



AC Business Media, Inc.

201 N Main Street

Fort Atkinson WI 53538

800.538.5544

www.ACBusinessMedia.com

AUDIENCE BY BUSINESS AND TITLE - For March 2016 and October 2016 (Projected) Issue Distribution

Business and Industry	Classification By Title						
	Total	% of Total	Engineering	Sales/ Marketing	Corporate and Operating Management	Manufacturing and Purchasing	Other Titled & Non-Titled Personnel
Agricultural Equipment Manufacturer	6,176	15.9%	1,483	439	3,596	531	127
Industrial/Utility/Construction Equipment Manufacturer	17,664	45.6%	5,557	1,324	9,044	1,699	40
Lawn and Garden Equipment Manufacturer	643	1.7%	241	87	225	67	23
Off-Highway/Recreational Equipment Manufacturer	1,612	4.2%	666	233	426	219	68
Forestry Equipment Manufacturer	285	0.7%	80	36	104	48	17
Mining Equipment Manufacturer	1,720	4.4%	632	162	707	190	29
Engine/Drivetrain/Transmission Manufacturer	3,774	9.7%	1,643	730	1,032	280	89
Distributor/System Integrator	2,481	6.4%	676	687	926	165	27
Truck and/or Bus Manufacturer	1,653	4.3%	565	176	571	244	97
Others Allied to the Industry	2,741	7.1%	364	397	344	77	1,559
Total Qualified Circulation	38,749	100.0%	11,907	4,271	16,975	3,520	2,076
Percent	100.0%		30.7%	11.0%	43.8%	9.1%	5.4%

CLASSIFICATION BY COUNTRY

Country	Total
NORTH AMERICA	32,303
EUROPE	5,685
United Kingdom	1,474
Italy	1,459
Germany	1,326
Poland	361
France	303
Spain	270
Netherlands	142
Sweden	88
Austria	61
Denmark	49
Belgium	30
Switzerland	13
Turkey	18
Other European Countries	91
ASIA	270
MIDDLE EAST	93
SOUTH AMERICA	126
ASIA PACIFIC	138
AFRICA	94
OTHER COUNTRIES	40
Total Circulation	38,749

Audience comprises of OEM Off-Highway's BPA Audited audience (19,000, December 2015), the non-audited digital and international magazine distribution.

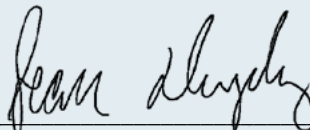
PROFILE OF MARKET SERVED:

OEM Off-Highway offers direct reach to the entire product development team – consisting of key decision makers of equipment design, development and system integration -- at mobile off-highway and heavy-duty on-highway OEMs around the world.

The global audience comprises of engineering, corporate & operating management, sales & marketing, and manufacturing & purchasing personnel at OEMs. The OEMs reside within niche markets of agricultural equipment, industrial/utility/construction equipment, heavy-duty on-highway truck and bus, lawn and garden equipment, forestry equipment, mining equipment, military equipment, engines/drivetrains/transmissions, as well as distributors/system integrators.

PUBLISHER SWORN STATEMENT:

The data reflected within this report is provided in good faith as an accurate representation of the audience served for OEM Off-Highway, for the March 2016 and October 2016 Issue Distribution.



Sean Dunphy, Publisher

AC Business Media, Inc
201 N Main Street, 5th Floor
Fort Atkinson WI 53538
800.538.5544