

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2010
(Including Supplementary Data)**

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.

Two Corporate Drive, Ninth Floor
Shelton, CT USA 06484-6259
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

BULK TRANSPORTER®

A Penton Media Publication
4200 South Shepherd Drive
Houston, TX 77098
Tel. No.: (713) 523-8124
FAX No.: (713) 523-8384
www.bulktransporter.com

Official Publication of: None
Established: 1937
Issues Per Year: 12

FIELD SERVED

BULK TRANSPORTER serves the tank truck industry transporting petroleum and petroleum products, chemicals, milk and other food products and other types of liquid and dry commodities which move in bulk form in tank motor vehicles.

To be a recipient of BULK TRANSPORTER, a company and/or individual must be a private or for hire carrier or shipper of bulk commodities or a manufacturer and/or distributor of equipment for the tank truck industry. Also served are: associations, government agencies, spill control and other services.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include: corporate management, operations management, maintenance/fleet management, safety/training management, marketing/administrative, logistics/traffic management and other job functions.

PURPOSE

Included herein is a multiple analysis of commodities transported.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	41
Advertiser and Agency _____	252
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	130
Digital _____	-
All Other _____	782
TOTAL	1,205

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	15,000	100.0	15,000	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,000	100.0	15,000	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2010 Issue	Number Removed	Number Added	Total Qualified
January _____	50	50	15,000
February _____	63	63	15,000
March _____	75	75	15,000
April _____	71	71	15,000
May _____	64	64	15,000
June _____	47	47	15,000
TOTAL	370	370	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010

This issue is equal to the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
MOTOR VEHICLE FLEET RECIPIENTS: Private or for hire carriers and shippers of bulk commodities; manufacturers and distributors of equipment for the tank truck industry; associations, government agencies, spill control and other services.		
500 or more vehicles _____	800	5.3
100-499 vehicles _____	1,960	13.2
25-99 vehicles _____	3,521	23.5
10-24 vehicles _____	3,427	22.8
5-9 vehicles _____	2,195	14.6
1-4 vehicles _____	2,300	15.3
Motor Vehicles Not Reported _____	797	5.3
TOTAL COPIES TO MOTOR VEHICLE FLEETS	15,000	100.0

BUSINESS AND INDUSTRY-TYPES OF FLEETS	TOTAL QUALIFIED	PERCENT OF TOTAL
PRINCIPAL TYPES OF FLEETS:		
For-hire carriers _____	5,118	34.1
Private carriers _____	3,662	24.4
Milk haulers _____	355	2.4
Petroleum jobbers or distributors/Retail fuel dealers or distributors _____	1,917	12.8
LP Gas dealers or distributors _____	532	3.5
Leasing / rental companies _____	130	0.9
Other fleets _____	1,194	8.0
Sub-Total: Principal Types of Fleets	12,908	86.1
OTHER BUSINESS CATEGORIES:		
Shippers of bulk commodities _____	1,096	7.3
Bulk Terminal Operators / Tank container depots _____	240	1.6
Railroads, steamship lines _____	25	0.2
Tank / truck equipment mfrs / distributors _____	311	2.0
Tank repair facilities _____	150	1.0
Tank cleaning facilities _____	157	1.0
Associations, govt. agencies, spill control & others _____	113	0.8
Sub-Total: Other Business Categories	2,092	13.9
TOTAL QUALIFIED CIRCULATION	15,000	100.0

SUPPLEMENTARY ANALYSIS

This is a multiple analysis of Commodities Transported (See question 9 on the questionnaire used to elicit this data on the back page of this report). Since each respondent may have checked more than one Commodity Transported, the number of respondents should not be added together as the total may exceed the total circulation. Total respondents = 14,558 or 97.1% of total qualified. These data are presented for statistical and marketing purposes only.

COMMODITIES TRANSPORTED	TOTAL
COMMODITIES TRANSPORTED	
Petroleum Products _____	6,800
Liquid Chemicals/Acids _____	3,212
Liquid Hazardous Wastes _____	1,841
Dry Bulk Materials _____	4,864
Compressed Gas _____	1,645
Cryogenic Liquids _____	528
Milk and Liquid Foods _____	1,482
Other _____	2,483
None _____	566
NUMBER OF RESPONDENTS TO QUESTION ANALYZED	14,558

