

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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GOVERNMENT FLEET is dedicated to serving the needs of public sector fleet management, which includes those subscribers who are involved in decision-making for municipal, county, state, federal, military and utility fleets. The editorial content covers the management of vehicle/equipment acquisition, maintenance, technology/software, shop/facility, fuel, grounds maintenance equipment, emergency response vehicles, heavy construction equipment, technicians and remarketing.

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

GOVERNMENT FLEET MAGAZINE

4 Issues in the period
21,281 average circulation

GOVERNMENT FLEET E-NEWSLETTER

56 issued in the period
14,148 average per occurrence

GOVERNMENT FLEET WEBSITE

52,852 average users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
GOVERNMENT FLEET MAGAZINE Unique Total* (4 issues in the period)	21,280	1	21,281
a. Print	17,999	1	18,000
b. Digital	8,974	-	8,974
1. Requested	7,966	-	7,966
2. Non-Requested	1,008	-	1,008
GOVERNMENT FLEET E-NEWSLETTER			
a. Government Fleet Enews (56 issued in the period)	14,148	-	14,148
GOVERNMENT FLEET WEBSITE (Monthly Users with 122,720 Pageviews)	52,852	-	52,852

*Unique Total represents unique recipients, not the sum of Print and Digital.

FIELD SERVED

GOVERNMENT FLEET serves Federal, State, City (Municipal) and County Public Sector Fleet Management Employees as well as others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified individuals are titled and non-titled individuals within the field served including all levels of management involved in operating a public sector fleet operation.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	610
Allocated for Trade Shows and Conventions	62
All Other	625
TOTAL	1,297

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	21,281	100.0	21,280	100.0	1	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,281	100.0	21,280	100.0	1	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Unique Total Qualified*
January/February	18,002	9,127	21,377
March/April	18,003	9,020	21,294
May	17,983	8,904	21,232
June	18,013	8,844	21,221

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017
This issue is 0.3% or 65 copies below the average of the other 3 issues reported in Paragraph 2.

BUSINESS & INDUSTRY	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print	Digital
Federal	418	2.0	358	299
State	1,889	8.9	1,195	1,481
City (Municipal)	6,706	31.6	6,190	2,684
County	4,843	22.8	4,538	1,495
Other	7,376	34.7	5,702	2,945
UNIQUE TOTAL QUALIFIED CIRCULATION*	21,232	100.0	17,983	8,904
PERCENT	100.0		84.7	41.9

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

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

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	7,445	2,964	1,844	9,903	7,900	12,253	57.7
II. Request from recipient's company:	4	-	-	4	3	4	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. **Communication from recipient or recipient's company (other than request):	195	415	245	67	797	855	4.0
V. TOTAL - Sources other than above (listed alphabetically):	8,084	5	31	8,009	204	8,120	38.3
Association rosters and directories	-	-	-	-	-	-	-
**Business directories	3	3	10	1	15	16	0.1
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	8,081	2	21	8,008	189	8,104	38.2
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	15,728	3,384	2,120	17,983	8,904	21,232	100.0
PERCENT	74.1	15.9	10.0	84.7	41.9	100.0	

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	17,933	8,805	21,112	99.4
Individuals by name only	47	99	117	0.6
Titles or functions only	3	-	3	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	17,983	8,904	21,232	100.0

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data		Audited Data		Audited Data		Audited Data		Circulation Claim	
	July – December 2014	January – June 2015	July – December 2015	January – June 2016	July – December 2016	January – June 2017*	July – December 2016	January – June 2017*	July – December 2016	January – June 2017*
Unique Total Audit Average Qualified***	27,410	26,153	25,510	24,283	23,086	21,281				
Unique Qualified Non-Paid Total***	27,409	26,152	25,510	24,280	23,084	21,280				
Print	18,001	18,004	18,027	18,056	17,999	17,999				
Digital	13,708	13,735	13,194	11,882	10,709	8,974				
Unique Qualified Paid Total***	1	1	-	3	2	1				
Print:	1	1	-	3	2	1				
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 2017 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

***Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR THE ISSUE OF MAY 2017**

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	178	55	193		Kentucky	288	164	351	
New Hampshire	84	50	95		Tennessee	288	138	325	
Vermont	52	12	57		Alabama	273	86	302	
Massachusetts	309	134	359		Mississippi	209	88	238	
Rhode Island	65	18	75		EAST SO. CENTRAL	1,058	476	1,216	5.7
Connecticut	188	85	214		Arkansas	194	81	224	
NEW ENGLAND	876	354	993	4.7	Louisiana	391	131	435	
New York	933	508	1,117		Oklahoma	225	126	277	
New Jersey	766	291	855		Texas	1,240	654	1,468	
Pennsylvania	475	252	569		WEST SO. CENTRAL	2,050	992	2,404	11.3
MIDDLE ATLANTIC	2,174	1,051	2,541	12.0	Montana	89	41	110	
Ohio	778	421	930		Idaho	205	68	225	
Indiana	396	177	469		Wyoming	107	30	111	
Illinois	714	382	862		Colorado	330	167	386	
Michigan	478	273	583		New Mexico	221	70	246	
Wisconsin	454	200	529		Arizona	283	161	350	
EAST NO. CENTRAL	2,820	1,453	3,373	15.9	Utah	137	70	157	
Minnesota	539	235	623		Nevada	108	56	128	
Iowa	269	137	322		MOUNTAIN	1,480	663	1,713	8.1
Missouri	376	208	455		Alaska	87	29	93	
North Dakota	107	50	127		Washington	346	253	449	
South Dakota	84	56	113		Oregon	228	119	268	
Nebraska	124	70	150		California	1,887	852	2,199	
Kansas	189	124	239		Hawaii	48	11	53	
WEST NO. CENTRAL	1,688	880	2,029	9.5	PACIFIC	2,596	1,264	3,062	14.4
Delaware	59	34	74		UNITED STATES	17,960	8,802	21,113	99.4
Maryland	303	168	362		U.S. Territories	4	10	10	
Washington, DC	63	54	78		Canada	8	22	29	
Virginia	426	267	512		Mexico	-	1	1	
West Virginia	93	37	104		Other International	9	13	22	
North Carolina	605	279	705		APO/FPO	2	3	4	
South Carolina	302	128	350		Email Only	-	53	53	
Georgia	584	262	676		UNIQUE TOTAL QUALIFIED CIRCULATION*	17,983	8,904	21,232	100.0
Florida	783	440	921						
SOUTH ATLANTIC	3,218	1,669	3,782	17.8					

*Unique Total represents unique recipients, not the sum of Print and Digital.

**See Additional Data

E-NEWSLETTER CHANNEL

2017	Government Fleet Enews
JANUARY	
January 1	15,753
FEBRUARY	
February 1	15,810
MARCH	
March 1	15,665
APRIL	
April 1	14,829
MAY	
May 1	11,350
JUNE	
June 1	11,449
AVERAGE:	14,148

Government Fleet Enews (56 issued in the period)

WEBSITE CHANNEL

WWW.GOVERNMENT-FLEET.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	130,241	69,677	56,427	1:11
February	115,002	66,634	53,806	1:12
March	127,893	66,815	53,678	1:13
April	114,594	67,944	53,638	1:10
May	121,702	62,569	50,137	1:15
June	126,892	62,324	49,427	1:12
AVERAGE:	122,720	65,993	52,852	1:12

January – June 2017 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.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

ADDITIONAL DATA

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:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

MAGAZINE:

PARAGRAPH 3b:

Communication from Recipient or Recipient's Company (Other than Request) includes 38 sources of circulation for quantities of 1 copy or -% to 255 copies or 1.2%.

Business directories include 1 source of circulation for a quantity of 16 copies or 0.1%.

Other sources include 3 sources of circulation for quantities of 64 or 0.3% to 4,692 copies or 22.1%, including MCH Strategic Data and IHS Automotive, driven by Polk.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters and Website are 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.

Eric Bearly, Publisher

Tony Napoleone, Director, Audience Development

(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.

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State	California
County	Los Angeles
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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.