

LAND LINE

MAGAZINE

***We are always
on the road with
your potential
customers ...***

want to join us?

LAND LINE

mag.com

**LandLine**
NOW

Award-winning staff



Jami Jones, managing editor, has been in journalism for more than 25 years – focused on the trucking industry since 2000. Whether judging Shell SuperRigs or writing hard-hitting analyses, she covers trucking from lug nuts to legislation – always with the trucker in mind.



Keith Goble, state legislative editor, has been covering trucking-related laws since 2000. His daily web reports, radio news and “OOIDA’s State Watch” in *Land Line Magazine* are the industry’s premier sources for information regarding state legislative affairs.



Greg Grisolano, digital content editor, joined Land Line in 2013. He was formerly a reporter for the Joplin Globe. He brings business writing and photography skills to *Land Line*, and has a passion for finding and telling stories about the people who make up the trucking industry.



Mark Schremmer, staff writer, joined *Land Line* in 2015. An award-winning journalist and former assistant news editor at *The Topeka Capital-Journal*, he brings fresh ideas, solid reporting skills, and nearly two decades of journalism experience to our staff.



Tyson Fisher, staff writer and research associate, joined *Land Line Magazine* in March 2014. An award-winning journalist and tireless researcher, his news reports, features and blogs bring depth to our editorial content, backed with solid detail. Tyson is a lifelong Kansas Citian.



Chuck Robinson, copy editor, formerly was senior copy editor for a weekly trade publication serving the fresh produce industry. He has served trade publications, horticultural journals and community newspapers for 25 years.

OOIDA **advisors**

Todd Spencer, publisher of *Land Line* and OOIDA Executive Vice President
Jim Johnston, president and CEO of OOIDA

Award-winning **contributors**



John Bendel is *Land Line*’s contributing editor-at-large. A former trucker, former editor at *National Lampoon*, and longtime truck writer, John is an author, photographer, and freelancer for *New York Times*. There’s more, but in short, his insight and matchless style of writing makes “Gizmos and Gears” a runaway reader favorite.



Suzanne Stempinksi, contributing field editor for *Land Line*, delivers distinctive driver insight to readers. She studied journalism at Northwestern University, married a trucker, and for the next several years added a few million miles of safe driving to her resume. She has contributed to *Land Line Magazine* since 2000, covering show truck news and her specialty – test drives.



Paul Abelson, senior technical consultant, is a longtime contributor to *Land Line*. He’s a member of the Society of Automotive Engineers and a member of the Technology and Maintenance Council. In 1995, TMC awarded him its Silver Spark Plug award. In 2006, he received the Lifetime Achievement Award from the Truck Writers of North America. Although he’s “retired,” he still makes a popular contribution to *Land Line* readers with “Maintenance Q and A.”



Bryan ‘BossMan’ Martin is the owner of 4 STATE TRUCKS of Joplin, Mo. – home of the Chrome Shop Mafia. He shares a few photos of his favorite rigs, truckers and stories-exclusively with *Land Line* readers.



David Sweetman, contributing columnist, is a longtime OOIDA member and truck driver with 5 million safe, accident-free miles. Along the way, he’s found time to write his fair share of award-winning columns. “Dashboard Confidential” is always a top pick of trucking readers.

more **contributors**

John McElligott, M.D.; **Jeff McConnell** and **Jim Mennella** of Road Law; Tax Accountant and CPA **Howard Abrams**; **Charlie Morasch**, contributing writer; and **Buck Black**, certified therapist.

more award-winning **staff**

Kerry Evans-Spillman, social media coordinator
Kim Borron, production manager
Debbie Johnson, art director
Nikohle Barnes, photographer/designer

2018 Editorial Calendar

Inside every issue

The name *Land Line* has become synonymous with rock-solid trucking industry reporting for more than 40 years. Our readers count on keen analysis of industry developments, insightful interviews, and behind-the-scenes reporting.

Land Line has a reputation for keeping truckers in the know and clued in on legislation and regulation brewing on the Beltway. Understanding that life on the road takes truckers into a labyrinth of state laws, *Land Line* delivers unrivaled state news coverage of laws and issues.

Land Line's award-winning news coverage and analysis is complemented by a lineup of regular features such as John Bendel's **Gizmos and Gears**, Paul Abelson's **Maintenance Q&A**, **Mafia Secrets** – Advice from the Boss Man by Bryan Martin of 4 State Trucks, home of the Chrome Shop Mafia, and **Your Health** written by Dr. John McElligott, and Buck Black, LCSW, LCAC.

Clip-and-keep columns like **Road Law** with attorneys Jeff McConnell and James Mennella, as well as **Tax Tips** with Howard Abrams of PBS Tax and Bookkeeping, round out a magazine that delivers a comprehensive package of must-have information.

See what *Land Line* can do for your business with these additional feature articles.

february 2018

Feature: *New v. used. Ready to buy a truck? What are the advantages to both new and used trucks?*

Maintenance Q&A

Space closes
12/21/17
Materials due
12/29/17

march/april 2018

Feature: *Connected in the cab. Gadgets, gizmos and more. What the well-connected trucker needs in the cab.*

Maintenance Q&A

Mid-America Trucking Show Preview

Space closes
01/19/18
Materials due
01/26/18

may 2018

Feature: *Safety and security. This two-part feature will break down products and tactics for keeping you, your truck and load safe and secure.*

Maintenance Q&A

Space closes
03/23/18
Materials due
03/30/18

june 2018

Feature: *Small space, big style sleeper edition. Deciding to keep the truck, but the sleeper needs an update? What to consider from appliances and electronics to mattresses and storage.*

Maintenance Q&A

Space closes
04/20/18
Materials due
04/27/18

july 2018

Feature: *Data dossier. Your engine has a lot to tell you, if you know how to get to get to the information and what to do with it. A look at data systems, diagnostics and more.*

Great American Trucking Show Preview

Maintenance Q&A

Space closes
05/24/18
Materials due
06/01/18

aug/sept 2018

Feature: *Going with the flow. Improved aerodynamics has been the name of the game for years. What can you shave off your MPGs with aftermarket products?*

Guilty by Association Truck Show Preview

Maintenance Q&A

Space closes
06/22/18
Materials due
06/29/18

october 2018

Feature: *Buying a trailer. Versatility is the name of the game. What do today's trailers offer for owner-operators?*

OOIDA Chain Law Roundup

Maintenance Q&A

Space closes
08/24/18
Materials due
08/31/18

november 2018

Feature: *Shifting gears. What you need to know about automated transmissions.*

Maintenance Q&A

Space closes
09/21/18
Materials due
09/28/18

dec 2018 / jan 2019

Feature: *To infinity and beyond. Imagination meets innovation in the trucks of the future. What OEMs are setting their sights on next.*

