

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 and landscape 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
35,291 average circulation

COMPACT EQUIPMENT E-NEWSLETTERS



5 E-Newsletters in the period
44 total issued in the period
See below for average per occurrence

COMPACT EQUIPMENT WEBSITE



22,904 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)	35,291	-	35,291
COMPACT EQUIPMENT E-NEWSLETTERS			
a. Compact Equipment E-Newsletter (26 issued in the period)	8,884	-	8,884
b. Attachments E-Newsletter (6 issued in the period)	8,368	-	8,368
c. Excavators E-Newsletter (5 issued in the period)	8,435	-	8,435
d. Skid Steers E-Newsletter (5 issued in the period)	8,432	-	8,432
e. Utility Vehicles E-Newsletter (2 issued in the period)	8,202	-	8,202
COMPACT EQUIPMENT WEBSITE (Monthly Users with 45,108 average Pageviews)	22,904	-	22,904

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	552
Allocated for Trade Shows and Conventions	68
All Other	174
TOTAL	794

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	35,291	100.0	35,291	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	35,291	100.0	35,291	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Total Qualified
January	35,051
February	35,130
March	35,034
April	36,328
May	35,098
June	35,106

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018
This issue is 0.7% or 232 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	7,522	21.4	6,953	405	142	22
2. Highway & Heavy/Bridge Construction	2,282	6.5	1,553	538	179	12
4. Commercial Building Construction	4,365	12.4	3,410	768	174	13
5. Utility Construction/Contractors	1,911	5.5	1,248	497	142	24
7. Demolition/Excavation/Site Prep	1,208	3.5	1,060	102	28	18
9. Concrete/Masonry Work and Other Construction	470	1.3	348	87	25	10
Subtotal	17,758	50.6	14,572	2,397	690	99
II. LANDSCAPE						
10. Design/Build	4,596	13.1	4,176	349	61	10
11. Nursery	576	1.6	506	62	7	1
12. Golf Course/Parks & Recreation	214	0.6	138	36	34	6
13. Grounds Maintenance	3,239	9.2	2,808	349	69	13
15. Water Features/Irrigation/Erosion Control	307	0.9	257	40	9	1
18. Other Landscape	779	2.2	663	94	13	9
Subtotal	9,711	27.6	8,548	930	193	40
III. AGRICULTURAL						
19. Farmers/Feed Distribution/Horticulture/Animal Husbandry/Beekeeping and other Agricultural Industries	1,686	4.8	1,431	167	72	16
Subtotal	1,686	4.8	1,431	167	72	16
IV. GOVERNMENT AND PUBLIC WORKS						
28. Federal	149	0.4	55	71	20	3
29. State	378	1.1	135	195	38	10
30. County	469	1.4	184	219	65	1
31. Local Municipality	1,792	5.1	761	749	272	10
32. Other Government & Public Works	218	0.6	99	96	20	3
Subtotal	3,006	8.6	1,234	1,330	415	27
V. INDUSTRIAL						
33. Industrial including construction/material producer/mining/quarries/recycling and other industrial	792	2.3	503	226	54	9
Subtotal	792	2.3	503	226	54	9
VI. SNOW REMOVAL						
38. Snow Removal	188	0.5	153	22	8	5
Subtotal	188	0.5	153	22	8	5
VII. ENVIRONMENTAL						
46. Environmental including composting/brush cutting/forestry/other environmental industries	239	0.7	162	54	18	5
Subtotal	239	0.7	162	54	18	5
VIII. DEALER/RENTAL						
51. Rental Centers/Equipment Dealers	735	2.1	460	193	54	28
Subtotal	735	2.1	460	193	54	28
IX. OTHER						
61. Manufacturers/Suppliers	784	2.2	391	278	56	59
62. Others allied to the field	199	0.6	100	38	7	54
Subtotal	983	2.8	491	316	63	113
TOTAL QUALIFIED CIRCULATION	35,098	100.0	27,554	5,635	1,567	342
PERCENT	100.0		78.5	16.0	4.5	1.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	14,936	9,867	7,878	32,681	93.1
II. Request from recipient's company:	4	4	-	8	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	-	2,409	-	2,409	6.9
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	-	2,409	-	2,409	6.9
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,940	12,280	7,878	35,098	100.0
PERCENT	42.6	35.0	22.4	100.0	

