



Advertiser	Product	Ins	Pgs	Dols
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Bering Truck Corporation				
Class 3/4/5 Truck				
Beverage World	1	1.00	7,765	
Fleet Equipment	1	1.00	10,805	
Fleet Owner	4	4.00	54,460	
Light&Medium Truck	6	6.00	48,820	
Southern Motor Cargo	1	1.00	6,685	
Successful Dealer	1	1.00	8,465	
Transport Topics	10	10.00	55,750	
Product Total:	24	24.00	192,750	
Class 6/7 Truck				
Heavy Duty Trucking	1	1.00	12,390	
Product Total:	1	1.00	12,390	
Class 8 Truck				
Concrete Products	3	3.00	18,000	
Transport Topics	2	2.00	11,150	
Product Total:	5	5.00	29,150	
Mixed Truck Classes				
Beverage World	2	2.00	15,530	
Commercial Carrier Journal	3	3.00	38,450	
Fleet Equipment	3	3.00	30,075	
Fleet Owner	4	4.00	54,460	
Heavy Duty Trucking	5	5.00	61,950	
Light&Medium Truck	3	3.00	26,730	
Southern Motor Cargo	4	4.00	27,500	
Successful Dealer	3	3.00	25,395	
Transport Topics	11	11.00	61,325	
Trucking Co.	5	5.00	42,675	
Product Total:	43	43.00	384,090	
ADVERTISER TOTAL:	73	73.00	618,380	

Chevrolet Medium Duty

Class 3/4/5 Truck				
Food Logistics	3	4.00	24,445	
Grocery Distribution	1	1.00	3,715	
Logistics M&D Report	1	1.00	10,770	
Refrigerated Transporter	3	3.00	8,760	
Tow Times	1	1.00	3,752	
Transportation&Distribution	1	1.00	11,150	
Product Total:	10	11.00	62,592	
Class 6/7 Truck				
American Towman	1	2.00	6,035	
Commercial Carrier Journal	2	6.00	70,360	
Construction Equipment	3	9.00	92,340	
Equipment Today	2	6.00	69,800	
Equipment World	3	8.00	97,490	
Fleet Owner	2	6.00	75,170	
Food Logistics	2	5.00	27,260	
Grocery Distribution	3	7.00	24,005	
Heavy Duty Trucking	2	5.00	56,580	
Logistics M&D Report	1	2.00	19,590	
Refrigerated Transporter	1	2.00	5,050	
Tow Times	5	11.00	38,572	
Transportation&Distribution	2	5.00	52,520	
Product Total:	29	74.00	634,772	

Advertiser	Product	Ins	Pgs	Dols
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Mixed Truck Classes				
Commercial Carrier Journal	1	2.00	22,580	
Fleet Equipment	1	3.00	27,325	
Fleet Owner	2	5.00	64,815	
Food Logistics	4	9.00	49,035	
Grocery Distribution	2	4.00	13,860	
Heavy Duty Trucking	3	8.00	91,065	
Logistics M&D Report	2	5.00	50,800	
Refrigerated Transporter	3	8.00	20,990	
Transportation&Distribution	1	3.00	30,915	
Product Total:	19	47.00	371,385	
ADVERTISER TOTAL:	58	132.00	1,068,749	

Chevrolet Truck

Class 1/2 Truck				
Builder	9	18.00	229,500	
Commercial Carrier Journal	6	7.00	88,200	
Construction Equipment	6	8.00	94,680	
Engineering News Record	8	11.00	134,750	
Equipment Today	5	9.00	129,200	
Equipment World	7	8.00	117,560	
Fleet Owner	10	11.00	144,588	
INC.	5	5.00	361,425	
Light&Medium Truck	7	11.00	89,890	
Nations Business	3	4.00	264,260	
Professional Builder	3	6.00	62,745	
Timber Harvesting	1	1.00	4,585	
Tow Times	1	3.00	6,417	
Utility Fleet Management	9	12.00	28,600	
Product Total:	80	114.00	1,756,400	
Class 3/4/5 Truck				
American Towman	1	1.00	4,190	
Builder	3	6.00	76,500	
Construction Equipment	3	4.00	47,340	
Equipment Today	2	4.00	56,900	
Equipment World	5	6.00	89,210	
Professional Builder	4	7.00	74,285	
Tow Times	6	6.00	30,762	
Product Total:	24	34.00	379,187	
ADVERTISER TOTAL:	104	148.00	2,135,587	