Maintenance Q&A

Space closes
10/26/18
Materials due
11/02/18

Advertising Rates

printads COLOR RATES (GROSS)

FREQUENCY	9x	7x	5x	4x	3x	2x	1x
Full Page	9,062	9,481	10,038	10,317	10,596	10,945	11,642
2/3 Page	6,041	6,344	6,692	6,902	7,250	7,435	7,759
1/2 Page	4,601	4,880	5,159	5,298	5,402	5,508	5,821
1/3 Page	3,067	3,207	3,346	3,486	3,556	3,647	3,880
1/4 Page	2,370	2,510	2,614	2,719	2,781	2,824	2,950
1/6 Page	1,534	1,673	1,777	1,848	1,904	1,973	2,084

COVER RATES*

Inside front cover	\$13,096
Pages 2-3 spread	\$23,571
Cover 3	\$11,785
Cover 3 spread	\$21,215
Back cover	\$14,403

*Frequency rates are negotiated

NON-PROCESS RATES

- Black & white creative subtracts 10% from the process color rates
- Two-color creative subtracts 7% from the process color rates
- Three-color creative subtracts 5% from the process color rates

POSITIONING

Guaranteed specified position adds 7%, subject to availability.

INSERTS

Process color rates according to size of insert and frequency apply. Inserts printed on more than one side, or having more than one page are subject to quote. Design and printing services are available.

CLASSIFIED ADVERTISING RATES

Classified display advertising only in the Classified Marketplace.

\$140 per column inch (net)

Add \$40 per color.
Full color add \$125.

Every ad receives a free reference line in the classified directory.

CLOSING DATES

For space and ad materials deadlines and a calendar of planned editorial, see the editorial calendar insert.

MAILING LIST

All material is subject to approval. A mockup with layout/content example must be submitted and approved prior to printing. Complex mailings are subject to quote. All materials are mailed by *Land Line*. The list is the property of *Land Line* and OOIDA and will not be provided to the customer in any form.

- There is a \$300-per-hour computer set-up and pre-sorting charge (one hour minimum).
- Minimum quantity 5,000 addresses.
- Customer prepays postage.

5,000-9,999	.24 each
10,000-19,999	.21 each
20,000-49,999	.18 each
50,000+ records	.15 each

onlinead rates (NET)

landlinemag.com

Size	Frequency											
	1x	2x	3x	4x	5x	6x	7x	8x	9x	10x	11x	12x
180x150	782	752	722	692	664	638	611	588	566	542	521	501
728x90	1,554	1,492	1,433	1,375	1,319	1,265	1,215	1,168	1,121	1,075	1,033	991
300x250	1,614	1,549	1,488	1,428	1,369	1,314	1,262	1,213	1,164	1,117	1,073	1,029
160x600	1,683	1,615	1,552	1,489	1,428	1,370	1,316	1,265	1,214	1,165	1,119	1,073

landlinenow.com

Size	Frequency											
	1x	2x	3x	4x	5x	6x	7x	8x	9x	10x	11x	12x
180x150	156	150	144	138	133	128	122	118	113	108	104	100
728x90	311	298	287	275	264	253	243	234	224	215	207	198
300x250	323	310	298	286	274	263	252	243	233	223	215	206
160x600	337	323	310	298	286	274	263	253	243	233	224	215

ONLINE SPECIFICATIONS

Rich media and video are subject to quote; online advertisements are subject to rotation. Creative may be submitted in almost any format. Send creative material and link to sharon_costanza@landlinemag.com.

ONLINE CLOSING DATES

Insertion orders need to be submitted at least 10 days prior to the first of the month of flight.

(Additional advertising information on reverse)

Rate Card #43 effective with the February 2018 issue.

terms & conditions

DISCOUNTS

A standard 15% discount will be given to agencies of record for any account.

CREDIT

Subject to approval, credit may be extended to any advertiser demonstrating credit worthiness through the fulfillment and submission of our credit application, or submission of their own credit information.

DELINQUENT ACCOUNTS

All accounts are considered late if payment is not received within 30 days of invoicing. A 1% per month service charge will be added to accounts older than 30 days.

COLLECTIONS AND NON-PAYMENT

After 60 days of delinquency, accounts will be regarded as non-paying and will be subject to placement with a collection agency, or an attorney, for collection. Advertising contracts with such accounts will be discontinued and the advertiser/agency will be subject to our short rate policy, as well as being liable for the 1% monthly service charge, and any collection fees and/or attorney's fees incurred by *Land Line Magazine* in connection with collecting the monies due.

CANCELLATIONS

No ad cancellations will be accepted after the published closing date for ad sales for any specific issue.

SHORT RATE POLICY

If a frequency contract and rate is signed and the advertiser decides to not fulfill the agreement, the advertiser will be charged the difference between the frequency discount and the earned discount for the number of ads that were published.

PUBLISHER PROTECTION

Advertisers/agencies assume all responsibility for content of

advertisements published and indemnify the publisher from all claims arising therefrom. The publisher reserves the right to refuse or discontinue any advertising that the publisher deems inappropriate or not in keeping with the publisher's standards.

MATERIALS/PRODUCTION CHARGES

Advertising materials must be submitted in a form meeting the publisher's printed standards. Any corrections to advertiser's materials will be charged to advertiser on a cost-plus basis. Corrections and manipulation of existing ads will be charged to advertiser on a cost-plus basis.

ADDITIONAL CHARGES

There are no charges for standard file manipulation and required adjustments to compositions when materials are submitted by the materials deadline. Materials submitted late will be subject to charges based on a \$150/hour fee. Materials requiring extensive manipulation, whether submitted on time or not, will be subject to the same charges. In such instances, the advertiser, or their agency will be notified of any problems and will be allowed to make the corrections and resubmit the materials. Or they may authorize *Land Line* to make the corrections. In either case, additional charges may apply. Advertisements that are designed and prepared by *Land Line* production at no charge for advertisers are the copyright of *Land Line Magazine*. Preparing and sending such materials for use in other publications will be subject to charges based on a \$150/hour fee.

