

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.: (310) 533-2400
Fax: (310) 533-2503
www.autorentalnews.com

Official Publication of: None
Established: 1988
Issues per Year: 8



FIELD SERVED

AUTO RENTAL NEWS serves the car/van/truck rental industry including on-airport locations; near-airport locations; local/replacement; manufacturer; supplier/service companies; headquarters; and others related to or affiliated with the car/van/truck rental industry.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are executive management including CEO's, owners, presidents, and VP's; zone, regional, city, branch managers; operations and administrative management including rental supervisors, service/maintenance, sales, and remarketing; and other titled and non-titled personnel including company copies.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	456
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	655
TOTAL	1,111

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	10,000	100.0	10,000	100.0	-	-
Sponsored Individually Addressed ___	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,000	100.0	10,000	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
July/August _____	316	316	9,035	965	10,000
September/October _____	95	95	9,020	980	10,000
November/December _____	112	112	8,965	1,035	10,000
Factbook _____	61	61	8,947	1,053	10,000
TOTAL	584	584			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2011

This issue is equal to the average of the other 3 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Executive Management Including CEO's, Owners, Presidents and VP'S	Zone/Regional/ City/Branch Managers	Operations/ Service/ Maintenance Managers	Rental Supervisors, Sales and Remarketing Managers	Other Titled & Non-Titled Personnel Including Company Copies
Car/Van/Truck Rental Companies Operating On or Near Major Airports _____	1,795	17.9	1,441	354	784	428	213	238	132
Local/Replacement/Dealer _____	6,385	63.9	6,133	252	2,488	2,995	395	446	61
Headquarters _____	499	5.0	387	112	231	46	40	79	103
Truck Rental _____	214	2.1	189	25	134	25	22	30	3
Manufacturer/Supplier/Service Companies and Others Related to/or Affiliated with the Car/Truck Rental Industry _____	1,107	11.1	815	292	577	61	54	205	210
TOTAL QUALIFIED CIRCULATION	10,000	100.0	8,965	1,035	4,214	3,555	724	998	509
PERCENT	100.0		89.7	10.4	42.1	35.6	7.2	10.0	5.1

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2011							
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	4,049	2,473	308	5,795	1,035	6,830	68.3
II. Request from recipient's company: _____	10	15	-	25	-	25	0.2
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	3,145	-	-	3,145	-	3,145	31.5
Association rosters and directories _____	-	-	-	-	-	-	-
*Business directories _____	3,145	-	-	3,145	-	3,145	31.5
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7,204	2,488	308	8,965	1,035	10,000	100.0
PERCENT	72.0	24.9	3.1	89.7	10.3	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2011				
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	8,941	975	9,916	99.2
Individuals by name only _____	22	60	82	0.8
Titles or functions only _____	1	-	1	-
Company names only _____	1	-	1	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,965	1,035	10,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2011									
State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	49	2	51		Kentucky _____	82	9	91	
New Hampshire _____	42	4	46		Tennessee _____	167	12	179	
Vermont _____	18	2	20		Alabama _____	97	15	112	
Massachusetts _____	208	25	233		Mississippi _____	67	6	73	
Rhode Island _____	51	4	55		EAST SO. CENTRAL	413	42	455	4.6
Connecticut _____	126	15	141		Arkansas _____	65	1	66	
NEW ENGLAND	494	52	546	5.5	Louisiana _____	93	4	97	
New York _____	462	52	514		Oklahoma _____	137	49	186	
New Jersey _____	387	70	457		Texas _____	575	75	650	
Pennsylvania _____	360	30	390		WEST SO. CENTRAL	870	129	999	10.0
MIDDLE ATLANTIC	1,209	152	1,361	13.6	Montana _____	66	6	72	
Ohio _____	299	23	322		Idaho _____	34	4	38	
Indiana _____	179	19	198		Wyoming _____	34	3	37	
Illinois _____	274	36	310		Colorado _____	174	24	198	
Michigan _____	223	28	251		New Mexico _____	45	8	53	
Wisconsin _____	168	17	185		Arizona _____	203	29	232	
EAST NO. CENTRAL	1,143	123	1,266	12.7	Utah _____	82	13	95	
Minnesota _____	174	8	182		Nevada _____	97	11	108	
Iowa _____	73	6	79		MOUNTAIN	735	98	833	8.3
Missouri _____	254	47	301		Alaska _____	82	7	89	
North Dakota _____	35	-	35		Washington _____	156	24	180	
South Dakota _____	31	6	37		Oregon _____	111	4	115	
Nebraska _____	74	5	79		California _____	1,001	87	1,088	
Kansas _____	87	4	91		Hawaii _____	86	15	101	
WEST NO. CENTRAL	728	76	804	8.0	PACIFIC	1,436	137	1,573	15.7
Delaware _____	26	3	29		UNITED STATES	8,937	1,028	9,965	99.7
Maryland _____	194	17	211		U.S. Territories _____	27	7	34	
Washington, DC _____	10	3	13		Canada _____	-	-	-	
Virginia _____	216	26	242		Mexico _____	-	-	-	
West Virginia _____	38	7	45		Other International _____	1	-	1	
North Carolina _____	214	17	231		APO/FPO _____	-	-	-	
South Carolina _____	127	10	137		TOTAL QUALIFIED CIRCULATION	8,965	1,035	10,000	100.0
Georgia _____	277	33	310						
Florida _____	807	103	910						
SOUTH ATLANTIC	1,909	219	2,128	21.3					

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January-June 2009	July-December 2009	January-June 2010	July-December 2010	January-June 2011	July-December 2011*
Total Audit Average Qualified:	10,000	10,000	10,000	10,000	10,001	10,000
Qualified Non-Paid: ___	10,000	10,000	10,000	10,000	10,001	10,000
Print Version Only ___	10,000	10,000	9,327	9,083	9,075	8,992
Digital Version Only __	-	-	673	917	926	1,008
Qualified Paid: _____	-	-	-	-	-	-
Print Version Only ___	-	-	-	-	-	-
Digital Version Only __	-	-	-	-	-	-
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: July - 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 3,145 copies or 31.5%, including InfoUSA

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 _____	8,992	100.0	8,992	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,992	100.0	8,992	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 _____	1,008	100.0	1,008	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,008	100.0	1,008	100.0	-	-

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	January 17, 2012
Sherb Brown, Vice President & Group Publisher	State	California
Tony Napoleone, Senior Audience Marketing Manager	County	Los Angeles
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	January 17, 2012
IMPORTANT NOTE:	Type	PJ
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	A166Y0D1