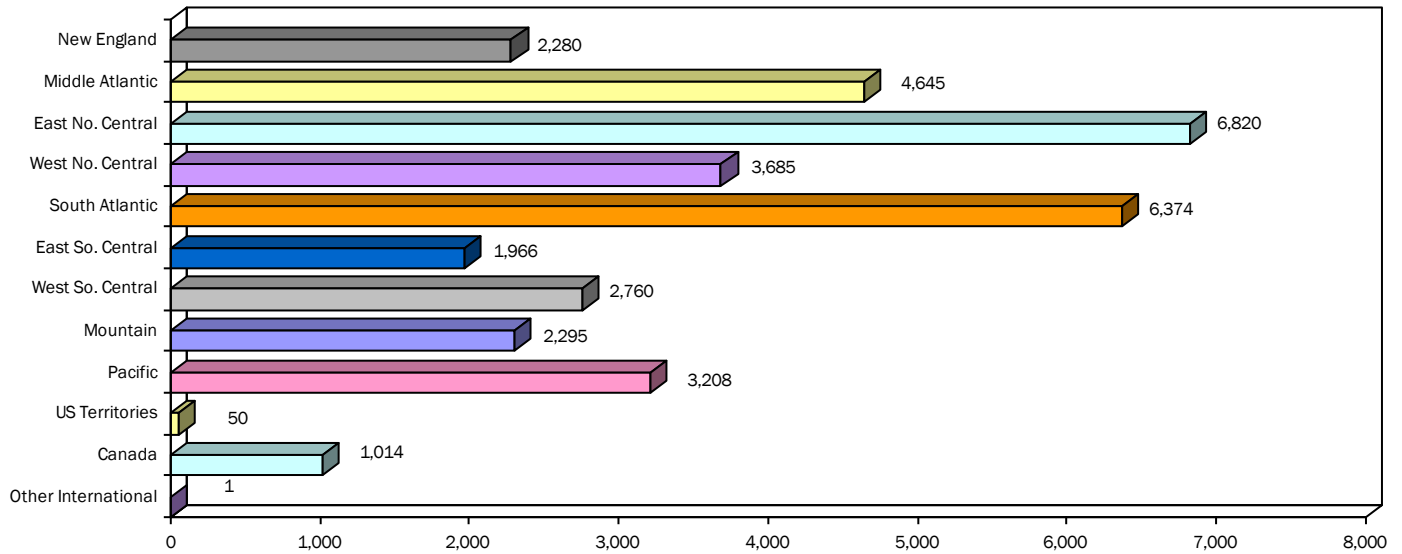
*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	259		Kentucky	619	
New Hampshire	276		Tennessee	679	
Vermont	118		Alabama	395	
Massachusetts	896		Mississippi	273	
Rhode Island	128		EAST SO. CENTRAL	1,966	5.6
Connecticut	603		Arkansas	262	
NEW ENGLAND	2,280	6.5	Louisiana	338	
New York	1,969		Oklahoma	436	
New Jersey	984		Texas	1,724	
Pennsylvania	1,692		WEST SO. CENTRAL	2,760	7.9
MIDDLE ATLANTIC	4,645	13.2	Montana	214	
Ohio	1,895		Idaho	268	
Indiana	961		Wyoming	112	
Illinois	1,558		Colorado	685	
Michigan	1,226		New Mexico	177	
Wisconsin	1,180		Arizona	402	
EAST NO. CENTRAL	6,820	19.4	Utah	266	
Minnesota	982		Nevada	171	
Iowa	669		MOUNTAIN	2,295	6.5
Missouri	827		Alaska	23	
North Dakota	170		Washington	706	
South Dakota	187		Oregon	445	
Nebraska	421		California	1,940	
Kansas	429		Hawaii	94	
WEST NO. CENTRAL	3,685	10.5	PACIFIC	3,208	9.2
Delaware	101		UNITED STATES	34,033	97.0
Maryland	663		U.S. Territories	50	
Washington, DC	43		Canada	1,014	
Virginia	923		Mexico	-	
West Virginia	217		Other International	1	
North Carolina	1,232		APO/FPO	-	
South Carolina	481				
Georgia	994				
Florida	1,720				
SOUTH ATLANTIC	6,374	18.2			
			TOTAL QUALIFIED CIRCULATION	35,098	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



