

# Circulation Statement for the 6-Month Period Ended December 2008

**Business  
Publication**



**NORTH AMERICAN  
EQUIPMENT DEALERS  
ASSOCIATION**



**NAEDA Equipment Dealer**  
1195 Smizer Mill Road, Fenton, MO 63026-3480  
Phone: (636) 349-5000, Fax: (636) 349-5443  
Official Publication of: North American Equipment Dealers  
Association  
Established: 1946  
Issues Per Year: 11

**FIELD SERVED**

NAEDA Equipment Dealer serves retail equipment dealers of tractors, implements, related farm machinery, outdoor power equipment and industrial equipment. Additionally, NAEDA Equipment Dealer serves farm equipment wholesalers, distributors, representatives, manufacturers, and others allied to the field including farm equipment repair.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are owners, presidents, vice presidents, partners, corporate officers, general managers, managers; sales/marketing; parts/service; and other titled and not-titled personnel and company copies within the field served.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED	
Not included Elsewhere	
Trade Show Copies	120
Other Copies	259
<b>Total Copies</b>	<b>379</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual.....	3,441	40.6%	2,135	25.2%	1,306	15.4%
Sponsored Individually Addressed....	-	0.0%	-	0.0%	-	0.0%
Membership Benefit.....	5,016	59.2%	-	0.0%	5,016	59.2%
Multi-Copy Same Addressee.....	17	0.2%	-	0.0%	17	0.2%
Single-Copy Sales.....	-	0.0%	-	0.0%	-	0.0%
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>8,474</b>	<b>100.0%</b>	<b>2,135</b>	<b>25.2%</b>	<b>6,339</b>	<b>74.8%</b>

2. QUALIFIED CIRCULATION BY ISSUE FOR PERIOD	
2008 ISSUE	Total Qualified
July/August.....	8,337
September.....	8,934
October.....	8,369
November.....	8,379
December.....	8,348

3. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2008				
This issue is 1.02% or 125 copies above the average of the other 4 issues reported in Paragraph 2.				
BUSINESS AND INDUSTRY	Total Qualified	Percent of Total	Qualified Paid	Qualified Non-Paid
Retail Equipment Dealer.....	6,053	72.5%	5,076	977
Farm Equipment Wholesaler/Distributor.....	103	1.2%	43	60
Farm Equipment Repair Only.....	63	0.8%	2	61
Manufacturer Representative.....	30	0.4%	20	10
Manufacturer of Equipment.....	398	4.8%	121	277
Others Allied to the Field.....	1,701	20.4%	1,157	544
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>8,348</b>	<b>100.0%</b>	<b>6,419</b>	<b>1,929</b>
<b>PERCENT</b>	<b>100.0%</b>			

CATEGORY FOR DECEMBER 2008 ISSUE	
Agriculture (Ag).....	34.4%
Industrial (Ind).....	3.2%
Outdoor Power Equipment (OPE).....	11.1%
Ag & Ind.....	3.1%
Ag & OPE.....	22.7%
Ind & OPE.....	0.6%
Ag/OPE/Ind.....	5.4%
All Other.....	19.4%

5. Circulation % by Title for December 2008 Issue (See Note 1)				
TITLE	Corporate & Operating Management	Sales & Marketing	Parts & Service Management	Other Titled and Non-Titled Personnel
Retail Equipment Dealer.....	70.7%	1.6%	0.2%	0.2%
Farm Equipment Wholesaler/Distributor....	1.1%	0.1%	0.0%	0.0%
Farm Equipment Repair Only.....	0.7%	0.0%	0.0%	0.0%
Manufacturer Representative.....	0.2%	0.1%	0.0%	0.0%
Manufacturer of Equipment.....	3.7%	1.0%	0.0%	0.1%
Others Allied to the Field.....	8.0%	11.8%	0.0%	0.3%
<b>TOTAL (100%)</b>	<b>84.5%</b>	<b>14.7%</b>	<b>0.3%</b>	<b>0.5%</b>

Note 1: Corporate and Operating Management includes: President, CEO, Owner, General Manager, Vice President and Other Management personnel. Sales & Marketing includes: Sales and/or Marketing Director, Manager, and other related personnel. Parts & Service Management includes: Parts Manager, Service Manager, and other management personnel.