The advertiser will agree to these terms and conditions and submit to the laws of the state of Missouri in any action or proceeding to enforce them.

contacts

Alex Gates
ADVERTISING DIRECTOR
alex_gates@landlinemag.com

Tim Kelly
ACCOUNT MANAGER
tim_kelly@landlinemag.com

Sharon Costanza
ACCOUNT AND TRAFFIC COORDINATOR
sharon_costanza@landlinemag.com

materials

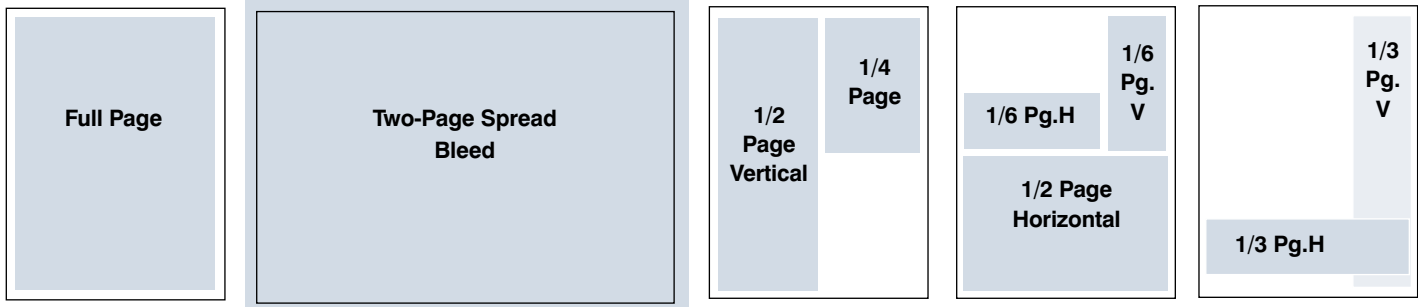
Sharon Costanza
ACCOUNT AND TRAFFIC COORDINATOR
sharon_costanza@landlinemag.com

Land Line Magazine Advertising
PO Box 1000
1 NW OOIDA Drive
Grain Valley, MO 64029
Phone: 1-800-444-5791
Fax: 816-443-2227

ISSUE STATEMENT

Land Line is published nine times annually by OOIDA: February, March/April, May, June, July, August/September, October, November and December/January. More than 213,000 magazines are direct-mailed to owner-operators, fleet owners, employed drivers and other trucking industry professionals throughout the United States.

Advertising Specifications



ad sizes

AD SIZE	WIDTH X HEIGHT		
2 Page Spread	15 x 10.25 live area	16 x 11.25 bleed	.75 gutter
Full Page	7.25 x 10.25 live area	8 x 11.25 bleed	
2/3 Page	4.5 x 10		
1/2 Page	7 x 5 (horiz.)	3.5 x 10 (vert.)	
1/3 Page	7 x 3.25 (horiz.)	2.25 x 10 (vert.)	
1/4 Page	3.5 x 4.75 (vert.)		
1/6 Page	4.75 x 2.25 (horiz.)	2.25 x 5 (vert.)	

Trim = 7.75 x 10.75 Column Width = 2.125 Bleed = .25

send to

Land Line Magazine
 1 NW OOIDA Drive
 Grain Valley, MO 64029
 Attn: Sharon Costanza
sharon_costanza@landlinemag.com

Call 1-800-444-5791 with questions.
 Fax 816-443-2227

file format

CREATIVE SUBMISSIONS

Land Line Magazine's art department will provide professional and creative ad design to advertiser. Photo images must be at least 300 dpi. We accept the following formats: .TIF, .EPS, .JPG, .PDF, .PSD, and .AI. We can also accept MS Word (for copy only).

AD SUBMISSIONS

Preferred format for camera-ready ad submissions is a PDF. Files must be CMYK, and have a resolution of 300 dpi or higher, and must have all fonts embedded. PDF documents created using the **PDF/X-1a** is strongly recommended. For bleed ads, please do not include any crop marks. Although we do our best to ensure color accuracy, Land Line Magazine is not responsible for incorrect output of color or the color correcting of ads if a SWOP-certified proof is not provided.

FILE TRANSFER

EMAIL: Ads can be submitted via email to the following address: sharon_costanza@landlinemag.com
 Please keep in mind that our email system can only accept files that are less than 10 MB.

FTP SITE: For files that are larger than 10 MB, our FTP site may be used. When uploading ads to our FTP site, please email or telephone a confirmation of submission along with the file name to Sharon Costanza. In addition, we ask that the name of the file uploaded to the FTP site be the name of the advertiser.

ftp site: <ftp://ftp.landlineftp.com>
 username: **AdGuest**
 password: **t\$euGd@**

(Depending on your browser, you may need to download a free ftp program)

Satellite Radio

The Road Dog
on Sirius XM Channel 146

Land Line Now – the nation's first news and information hour tailored to OOIDA members and all North American truckers – has been on the air for 12 years. Produced by the Owner-Operator Independent Drivers Association, it's the most award-winning radio program in the history of the trucking industry.

Land Line Now broadcasts daily on The Road Dog, Sirius XM Channel 146, at 7 p.m. Eastern time, 4 p.m. Pacific, with an encore at 11 p.m. Eastern, 8 p.m. Pacific. While most radio programming for truckers relies on live talk, *Land Line Now* is an hour-long "news magazine," packed with studio-produced features. The daily show reaches hundreds of thousands of truckers each week over the air.

Now, we're bringing our award-winning content, spot-on news reports and analysis to podcasts. The podcasts are instantly available now on iTunes and Stitcher and online at landlinenow.com and the *Land Line Now* app.

Our most popular daily segments, Daily Newscast and D.C. Report, offer great advertising and sponsorship opportunities as single podcasts. Other popular weekly featured segments have been bundled for additional opportunities.



morestaff

Teneille Leach, traffic coordinator, "keeps the trains running on time" by coordinating schedules for "Land Line Now's" two studios, handling the show's archives, and helping members of the public who have questions or need information. Teneille joined the show in 2011, and she's an invaluable member of our team.

staff

Mark Reddig, host, had more than two decades of award-winning writing, editing and photography experience before the 2005 launch of *Land Line Now*. In the radio show's first 12 years, Mark and the staff have been honored with awards from regional, national and international media organizations.



Reed Black, news anchor, has been reporting for more than 40 years. He began with the Armed Forces Vietnam Network and was a respected reporter on Kansas City television news for years after that. Reed anchors the daily news on *Land Line Now* and writes for *Land Line Magazine*.



Terry Scruton, senior correspondent, brought nine years of journalism experience when he joined *Land Line Magazine* in 2005, and that experience continues to serve him on the radio show. Terry's must-read "Roses & Razzberries" is also a popular feature with *Land Line Now* listeners.



Mary McKenna, staff reporter and engineer, has more than 30 years on-air. Part of an award-winning Kansas City morning show for 25 years, she has been nominated several times by the Country Music Association as Large Market Personality of the Year. Mary has also been a host, anchor, reporter and news director.



Barry Spillman, producer/senior sound engineer, comes to *Land Line Now* with over 30 years of audio production experience. His award-winning production style and techniques bring a hard-hitting and fast-paced artistry to *Land Line Now*.



James Fetzer, second sound engineer, came to *Land Line Now* with experience in multiple forms of media. From video production to being a technical director for an NPR station, James, or "Fez," has brought a youthful and edgy sound to the program.



