

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED JUNE 2011  
(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.

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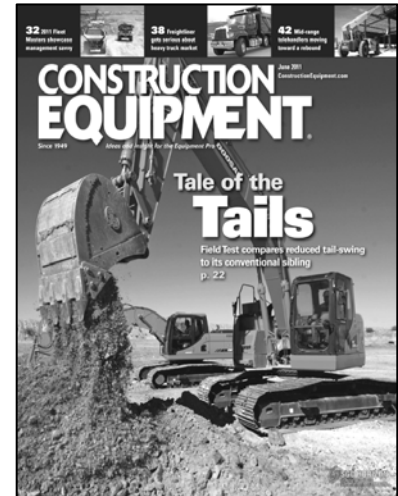
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# CONSTRUCTION EQUIPMENT

SGC Horizon LLC  
3030 W. Salt Creek Lane  
Suite 201  
Arlington Heights, IL 60005  
Tel: 847-391-1000  
Fax: 847-390-0408  
[www.constructionequipment.com](http://www.constructionequipment.com)

Official Publication of: None  
Established: 1949  
Issues Per Year: 12



**FIELD SERVED**

CONSTRUCTION EQUIPMENT serves construction contractors, materials producers, non-contractor users of construction equipment and products as well as equipment rental houses as described in Paragraph 3a.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients of CONSTRUCTION EQUIPMENT are individuals who are management, supervisory field & operating staff, fleet and shop superintendents, engineers and other equipment staff and other titled and non-titled personnel in the field served.

**PURPOSE**

The supplementary data reported herein contains an analysis of the respondent's authority to specify, select and/or approve the acquisition of items and an analysis of the functions that the respondent's firm's equipment and trucks perform company-wide.

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	810
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	550
Digital _____	-
All Other _____	697
<b>TOTAL</b>	<b>2,057</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	75,893	100.0	75,893	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>75,893</b>	<b>100.0</b>	<b>75,893</b>	<b>100.0</b>	-	-

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2011 Issue	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	67,647	8,248	75,895
February _____	67,653	8,239	75,892
March _____	67,547	8,332	75,879
April _____	67,618	8,297	75,915
May _____	68,290	7,594	75,884
June _____	68,302	7,589	75,891

<b>3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011</b>														
<b>This issue is -% or 10 copies below the average of the other 5 issues reported in Paragraph two.</b>														
Business & Industry	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Classification by Title				Equipment Replacement Value					
					Management (Note 1)	Supervisory Field & Operating Staff (Note 2)	Fleet And Shop Superintendents, Engineers, And Other Equipment Staff (Note 3)	Others Allied To The Field	\$1,000,000 Or Less	\$1,000,001-\$5,000,000	\$5,000,001-\$10,000,000	\$10,000,001-\$25,000,000	\$25,000,001 And Over	Data Not Available
<b>CONSTRUCTION CONTRACTORS</b>														
Highway and Heavy Construction: Contractors primarily engaged in construction of highways, streets, and roads; bridges/overpasses and airports; underground construction; concrete/asphalt paving; excavating; marine construction; demolition; water, Sewer, and related utilities; and/or construction projects other than building erection _____	31,742	41.8	29,561	2,181	27,081	1,585	2,920	156	8,437	5,739	2,544	2,000	2,412	10,610
General Building Construction: Contractors primarily engaged in construction of heavy buildings and tract development _____	16,245	21.4	14,457	1,788	14,771	817	591	66	10,264	2,905	908	491	428	1,249
Engaged in both: Contractors substantially engaged in both categories described above _____	4,520	6.0	4,145	375	3,862	345	259	54	1,894	1,063	497	361	406	299
Residential Building Construction _____	8,512	11.2	7,583	929	7,931	313	182	86	6,879	960	178	77	76	342
<b>Sub-Total Construction Contractors</b>	<b>61,019</b>	<b>80.4</b>	<b>55,746</b>	<b>5,273</b>	<b>53,645</b>	<b>3,060</b>	<b>3,952</b>	<b>362</b>	<b>27,474</b>	<b>10,667</b>	<b>4,127</b>	<b>2,929</b>	<b>3,322</b>	<b>12,500</b>
<b>NON-CONTRACTOR USERS OF CONSTRUCTION EQUIPMENT</b>														
Material Producers (sand, gravel, stone, cement, ready-mix) _____	1,676	2.2	1,482	194	1,398	120	132	26	649	375	163	159	211	119
Government (Federal, State, County, Local) _____	5,540	7.3	4,768	772	3,340	895	1,269	36	1,708	1,303	619	495	564	851
Industrial/ Manufacturing (except construction equipment manufacturers) (Note 4) _____	2,227	2.9	1,843	384	1,793	136	245	53	1,435	326	103	100	148	115
Utility Company _____	1,139	1.5	976	163	785	160	182	12	459	253	104	115	150	58
Mining (coal, metallic, non-metallic, and other materials) _____	590	0.8	447	143	430	56	96	8	175	100	82	63	147	23
Landfill _____	99	0.1	89	10	78	11	6	4	41	19	10	11	13	5
Equipment Rental Houses, Distributors, and Others allied to the field _____	3,594	4.8	2,939	655	2,892	231	268	203	1,778	573	284	263	538	158
<b>Sub-Total Non-Contractor Users of Construction Equipment</b>	<b>14,865</b>	<b>19.6</b>	<b>12,544</b>	<b>2,321</b>	<b>10,716</b>	<b>1,609</b>	<b>2,198</b>	<b>342</b>	<b>6,245</b>	<b>2,949</b>	<b>1,365</b>	<b>1,206</b>	<b>1,771</b>	<b>1,329</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>75,884</b>	<b>100.0</b>	<b>68,290</b>	<b>7,594</b>	<b>64,361</b>	<b>4,669</b>	<b>6,150</b>	<b>704</b>	<b>33,719</b>	<b>13,616</b>	<b>5,492</b>	<b>4,135</b>	<b>5,093</b>	<b>13,829</b>
<b>PERCENT</b>	<b>100.0</b>		<b>90.0</b>	<b>10.0</b>	<b>84.8</b>	<b>6.2</b>	<b>8.1</b>	<b>0.9</b>	<b>44.5</b>	<b>18.0</b>	<b>7.2</b>	<b>5.4</b>	<b>6.7</b>	<b>18.2</b>