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	11,658	2,894	-	14,552	97.0
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): _____	448	-	-	448	3.0
Association rosters and directories _____	-	-	-	-	-
Business directories _____	448	-	-	448	3.0
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,106	2,894	-	15,000	100.0
PERCENT	80.7	19.3	-	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	15,000	100.0
Individuals by name only _____	-	-
Titles or functions only _____	-	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	15,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	146		400-427 Kentucky _____	309	
030-038 New Hampshire _____	112		370-385 Tennessee _____	264	
050-059 Vermont _____	87		350-369 Alabama _____	245	
010-027 Massachusetts _____	275		386-397 Mississippi _____	158	
028-029 Rhode Island _____	42		EAST SO. CENTRAL	976	6.5
060-069 Connecticut _____	195		716-729 Arkansas _____	136	
NEW ENGLAND	857	5.7	700-714 Louisiana _____	230	
100-149 New York _____	590		730-749 Oklahoma _____	329	
070-089 New Jersey _____	307		750-799 Texas _____	948	
150-196 Pennsylvania _____	784		WEST SO. CENTRAL	1,643	11.0
MIDDLE ATLANTIC	1,681	11.2	590-599 Montana _____	143	
430-459 Ohio _____	796		832-838 Idaho _____	135	
460-479 Indiana _____	477		820-831 Wyoming _____	155	
600-629 Illinois _____	829		800-816 Colorado _____	282	
480-499 Michigan _____	407		870-884 New Mexico _____	106	
530-549 Wisconsin _____	439		850-865 Arizona _____	98	
EAST NO. CENTRAL	2,948	19.7	840-847 Utah _____	151	
550-567 Minnesota _____	476		889-898 Nevada _____	44	
500-528 Iowa _____	386		MOUNTAIN	1,114	7.4
630-658 Missouri _____	423		995-999 Alaska _____	36	
580-588 North Dakota _____	164		980-994 Washington _____	198	
570-577 South Dakota _____	147		970-979 Oregon _____	124	
680-693 Nebraska _____	322		900-961 California _____	495	
660-679 Kansas _____	338		967-968 Hawaii _____	18	
WEST NO. CENTRAL	2,256	15.0	PACIFIC	871	5.8
197-199 Delaware _____	48		UNITED STATES	14,320	95.5
206-219 Maryland _____	205		969 & 004-009 U.S. Territories _____	10	
200-205 Washington, DC _____	-		Canada _____	648	
220-246 Virginia _____	253		Mexico _____	13	
247-268 West Virginia _____	138		Other International _____	8	
270-289 North Carolina _____	374		APO/FPO _____	1	
290-299 South Carolina _____	177		TOTAL QUALIFIED CIRCULATION	15,000	100.0
300-319 Georgia _____	385				
320-349 Florida _____	394				
SOUTH ATLANTIC	1,974	13.2			

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009	January - June 2010*
Total Audit Average Qualified: _____	15,000	15,000	15,000	15,000	15,000	15,000
Qualified Non-Paid: ___	15,000	15,000	15,000	15,000	15,000	15,000
Qualified Paid: _____	-	-	-	-	-	-
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 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

8. ADDITIONAL DATA

Paragraphs 3c and 7 are reported at the option of the publisher.

QUESTIONNAIRE USED BY THE PUBLICATION TO ELICIT SUPPLEMENTARY DATA:

Free Subscription Offer

Please print with a black pen. Please allow four to six weeks for processing.

Print Name: _____

Title: _____

Company: _____

Address: _____

City: _____

State: _____

ZIP: _____

Phone: (____) _____

FAX: (____) _____

E-Mail: _____@_____

*Your fax number is used to communicate to you. By providing your fax number, you are giving your written permission to receive subscription & other related information from Bulk Transporter that may be of interest to you by fax. We will not share this information or use it for any other purpose. You may opt out of receiving faxes from us at any time in the future.

**For a full statement of our Subscriber Privacy Policy, visit our website at gpcusa.com

1 Do you wish to receive/continue to receive Bulk Transporter FREE?
 YES No

Signature required: _____
 Date: _____

2 If Bulk Transporter launches a digital edition in the future, would you like to receive your issues in this format rather than print?
(If you want to receive the digital version of the magazine, we must have your email address.)
 Y Yes N No

3 What is the major business at this address? (check only one)
 PRINCIPAL TYPE OF FLEET:
 01 For-Hire Carrier
 02 Private Carrier
 03 Milk Hauler
 04 Petroleum Jobber or Distributor
 05 LP Gas Dealer or Distributor
 06 Retail Fuel Dealer or Distributor
 26 Leasing/Rental Company
 28 Other (specify) _____

OTHER BUSINESS CATEGORY:
 20 Shipper of Bulk Commodities
 21 Bulk Terminal Operator
 32 Tank Container Depot
 33 Railroad, Steamship-Line
 22 Tank/Truck Equipment Manufacturer
 23 Tank/Truck Equipment Distributor
 24 Tank Repair Facility
 25 Tank Cleaning Facility
 27 Associations, Government Agency & Spill Control
 38 Other (specify) _____

BULK TRANSPORTER
A PENCE MEDIA PUBLICATION

P.O. Box 2100
 Skokie IL 60076-7900 USA
 FAX: 913-514-3621
onlinesuboffers.com/MDCS7002

4 What is your primary job function? (check only one)
 A Corporate Management
 B Operations Management
 C Maintenance/Fleet Management
 D Safety/Training Management
 E Marketing/Administrative
 F Logistics/Traffic Management
 G Other (specify) _____

5 How many vehicles are based at (or controlled from) this location? (please enter quantities)
 _____ Straight Trucks _____ Buses
 _____ Truck Tractors _____ Off-Road Vehicles
 _____ Trailers _____ Containers

6 How many of these are tanks? (please indicate number, not percentage)

7 Is fleet maintenance or repair done at this address?
 Y Yes
 N No

8 Do you personally buy, specify or influence the purchase of trucks, tractors, trailers or other related fleet equipment?
 Y Yes
 N No

9 What commodities do you transport? (check all that apply)
 A Petroleum Products
 B Liquid Chemicals/Acids
 J Liquid/Hazardous Wastes
 C Dry Bulk Materials
 D Compressed Gases
 E Cryogenic Liquids
 F Milk & Liquid Foods
 G Other (specify) _____

CS7001 Incomplete forms cannot be processed or acknowledged. The publisher reserves the right to serve only those individuals who meet the publication qualifications. Name: 104 07/02/07

PUBLISHER'S AFFIDAVIT

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

Ray Anderson, Group Publisher

Abi Ahrens, Audience Development Director

(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 circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	July 19, 2010
State	Texas
County	Harris
Received by BPA Worldwide	July 19, 2010
Type	PSD
ID Number	M097SOJO