(Rates on reverse)



NOW Podcast Sponsorships and Advertising

Sponsorship and Advertising Opportunities

SPONSORSHIPS – A 10-second sponsorship introduction to the podcast at the beginning.

ADVERTISING – 15-second and 30-second spots are both available following the podcast.

Sponsorships and 15-second spots can be produced in-house at no cost. The 30-second spots must be broadcast quality and provided by the advertiser.

Podcasts

#1 DAILY NEWSCAST – The daily 2-minute newscast for WSM-AM radio is one of the most popular podcasts. It includes the top stories of the past 24 hours, major congressional news, new regulations, road closings and more.

#2 D.C. REPORT – OOIDA’s Washington staff watch everything on the federal level that affects trucking and truckers. Daily they join us to report on what’s happening and explain why and how it affects truckers, making this one more of the most popular podcasts.

Podcast Bundles

#1 Insurance – Weekly, OOIDA’s truck insurance experts share important information on what coverages you need and don’t, and how to save money. **Market Update** – Every week DAT experts report on rates and trends in the freight market, what loads pay best and where they are. **State Update** – State legislative experts Keith Goble (*Land Line*) and Mike Matousek (OOIDA) report weekly on state actions that affect truckers.

#2 On the Road – Jon Osburn, veteran trucker, TA/Petro Citizen Driver and pilot of OOIDA’s Spirit of the American Trucker tour truck criss-crosses the country 300 days a year. Weekly, he shares a report of what truckers are saying and experiencing on the road. **Land Line Now In-Depth** – The award winning news staff previews significant trucking events and looks back over the most important stories of the week. **Spotlight** – The best of Roses and Razzberries, Mafia Secrets, the Semi Supper Club and other popular features are showcased every Sunday.

#3 Tuesday Advice – Every Tuesday *Land Line Now* talks with experts on trucking-related topics seeking advice for professional truckers, including taxes, finances, legal matters, health, equipment and more. **Regulatory Roundup** – OOIDA has its finger on the pulse of trucking regulations and every week its experts share their knowledge and perspective.

rates*

	10- second sponsorship	15-second ad	30-second ad
13 weeks	1,545	1,545	3,090
26 weeks	2,936	2,936	5,872
39 weeks	4,311	4,311	8,622
52 weeks	5,624	5,624	11,248

* Podcast and Bundle rates are based on a 13-week download average of 10,306/mo. and are subject to change.

For sales and more information contact:

Alex Gates
ADVERTISING DIRECTOR
alex_gates@landlinemag.com

Tim Kelly
ACCOUNT MANAGER
tim_kelly@landlinemag.com

800-444-5791

Our Readers

85%  say that *Land Line* is their favorite trucking publication. 

Land Line Magazine – with a circulation of more than 213,000 nationwide* – has the largest direct-mail circulation of any trucking industry publication. *Land Line* is delivered by mail to qualified recipients, with only 3,660 copies delivered in bulk to requesting truck stops.* Our readers are **53 percent owner-operators**, **19 percent small- and medium-size fleet owners**, 26 percent company drivers, and 2 percent other professionals affiliated with the industry.**

Land Line is the only trucking industry publication dedicated to not only sharpening the business skills of professional truck drivers, but also promoting their rights and advancing their special interests. It is published by the **Owner-Operator Independent Drivers Association (OOIDA)**. Since 1973, OOIDA has been an advocate for professional truckers through its interaction with state, provincial and federal governmental agencies, legislatures, courts, other associations and private businesses. Its goal is to advance an equitable environment for commercial drivers.

Of the **more than 213,000 recipients** of *Land Line*, **more than 158,000 are members of OOIDA**. The Association's dedication to the men and women of the trucking industry is reflected in every issue of *Land Line*.



Mailed directly to more than **213,000** professional small-business truckers.



The integrity and value of *Land Line Magazine* are demonstrated by the fact that **84 percent** of its readers rank it as their **favorite trucking publication** – more than 28 to 1 over the next preferred publication of like kind. And, 66 percent have read all four of the past four issues. Its popularity is undisputed. On average, 1.7 additional people read or look through every issue, extending the reach of *Land Line* to more than **460,000** individuals.**

Most of *Land Line's* readers – 75 percent – are married. Over half, 54 percent, have been professional drivers for more than 20 years. The average age is 57 years old. Most have access to the Internet.**

Land Line readers are responsible and successful business people. Keeping their trucks operating profitably requires good business decisions every single day. The editorial and advertising content featured in the pages of *Land Line* is regarded by readers as a major source of reliable information about their business and the industry.

Become familiar with *Land Line Magazine* and our publisher, OOIDA. Review our most recent publisher's reader survey. Understand our unique value and integrity, and it's easy to see why *Land Line* gets results.

*June 2017 AAM statement

**Publisher's February 2017 Reader Survey



2017 Reader Survey Results

February 14, 2017

Conducted by
The OOIDA Foundation, Inc.

Methodology

A survey sample of 1,500 *Land Line* readers were randomly selected from a publisher verified list of 211,845 *Land Line* subscribers, as of November 29, 2016.

Data was collected via a direct mail survey from December 15, 2016 to February 14, 2017. The survey closed for analysis with 263 useable responses. This meets the acceptable standards for a representative survey with a 95% confidence interval and a 6% margin of error. Due to decimal rounding, the total percentages for any one question will be within plus or minus 1%. Results are based on all received responses for any one question. Some questions have multiple responses, thus they will not equal 100%. Non-responses (blanks) are not shown.

About the OOIDA Foundation

The survey was conducted by, and this report prepared by, the OOIDA Foundation in accordance with accepted research standards and practices. A complete report containing all survey results was provided to *Land Line Magazine* and OOIDA.

The OOIDA Foundation is a research and safety foundation, and a subsidiary of the Owner-Operator Independent Drivers Association. Established in 1991, the OOIDA Foundation is dedicated to adding to the store of knowledge concerning the owner-operator segment of the trucking industry. The Foundation has performed many mail survey projects to assess trucker opinions and behaviors for governmental agencies and associated universities.

The OOIDA Foundation is a full-service mail survey research supplier offering professional services and data processing to ensure complete control over project quality, schedule, and integrity.

The OOIDA Foundation verifies and attests to the objectivity and integrity of all information contained in this report and the methodology applied in acquiring it.