Note 1: Management titles include Corporate Executives, Owners, Partners, Vice Presidents, General Managers, Other Officers, Area and District Managers, Treasurers, Controllers, and Purchasing Agents

Note 2: Supervisory Field & Operating Staff titles include Superintendents, Project Managers, Field Supervisors and Construction Field Engineers

Note 3: Fleet and Shop Superintendents, Engineers and other Equipment Staff include Chief Engineers, Staff Engineers, Resident Engineers, Estimators, OEM Design, Equipment Superintendents, Shop and Mechanical Supervisors, Master Mechanics, Fleet Superintendents, Maintenance Superintendents and Heavy Equipment Operators.

Note 4: Includes Scrap Metal Companies, Ranches and/or Feedlots

**SUPPLEMENTARY DATA FOR ISSUE OF MAY 2011**

This is an analysis of the 75,884 or 100% of recipients who in the performance of their job have the authority to specify, select and/or approve acquisition of construction equipment, materials and/or supplies listed below. (See questionnaire used to elicit these data on the back of this report). Since any one recipient may have checked more than one response, the totals for each of these items should not be added together as the total may exceed the total circulation. This data is presented for statistical and marketing purposes only. Of the 75,884 recipients who have the authority to specify, select and/or approve the acquisition of the construction equipment, materials and/or supplies, 1,158 or 1.5% have been identified as having this authority by other respondents at their company.

