

# Month by Month Fleet Magazine Tracking Report

( 1999 vs 1998 excluding Network, Trade Show, House, Public Service, Advertising Outserts and Classified Advertising )

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD	YTD Averages	YTD Average vs 1998	99 Rolling Projections
HDT	99	74.65	69.49	114.74	96.66	106.82	71.58	64.57	92.07	80.40	101.23	82.31	53.98	1008.50	84.04	84.04	1008.50
	98	72.41	82.41	84.33	94.50	73.75	74.17	77.17	67.25	80.66	81.83	74.66	58.99	922.13	76.84	76.84	922.13
	Change	2.24	-12.92	30.41	2.16	33.07	-2.59	-12.60	24.82	-0.26	19.40	7.65	-5.01	86.37	7.20	7.20	86.37
CCJ	99	28.67	23.42	85.00	74.25	68.58	56.00	46.00	64.66	60.99	76.57	34.41	34.40	652.95	54.41	54.41	652.95
	98	28.83	46.16	81.75	70.67	62.58	46.34	51.08	56.17	56.67	83.34	57.08	44.83	685.50	57.13	57.13	685.50
	Change	-0.16	-22.74	3.25	3.58	6.00	9.66	-5.08	8.49	4.32	-6.77	-22.67	-10.43	-32.55	-2.72	-2.72	-32.55
FO	99	49.08	64.58	103.24	78.41	79.91	77.00	86.25	63.66	78.83	111.41	104.32	48.58	945.27	78.77	78.77	945.27
	98	50.91	69.49	87.66	77.33	107.83	64.50	72.16	68.50	67.25	119.39	79.33	38.08	902.43	75.21	75.21	902.53
	Change	-1.83	-4.91	15.58	1.08	-27.92	12.50	14.09	-4.84	11.58	-7.98	24.99	10.50	42.84	3.56	3.56	42.84
TFM	99	15.50	25.58	21.58	38.83	30.75	19.75	24.50	13.08	14.75	13.58	13.75	12.50	244.15	20.35	20.35	244.15
	98	18.58	32.66	33.57	34.25	27.33	22.50	37.33	37.50	27.58	22.91	30.25	15.33	339.79	28.32	28.32	339.79
	Change	-3.08	-7.08	-11.99	4.58	3.42	-2.75	-12.83	-24.42	-12.83	-9.33	-16.50	-2.83	-95.64	-7.97	-7.97	-95.64
FE	99	43.83	38.42	31.00	55.33	39.25	35.16	36.33	28.33	43.33	29.83	32.83	18.16	431.80	35.98	35.98	431.80
	98	25.66	50.83	31.33	56.33	34.75	29.17	32.67	43.25	43.50	33.75	42.08	18.83	442.15	36.85	36.85	442.15
	Change	18.17	-12.41	-0.33	-1.00	4.50	5.99	3.66	-14.92	-0.17	-3.92	-9.25	-0.67	-10.35	-0.87	-0.87	-10.35
Change/All		15.34	-60.06	36.92	10.40	19.07	22.81	-12.76	-10.87	2.64	-8.60	-15.78	-8.44	-9.33	-0.80	-0.80	-9.33
TC	99	29.17	18.75	30.08	33.00	22.50	25.17	32.17	16.17	27.17	21.08	24.00	18.00	297.26	24.77	24.77	297.26

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Specialized Truck Industry  
Advertising Tracking Service

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( Gross Revenue at 1-time rate excluding Network, Trade Show, House, Public Service, Advertising Outserts and Classified Advertising )

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
HDT	99	802,254	759,823	1,266,581	989,972	1,173,794	758,893	724,123	986,142	889,035	1,148,718	788,138	603,180	\$10,890,653
	98	861,794	938,989	977,478	1,070,415	850,505	887,855	847,971	778,865	972,292	942,785	842,290	616,781	\$10,588,020
Change		-59,540	-179,166	289,103	-80,443	323,289	-128,962	-123,848	207,277	-83,257	205,933	-54,152	-13,601	\$302,633
CCJ	99	349,086	295,360	890,584	778,910	745,756	561,732	402,772	719,524	583,846	879,298	396,008	383,892	\$6,986,768
	98	319,944	547,088	833,220	788,822	740,480	519,490	531,438	580,079	598,534	955,058	545,280	458,760	\$7,418,193
Change		29,142	-251,728	57,364	-9,912	5,276	42,242	-128,666	139,445	-14,688	-75,760	-149,272	-74,868	-\$431,425
FO	99	507,978	728,541	1,220,772	839,132	917,711	898,103	957,259	701,082	911,421	1,365,228	1,318,330	630,387	\$10,995,944
	98	555,813	802,246	1,056,765	854,811	1,154,884	730,788	835,369	807,756	748,449	1,396,801	814,364	457,127	\$10,215,173
Change		-47,835	-73,705	164,007	-15,679	-237,173	167,315	121,890	-106,674	162,972	-31,573	503,966	173,260	\$780,771
TFM	99	102,607	159,030	174,048	213,398	177,710	140,172	143,825	97,878	115,381	98,836	97,564	90,106	\$1,610,555
	98	141,710	221,048	234,978	207,660	178,615	153,053	230,471	226,553	182,244	150,013	169,217	111,080	\$2,206,642
Change		-39,103	-62,018	-60,930	5,738	-905	-12,881	-86,646	-128,675	-66,863	-51,177	-71,653	-20,974	-\$596,087
FE	99	294,829	325,242	292,412	492,923	355,667	292,938	307,122	259,503	371,654	268,304	262,182	160,864	\$3,683,640
	98	238,345	451,688	280,550	461,844	289,055	246,073	255,165	374,750	380,688	286,663	300,797	146,207	\$3,711,825
Change		56,484	-126,446	11,862	31,079	66,612	46,865	51,957	-115,247	-9,034	-18,359	-38,615	14,657	-\$28,185
Change/All		-60,852	-693,063	461,406	-69,217	157,099	114,579	-165,313	-3,874	-10,870	29,064	190,274	78,474	\$27,707
TC	99	225,822	149,574	252,704	206,835	202,735	217,400	268,810	145,760	232,583	174,535	196,062	149,041	\$2,421,861

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