1. I am a(n):
 - 53% Owner-Operator (1 truck)
 - 19% Small fleet owner (2+ trucks)
 - 21% Company driver
 - 7% Other
2. I am: 95% Male 5% Female
3. How many years have you been a professional driver?
 - 4% 0 to 2 years 6% 3 to 5 years
 - 9% 6 to 12 years 28% 13 to 20 years
 - 54% 21+ years
4. How much longer do you plan to keep trucking?
 - Average: 10 more years
5. Do you have a hazmat endorsement on your CDL?
 - 36% Yes 64% No
6. Counting all miles, when I figure my gross income, I earn:
 - 22% Less than \$0.90 cents a mile
 - 5% \$0.91 to \$0.99 cents a mile
 - 17% \$1.00 to \$1.24 a mile
 - 25% \$1.25 to \$1.75 a mile
 - 31% More than \$1.75 a mile
7. On average, how many nights are you *away* from home per month? Average: 12 nights per month
8. What is your average length of haul?
 - 12% Less than 100 miles 14% 100 - 200 miles
 - 31% 201 - 500 miles 27% 501 - 1000 miles
 - 17% 1001 - 2000 miles
9. Do you run in a dedicated fleet?
 - 26% Yes 74% No
10. Are you paid detention time?
 - 50% Yes 50% No
11. What, if any, maintenance problem has given you a breakdown or put you OOS in the past 12 months?
 - 27% Tires 23% Engine
 - 13% Brakes 14% Transmission
 - 9% Fuel System 8% Lights
 - 18% Emission System 3% Chassis
 - 4% Oil 5% Suspension
 - 16% Cooling System 14% Clutch
 - 12% Computer System 20% Other
12. All told, how many DOT reportable accidents have you had?
 - 73% 0 15% 1
 - 6% 2 3% 3
 - 2% 4 1% More than 4
13. Which mobile phone service do you use?
 - 5% T-Mobile 54% Verizon Wireless
 - 1% Consumer Cellular 5% US Cellular
 - 23% AT&T 6% Sprint PCS
 - 8% Other
14. I own a:
 - 78% Smartphone 35% Desktop computer
 - 54% Laptop computer 28% Regular Cell phone
 - 40% Tablet
15. What is the primary device you use for your trucking business?
 - 60% Smartphone 5% Tablet
 - 10% Laptop computer 8% Desktop computer
 - 19% Regular Cell phone
16. How much time do you spend on this device for business daily?
 - 34% Less than 30 mins 20% 30 mins – 1 hour
 - 28% 1 – 2 hours 6% 2 – 3 hours
 - 12% More than 3 hours
17. What is the primary device you use for accessing the internet (browsing, email, etc.)?
 - 50% Smartphone 6% Tablet
 - 21% Laptop computer 12% Desktop computer
 - 12% I don't use the internet
18. How much total time do you spend on the internet daily?
 - 31% Less than 30 mins 23% 30 mins – 1 hour
 - 32% 1 – 2 hours 5% 2 – 3 hours
 - 9% More than 3 hours
19. How much of your internet time is spent on business?
 - 8% All of it 28% Most of it
 - 26% Half of it 26% Very little
 - 13% None
20. I access the internet for:
 - 88% E-mail 74% Weather
 - 10% Daily logs 35% Finding loads
 - 17% Music 9% Football games
 - 3% Baseball games 6% NASCAR
 - 6% Other sports 33% News/research
 - 9% Offers & discounts 41% Facebook
 - 2% Twitter 3% Instagram
 - 3% LinkedIn 32% YouTube
 - 1% Hulu 6% Netflix
 - 2% Skype 12% GooglePlus
 - 5% Movies 8% Gaming
 - 8% Other entertainment
21. I access the internet:
 - 8% On the road
 - 22% At home
 - 62% At home and on the road
 - 9% I don't use the internet
22. I have the following internet access:
 - 15% Broadband 22% Hot Spot
 - 14% DSL 60% Wi-Fi
 - 54% Cellular phone access 9% Cellular wireless card
 - 6% No internet access
23. Which trucking industry websites do you regularly visit?
 - 56% OOIDA.com 1% Etrucker.com
 - 27% LandLineMag.com 5% Roadking.com
 - 17% LandLineNow.com 6% Truckinginfo.com
 - 19% OverdriveOnline.com 1% Layover.com
 - 18% TheTrucker.com 13% Truckernews.com
 - 3% ttnews.com 4% Truckdriver.com
 - 25% Other
24. I use:
 - 9% Route planning software
 - 65% A GPS routing device
 - 61% A standard trucking road atlas
 - 39% GPS phone application

25. When it comes to satellite radio I:
- 9% Want it
 - 49% Have it
 - 15% Used to have it
 - 28% Not interested
26. Do you listen to the Land Line Now radio show on Sirius XM Satellite Radio channel 146?
- 62% Yes
 - 38% No
27. What make engine do you have?
- 32% Caterpillar
 - 33% Cummins
 - 6% Volvo
 - 3% Mercedes
 - 34% Detroit Diesel
 - 6% Mack
 - 5% International
28. Does your truck engine require DEF?
- 32% Yes
 - 68% No
29. What kind of transmission is in your truck?
- 2% 6 speed
 - 31% 10 speed
 - 4% 15 speed
 - 18% Automatic
 - 4% 9 speed
 - 33% 13 speed
 - 21% 18 speed
 - 2% Other
30. How old is your truck?
- 12% 1 year or less
 - 9% 3 years
 - 5% 5 years
 - 4% 7 years
 - 8% 9 years
 - 8% 2 years
 - 4% 4 years
 - 4% 6 years
 - 5% 8 years
 - 52% 10 years or more
31. I plan on making a truck purchase in the next:
- 13% 12 months
 - 6% 36 months
 - 75% I do not plan to buy a truck
 - 6% 24 months
32. If you plan to buy a truck, it will be a:
- 12% New truck
 - 14% Glider
 - 53% Used truck
 - 21% Not sure
33. If you purchase a truck, its style will be:
- 28% Aerodynamic
 - 7% Day cab
 - 54% Conventional, long nose
 - 4% Cab Over
 - 7% Other
34. If you plan on buying a truck, it will be a:
- 6% Mack
 - 42% Kenworth
 - 11% Western Star
 - 14% International
 - 17% Volvo
 - 50% Peterbilt
 - 36% Freightliner
 - 13% Uncertain
35. Regarding alternatives to idling, I use a(n):
- 24% APU
 - 4% Shore Power
 - 6% Other
 - 8% Gen Set
 - 13% Power Inverter
 - 56% Do not use
36. In my truck, I have:
- 41% Microwave
 - 6% Electric grill
 - 7% Toaster
 - 8% Crock pot
 - 48% Television
 - 18% Printer/fax
 - 19% An EOBR/ELD
 - 38% VCR or DVD player
 - 59% Refrigerator
 - 22% Coffee maker
 - 5% Toaster oven
 - 24% Cooler
 - 11% Anti-theft device
 - 28% DashCam
 - 6% Other
37. What fuel/oil additives do you use?
- 40% Lucas Oil (fuel)
 - 37% Howes (fuel)
 - 26% Power Service
 - 1% XP3
 - 3% MotorKote (fuel)
 - 1% RBP
 - 2% SeaFoam
 - 1% Rislone (fuel)
 - 12% Diesel Power
 - 39% Lucas Oil (oil)
 - 2% Howes (oil)
 - 1% AmsOil (fuel)
 - 8% FPPF
 - 4% MotorKote (oil)
 - 1% Royal Purple
 - 3% Fleetguard (fuel)
 - 1% Rislone (oil)
 - 4% Hot Shot's Secret
38. Regarding marriage:
- 75% I am married
 - 12% I am divorced
 - 11% I am not married
 - 3% I am widowed
39. I am 57 years old. (Average from responses)
40. My ethnic background is:
- 86% Caucasian
 - 3% Hispanic
 - 1% American Indian
 - 2% Other
 - 7% African-American
 - 1% Asian-American
 - 1% Eastern-European
41. Which of the following OOIDA services and/or products have you taken advantage of or inquired about in the past 12 months?
- 16% Member discounts and rebates
 - 24% Truck insurance
 - 9% Permits & licensing
 - 12% Drug/alcohol testing
 - 4% IFTA tax filing
 - 4% Compliance assistance
 - 4% Medical benefits
 - 3% Fuel card
 - 3% Authority application
 - 5% Member load board
 - 57% None
42. Do you have Affordable Care Act qualified medical coverage for yourself/your family?
- 39% Yes, I pay for it
 - 39% No
 - 10% Yes, my employer provides it
 - 13% Yes, it is my spouse's coverage
43. Do you regularly contribute to a formal retirement plan besides social security (like a 401k or an IRA)?
- 41% Yes
 - 59% No
44. Where do you receive most information regarding government/politics?
- 25% Land Line/Land Line Now
 - 26% TV
 - 22% Radio
 - 2% Newspapers
 - 3% Magazines
 - 16% Websites
 - 1% Blogs
 - 1% Colleagues
 - 6% Friends/family
45. I own a:
- 26% Motorcycle
 - 72% Pickup Truck
 - 60% Automobile
 - 15% RV/Motor home
 - 24% Diesel Pickup
 - 17% Boat
 - 22% SUV
 - 2% Airplane
 - 17% ATV
 - 18% Diesel Farm Eqpt.
46. How many of the last four issues of *Land Line Magazine* have you read or looked through?
- 66% 4 of 4
 - 9% 2 of 4
 - 8% None
 - 11% 3 of 4
 - 7% 1 of 4

