

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.

AC Business Media
201 N. Main St, 5th Floor
Fort Atkinson, WI 53538
Tel. No.: (920) 542-1131
Fax No.: (920) 542-1133
www.oemoffhighway.com

OEM OFF-HIGHWAY is dedicated exclusively to the product development team at heavy-duty mobile off-road and on-road equipment manufacturers. Our in-depth reporting on global market trends, technology developments, engineering innovations and new product releases keep our subscribers informed of the latest information in a dynamic and rapidly evolving industry.

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.

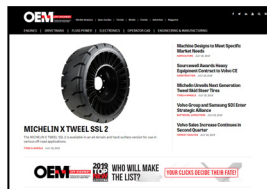
CHANNELS

OEM OFF-HIGHWAY MAGAZINE



4 issues in the period
21,704 average circulation

OEM OFF-HIGHWAY WEBSITE



50,397 average users

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
OEM OFF-HIGHWAY MAGAZINE (4 issues in the period)	21,704	-	21,704
(See Paragraph 3b for Format Type and Source)			
OEM OFF-HIGHWAY WEBSITE (Monthly Users with 133,438 average Pageviews)	50,397	-	50,397

FIELD SERVED

OEM OFF-HIGHWAY serves manufacturers of agricultural equipment, industrial/utility/construction equipment, lawn and garden equipment, off-highway/recreational equipment, forestry equipment, mining equipment, engines/drivetrains/transmissions, and trucks, buses or municipal vehicles. Also included are distributors/system integrators.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are engineering, sales and marketing, corporate and operating management, manufacturing and purchasing personnel, and related personnel in the field served.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	12
Advertiser and Agency	326
Allocated for Trade Shows and Conventions	338
All Other	537
TOTAL	1,213

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	21,704	100.0	21,704	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,704	100.0	21,704	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Print	Digital	Total Qualified
*January/February	22,004	3,452	25,456
March	17,000	3,422	20,422
April/May	17,003	3,452	20,455
June/July	17,002	3,481	20,483

*See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2020

This issue is 7.5% or 1,665 copies below the average of the other 3 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Classification by Title					
			Print	Digital	Engineering (Note 1)	Sales and Marketing (Note 2)	Corporate and Operating Management (Note 3)	Manufacturing and Purchasing (Note 4)
Agricultural Equipment Manufacturer	2,332	11.4	1,933	399	772	289	1,055	216
Industrial/Utility/Construction Equipment Manufacturer	11,110	54.3	9,469	1,641	2,879	945	6,273	1,013
Lawn and Garden Equipment Manufacturer	653	3.2	587	66	139	59	416	39
Off-Highway/Recreational Equipment Manufacturer	918	4.5	745	173	367	136	279	136
Forestry Equipment Manufacturer	173	0.8	139	34	47	31	65	30
Mining Equipment Manufacturer	593	2.9	449	144	276	75	176	66
Engine/Drivetrain/Transmission Manufacturer	1,901	9.3	1,451	450	876	402	483	140
Distributor/System Integrator	1,731	8.5	1,354	377	471	412	710	138
Truck, Bus or Municipal Vehicle Manufacturer (Note 5)	1,044	5.1	876	168	333	157	392	162
TOTAL QUALIFIED CIRCULATION	20,455	100.0	17,003	3,452	6,160	2,506	9,849	1,940
PERCENT	100.0		83.1	16.9	30.1	12.3	48.1	9.5

Note 1: Engineering titles include: VP/Manager of Engineering, Engineer, Designer, R & D Manager/Supervisor, Technician and related personnel.

Note 2: Sales and Marketing titles include: VP Sales and/or Marketing, Sales and/or Marketing Director/Manager, Product Manager and related personnel.

Note 3: Corporate and Operating Management titles include: President, Owner, Partner, General Manager, Business Manager and related personnel.

Note 4: Manufacturing and Purchasing titles include: Manufacturing Manager, Production Manager, Purchasing Director/Manager/Agent, Supervisor and related personnel.

Note 5: Includes Truck Trailers, Truck and Bus Bodies, Truck Equipment.