E-NEWSLETTER CHANNEL

2018	Compact Equipment E-Newsletter	Attachments E-Newsletter	Excavators E-Newsletter	Skid Steers E-Newsletter	Utility Vehicles E-Newsletter
JANUARY					
January 3	8,566	-	-	-	-
January 10	8,553	-	-	-	-
January 12	-	-	7,935	-	-
January 17	8,541	-	-	-	-
January 24	8,752	-	-	-	-
January 26	-	7,995	-	-	-
January 31	8,850	-	-	-	-
FEBRUARY					
February 2	-	-	-	8,150	-
February 7	8,912	-	-	-	-
February 9	-	-	8,357	-	-
February 14	9,007	-	-	-	-
February 21	9,075	-	-	-	-
February 23	-	8,352	-	-	-
February 28	9,058	-	-	-	-
MARCH					
March 2	-	-	8,535	-	-
March 7	9,078	-	-	-	-
March 9	-	-	-	8,427	-
March 14	9,068	-	-	-	-
March 21	8,888	-	-	-	-
March 23	-	8,503	-	-	-
March 28	9,180	-	-	-	-
APRIL					
April 4	9,144	-	-	-	-
April 6	-	-	-	8,547	-
April 11	9,120	-	-	-	-
April 13	-	-	8,687	-	-
April 18	9,117	-	-	-	-
April 20	-	-	-	-	8,237
April 25	9,107	-	-	-	-
April 27	-	8,489	-	-	-
MAY					
May 2	6,629	-	-	-	-
May 4	-	-	8,663	-	-
May 9	9,087	-	-	-	-
May 11	-	-	-	8,531	-
May 16	9,073	-	-	-	-
May 23	9,052	-	-	-	-
May 25	-	8,470	-	-	-
May 30	9,056	-	-	-	-
JUNE					
June 1	-	-	-	8,507	-
June 6	9,050	-	-	-	-
June 13	9,036	-	-	-	-
June 15	-	-	-	-	8,167
June 20	9,006	-	-	-	-
June 22	-	8,399	-	-	-
June 27	8,978	-	-	-	-
AVERAGE:	8,884	8,368	8,435	8,432	8,202

Compact Equipment E-Newsletter (26 issued in the period)
 Attachments E-Newsletter (6 issued in the period)
 Excavators E-Newsletter (5 issued in the period)
 Skid Steers E-Newsletter (5 issued in the period)
 Utility Vehicles E-Newsletter (2 issued in the period)

WEBSITE CHANNEL

HTTP://COMPACTEQUIP.COM/

2018	Pageviews	Sessions	Users	Average Session Duration
January	43,616	26,819	23,823	1:14
February	35,052	20,428	17,859	1:18
March	47,917	27,205	23,885	1:26
April	49,683	28,221	24,978	1:23
May	48,696	26,912	24,064	1:25
June	45,686	25,254	22,816	1:28
AVERAGE:	45,108	25,806	22,904	1:22

January – June 2018 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.

ADDITIONAL DATA

MAGAZINE:

PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 2,409 copies or 6.9%.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters 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.

Rob Krzys, President

Mark Gorman, Director of Web / Audience Development

(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 12, 2018
State	Ohio
County	Cuyahoga
Received by BPA Worldwide	July 12, 2018
Type	BJ
ID Number	C656B0J8

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.