

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.

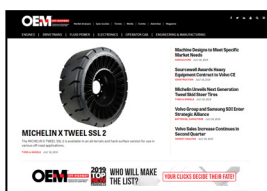
CHANNELS

OEM OFF-HIGHWAY MAGAZINE



3 issues in the period
19,663 average circulation

OEM OFF-HIGHWAY WEBSITE



54,736 average users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
OEM OFF-HIGHWAY MAGAZINE (3 issues in the period)	19,663	-	19,663
(See Paragraph 3b for Format Type and Source)			
OEM OFF-HIGHWAY WEBSITE (Monthly Users with 129,217 average Pageviews)	54,736	-	54,736

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	9
Advertiser and Agency	367
Allocated for Trade Shows and Conventions	-
All Other	458
TOTAL	834

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	19,663	100.0	19,663	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,663	100.0	19,663	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Print	Digital	Total Qualified
August/September	17,011	3,471	20,482
October	17,007	2,497	19,504
November/December	17,004	2,000	19,004

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2020

This issue is 4.9% or 989 copies below the average of the other 2 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Print	Digital	Classification by Title			
					Engineering (Note 1)	Sales and Marketing (Note 2)	Corporate and Operating Management (Note 3)	Manufacturing and Purchasing (Note 4)
Agricultural Equipment Manufacturer	2,549	13.4	2,279	270	729	312	1,279	229
Industrial/Utility/Construction Equipment Manufacturer	10,876	57.3	10,031	845	2,711	765	6,697	703
Lawn and Garden Equipment Manufacturer	495	2.6	457	38	105	40	327	23
Off-Highway/Recreational Equipment Manufacturer	634	3.3	525	109	312	76	183	63
Forestry Equipment Manufacturer	116	0.6	100	16	44	15	47	10
Mining Equipment Manufacturer	463	2.4	388	75	226	52	141	44
Engine/Drivetrain/Transmission Manufacturer	1,550	8.2	1,278	272	702	295	459	94
Distributor/System Integrator	1,578	8.3	1,274	304	515	336	630	97
Truck, Bus or Municipal Vehicle Manufacturer (Note 5)	743	3.9	672	71	252	87	319	85
TOTAL QUALIFIED CIRCULATION	19,004	100.0	17,004	2,000	5,596	1,978	10,082	1,348
PERCENT	100.0		89.5	10.5	29.4	10.4	53.1	7.1

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 NOVEMBER/DECEMBER 2020

Manufacture Military Equipment (Note 1)	Total Qualified	Percent of Total
Manufacture Military Equipment In Addition to Primary Business	2,467	13.0

Note 1: Total Qualified Circulation = 19,004

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2020

Qualification Source	Qualified Within				Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years					
I. Direct Request:	13,747	3,368	-		15,115	2,000	17,115	90.0
II. Request from recipient's company:	11	21	-		32	-	32	0.2
III. Membership Benefit:	-	-	-		-	-	-	-
IV. Communication (other than request):	-	-	-		-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	1,857	-	-		1,857	-	1,857	9.8
Association rosters and directories	-	-	-		-	-	-	-
*Business directories	1,857	-	-		1,857	-	1,857	9.8
Manufacturer's, distributor's, and wholesaler's lists	-	-	-		-	-	-	-
Other sources	-	-	-		-	-	-	-
VI. Single Copy Sales:	-	-	-		-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,615	3,389	-		17,004	2,000	19,004	100.0
PERCENT	82.2	17.8	-		89.5	10.5	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	Circulation Claim	Circulation Claim
	January – June 2018	July – December 2018	January – June 2019	July – December 2019	January – June 2020*	July – December 2020*
Total Audit Average Qualified:	21,521	21,545	21,134	21,467	21,704	19,663
Qualified Non-Paid:	21,521	21,545	21,134	21,467	21,704	19,663
Print:	18,261	18,261	18,309	18,292	18,252	17,007
Digital:	3,260	3,284	2,825	3,175	3,452	2,656
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 – December 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 NOVEMBER/DECEMBER 2020*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	68	-	68		Kentucky	267	21	288	
New Hampshire	66	6	72		Tennessee	380	31	411	
Vermont	34	2	36		Alabama	253	21	274	
Massachusetts	261	25	286		Mississippi	123	10	133	
Rhode Island	57	3	60		EAST SO. CENTRAL	1,023	83	1,106	5.8
Connecticut	230	27	257		Arkansas	147	7	154	
NEW ENGLAND	716	63	779	4.1	Louisiana	212	17	229	
New York	390	16	406		Oklahoma	305	24	329	
New Jersey	316	18	334		Texas	1,554	110	1,664	
Pennsylvania	928	72	1,000		WEST SO. CENTRAL	2,218	158	2,376	12.5
MIDDLE ATLANTIC	1,634	106	1,740	9.2	Montana	68	2	70	
Ohio	1,156	109	1,265		Idaho	104	19	123	
Indiana	553	70	623		Wyoming	27	3	30	
Illinois	921	137	1,058		Colorado	185	30	215	
Michigan	913	100	1,013		New Mexico	46	5	51	
Wisconsin	784	108	892		Arizona	157	17	174	
EAST NO. CENTRAL	4,327	524	4,851	25.5	Utah	82	10	92	
Minnesota	567	56	623		Nevada	57	15	72	
Iowa	481	67	548		MOUNTAIN	726	101	827	4.4
Missouri	373	39	412		Alaska	7	1	8	
North Dakota	138	21	159		Washington	273	26	299	
South Dakota	87	10	97		Oregon	247	37	284	
Nebraska	173	19	192		California	976	138	1,114	
Kansas	271	38	309		Hawaii	11	-	11	
WEST NO. CENTRAL	2,090	250	2,340	12.3	PACIFIC	1,514	202	1,716	9.0
Delaware	37	5	42		UNITED STATES	16,821	1,755	18,576	97.7
Maryland	147	19	166		U.S. Territories	5	-	5	
Washington, DC	15	2	17		Canada	54	34	88	
Virginia	263	19	282		Mexico	-	2	2	
West Virginia	103	5	108		Other International	123	209	332	
North Carolina	563	61	624		AP0/FPO	1	-	1	
South Carolina	268	31	299						
Georgia	481	49	530						
Florida	696	77	773						
SOUTH ATLANTIC	2,573	268	2,841	14.9					
					TOTAL QUALIFIED CIRCULATION	17,004	2,000	19,004	100.0

*See Additional Data

WEBSITE CHANNEL

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

2020	Pageviews	Sessions	Users	Average Session Duration
July	124,862	59,545	45,427	2:55
August	117,396	59,540	46,029	2:38
September	131,458	74,216	60,568	2:11
October	144,535	80,850	65,366	2:14
November	126,509	68,373	53,623	2:22
December	130,545	71,308	57,406	2:22
AVERAGE:	129,217	68,972	54,736	2:27

July – December 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.

CHANGE IN FREQUENCY:

Due to the COVID-19 pandemic and effective with the August issue, OEM Off-Highway changed its frequency from 8 issues to 7 issues per year. The stand-alone August issue and stand-alone September issue were combined and labeled the August/September issue.

PARAGRAPH 3b:

Business directories include 2 sources of circulation for quantities of 111 copies or 0.6% to 1,746 copies or 9.2%.

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

State

County

Received by BPA Worldwide

Type

ID Number

January 27, 2021

Wisconsin

Jefferson

January 27, 2021

BD

0011B0D0

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.