

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	18
Advertiser and Agency	214
Allocated for Trade Shows and Conventions	120
All Other	533
TOTAL	885

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

2017 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 2017

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	1,124	7.5
100-499 vehicles	2,273	15.2
25-99 vehicles	3,790	25.3
10-24 vehicles	3,241	21.6
5-9 vehicles	2,000	13.3
1-4 vehicles	1,863	12.4
Motor Vehicles Not Reported	709	4.7
TOTAL QUALIFIED CIRCULATION	15,000	100.0
PERCENT	100.0	

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

BUSINESS AND INDUSTRY - TYPES OF FLEETS	TOTAL QUALIFIED	PERCENT OF TOTAL
PRINCIPAL TYPES OF FLEETS		
For-hire carriers	5,331	35.5
Private carriers	3,145	21.0
Milk haulers	207	1.4
Petroleum jobbers or distributors/Retail fuel dealers or distributors	2,153	14.3
LP Gas dealers or distributors	495	3.3
Leasing/rental companies	121	0.8
Other fleets	730	4.9
Sub-Total: Principal Types of Fleets	12,182	81.2
OTHER BUSINESS CATEGORIES:		
Shippers of bulk commodities	1,234	8.2
Bulk Terminal Operators/Tank container depots	375	2.5
Railroads, steamship lines	31	0.2
Tank/truck equipment mfrs/distributors	524	3.5
Tank repair facilities	238	1.6
Tank cleaning facilities	218	1.5
Associations, govt. agencies, spill control & others	198	1.3
Sub-Total: Other Business Categories	2,818	18.8
TOTAL QUALIFIED CIRCULATION	15,000	100.0
PERCENT	100.0	

SUPPLEMENTARY DATA FOR ISSUE OF MAY 2017

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 = 13,811 or 92.1% of the total qualified. These data are presented for statistical and marketing purposes.

COMMODITIES TRANSPORTED	Total Respondents
COMMODITIES TRANSPORTED	
Petroleum Products	6,113
Liquid Chemicals/Acids	3,033
Liquid Hazardous Wastes	1,647
Dry Bulk Materials	3,307
Compressed Gas	2,730
Cryogenic Liquids	1,123
Milk and Liquid Foods	1,328
Other	1,568
None	728
NUMBER OF RESPONDENTS TO QUESTION ANALYZED	13,811

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	9,255	3,007	101	12,363	82.4
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:	2,637	-	-	2,637	17.6
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11,892	3,007	101	15,000	100.0
PERCENT	79.3	20.0	0.7	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 2014	January - June 2015	July - December 2015	January - June 2016	July - December 2016*	January - June 2017*
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 2016 - June 2017 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 2017

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	121		Kentucky	205	
New Hampshire	78		Tennessee	252	
Vermont	66		Alabama	218	
Massachusetts	277		Mississippi	143	
Rhode Island	44		EAST SO. CENTRAL	818	5.5
Connecticut	187		Arkansas	129	
NEW ENGLAND	773	5.2	Louisiana	269	
New York	577		Oklahoma	335	
New Jersey	293		Texas	1,439	
Pennsylvania	854		WEST SO. CENTRAL	2,172	14.5
MIDDLE ATLANTIC	1,724	11.5	Montana	148	
Ohio	689		Idaho	134	
Indiana	431		Wyoming	117	
Illinois	786		Colorado	264	
Michigan	431		New Mexico	136	
Wisconsin	512		Arizona	128	
EAST NO. CENTRAL	2,849	18.9	Utah	155	
Minnesota	436		Nevada	54	
Iowa	408		MOUNTAIN	1,136	7.6
Missouri	347		Alaska	38	
North Dakota	187		Washington	244	
South Dakota	129		Oregon	132	
Nebraska	249		California	565	
Kansas	348		Hawaii	21	
WEST NO. CENTRAL	2,104	13.9	PACIFIC	1,000	6.7
Delaware	38		UNITED STATES	14,452	96.3
Maryland	170		U.S. Territories	9	
Washington, DC	3		Canada	519	
Virginia	232		Mexico	12	
West Virginia	95		Other International	8	
North Carolina	371		AP0/FPO	-	
South Carolina	159				
Georgia	376				
Florida	432				
SOUTH ATLANTIC	1,876	12.5			
			TOTAL QUALIFIED CIRCULATION	15,000	100.0

ADDITIONAL DATA

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 2,637 copies or 17.6%, 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 11, 2017
State	Texas
County	Harris
Received by BPA Worldwide	July 11, 2017
Type	BSJ
ID Number	B343B0J7

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.