Chrysler Financial

Financial Services				
Fleet Owner	1	1.00	13,615	
Product Total:	1	1.00	13,615	
ADVERTISER TOTAL:	1	1.00	13,615	

DaimlerChrysler

Class 1/2 Truck				
Fleet Owner	4	4.00	54,460	
Government Procurement	2	2.00	8,200	
Government Product News	4	7.00	50,800	
Public Works	1	1.00	6,920	
Utility & Telephone Fleets	2	2.00	6,970	
Utility Fleet Management	3	6.00	8,608	
Product Total:	16	22.00	135,958	
ADVERTISER TOTAL:	16	22.00	135,958	

Dodge Truck

Class 1/2 Truck				
Builder	7	9.00	114,750	
Construction Equipment	6	7.00	78,875	
Engineering News Record	5	6.00	73,500	
Equipment Today	6	7.00	73,500	

Advertiser	Product	Ins	Pgs	Dols
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Equipment World	6	7.00	93,600	
Government Procurement	1	4.00	7,920	
Government Product News	1	4.00	18,000	
INC.	3	3.00	206,745	
Professional Builder	6	7.00	74,695	
Tow Times	6	7.00	26,944	
Utility Fleet Management	1	4.00	4,068	
Product Total:	48	65.00	772,597	
ADVERTISER TOTAL:	48	65.00	772,597	

Ford Commercial Credit

Financial Services				
Fleet Owner	3	3.00	40,845	
Heavy Duty Trucking	4	4.00	49,560	
Transport Topics	1	1.00	5,575	
Truck Sales & Leasing	1	1.00	5,005	
Product Total:	9	9.00	100,985	
ADVERTISER TOTAL:	9	9.00	100,985	

Ford Fleet & Leasing

Class 1/2 Truck				
American City & County	4	4.00	40,315	
Commercial Carrier Journal	1	2.00	25,200	
Government Procurement	2	2.00	8,860	
Government Product News	5	5.00	59,500	
Utility Fleet Management	4	4.00	9,420	
Product Total:	16	17.00	143,295	

Mixed Truck Classes

Commercial Carrier Journal	3	6.00	75,600	
Fleet Owner	5	10.00	136,150	
Heavy Duty Trucking	4	8.00	99,120	
Product Total:	12	24.00	310,870	

Truck Parts & Service

American City & County	1	2.00	18,200	
Fleet Owner	2	3.00	40,845	
Product Total:	3	5.00	59,045	
ADVERTISER TOTAL:	31	46.00	513,210	

Ford Truck Operations

Class 1/2 Truck				
Builder	1	2.00	25,500	
Building Products	2	3.00	25,205	
Commercial Carrier Journal	1	2.00	25,200	
Equipment Today	1	2.00	28,450	
INC.	1	1.00	77,340	
Nations Business	1	2.00	120,440	
Professional Builder	3	4.00	42,595	
Utility Fleet Management	1	1.00	2,270	
Product Total:	11	17.00	347,000	

Class 3/4/5 Truck

Builder	1	1.00	12,750	
Construction Equipment	1	1.00	11,405	
Product Total:	2	2.00	24,155	

Class 6/7 Truck

American City & County	7	9.00	89,790	
Construction Equipment	8	12.00	138,380	
Equipment Today	5	8.00	113,650	
Equipment World	7	11.00	152,805	
Food Logistics	6	7.00	48,400	
Government Procurement	2	4.00	15,600	
Government Product News	4	8.00	92,400	
INC.	1	1.00	77,340	

