

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

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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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. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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A Penton Media Publication

Penton Media, Inc.
3000 Town Center
Southfield, MI 48075
Tel. No.: (248) 357-0800
Fax No.: (248) 357-0810
www.wardsauto.com

Official Publication of: None
Established: 1966
Issues Per Year: 12



FIELD SERVED

WARD'S DEALER BUSINESS serves new car and/or light truck dealerships.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include Dealer, Owner, President, Partner, Chairman, General Manager, Vice President, Corporate Officers, Chief Financial Officer, Operations Manager, Controller and other department managers including Finance & Insurance, Service/Parts, Body Shop, Used Car Sales, Internet Sales and other Department Managers.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	186
Advertiser and Agency _____	624
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	333
Digital _____	-
All Other _____	752
TOTAL	1,895

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	19,818	97.1	19,818	97.1	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	582	2.9	582	2.9	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,400	100.0	20,400	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Number Removed	Number Added	Total Qualified
January _____	6	6	20,400
February _____	10	10	20,400
March _____	110	110	20,400
April _____	60	60	20,400
May _____	9	9	20,400
June _____	144	144	20,400
TOTAL	339	339	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

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

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Dealer, Owner, President, Partner, Chairman, General Manager, Vice President, Corporate Officer, Chief Financial Officer, Operations Manager, Controller	Others including Finance & Insurance, Service/Parts, Body Shop, Used Car Sales Manager, and other Department Managers
New Car and/or Light Truck Dealerships _____	20,400	100.0	19,443	957
TOTAL QUALIFIED CIRCULATION	20,400	100.0	19,443	957
PERCENT	100.0		95.3	4.7

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

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	14,433	3,977	-	18,410	90.2
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): _____	1,990	-	-	1,990	9.8
Association rosters and directories _____	-	-	-	-	-
*Business directories _____	1,990	-	-	1,990	9.8
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,423	3,977	-	20,400	100.0
PERCENT	80.5	19.5	-	100.0	

*See Additional Data

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

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	19,818	97.1
Individuals by name only _____	-	-
Titles or functions only _____	-	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	582	2.9
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	20,400	100.0

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

State	Total Qualified	Percent
Maine _____	214	
New Hampshire _____	236	
Vermont _____	99	
Massachusetts _____	593	
Rhode Island _____	94	
Connecticut _____	433	
NEW ENGLAND	1,669	8.2
New York _____	1,473	
New Jersey _____	755	
Pennsylvania _____	1,291	
MIDDLE ATLANTIC	3,519	17.3
Ohio _____	746	
Indiana _____	472	
Illinois _____	808	
Michigan _____	712	
Wisconsin _____	593	
EAST NO. CENTRAL	3,331	16.3
Minnesota _____	462	
Iowa _____	395	
Missouri _____	443	
North Dakota _____	115	
South Dakota _____	119	
Nebraska _____	223	
Kansas _____	255	
WEST NO. CENTRAL	2,012	9.9
Delaware _____	80	
Maryland _____	329	
Washington, DC _____	3	
Virginia _____	554	
West Virginia _____	191	
North Carolina _____	740	
South Carolina _____	288	
Georgia _____	491	
Florida _____	957	
SOUTH ATLANTIC	3,633	17.8

State	Total Qualified	Percent
Kentucky _____	318	
Tennessee _____	373	
Alabama _____	326	
Mississippi _____	187	
EAST SO. CENTRAL	1,204	5.9
Arkansas _____	227	
Louisiana _____	305	
Oklahoma _____	285	
Texas _____	1,164	
WEST SO. CENTRAL	1,981	9.7
Montana _____	158	
Idaho _____	109	
Wyoming _____	70	
Colorado _____	280	
New Mexico _____	89	
Arizona _____	224	
Utah _____	157	
Nevada _____	105	
MOUNTAIN	1,192	5.8
Alaska _____	31	
Washington _____	314	
Oregon _____	255	
California _____	1,213	
Hawaii _____	31	
PACIFIC	1,844	9.0
UNITED STATES	20,385	99.9
U.S. Territories _____	1	
Canada _____	3	
Mexico _____	-	
Other International _____	11	
APO/FPO _____	-	
TOTAL QUALIFIED CIRCULATION	20,400	100.0

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
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010	January - June 2011*
Total Audit Average Qualified: _____	25,500	22,680	22,680	21,920	20,400	20,400
Qualified Non-Paid: _____	25,500	22,680	22,680	21,920	20,400	20,400
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 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

ADDITIONAL DATA

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 1,990 copies or 9.8%

PUBLISHER'S AFFIDAVIT

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

Thomas W. Duncan, Group Publisher

Tyler Motsinger, Sr. Audience Development 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 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 26, 2011

State Michigan

County Wayne

Received by BPA Worldwide July 26, 2011

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