ADDITIONAL DATA FOR ISSUE OF APRIL/MAY 2020

Manufacture Military Equipment (Note 1)	Total Qualified	Percent of Total
Manufacture Military Equipment In Addition to Primary Business	2,774	13.6

Note 1: Total Qualified Circulation = 20,455

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2020

Qualification Source	Qualified Within					Total Qualified	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	14,555	4,080	-	15,183	3,452	18,635	91.1
II. Request from recipient's company:	27	-	-	27	-	27	0.1
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	1,793	-	-	1,793	-	1,793	8.8
Association rosters and directories	-	-	-	-	-	-	-
*Business directories	1,793	-	-	1,793	-	1,793	8.8
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,375	4,080	-	17,003	3,452	20,455	100.0
PERCENT	80.1	19.9	-	83.1	16.9	100.0	

*See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July - December 2017	January - June 2018	July - December 2018	January - June 2019	July - December 2019	January - June 2020*
Total Audit Average Qualified:	21,136	21,521	21,545	21,134	21,467	21,704
Qualified Non-Paid:	21,136	21,521	21,545	21,134	21,467	21,704
Print:	18,048	18,261	18,261	18,309	18,292	18,252
Digital:	3,088	3,260	3,284	2,825	3,175	3,452
Qualified Paid:	-	-	-	-	-	-
Print:	-	-	-	-	-	-
Digital:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: January - June 2020 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2020*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	68	8	76		Kentucky	281	42	323	
New Hampshire	66	12	78		Tennessee	359	53	412	
Vermont	35	1	36		Alabama	259	37	296	
Massachusetts	254	46	300		Mississippi	133	24	157	
Rhode Island	46	15	61		EAST SO. CENTRAL	1,032	156	1,188	5.8
Connecticut	209	41	250		Arkansas	139	27	166	
NEW ENGLAND	678	123	801	3.9	Louisiana	174	16	190	
New York	650	126	776		Oklahoma	286	39	325	
New Jersey	302	53	355		Texas	1,487	220	1,707	
Pennsylvania	919	154	1,073		WEST SO. CENTRAL	2,086	302	2,388	11.7
MIDDLE ATLANTIC	1,871	333	2,204	10.7	Montana	61	12	73	
Ohio	1,128	215	1,343		Idaho	87	21	108	
Indiana	555	111	666		Wyoming	34	2	36	
Illinois	909	214	1,123		Colorado	175	33	208	
Michigan	964	211	1,175		New Mexico	40	7	47	
Wisconsin	781	184	965		Arizona	167	35	202	
EAST NO. CENTRAL	4,337	935	5,272	25.8	Utah	94	17	111	
Minnesota	572	110	682		Nevada	61	13	74	
Iowa	480	116	596		MOUNTAIN	719	140	859	4.2
Missouri	369	63	432		Alaska	9	1	10	
North Dakota	122	25	147		Washington	266	39	305	
South Dakota	83	24	107		Oregon	212	46	258	
Nebraska	164	25	189		California	933	196	1,129	
Kansas	255	70	325		Hawaii	10	1	11	
WEST NO. CENTRAL	2,045	433	2,478	12.1	PACIFIC	1,430	283	1,713	8.4
Delaware	38	7	45		UNITED STATES	16,802	3,210	20,012	97.8
Maryland	157	34	191		U.S. Territories	9	2	11	
Washington, DC	10	2	12		Canada	56	33	89	
Virginia	255	57	312		Mexico	-	2	2	
West Virginia	109	23	132		Other International	136	205	341	
North Carolina	556	111	667		APC/FPO	-	-	-	
South Carolina	266	67	333						
Georgia	504	82	586						
Florida	709	122	831						
SOUTH ATLANTIC	2,604	505	3,109	15.2					
					TOTAL QUALIFIED CIRCULATION	17,003	3,452	20,455	100.0

*See Additional Data

WEBSITE CHANNEL

[HTTPS://WWW.OEMOFFHIGHWAY.COM/](https://www.oemoffhighway.com/)

2020	Pageviews	Sessions	Users	Average Session Duration
January	149,286	52,570	36,262	2:49
February	111,551	56,865	41,863	2:26
March	194,115	115,428	95,252	1:57
April	118,929	57,426	42,757	2:33
May	117,027	59,902	45,044	2:19
June	109,725	53,744	41,208	2:53
AVERAGE:	133,438	65,989	50,397	2:29

January – June 2020 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:

METHOD OF DISTRIBUTION:

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

STATEMENT OF CONTENT PLATFORM:

Replica Plus – If a print edition exists, "plus" is editorial that is retained from the original edition and is redesigned and/or supplemented. Each issue's content is primarily taken (but not necessarily replicated in its entirety) from the original edition (whether in print or digital). Apart from minor updates, the content cannot change once the issue is made available.

PARAGRAPH 2:

The January/February 2020 issue included bonus international print distribution.

PARAGRAPH 3b:

Business directories include 2 sources of circulation for quantities of 734 copies or 3.6% to 1,059 copies or 5.2%.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is 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.

Sean Dunphy, Group Publisher

Angela Franks, Audience Development Manager

(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 16, 2020

State

Wisconsin

County

Jefferson

Received by BPA Worldwide

July 16, 2020

Type

BD

ID Number

0011B0J0

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.