6. Qualification Source Breakout of Qualified Circulation for Issue of December 2008		
QUALIFICATION SOURCE	Total Qualified	Percent
<b>I. TOTAL</b> - Personal direct request from the recipient.....	<b>2,174</b>	<b>26.0%</b>
a. Written.....	2,174	26.0%
b. Telecommunication.....	-	-
c. Internet and E-mail.....	-	-
<b>II. TOTAL</b> - Request from recipient's company.....	<b>845</b>	<b>10.1%</b>
a. Written.....	845	10.1%
b. Telecommunication.....	-	-
c. Internet and E-mail.....	-	-
<b>III. TOTAL</b> - Membership Benefit.....	<b>5,206</b>	<b>62.4%</b>
a. Individual.....	5,206	62.4%
b. Organizational.....	-	-
<b>IV. TOTAL</b> - Communication from recipient or recipient's company (other than request).....	<b>0</b>	<b>0.0%</b>
a. Written.....	-	-
b. Telecommunication.....	-	-
c. Internet and E-mail.....	-	-
<b>V. TOTAL</b> - Sources other than above (listed alphabetically).....	<b>123</b>	<b>1.5%</b>
Association rosters and directories.....	123	1.5%
Business directories.....	-	-
Independent field reports.....	-	-
Licensees - National, State or Local Government.....	-	-
Manufacturer's, distributor's and wholesaler's lists.....	-	-
Other sources.....	-	-
<b>VI. TOTAL</b> - Total Single Copy Sales.....	<b>0</b>	<b>0.0%</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>8,348</b>	<b>100.0%</b>

PUBLISHER'S AFFIDAVIT	
We hereby make oath and say that all data set forth in this statement are true.	
F.M. "Mike" Kraemer Managing Editor	
Jennifer Smith Administrative Assistant	
(At least one of the above is an officer of the publishing company or its authorized representative.)	
Date.....	Jan. 9, 2008
State.....	Missouri
County.....	St. Louis

7. Geographical Breakout of Qualified Circulation for Issue of December 2008							
STATE & ZIP CODE		Total Qualified	Percent	STATE & ZIP CODE		Total Qualified	Percent
039-049	Maine	29		400-427	Kentucky	149	
030-038	New Hampshire	22		370-385	Tennessee	124	
050-059	Vermont	25		350-369	Alabama	3	
010-027	Massachusetts	38		386-397	Mississippi	105	
028-029	Rhode Island	3		<b>EAST SOUTH CENTRAL</b>		<b>474</b>	<b>5.7%</b>
060-069	Connecticut	38		716-729	Arkansas	136	
<b>NEW ENGLAND</b>		<b>155</b>	<b>1.9%</b>	700-714	Louisiana	98	
100-149	New York	277		730-749	Oklahoma	121	
070-089	New Jersey	40		750-799	Texas	436	
150-196	Pennsylvania	266		<b>WEST SOUTH CENTRAL</b>		<b>791</b>	<b>9.5%</b>
<b>MIDDLE ATLANTIC</b>		<b>583</b>	<b>7.0%</b>	590-599	Montana	86	
430-459	Ohio	521		832-838	Idaho	84	
460-479	Indiana	262		820-831	Wyoming	23	
600-629	Illinois	388		800-816	Colorado	92	
480-499	Michigan	235		870-884	New Mexico	38	
530-549	Wisconsin	368		850-865	Arizona	65	
<b>EAST NORTH CENTRAL</b>		<b>1,774</b>	<b>21.3%</b>	840-847	Utah	25	
550-567	Minnesota	513		889-898	Nevada	32	
500-528	Iowa	465		<b>MOUNTAIN</b>		<b>445</b>	<b>5.3%</b>
630-658	Missouri	296		995-999	Alaska	3	
580-588	North Dakota	243		980-994	Washington	143	
570-577	South Dakota	132		970-979	Oregon	116	
680-693	Nebraska	242		900-961	California	287	
660-679	Kansas	313		967-968	Hawaii	4	
<b>WEST NORTH CENTRAL</b>		<b>2,204</b>	<b>26.4%</b>	<b>PACIFIC</b>		<b>553</b>	<b>6.6%</b>
197-199	Delaware	9		<b>UNITED STATES</b>		<b>7,656</b>	<b>91.7%</b>
206-219	Maryland	44		969 & 004-009		0	
200-205	Washington, DC	6		U.S. Territories		0	
220-246	Virginia	116		Canada		685	
247-268	West Virginia	24		Mexico		7	
270-289	North Carolina	152		Other International		0	
290-299	South Carolina	58		APO/FPO		0	
300-319	Georgia	153		<b>TOTAL OTHER</b>		<b>692</b>	<b>8.3%</b>
320-349	Florida	115		<b>TOTAL QUALIFIED CIRCULATION</b>		<b>8,348</b>	<b>100.0%</b>
<b>SOUTH ATLANTIC</b>		<b>677</b>	<b>8.1%</b>				