Product				Product				Product			
<i>Advertiser</i>				<i>Advertiser</i>				<i>Advertiser</i>			
Publication	Ins	Pgs	Dols	Publication	Ins	Pgs	Dols	Publication	Ins	Pgs	Dols
Class 1/2 Truck											
Chevrolet Truck											
Builder	9	18.00	229,500								
Commercial Carrier Journal	6	7.00	88,200								
Construction Equipment	6	8.00	94,680								
Engineering News Record	8	11.00	134,750								
Equipment Today	5	9.00	129,200								
Equipment World	7	8.00	117,560								
Fleet Owner	10	11.00	144,588								
INC.	5	5.00	361,425								
Light&Medium Truck	7	11.00	89,890								
Nations Business	3	4.00	264,260								
Professional Builder	3	6.00	62,745								
Timber Harvesting	1	1.00	4,585								
Tow Times	1	3.00	6,417								
Utility Fleet Management	9	12.00	28,600								
Advertiser Total:	80	114.00	1,756,400								
DaimlerChrysler											
Fleet Owner	4	4.00	54,460								
Government Procurement	2	2.00	8,200								
Government Product News	4	7.00	50,800								
Public Works	1	1.00	6,920								
Utility & Telephone Fleets	2	2.00	6,970								
Utility Fleet Management	3	6.00	8,608								
Advertiser Total:	16	22.00	135,958								
Dodge Truck											
Builder	7	9.00	114,750								
Construction Equipment	6	7.00	78,875								
Engineering News Record	5	6.00	73,500								
Equipment Today	6	7.00	73,500								
Equipment World	6	7.00	93,600								
Government Procurement	1	4.00	7,920								
Government Product News	1	4.00	18,000								
INC.	3	3.00	206,745								
Professional Builder	6	7.00	74,695								
Tow Times	6	7.00	26,944								
Utility Fleet Management	1	4.00	4,068								
Advertiser Total:	48	65.00	772,597								
Ford Fleet & Leasing											
American City & County	4	4.00	40,315								
Commercial Carrier Journal	1	2.00	25,200								
Government Procurement	2	2.00	8,860								
Government Product News	5	5.00	59,500								
Utility Fleet Management	4	4.00	9,420								
Advertiser Total:	16	17.00	143,295								
Ford Truck Operations											
Builder	1	2.00	25,500								
Building Products	2	3.00	25,205								
Commercial Carrier Journal	1	2.00	25,200								
Equipment Today	1	2.00	28,450								
INC.	1	1.00	77,340								
Nations Business	1	2.00	120,440								
Professional Builder	3	4.00	42,595								
Utility Fleet Management	1	1.00	2,270								
Advertiser Total:	11	17.00	347,000								
GMC Light Duty											
Beverage World	4	10.00	71,425								
Beverage World Databank	1	1.00	7,765								
Builder	6	16.00	194,425								
Fleet Owner	1	3.00	37,585								
INC.	4	10.00	615,690								
Light&Medium Truck	1	3.00	21,600								
Nations Business	2	6.00	321,440								
Professional Builder	7	18.00	172,315								
Tow Times	3	8.00	28,216								
Utility & Telephone Fleets	1	3.00	10,150								
Utility Fleet Management	5	12.00	24,940								
Advertiser Total:	35	90.00	1,505,551								
Toyota											
Builder	5	5.00	63,750								
Advertiser Total:	5	5.00	63,750								
PRODUCT TOTAL:	211	330.00	4,724,551								
Class 3/4/5 Truck											
Bering Truck Corporation											
Beverage World	1	1.00	7,765								
Fleet Equipment	1	1.00	10,805								
Fleet Owner	4	4.00	54,460								
Light&Medium Truck	6	6.00	48,820								
Southern Motor Cargo	1	1.00	6,685								
Successful Dealer	1	1.00	8,465								
Transport Topics	10	10.00	55,750								
Advertiser Total:	24	24.00	192,750								
