

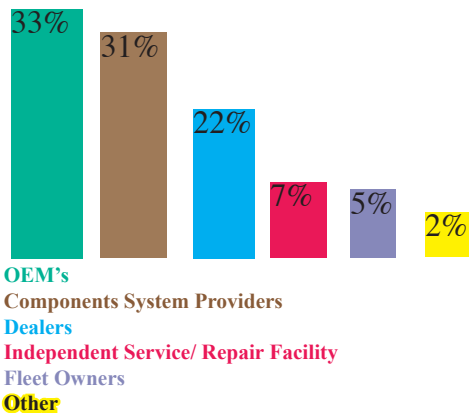
Media Kit 2010

Reader Profile

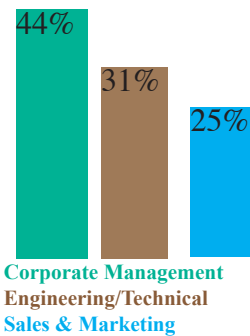


Circulation: 10,000 per issue

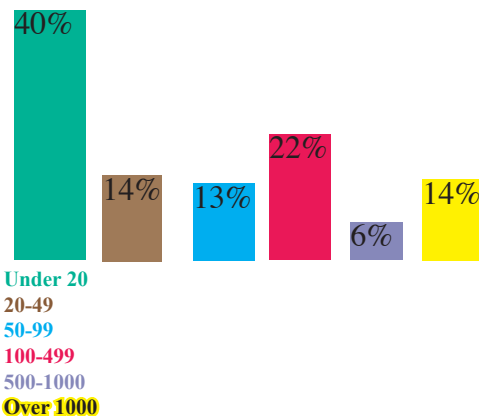
Readers by Type of Company or Organization:



Readers by Job Function or Title:



Company Size by Number of Employees:



Data from 2008-2009 subscriber database

Percentage of OEM Readers that Manufacture or Supply the Following Specialty Vehicles:

Aerial Lifts	38	Neighborhood Vehicles	17
All Terrain	40	Outdoor Power Equipment	32
Airport Ground Support	24	Personnel & Burden Carriers	25
AGV'S	21	Reach Trucks	34
Carts	30	Scooters	13
Floor Cleaners/Scrubbers	30	Security Vehicles	14
Forklifts	67	Snow Blowers/Plows	20
Golf Carts/Caddies	36	Sweepers	32
Hand trucks	34	Transit Vehicles	19
In-Plant Vehicles	35	Tugs	38
Lift Trucks	48	Turf Equipment	28
Loaders	28	Utility Vehicles	46
Marine	18		

Percentage of Readers That Purchase, Recommend, or Specify the Following Products:

Adhesives/Sealants	24	Hydraulics/Pneumatics	26
Accessories	28	Ignition Systems	20
Attachments	34	Instruments/Gauges	23
Axles	21	Interiors	10
Batteries	48	Lights	28
Battery Handling Equipment	31	Lubrication	26
Blowers/Fans	15	Mfg.Services	16
Bodies/Cams	14	Materials	28
Brakes	26	Moldings	13
Charging Systems	36	Motors	29
Connectors	26	Noise/Vibration Control	14
Controls	26	Safety Equipment	33
Drives	23	Seals	24
Electronic Systems	22	Steering Systems	22
Emission Control	14	Suspensions	22
Engines	28	Testing Equipment	14
Fasteners	30	Tires	32
Filters	23	Transmissions	25
Fuel Systems	22	Wheels/Casters	24
Heating/Cooling Systems	17		

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