47. On average, how much total time do you spend reading each issue of *Land Line*?
- | | |
|-----------------|----------------------|
| 57% 1 hour | 13% 1 – 2 hours |
| 27% 2 – 3 hours | 3% More than 3 hours |
48. Where do you read *Land Line*?
- | | |
|-----------------|--------------------|
| 15% On the road | 66% At home/office |
| 19% Both | |
49. What would you prefer?
- | |
|---|
| 94% To receive <i>Land Line</i> in the mail like I do now |
| 4% To pick up <i>Land Line</i> at a truck stop |
| 2% Both |
50. Would you prefer to read a digital version of *Land Line* or a hard copy of the magazine?
- | | |
|------------|---------------|
| 5% Digital | 82% Hard copy |
| 13% Both | |
51. How many people (besides you) usually read or look through your copy of *Land Line*?
- | | |
|--------------|-------|
| 3% 5 or more | 2% 4 |
| 12% 3 | 17% 2 |
| 27% 1 | 40% 0 |
52. What trucking magazines other than *Land Line* do you read or look through?
- | | |
|--------------------------------------|--------------------------------|
| 37% <i>Overdrive</i> | 17% <i>Road King</i> |
| 23% <i>The Trucker</i> | 13% <i>Transport Topics</i> |
| 11% <i>Movin' Out</i> | 16% <i>Heavy Duty Trucking</i> |
| 3% <i>Other</i> | 33% <i>None</i> |
| 9% <i>Commercial Carrier Journal</i> | |
53. Which is your *favorite* trucking publication?
- | | |
|--------------------------------------|-------------------------------|
| 85% <i>Land Line</i> | 3% <i>Overdrive</i> |
| 3% <i>The Trucker</i> | 2% <i>Heavy Duty Trucking</i> |
| 1% <i>Road King</i> | 1% <i>Movin' Out</i> |
| 2% <i>Transport Topics</i> | 3% <i>Other</i> |
| 2% <i>Commercial Carrier Journal</i> | |
54. In the past 12 months, what actions have you taken as a result of seeing ads in *Land Line*?
- | |
|--|
| 11% Purchased/ordered a product or service |
| 9% Contacted advertiser/dealer in some way |
| 4% Used reader inquiry card |
| 29% Visited ad website |
| 16% Saved ad to refer to later |
| 20% Passed ad along to others |
| 7% Taken advantage of OOIDA member discounts or rebates offered by advertisers |
| 48% None |
55. How do you rate *Land Line* articles?
- | |
|--|
| 31% The best of any trucking publication |
| 59% Good overall |
| 9% Average |
56. How long do you save back issues of *Land Line*?
- | | |
|-----------------------------|----------------|
| 33% 1 year | 8% 2 years |
| 5% 3 years | 1% 4 years |
| 6% 5+ years | 28% Don't save |
| 19% Donate/leave for others | |

QUESTIONS FOR COMPANY DRIVERS ONLY

- CD 1.** How are you paid for your time driving?
- | | |
|-----------------------------|-----------|
| 39% Mile | 35% Hour |
| 12% Load | 4% Salary |
| 10% Percentage of Line Haul | |
- CD 2.** If paid by the mile, what is the length of your average haul?
- | | |
|------------------|-------------------|
| 5% 151 – 250 mi. | 37% 251 – 500 mi. |
| 58% Over 500 mi. | |
- CD 3.** By the mile, my pay is:
- | |
|----------------------------|
| 10% Less than \$.30 a mile |
| 5% \$.31 to \$.35 a mile |
| 30% \$.36 to \$.40 a mile |
| 10% \$.41 to \$.45 a mile |
| 15% \$.46 to \$.50 a mile |
| 30% More than \$.51 a mile |
- CD 4.** If paid by the hour, my wage is:
- | |
|--------------------------|
| 6% \$11 to \$15 an hour |
| 33% \$16 to \$20 an hour |
| 50% \$21 to \$25 an hour |
| 11% \$26 to \$30 an hour |
- CD 5.** My taxable income from trucking per year is:
- | | |
|-------------------|-------------------|
| 8% \$15K – \$20K | 6% \$21K – \$25K |
| 4% \$26K – \$30K | 10% \$31K – \$35K |
| 20% \$36K – \$40K | 53% Other |
- CD 6.** How old were you when you began driving a CMV?
- Average: 24 years old
- CD 7.** Have you ever been an Owner-Operator?
- | | |
|---------|--------|
| 42% Yes | 58% No |
|---------|--------|
- CD 8.** Do you plan on becoming an Owner-Operator?
- | | |
|---------|--------|
| 13% Yes | 87% No |
|---------|--------|
- CD 9.** What make truck do you usually drive?
- | | |
|-------------------|------------------|
| 5% Mack | 10% Volvo |
| 19% Kenworth | 21% Peterbilt |
| 2% Sterling | 31% Freightliner |
| 10% International | 2% Other |
- CD 10.** Does your company have your truck on a maintenance schedule?
- | | |
|---------|-------|
| 98% Yes | 2% No |
|---------|-------|
- CD 11.** Does your company have a retirement plan?
- | | |
|---------|--------|
| 57% Yes | 43% No |
|---------|--------|
- CD 12.** How many years have you been with your present employer?
- | | |
|----------------|---------------|
| 15% 0-1 Year | 16% 2-3 Years |
| 9% 4-5 Years | 6% 6-7 Years |
| 15% 8-10 Years | 40% 11+ Years |

