



ANNUAL AUDIT REPORT
 JANUARY 1, 2014 – DECEMBER 31, 2014

Power

EQUIPMENT TRADE

Established 1952
 Issues Per Year: 10
 Issues This Report: 10

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PUBLICATION DESCRIPTION

Published 10 times per year, *POWER EQUIPMENT TRADE* maintains a large dealer circulation by covering the latest trends and developments in dealer business management and operations, while also covering the latest power equipment products and technologies for dealers to showcase.

FIELD SERVED/DEFINITION OF RECIPIENT QUALIFICATION

POWER EQUIPMENT TRADE serves outdoor power equipment retailers, hardware/home centers/multi-dept. retailers, wholesalers, distributors, jobbers, power equipment manufacturers and others allied to the field.

Qualified recipients are owners, partners, presidents, CEOs, CFOs, vice presidents, finance officers, purchasing managers/supervisors and buyers; sales managers, service managers, parts managers mechanics; other titled and non-titled personnel and company addressed copies.

AVERAGE CIRCULATION: JANUARY 1, 2014 - DECEMBER 31, 2014

QUALIFIED CIRCULATION	Non-Paid	Paid	Total
Individual Subscription	11,568	27	11,595
Association/Group/Directory Lists	6,672	-	6,672
Rotated	163	-	163
Bulk Distribution	38	-	38
Single Copy Sales	-	-	-
TOTAL QUALIFIED CIRCULATION	18,441	27	18,468

NON-QUALIFIED CIRCULATION	Non-Paid	Paid	Total
Advertiser/Agency	234	-	234
Sales/File/Office/Return/Other	658	-	658
Trade Show/Convention/Special Event	130	-	130
TOTAL NON-QUALIFIED CIRCULATION	1,022	-	1,022

TOTAL PRINTED	19,490
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Please see the following pages for Recipient Classification, Subscription Source, Recency of Renewal, Geographical Distribution, Business/Industry and Job Title Classification, Qualified Circulation by Issue, Explanation, Audit of Internal Records, and Affidavit.

RECIPIENT CLASSIFICATION

RECIPIENT	Non-Paid	Paid	Total	Percent
Individual by Name and Title and/or Company	17,013	19	17,032	96.9%
Individual by Name Only	1	2	3	-
Title Only	-	-	-	-
Company Name Only	488	4	492	2.8%
Bulk Distribution	48	-	48	0.3%
Total Qualified Circulation	17,550	25	17,575	100.0%
Non-Qualified Circulation	725	-	725	
TOTAL PRINTED			18,300	

SUBSCRIPTION SOURCE AND RECENCY OF RENEWAL

RECIPIENT	Non-Paid	Paid	Renewed, Requested, or Updated Within				Total	Percent
			1 Year	2 Years	3 Years	3+ Years		
Direct Request from the Recipient	11,469	18	6,028	5,459	-	N/A	11,487	65.4%
Request from Recipient's Company	68	7	60	15	-	N/A	75	0.4%
Association/Group/Directory Lists	5,965	-	5,965	-	-	N/A	5,965	33.9%
Bulk Distribution	48	-	N/A	N/A	N/A	N/A	48	0.3%
Total Qualified Circulation	17,550	25	12,053	5,474	-	-	17,575	100.0%
Non-Qualified Circulation	725	-					725	
							18,300	

U.S. GEOGRAPHICAL DISTRIBUTION

REGION	Non-Paid	Paid	Total	Percent	REGION	Non-Paid	Paid	Total	Percent
Maine	141	-	141	0.8%	Kentucky	343	-	343	2.0%
New Hampshire	132	-	132	0.8%	Tennessee	433	-	433	2.5%
Vermont	120	-	120	0.7%	Alabama	373	-	373	2.1%
Massachusetts	345	-	345	2.0%	Mississippi	227	-	227	1.3%
Rhode Island	37	-	37	0.2%	E. S. Central	1,376	-	1,376	7.8%
Connecticut	224	-	224	1.3%	Arkansas	220	-	220	1.3%
New England	999	-	999	5.7%	Louisiana	308	-	308	1.8%
New York	852	1	853	4.9%	Oklahoma	217	-	217	1.2%
New Jersey	321	1	322	1.8%	Texas	830	-	830	4.7%
Pennsylvania	1,038	2	1,040	5.9%	W. S. Central	1,575	-	1,575	9.0%
Mid Atlantic	2,211	4	2,215	12.6%	Montana	82	-	82	0.5%
Delaware	66	-	66	0.4%	Idaho	122	-	122	0.7%
Maryland	248	-	248	1.4%	Wyoming	44	-	44	0.3%
D.C.	3	-	3	-	Colorado	186	-	186	1.1%
Virginia	442	-	442	2.5%	New Mexico	63	-	63	0.4%
West Virginia	159	-	159	0.9%	Arizona	145	-	145	0.8%
North Carolina	672	-	672	3.8%	Utah	104	1	105	0.6%
South Carolina	288	1	289	1.6%	Nevada	35	-	35	0.2%
Georgia	589	-	589	3.4%	Mountain	781	1	782	4.4%
Florida	902	1	903	5.1%	Alaska	27	-	27	0.2%
S. Atlantic	3,369	2	3,371	19.2%	Washington	248	-	248	1.4%
Ohio	993	-	993	5.7%	Oregon	244	-	244	1.4%
Indiana	667	-	667	3.8%	California	822	-	822	4.7%
Illinois	776	-	776	4.4%	Hawaii	34	-	34	0.2%
Michigan	694	-	694	3.9%	Pacific	1,375	-	1,375	7.8%
Wisconsin	605	-	605	3.4%	U.S. Territories	3	-	3	-
E. N. Central	3,735	-	3,735	21.3%	U.S. Total	17,550	7	17,557	99.9%
Minnesota	561	-	561	3.2%	Canada	-	3	3	-
Iowa	455	-	455	2.6%	Foreign	-	15	15	0.1%
Missouri	418	-	418	2.4%	Foreign Total	-	18	18	0.1%
North Dakota	60	-	60	0.3%					
South Dakota	102	-	102	0.6%					
Nebraska	236	-	236	1.3%	Total Qualified	17,550	25	17,575	100.0%
Kansas	294	-	294	1.7%	Total Non-Qualified	725	-	725	
W. N. Central	2,126	-	2,126	12.1%	TOTAL PRINTED			18,300	