Chevrolet Medium Duty											
Food Logistics	3	4.00	24,445								
Grocery Distribution	1	1.00	3,715								
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Refrigerated Transporter	3	3.00	8,760								
Tow Times	1	1.00	3,752								
Transportation&Distribution	1	1.00	11,150								
Advertiser Total:	10	11.00	62,592								
Chevrolet Truck											
American Towman	1	1.00	4,190								
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Equipment Today	2	4.00	56,900								
Equipment World	5	6.00	89,210								
Professional Builder	4	7.00	74,285								
Tow Times	6	6.00	30,762								
Advertiser Total:	24	34.00	379,187								
Ford Truck Operations											
Builder	1	1.00	12,750								
Construction Equipment	1	1.00	11,405								
Advertiser Total:	2	2.00	24,155								
GMC Truck											
Food Logistics	2	2.00	12,970								
Grocery Distribution	1	1.00	3,715								
Logistics M&D Report	2	2.00	21,540								
Refrigerated Transporter	1	1.00	2,920								
Advertiser Total:	6	6.00	41,145								
Isuzu Truck of America											
Beverage Industry	3	6.00	32,540								
Beverage World	2	4.00	26,910								
Fleet Owner	1	1.00	13,615								
Tow Times	1	1.00	3,752								
Advertiser Total:	7	12.00	76,817								
Mitsubishi Fuso											
Equipment World	1	2.00	12,726								
Advertiser Total:	1	2.00	12,726								
PRODUCT TOTAL:	74	91.00	789,372								
Class 6/7 Truck											
Bering Truck Corporation											
Heavy Duty Trucking	1	1.00	12,390								
Advertiser Total:	1	1.00	12,390								
Chevrolet Medium Duty											
American Towman	1	2.00	6,035								
Commercial Carrier Journal	2	6.00	70,360								
Construction Equipment	3	9.00	92,340								
Equipment Today	2	6.00	69,800								
Equipment World	3	8.00	97,490								
Fleet Owner	2	6.00	75,170								
Food Logistics	2	5.00	27,260								
Grocery Distribution	3	7.00	24,005								
Heavy Duty Trucking	2	5.00	56,580								
Logistics M&D Report	1	2.00	19,590								
Refrigerated Transporter	1	2.00	5,050								
Tow Times	5	11.00	38,572								
Transportation&Distribution	2	5.00	52,520								
Advertiser Total:	29	74.00	634,772								
Ford Truck Operations											
American City & County	7	9.00	89,790								
Construction Equipment	8	12.00	138,380								
Equipment Today	5	8.00	113,650								
Equipment World	7	11.00	152,805								
Food Logistics	6	7.00	48,400								
Government Procurement	2	4.00	15,600								
Government Product News	4	8.00	92,400								
INC.	1	1.00	77,340								
Light&Medium Truck	3	4.00	31,000								
Nations Business	3	5.00	317,780								
Professional Builder	2	4.00	42,390								
Public Works	6	8.00	59,165								
Advertiser Total:	54	81.00	1,178,700								
GMC Truck											
Beverage World	1	3.00	21,220								
Commercial Carrier Journal	1	2.00	25,200								
Construction Equipment	1	3.00	30,780								
Equipment Today	2	4.00	48,700								
Equipment World	3	5.25	66,205								
Fleet Equipment	1	3.00	27,325								
Fleet Owner	1	2.00	23,970								
Heavy Duty Trucking	1	3.00	34,485								
Logistics M&D Report	1	3.00	29,810								
Transportation&Distribution	1	2.00	20,460								
Advertiser Total:	13	30.25	328,155								
Kenworth											
Beverage World	3	3.00	23,295								
Commercial Carrier Journal	2	2.00	25,200								
Fleet Owner	1	1.00	8,438								
Fuel Oil News	3	3.									