

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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BULK TRANSPORTER is the information source for liquid and dry bulk logistics industry. Written for bulk shippers, transporters, and storage operators, BT is dedicated to providing the latest information on regulations, technological developments, logistics management, and hazardous materials safety. For over 75 years, BT has been a trusted source of information for the bulk logistics industry.

FIELD SERVED

BULK TRANSPORTER serves private and for-hire carriers, milk haulers, petroleum jobbers or distributors, retail fuel dealers or distributors, LP Gas dealers or distributors, leasing/rental companies, and other fleet/business categories.

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

The supplementary data reported herein contains an analysis of commodities transported.

CHANNELS

BULK TRANSPORTER MAGAZINE



6 Issues in the period
15,000 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
BULK TRANSPORTER MAGAZINE (6 issues in the period)	15,000	-	15,000

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	21
Advertiser and Agency	205
Allocated for Trade Shows and Conventions	120
All Other	619
TOTAL	965

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE 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

2016 Issue	Total Qualified
January	15,000
February	15,000
March	15,000
April	15,000
May	15,000
June	15,000

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

This issue is equal to the average of the other 5 issues reported in Paragraph 2.

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	1,131	7.5
100-499 vehicles	2,166	14.4
25-99 vehicles	3,553	23.7
10-24 vehicles	3,172	21.1
5-9 vehicles	2,015	13.4
1-4 vehicles	2,121	14.1
Motor Vehicles Not Reported	842	5.6
TOTAL QUALIFIED CIRCULATION	15,000	100.0
PERCENT	100.0	

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BUSINESS AND INDUSTRY - TYPES OF FLEETS	TOTAL QUALIFIED	PERCENT OF TOTAL
PRINCIPAL TYPES OF FLEETS		
For-hire carriers	4,600	30.7
Private carriers	3,038	20.3
Milk haulers	245	1.6
Petroleum jobbers or distributors/Retail fuel dealers or distributors	2,433	16.2
LP Gas dealers or distributors	485	3.2
Leasing/rental companies	130	0.9
Other fleets	769	5.1
Sub-Total: Principal Types of Fleets	11,700	78.0
OTHER BUSINESS CATEGORIES:		
Shippers of bulk commodities	1,371	9.1
Bulk Terminal Operators/Tank container depots	418	2.8
Railroads, steamship lines	42	0.3
Tank/truck equipment mfrs/distributors	627	4.2
Tank repair facilities	239	1.6
Tank cleaning facilities	238	1.6
Associations, govt. agencies, spill control & others	365	2.4
Sub-Total: Other Business Categories	3,300	22.0
TOTAL QUALIFIED CIRCULATION	15,000	100.0
PERCENT	100.0	

SUPPLEMENTARY DATA FOR ISSUE OF MAY 2016

This is a multiple analysis of Commodities Transported. Since any one respondent may have checked more than one response, the totals for each of these (i.e.: products and services) should not be added together as the total may exceed the total circulation. Total respondents = 13,882 or 92.5% of the total qualified. These data are presented for statistical and marketing purposes.

COMMODITIES TRANSPORTED	TOTAL
COMMODITIES TRANSPORTED	
Petroleum Products	6,984
Liquid Chemicals/Acids	3,269
Liquid Hazardous Wastes	1,843
Dry Bulk Materials	3,607
Compressed Gas	1,304
Cryogenic Liquids	536
Milk and Liquid Foods	1,324
Other	1,917
None	813
NUMBER OF RESPONDENTS TO QUESTION ANALYZED	13,882

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	8,813	2,908	421	12,142	80.9
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	2,858	-	-	2,858	19.1
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11,671	2,908	421	15,000	100.0
PERCENT	77.8	19.4	2.8	100.0	

*See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July – December 2013	January - June 2014	July – December 2014	January - June 2015	July – December 2015*	January - June 2016*
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: July 2015 – June 2016 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 MAY 2016

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	126		Kentucky	213	
New Hampshire	73		Tennessee	257	
Vermont	64		Alabama	221	
Massachusetts	262		Mississippi	137	
Rhode Island	41		EAST SO. CENTRAL	828	5.5
Connecticut	175		Arkansas	134	
NEW ENGLAND	741	4.9	Louisiana	284	
New York	579		Oklahoma	378	
New Jersey	276		Texas	1,368	
Pennsylvania	847		WEST SO. CENTRAL	2,164	14.4
MIDDLE ATLANTIC	1,702	11.3	Montana	165	
Ohio	663		Idaho	127	
Indiana	412		Wyoming	136	
Illinois	792		Colorado	273	
Michigan	411		New Mexico	107	
Wisconsin	529		Arizona	130	
EAST NO. CENTRAL	2,807	18.7	Utah	154	
Minnesota	487		Nevada	43	
Iowa	424		MOUNTAIN	1,135	7.6
Missouri	372		Alaska	50	
North Dakota	172		Washington	231	
South Dakota	136		Oregon	137	
Nebraska	282		California	553	
Kansas	357		Hawaii	22	
WEST NO. CENTRAL	2,230	14.9	PACIFIC	993	6.6
Delaware	29		UNITED STATES	14,487	96.6
Maryland	163		U.S. Territories	15	
Washington, DC	4		Canada	475	
Virginia	227		Mexico	10	
West Virginia	92		Other International	13	
North Carolina	378		AP0/FPO	-	
South Carolina	155				
Georgia	388				
Florida	451				
SOUTH ATLANTIC	1,887	12.6			
			TOTAL QUALIFIED CIRCULATION	15,000	100.0

ADDITIONAL DATA
PARAGRAPH 3b:

Business Directories include 1 source of circulation for a quantity of 2,858 copies or 19.1%, including FleetSeek.

PUBLISHER'S AFFIDAVIT

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

Ray Anderson, Group Publisher
Tyler Motsinger, Sr. User Marketing 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 15, 2016
State	Texas
County	Harris
Received by BPA Worldwide	July 15, 2016
Type	BSJ
ID Number	B343B0J6

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.