QUESTIONS FOR OWNER OPERATORS & SMALL FLEET OWNERS ONLY

- OO 1.** Do you have your own authority?
 49% Yes 51% No
- OO 2.** When it comes to minor repairs and maintenance to my truck, engine and trailer, I:
 74% Do it myself
 31% Go to a dealership
 21% Go to a truck stop
 51% Go to an independent repair shop
 4% Go to a franchise repair shop
- OO 3.** I have 1 truck and 1 trailer. (Average from responses)
- OO 4.** I bought my:
Truck(s) 26% New 65% Used 9% Both
Trailer(s) 31% New 52% Used 18% Both
- OO 5.** If you own your own truck, what make is it?
 8% International (Navistar)
 8% Mack 28% Freightliner
 9% Volvo 24% Kenworth
 32% Peterbilt 4% Western Star
 1% Sterling 6% Other
- OO 6.** If you own a truck, how many years have you owned it?
 26% 0-2 years 21% 7-10 years
 18% 2-3 years 12% 11-15 years
 19% 4-6 years 18% 15+ years
- OO 7.** Have you ever lease-purchased a truck through a carrier?
 15% Yes 85% No
- OO 8.** If yes, did you obtain the title?
 60% Yes 40% No
- OO 9.** Are you currently on a lease-purchase with a carrier?
 4% Yes 96% No
- OO 10.** What kind of trailer do you own?
 15% Step Deck 33% Flatbed/Platform
 23% Reefer 23% Van
 14% Dump 11% Low Boy
 14% Grain 4% Tanker
 2% Livestock 1% HHG van
 3% Auto transport 10% Other
- OO 11.** If reefer, what is your refrigeration unit?
 68% Thermo King
 32% Carrier
- OO 12.** If you own your own trailer, what make is it?
 7% Wilson 9% Wabash 19% Utility
 9% Transcraft 13% Timpte 8% Reitnour
 2% Ravens 18% Great Dane 6% Fruehauf
 3% Dorsey 3% Doonan 1% Hyundai
 4% Fontaine 36% Other
- OO 13.** Is your trailer a spread axle?
 40% Yes 60% No
- OO 14.** Is your trailer equipped with aerodynamic technology?
 9% Side skirts 3% Nose Cone
 2% Airtabs 1% Under tray system
 87% None of the above
- OO 15.** I plan on buying a trailer in the next:
 72% I have no plans 5% 24 Months
 17% 12 Months 6% 36 Months
- OO 16.** If you plan on buying a trailer it will be:
 40% New trailer 60% Used trailer
- OO 17.** If you plan on buying a trailer, what kind will it be?
 11% Flatbed 24% Dry Van
 13% Reefer 8% Grain/Hopper
- OO 18.** What brand of oil do you use?
 48% Shell Rotella T 32% Mobil Delvac
 2% Pennzoil 1% Texaco Ursa
 2% Mystik 3% Castrol
 12% Chevron Delo 3% Lucas
 10% Other
- OO 19.** What brand of tire do you use?
 44% Michelin 19% Goodyear
 31% Bridgestone 12% Toyo
 19% Firestone 19% Yokohama
 10% Hankook 14% Continental
 18% B.F. Goodrich 7% Dunlop
 5% Kelly Springfield 8% Other
- OO 20.** Regarding tires, I use
 13% Super singles
 67% Standard
 26% Low rolling resistance
 11% Retreads-drive
 11% Retreads-trailer
- OO 21.** Regarding wheels, I use:

Tractor	Trailer
14% Steel	27% Steel
83% Aluminum	72% Aluminum
3% Chrome	2% Chrome
- OO 22.** Regarding brakes, I use:

Disc	Drum
95% Steer	90% Steer
58% Drive 1	85% Drive 1
50% Drive 2	87% Drive 2
28% Trailer	72% Trailer
- OO 23.** Do you carry additional tow coverage in the event of an accident?
 41% Yes 59% No
- OO 24.** Regarding my truck:
 94% I own (bought) it
 5% It is a lease purchase
 1% I lease it

QUESTIONS FOR OWNER OPERATORS & SMALL FLEET OWNERS ONLY (cont'd)

OO 25. At what age did you become an Owner-Operator?
Average: 34 years old

OO 26. Do you use an online load board to find loads?
38% Yes 62% No

OO 27. What load board(s) do you use?

15% MyMembersEdge	20% GetLoaded
2% Trulos	38% Truckstop
35% DAT	9% UShip
8% FreeFreightSearch	6% TruckersEdge
8% DirectFreight	11% FreightFinder
9% TruckerPath	20% Other

OO 28. Do you download and use apps and software?
58% Yes 43% No

OO 29. I use apps and software for:

75% Maps/routing	51% Finding fuel
10% Diet/Health	5% HOS logs
15% Maintenance	10% Coupons
60% Truck stops	19% Communication
24% Entertainment	14% Gaming
44% Weigh stations	4% Tracking per diem
11% Regulatory compliance	
8% Tracking revenue/expenses	

OO 30. Do you ever deliver/pick up loads in:

Canada	Mexico
13% Yes	1% Yes
87% No	99% No

Land Line Magazine Reader Profile

Preference

When asked to rank their favorite trucking industry magazine, respondents selected *Land Line* as their number one choice 23 to 1 over the nearest competing direct mailed magazine (Question 53).

Usefulness

Land Line subscribers gave a 100% approval rating for the magazine's content, verifying its value and usefulness (Question 55).

Engagement

57% of recipients spend 1 hour reading each issue of *Land Line*, with 13% spending 1-2 hours, 27% 2-3 hours and 3% more than 3 hours (Question 47).