Authority to specify, select and/or approve acquisition of construction equipment	Total Respondents	Percent of Total	Earthmoving, Excavating, Grading Equipment	Materials Producing and/or Paving Equipment	Lifting & Hoisting Equipment (Cranes, Lift Trucks, Hoists, Derricks)	Trucking & Hauling Equipment (On and Off Road Trucks, Haulers, Pickups, Mixers, Truck Bodies, Trailers)	Maintenance Equipment, Tools and/or Supplies	General Utility Equipment (Compressors, Pumps, Generators, Lighting, Lasers)	Equipment Attachments (Impact Hammers, Buckets, etc.)	Safety Equipment and/or Security Equipment	Construction Materials (Cement, Steel, Pipe, Ground Support, Fabrics)	Parts, Components and/or Automotive Accessories (Engines, Transmissions, Tires, Filters, Hoses)
<b>CONSTRUCTION CONTRACTORS</b>												
Highway and Heavy Construction: Contractors primarily engaged in construction of highways, streets, and roads; bridges/overpasses and airports; underground construction; concrete/ asphalt paving; excavating; marine construction; demolition/ water, sewer and related utilities; and/or construction projects other than building erection _____	31,742	41.8	19,542	15,022	13,480	17,981	16,357	16,187	16,309	15,329	16,083	14,413
General Building Construction: Contractors primarily engaged in the construction of heavy buildings and tract development ____	16,245	21.4	10,796	7,999	11,002	11,236	11,121	12,119	10,619	11,523	12,855	9,475
Engaged in Both: Contractors engaged in both categories described above_____	4,520	6.0	3,794	2,956	3,251	3,675	3,647	3,559	3,556	3,527	3,624	3,159
Residential Building Construction _____	8,512	11.2	6,242	4,058	4,764	6,259	5,626	6,343	5,408	5,396	6,343	4,963
Sub-total Construction Contractors	61,019	80.4	40,374	30,035	32,497	39,151	36,751	38,208	35,892	35,775	38,905	32,010
<b>NON-CONTRACTOR USERS OF CONSTRUCTION EQUIPMENT</b>												
Material Producers (sand, gravel, stone, cement, ready-mix) ____	1,676	2.2	1,130	1,145	912	1,244	1,130	997	973	933	1,021	994
Government (Federal, State, County, Local) _____	5,540	7.3	3,645	3,167	3,111	3,728	3,856	3,715	3,393	3,666	3,554	3,131
Industrial/ Manufacturing (except construction equipment manufacturers) (Note 1)_____	2,227	2.9	1,355	827	1,199	1,359	1,393	1,287	1,138	1,105	1,091	1,209
Utility Company _____	1,139	1.5	778	490	716	795	783	859	716	762	733	651
Mining (coal, metallic, non-metallic, and other minerals)_____	590	0.8	477	314	310	391	384	345	335	315	255	344
Landfill _____	99	0.1	88	61	60	79	74	59	62	65	57	64
Equipment Rental House, Distributors, and Others Allied to the Field _____	3,594	4.8	2,195	1,605	1,874	1,990	2,021	2,000	1,843	1,604	1,536	1,808
Sub-Total Non-Contractor Users of Construction Equipment	14,865	19.6	9,668	7,609	8,182	9,586	9,641	9,262	8,460	8,450	8,247	8,201
<b>Total Respondents</b>	<b>75,884</b>	<b>100.0</b>	<b>50,042</b>	<b>37,644</b>	<b>40,679</b>	<b>48,737</b>	<b>46,392</b>	<b>47,470</b>	<b>44,352</b>	<b>44,225</b>	<b>47,152</b>	<b>40,211</b>

Note 1: Includes Scrap Metal Companies, Ranches and/or Feedlots

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**

Since this is a Circulation Statement following an Initial Audit Report, figures for this paragraph are not required. In lieu thereof, the publisher makes the following statement concerning the source of names on the qualified list:

Direct request: Written  
 Direct request: Telecommunication  
 Direct request: Electronic  
 Request from recipient's company: Written  
 Communication from recipient or recipient's company (other than request): Electronic

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	68,223	7,592	75,815	99.9
Individuals by name only _____	63	-	63	0.1
Titles or functions only _____	2	1	3	-
Company names only _____	2	1	3	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>68,290</b>	<b>7,594</b>	<b>75,884</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	639	52	691	
New Hampshire _____	625	42	667	
Vermont _____	300	21	321	
Massachusetts _____	2,118	159	2,277	
Rhode Island _____	284	13	297	
Connecticut _____	1,262	90	1,352	
<b>NEW ENGLAND</b>	<b>5,228</b>	<b>377</b>	<b>5,605</b>	<b>7.4</b>
New York _____	3,990	325	4,315	
New Jersey _____	1,874	177	2,051	
Pennsylvania _____	3,752	281	4,033	
<b>MIDDLE ATLANTIC</b>	<b>9,616</b>	<b>783</b>	<b>10,399</b>	<b>13.7</b>
Ohio _____	2,913	243	3,156	
Indiana _____	1,587	143	1,730	
Illinois _____	3,142	281	3,423	
Michigan _____	1,892	150	2,042	
Wisconsin _____	1,694	120	1,814	
<b>EAST NO. CENTRAL</b>	<b>11,228</b>	<b>937</b>	<b>12,165</b>	<b>16.0</b>
Minnesota _____	1,699	140	1,839	
Iowa _____	1,425	87	1,512	
Missouri _____	1,730	131	1,861	
North Dakota _____	392	31	423	
South Dakota _____	352	22	374	
Nebraska _____	885	53	938	
Kansas _____	1,000	97	1,097	
<b>WEST NO. CENTRAL</b>	<b>7,483</b>	<b>561</b>	<b>8,044</b>	<b>10.6</b>
Delaware _____	182	19	201	
Maryland _____	1,198	138	1,336	
Washington, DC _____	77	11	88	
Virginia _____	1,718	149	1,867	
West Virginia _____	466	24	490	
North Carolina _____	2,232	186	2,418	
South Carolina _____	933	77	1,010	
Georgia _____	1,806	186	1,992	
Florida _____	3,153	434	3,587	
<b>SOUTH ATLANTIC</b>	<b>11,765</b>	<b>1,224</b>	<b>12,989</b>	<b>17.1</b>