BUSINESS/INDUSTRY AND JOB TITLE CLASSIFICATION

PRIMARY BUSINESS	Non-Paid	Paid	Performs Service/Repair	Supervisory Technical					Total	Percent
				Corp.	Operations	Personnel	Support	Other		
1. Power Equipment Retailer										
a. Lawn/Garden Equipment Retailer	11,364	-	7,647	9,056	1,419	15	196	678	11,364	64.7%
b. Both Lawn/Garden & PowerSports Equipment	578	-	468	452	90	1	18	17	578	3.3%
c. Parts/Sharpening Service	2,496	-	1,970	2,266	84	7	75	64	2,496	14.2%
Subtotal 1	14,438	-	10,085	11,774	1,593	23	289	759	14,438	82.2%
2. Hardware/Home Center/Multi-Department Retailer	1,856	-	433	1,428	400	-	12	16	1,856	10.6%
Subtotal 2	1,856	-	433	1,428	400	-	12	16	1,856	10.6%
3. Wholesaler, Distributor, Jobber	641	-	91	205	313	1	71	51	641	3.6%
4. Lawn/Garden Equipment Manufacturer	346	-	49	93	153	8	62	30	346	2.0%
5. Both Lawn/Garden & PowerSports Equipment	57	-	8	22	20	-	10	5	57	0.3%
Subtotal 3-5	1,044	-	148	320	486	9	143	86	1,044	5.9%
Others Allied to the Field	164	25	46	79	52	-	18	40	189	1.1%
Bulk Distribution	48	-	N/A	N/A	N/A	N/A	N/A	N/A	48	0.3%
Total Qualified Circulation	17,550	25	10,712	13,601	2,531	32	462	901	17,575	100.0%
Total Non-Qualified Circulation	725	-							725	
TOTAL PRINTED									18,300	

Description – Power Equipment Trade

Corporate Management & Owners (Corp.) includes owners/partners, presidents, CEOs, CFOs, vice presidents, finance officers, and general managers. Operations Management (Operations) includes operations managers, department and branch managers, superintendents, and directors. Supervisory Personnel includes supervisors, leads, and consultants. Technical Support Personnel (Technical Support) includes mechanics and service personnel. Other includes other titled and non-titled personnel and company-addressed copies.

QUALIFIED CIRCULATION BY ISSUE

ISSUE	Non-Paid	Paid	Total
January/February 2014	18,830	28	18,858
March 2014	18,831	29	18,860
April 2014	18,936	30	18,966
May 2014	19,021	30	19,051
June 2014	18,383	28	18,411
July/August 2014	19,010	28	19,038
September 2014	18,763	26	18,789
October 2014	17,498	25	17,523
November 2014	17,585	25	17,610
December 2014	17,550	25	17,575
6 Month Average	18,800	29	18,829
12 Month Average	18,441	27	18,468

EXPLANATION

Publisher is not required to submit data for all paragraphs/tables. This report does not include an analysis of Additions and Removals by Issue.

Trade Show/Special Event Distribution Locations:

	Date(s) Attended	City, State	# of Copies
GIE Expo	10/22/14 – 10/24/14	Louisville, KY	1,300
TOTAL			1,300

Bulk Distribution Locations:

	City, State	# of Copies
Blount, Inc.	Portland, OR	30
Stens Corp.	Jasper, IN	11
Stihl	Virginia Beach, VA	7
TOTAL		44

Source for Association/Group/Directory Distribution Lists:

	Date(s) Added to File
Hoovers Hardware	02/2014
Hoovers Dealers and Retailers	02/2014
InfoUSA Lawnmower Dealers and Repair	08/2014, 09/2014

Audit of Records and Affidavit

Verified has conducted an audit of printing, distribution, and financial records, as well other data to substantiate circulation data submitted to Verified. This audit followed guidelines prepared in conformity with generally accepted circulation auditing procedures involving records covering all distribution methods utilized for qualified circulation during the period(s) covered by the reports. The results of this audit warrant the issuance of this audit report as a true and accurate statement of the qualified circulation of the client publication.

Verified Audit Circulation swears that to the best of its knowledge, all statements contained in this report are true and accurate.