 24	-	7,697	-	-	-
March 29	9,046	-	-	-	-
APRIL					
April 5	9,110	-	-	-	-
April 7	-	-	-	7,923	-
April 12	9,092	-	-	-	-
April 26	9,078	-	-	-	-
April 28	-	-	-	7,895	-
MAY					
May 3	9,062	-	-	-	-
May 5	-	-	-	-	7,646
May 10	9,039	-	-	-	-
May 18	9,015	-	-	-	-
May 19	-	-	7,629	-	-
May 24	9,003	-	-	-	-
May 26	-	7,805	-	-	-
May 31	8,993	-	-	-	-
JUNE					
June 7	8,975	-	-	-	-
June 9	-	-	8,015	-	-
June 14	8,943	-	-	-	-
June 21	8,928	-	-	-	-
June 23	-	7,766	-	-	-
June 28	8,905	-	-	-	-
AVERAGE:	8,718	7,403	7,305	7,478	7,081

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

WEBSITE CHANNEL

[HTTP://COMPACTEQUIP.COM/](http://compactequip.com/)

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	39,188	26,351	23,257	0:59
February	49,898	29,908	26,766	1:03
March	55,472	34,294	30,536	1:00
April	42,579	25,460	22,626	1:09
May	42,319	24,451	21,962	1:10
June	38,963	22,974	19,732	0:59
AVERAGE:	44,736	27,239	24,146	1:03

January – June 2017 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview 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.

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.

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

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

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

ADDITIONAL DATA

MAGAZINE:

PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 2,500 copies or 7.1%.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter and 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 July 21, 2017

State Ohio

County Cuyahoga

Received by BPA Worldwide July 21, 2017

Type BJ

ID Number C656B0J7

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.