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Kentucky _____	954	91	1,045	
Tennessee _____	1,276	123	1,399	
Alabama _____	855	87	942	
Mississippi _____	604	36	640	
<b>EAST SO. CENTRAL</b>	<b>3,689</b>	<b>337</b>	<b>4,026</b>	<b>5.3</b>
Arkansas _____	637	49	686	
Louisiana _____	860	84	944	
Oklahoma _____	792	79	871	
Texas _____	3,803	457	4,260	
<b>WEST SO. CENTRAL</b>	<b>6,092</b>	<b>669</b>	<b>6,761</b>	<b>8.9</b>
Montana _____	570	41	611	
Idaho _____	578	40	618	
Wyoming _____	311	29	340	
Colorado _____	1,301	168	1,469	
New Mexico _____	411	57	468	
Arizona _____	919	102	1,021	
Utah _____	634	65	699	
Nevada _____	391	47	438	
<b>MOUNTAIN</b>	<b>5,115</b>	<b>549</b>	<b>5,664</b>	<b>7.5</b>
Alaska _____	373	37	410	
Washington _____	1,489	158	1,647	
Oregon _____	876	90	966	
California _____	4,403	540	4,943	
Hawaii _____	314	37	351	
<b>PACIFIC</b>	<b>7,455</b>	<b>862</b>	<b>8,317</b>	<b>11.0</b>
<b>UNITED STATES</b>	<b>67,671</b>	<b>6,299</b>	<b>73,970</b>	<b>97.5</b>
U.S. Territories _____	109	31	140	
Canada _____	480	286	766	
Mexico _____	1	53	54	
Other International _____	19	922	941	
APO/FPO _____	10	3	13	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>68,290</b>	<b>7,594</b>	<b>75,884</b>	<b>100.0</b>

**AVERAGE AUDITED QUALIFIED CIRCULATION AND CURRENT AUDITED CIRCULATION STATEMENTS**

6- Month Period Ended:	Audited Data	Circulation Claim
	October-December 2010	January - June 2011*
Total Audit Average Qualified _____	75,930	75,893
Qualified Non-Paid _____	75,930	75,893
Print Version Only _____	67,576	67,843
Digital Version Only _____	8,354	8,050
Qualified Paid _____	-	-
Print Version Only _____	-	-
Digital Version Only _____	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC
Average Annual Order Price: _____	**NC	**NC

\*NOTE: January - June 2011 data is unaudited. With each successive period, new data will be added until 6 six month periods of data are displayed.

\*\*NC=None Claimed

**ADDITIONAL DATA**

**METHOD OF DISTRIBUTION:**

Print copies are distributed via postal services or other carriers. Recipients who request the digital version are notified via email when the version is available.

**STATEMENT OF CONTENT PLATFORM:**

Replica - Editorial and design are unchanged from the original print edition.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	67,843	100.0	67,843	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>67,843</b>	<b>100.0</b>	<b>67,843</b>	<b>100.0</b>	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	8,050	100.0	8,050	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>8,050</b>	<b>100.0</b>	<b>8,050</b>	<b>100.0</b>	-	-

**Questionnaire Used by Publication to Elicit Supplementary Data:**



Name \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 E-mail: \_\_\_\_\_

**to continue your free subscription!**

Complete this entire form. Please sign, print and return your title, date and answer 17 questions below.

Circle to 1-847-298-0882

Construction Equipment  
 302C W. Salt Creek Lane, Suite 201  
 Arlington Heights, IL 60005

1.  Yes (Please indicate on a separate sheet the type of steel used in your plant)  
 No (Write)

2.  Yes  
 No

3.  Yes  
 No

4.  Yes  
 No

5.  Yes  
 No

6.  Yes  
 No

7.  Yes  
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8.  Yes  
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81.  Yes  
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82.  Yes  
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83.  Yes  
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84.  Yes  
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85.  Yes  
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86.  Yes  
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87.  Yes  
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88.  Yes  
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89.  Yes  
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90.  Yes  
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91.  Yes  
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92.  Yes  
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93.  Yes  
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94.  Yes  
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95.  Yes  
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96.  Yes  
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97.  Yes  
 No

98.  Yes  
 No

99.  Yes  
 No

100.  Yes  
 No

**PUBLISHER'S AFFIDAVIT**

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

Rick Blesi, VP, Publisher - Principal  
 Douglas Riemer, Director of 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 circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed: August 10, 2011  
 State: IL  
 County: Cook  
 Received by BPA Worldwide: August 10, 2011  
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