

**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.

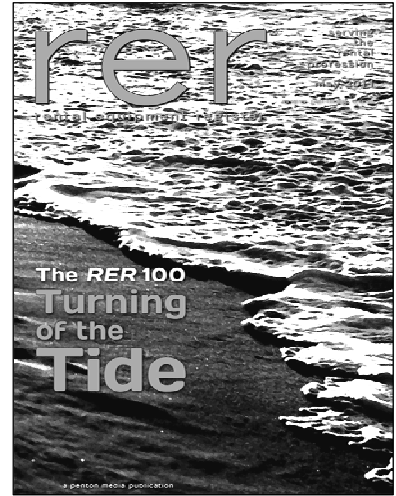
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A Penton Media Publication



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Official Publication of: None
Established: 1957
Issues Per Year: 12



FIELD SERVED

RENTAL EQUIPMENT REGISTER serves the equipment rental industry, including general rental centers, dealer/distributors, retail stores and other rental types not identified.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are owners, presidents, corporate officials, vice presidents, general managers, managers, directors, sales representatives, purchasing agents and other titled and non-titled personnel in the equipment rental industry.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	745
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	108
Digital _____	-
All Other _____	608
TOTAL	1,461

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	21,237	100.0	21,192	99.8	45	0.2
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,237	100.0	21,192	99.8	45	0.2

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Number Removed	Number Added	Total Qualified
January _____	73	73	21,200
February _____	511	557	21,246
March _____	106	105	21,245
April _____	104	101	21,242
May _____	36	35	21,241
June _____	624	626	21,243
TOTAL	1,454	1,497	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**This issue is -% or 6 copies above the average of the other 5 issues reported in Paragraph two.**

TYPE OF BUSINESS	TOTAL QUALIFIED	PERCENT OF TOTAL	Owner/ President/ Corporate Official	Vice President/ Gen. Manager	Manager or Director	Sales Rep or Purchasing Agent	Other
GENERAL RENTAL CENTERS (Note 1) _____	14,521	68.4	5,265	1,571	4,963	2,045	677
DEALER/DISTRIBUTOR (Note 1) _____	3,163	14.9	1,032	422	1,018	554	137
RETAIL STORES (Note 1) _____	2,425	11.4	901	284	879	283	78
RENTAL TYPE NOT IDENTIFIED _____	1,111	5.2	610	65	276	37	123
OTHER PAID CIRCULATION:							
Subscriptions _____	21	0.1	2	-	-	1	18
TOTAL QUALIFIED CIRCULATION	21,241	100.0	7,810	2,342	7,136	2,920	1,033

Note 1: Includes contractor/industrial and homeowner equipment rental.

TYPE OF BUSINESS/PRIMARY MARKET SERVED	TOTAL QUALIFIED	PERCENT OF TOTAL	Contractor/ Industrial Equipment Rental*	Homeowner Equipment Rental**	Other
GENERAL RENTAL CENTERS _____	14,521	68.4	10,905	3,547	69
DEALER/DISTRIBUTOR _____	3,163	14.9	2,936	207	20
RETAIL STORES _____	2,425	11.4	1,195	1,217	13
RENTAL TYPE NOT IDENTIFIED _____	1,111	5.2	1,026	28	57
OTHER PAID CIRCULATION:					
Subscriptions _____	21	0.1	1	-	20
TOTAL QUALIFIED CIRCULATION	21,241	100.0	16,063	4,999	179

*Contractor/Industrial Equipment includes Construction Equipment.

**Homeowner Equipment Rental includes General Rentals.

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: _____	13,756	5,151	-	18,907	89.2
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): _____	2,293	-	-	2,293	10.8
Association rosters and directories _____	-	-	-	-	-
*Business directories _____	2,293	-	-	2,293	10.8
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,049	5,151	-	21,200	100.0
PERCENT	75.7	24.3	-	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 _____	21,241	100.0
Individuals by name only _____	-	-
Titles or functions only _____	-	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	21,241	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011					
State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	104		Kentucky _____	382	
New Hampshire _____	106		Tennessee _____	469	
Vermont _____	36		Alabama _____	440	
Massachusetts _____	268		Mississippi _____	265	
Rhode Island _____	63		EAST SO. CENTRAL	1,556	7.3
Connecticut _____	192		Arkansas _____	313	
NEW ENGLAND	769	3.6	Louisiana _____	479	
New York _____	720		Oklahoma _____	318	
New Jersey _____	302		Texas _____	1,773	
Pennsylvania _____	722		WEST SO. CENTRAL	2,883	13.6
MIDDLE ATLANTIC	1,744	8.2	Montana _____	147	
Ohio _____	1,018		Idaho _____	221	
Indiana _____	607		Wyoming _____	92	
Illinois _____	811		Colorado _____	512	
Michigan _____	669		New Mexico _____	158	
Wisconsin _____	555		Arizona _____	442	
EAST NO. CENTRAL	3,660	17.3	Utah _____	179	
Minnesota _____	472		Nevada _____	145	
Iowa _____	341		MOUNTAIN	1,896	8.9
Missouri _____	562		Alaska _____	125	
North Dakota _____	101		Washington _____	563	
South Dakota _____	87		Oregon _____	330	
Nebraska _____	170		California _____	1,911	
Kansas _____	296		Hawaii _____	74	
WEST NO. CENTRAL	2,029	9.6	PACIFIC	3,003	14.1
Delaware _____	28		UNITED STATES	21,199	99.8
Maryland _____	281		U.S. Territories _____	24	
Washington, DC _____	9		Canada _____	12	
Virginia _____	472		Mexico _____	-	
West Virginia _____	128		Other International _____	6	
North Carolina _____	623		APO/FPO _____	-	
South Carolina _____	344		TOTAL QUALIFIED CIRCULATION	21,241	100.0
Georgia _____	625				
Florida _____	1,149				
SOUTH ATLANTIC	3,659	17.2			

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: _____	21,200	21,200	21,200	21,200	21,200	21,237
Qualified Non-Paid: ____	21,115	21,126	21,132	21,139	21,148	21,192
Qualified Paid: _____	85	74	68	61	52	45
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 2 sources of circulation for quantities of 78 copies or 0.4% to 2,215 copies or 10.4%, including InfoUSA. Paragraph 3b includes 21,200 qualified non-paid circulation. Qualified paid circulation of 41 combined with the qualified non-paid circulation equal 21,241 total qualified circulation for the analyzed issue.

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 27, 2011
Julie Neely, Audience Development Director	State	Kansas
David Miller, Group Publisher	County	Johnson
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	July 27, 2011
IMPORTANT NOTE:	Type	PD
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	R024P0J1