

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.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.



Bobit Business Media
3520 Challenger Street
Torrance, CA 90503
Tel. No.: (310) 533-2518
Fax No.: (310) 533-2503
www.fi-magazine.com

Official Publication of: None
Established: 1998
Issues Per Year: 12



FIELD SERVED

F&I and SHOWROOM serves New Car and/or Truck Dealers. Also served are Used Car and/or Truck Dealers, Captive (Factory), Independent F & I Suppliers, Independent F & I Agents and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include Dealership Principals, Owners, F&I Managers, Financial Directors, Vice Presidents, General Managers, Business Managers, Operations Managers, and other titled personnel in the field served.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	548
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	1,211
TOTAL	1,759

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	20,500	100.0	20,500	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,500	100.0	20,500	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD						
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified
July _____	2,935	2,935	19,053	316	1,131	20,500
August _____	233	233	18,967	349	1,184	20,500
September _____	74	74	18,940	364	1,196	20,500
October _____	94	94	18,889	388	1,223	20,500
November _____	1,039	1,039	18,708	362	1,430	20,500
December _____	67	67	18,676	341	1,483	20,500
TOTAL	4,442	4,442				

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 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	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Dealership Principals/ Owners	F&I Manager or Financial Director	Vice President/ General Manager	Business or Operations Manager	Others related to the trade
New Car and/or Truck Dealers_____	18,072	88.2	16,770	73	1,229	9,541	3,237	3,918	1,117	259
Used Car and/or Truck Dealers _	1,684	8.2	1,473	10	201	993	369	199	87	36
Captive (Factory) & Independent F & I Suppliers_____	213	1.0	126	87	-	34	40	33	34	72
Independent F & I Agents _____	213	1.0	141	72	-	77	46	21	29	40
Others related to the field_____	318	1.6	198	120	-	84	46	47	43	98
TOTAL QUALIFIED CIRCULATION	20,500	100.0	18,708	362	1,430	10,729	3,738	4,218	1,310	505
PERCENT	100.0		91.2	1.8	7.0	52.3	18.2	20.6	6.4	2.5

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011								
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
	1 Year	2 Years	3 Years					
I. Direct Request: _____	9,201	3,952	-	11,366	362	1,425	13,153	64.1
II. Request from recipient's company: _____	10	5	-	15	-	-	15	0.1
III. Membership Benefit: _____	-	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	7,332	-	-	7,327	-	5	7,332	35.8
Association rosters and directories _____	-	-	-	-	-	-	-	-
*Business directories _____	7,332	-	-	7,327	-	5	7,332	35.8
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,543	3,957	-	18,708	362	1,430	20,500	100.0
PERCENT	80.7	19.3	-	91.2	1.8	7.0	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011					
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
Individuals by name and title and/or function _____	18,697	362	1,430	20,489	100.0
Individuals by name only _____	1	-	-	1	-
Titles or functions only _____	6	-	-	6	-
Company names only _____	4	-	-	4	-
Multi-Copy Same Addressee copies _____	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,708	362	1,430	20,500	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011											
State	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent	State	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
Maine _____	119	-	10	129		Kentucky _____	305	4	25	334	
New Hampshire _____	124	1	12	137		Tennessee _____	380	7	36	423	
Vermont _____	68	1	4	73		Alabama _____	336	2	21	359	
Massachusetts _____	322	2	31	355		Mississippi _____	192	1	10	203	
Rhode Island _____	47	-	3	50		EAST SO. CENTRAL	1,213	14	92	1,319	6.4
Connecticut _____	225	5	20	250		Arkansas _____	219	1	8	228	
NEW ENGLAND	905	9	80	994	4.8	Louisiana _____	255	1	17	273	
New York _____	1,030	14	65	1,109		Oklahoma _____	273	-	26	299	
New Jersey _____	495	7	27	529		Texas _____	1,395	23	105	1,523	
Pennsylvania _____	974	21	68	1,063		WEST SO. CENTRAL	2,142	25	156	2,323	11.3
MIDDLE ATLANTIC	2,499	42	160	2,701	13.2	Montana _____	119	-	7	126	
Ohio _____	791	16	62	869		Idaho _____	89	-	11	100	
Indiana _____	463	7	46	516		Wyoming _____	70	1	2	73	
Illinois _____	838	14	74	926		Colorado _____	281	5	11	297	
Michigan _____	686	17	57	760		New Mexico _____	113	1	8	122	
Wisconsin _____	466	10	56	532		Arizona _____	258	6	22	286	
EAST NO. CENTRAL	3,244	64	295	3,603	17.6	Utah _____	169	2	9	180	
Minnesota _____	350	6	29	385		Nevada _____	96	1	3	100	
Iowa _____	276	2	37	315		MOUNTAIN	1,195	16	73	1,284	6.3
Missouri _____	441	4	34	479		Alaska _____	34	-	-	34	
North Dakota _____	92	-	8	100		Washington _____	342	4	24	370	
South Dakota _____	89	3	9	101		Oregon _____	222	5	18	245	
Nebraska _____	184	2	12	198		California _____	1,526	34	90	1,650	
Kansas _____	218	3	22	243		Hawaii _____	63	-	6	69	
WEST NO. CENTRAL	1,650	20	151	1,821	8.9	PACIFIC	2,187	43	138	2,368	11.6
Delaware _____	64	1	4	69		UNITED STATES	18,703	287	1,425	20,415	99.6
Maryland _____	324	3	27	354		U.S. Territories _____	5	-	5	10	
Washington, DC _____	2	-	-	2		Canada _____	-	46	-	46	
Virginia _____	488	9	36	533		Mexico _____	-	-	-	-	
West Virginia _____	150	3	12	165		Other International _____	-	29	-	29	
North Carolina _____	686	10	48	744		APO/FPO _____	-	-	-	-	
South Carolina _____	322	2	27	351		TOTAL QUALIFIED CIRCULATION	18,708	362	1,430	20,500	100.0
Georgia _____	549	7	42	598							
Florida _____	1,083	19	84	1,186							
SOUTH ATLANTIC	3,668	54	280	4,002	19.5						

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	January-June 2009	July-December 2009	January-June 2010	July-December 2010	January - June 2011*	July-December 2011*
Total Audit Average Qualified: _____	21,691	21,000	20,500	20,500	20,500	20,500
Qualified Non-Paid: ____	21,690	20,999	20,499	20,500	20,500	20,500
Print Version Only ____	21,690	20,999	20,064	19,667	19,544	18,872
Digital Version Only ____	-	-	435	380	196	353
Both Print & Digital Version _____	-	-	-	453	760	1,275
Qualified Paid: _____	1	1	1	-	-	-
Print Version Only ____	1	1	1	-	-	-
Digital Version Only ____	-	-	-	-	-	-
Both Print & Digital Version _____	-	-	-	-	-	-
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 – December 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**METHOD OF DISTRIBUTION**

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM

Replica - Editorial and design are unchanged from the original print edition.

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 7,332 copies or 35.8%, including Polk.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid=	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	18,872	100.0	18,872	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,872	100.0	18,872	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	353	100.0	353	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	353	100.0	353	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - BOTH PRINT & DIGITAL VERSION

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	1,275	100.0	1,275	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,275	100.0	1,275	100.0	-	-

PUBLISHER'S AFFIDAVIT

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

David M. Gesualdo, Publisher

Tony Napoleone, Senior Audience Marketing 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 January 13, 2012

State California

County Los Angeles

Received by BPA Worldwide January 13, 2012

Type PD

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