Portability

19% of the respondents said they took *Land Line* with them in the truck and read *Land Line* at home/office. 15% read *Land Line* on the road, and 66% read it at home/office (Question 48).

Regularity of Readership

66% of *Land Line* recipients have read all 4 of the last 4 issues and 11% have read 3 of the last 4 (Question 46).

Pass-Along

Land Line also receives a high degree of pass-along readership. 61% report that at least one other person reads or looks at their copies of the publication. On average, recipients pass their copies of *Land Line* along to 2.2 additional people. This pass-along figure extends the reach of *Land Line* to over 265,227 more readers for a total more than 480,859* (Question 51).

*Based on the June 2016 AAM audit statement.

Contact Us:

Land Line Magazine Advertising
1 NW OOIDA Drive
Grain Valley, MO 64029
(816) 229-5791
1-800-444-5791
Fax: (816) 443-2227



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LAND LINE MAGAZINE
 Grain Valley, Missouri 64029

AUDIT REPORT
Magazine

Annual Frequency: 9 times/year
 Published by Owner Operator Services

Field Served: LAND LINE serves the trucking industry and others allied to the field.

Definition of List Source Recipients: Owner/Operators owning 1 to 3 trucks, fleet owners owning 4 or more trucks, company drivers and others allied to the field

Method of Circulation for Analyzed Nonpaid Circulation: List Source copies are mailed via USPS to individual recipients. Nonpaid Bulk copies are shipped in bulk to designated locations and made available for pickup.

AVERAGE CIRCULATION FOR 12 MONTHS ENDED JUNE 30, 2017:

TOTAL AVERAGE CIRCULATION

	Audited Circulation	Publisher's Statement Claim	Difference	% of Difference
Paid, Verified & Analyzed Nonpaid Circulation:				
Subscriptions:				
Paid				
Verified	168,711	168,711		
Total Paid & Verified Subscriptions	168,711	168,711		
Single Copy Sales				
Total Paid & Verified Circulation	168,711	168,711		
Total Analyzed Nonpaid Circulation	45,735	45,735		
Total Paid, Verified & Analyzed Nonpaid Circulation	214,446	214,446		
Rate Base:		None Claimed		
Variance to Rate Base				

PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$3.50		
Subscription	\$32.00		
Average Subscription Price Annualized			
Average Subscription Price per Copy			

(1) For the Report period

(2) See Notes.

TOTAL CIRCULATION BY ISSUE

	Total Paid, Verified and Analyzed Nonpaid											
	Audited Circulation	Publisher's Statement Claim	Difference	%								
2016 Issue												
Jul	215,264	215,264										
Aug/Sep	214,167	214,167										
Oct	215,406	215,406										
Nov	216,810	216,810										
Dec/Jan	216,118	216,118										
2017 Issue												
Feb	210,425	210,425										
Mar/Apr	212,314	212,314										
May	214,553	214,553										
Jun	214,959	214,959										
Average	214,446	214,446										
	Total Paid and Verified Circulation											
	Audited Circulation	Publisher's Statement Claim	Difference	%								
2016 Issue												
Jul	170,004	170,004										
Aug/Sep	168,875	168,875										
Oct	168,946	168,946										
Nov	169,439	169,439										
Dec/Jan	168,755	168,755										
2017 Issue												
Feb	166,327	166,327										
Mar/Apr	167,555	167,555										
May	168,741	168,741										
Jun	169,759	169,759										
Average	168,711	168,711										
	Total Paid and Verified Subscriptions				Paid Subscriptions				Verified Subscriptions			
	Audited Circulation	Publisher's Statement Claim	Difference	%	Audited Circulation	Publisher's Statement Claim	Difference	%	Audited Circulation	Publisher's Statement Claim	Difference	%
2016 Issue												
Jul	170,004	170,004							170,004	170,004		
Aug/Sep	168,875	168,875							168,875	168,875		
Oct	168,946	168,946							168,946	168,946		
Nov	169,439	169,439							169,439	169,439		
Dec/Jan	168,755	168,755							168,755	168,755		
2017 Issue												
Feb	166,327	166,327							166,327	166,327		
Mar/Apr	167,555	167,555							167,555	167,555		
May	168,741	168,741							168,741	168,741		
Jun	169,759	169,759							169,759	169,759		
Average	168,711	168,711							168,711	168,711		
	Single Copy Sales				Analyzed Nonpaid							
	Audited Circulation	Publisher's Statement Claim	Difference	%	Audited Circulation	Publisher's Statement Claim	Difference	%				
2016 Issue												
Jul					45,260	45,260						
Aug/Sep					45,292	45,292						
Oct					46,460	46,460						
Nov					47,371	47,371						
Dec/Jan					47,363	47,363						
2017 Issue												
Feb					44,098	44,098						
Mar/Apr					44,759	44,759						
May					45,812	45,812						
Jun					45,200	45,200						
Average					45,735	45,735						

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

The following averages, as reported below, are included in Total Average Circulation and annotated here per applicable rules. See Notes.

	Audited Circulation	Publisher's Statement Claim	Difference	% of Difference
PAID SUBSCRIPTIONS				
TOTAL PAID SUBSCRIPTIONS				
VERIFIED SUBSCRIPTIONS				
Individual Use	168,711	168,711		
TOTAL VERIFIED SUBSCRIPTIONS	168,711	168,711		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	168,711	168,711		
SINGLE COPY SALES				
TOTAL SINGLE COPY SALES				
TOTAL PAID & VERIFIED CIRCULATION	168,711	168,711		
ANALYZED NONPAID				
List Source	42,137	42,137		
Nonpaid Bulk	3,598	3,598		
TOTAL ANALYZED NONPAID	45,735	45,735		
TOTAL PAID, VERIFIED & ANALYZED NONPAID	214,446	214,446		

*Included in Average Price calculation

ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the report period to the following individuals:

Verified Subscription:	Individually Requested	Individual Use Other	Total Individual Use Copies
Individual Use	168,711		168,711

AUDIT STATEMENT

There was no adjustment made in the average paid, verified and analyzed nonpaid circulation as shown in the Publisher's Statements for the period audited.

NOTES

List Source: Copies served to names obtained from these nonpaid lists: the online database of the Federal Motor Carrier Safety Administration (FMCSA).

Nonpaid Bulk: Copies available for pickup at designated locations.

Miscellaneous: This publication reports no paid subscription circulation; therefore no average subscription price calculation is made.

Average Nonanalyzed Nonpaid: Average nonanalyzed nonpaid circulation for the period was: 10,754

FOR ADDITIONAL DATA PLEASE REFER TO WWW.AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

To Members of the Alliance for Audited Media:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with AAM's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average circulation.

Alliance for Audited Media



***Representing the interests of
professional truckers since 1973.***