

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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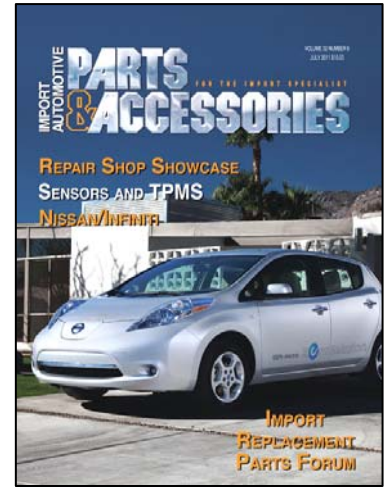
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 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.

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Official Publication of: None  
Established: 1980  
Issues Per Year: 9



**FIELD SERVED**

IMPORT AUTOMOTIVE PARTS & ACCESSORIES serves import warehouse distributors, jobbers, retailers, repair, service, installation, body shops, automotive dealers, and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are owners, presidents, vice presidents, general managers, parts managers, sales managers, marketing managers, service managers, warehouse managers, purchasing managers, buyers, and other titled and non-titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	-
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	1,875
Digital _____	-
All Other _____	1,783
<b>TOTAL</b>	<b>3,658</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	30,000	100.0	30,000	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,000</b>	<b>100.0</b>	<b>30,000</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD	
2011 Issue	Total Qualified
July _____	30,000
August/September _____	30,000
October/November _____	30,000
December _____	30,000

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 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	CLASSIFICATION BY TITLE			
			Owner/ President/ General Manager/ Vice President	Buyer/ Purchasing/ Parts Managers	Sales/ Marketing Service/ Warehouse Manager	Other
A. Import Warehouse Distributor, Jobber, Retailer __	7,420	24.8	6,747	220	446	7
B. Import Repair, Service, Installation _____	15,779	52.6	14,695	221	862	1
B1. Import Repair, Service, Installation with a Sales Volume of \$1 Million or more per year _____	1,297	4.3	1,297	-	-	-
C. Import Automotive Dealer _____	1,391	4.6	927	380	83	1
D. Body Shops with a Sales Volume of \$1 Million or more per year _____	4,027	13.4	4,020	3	4	-
Z. Other _____	86	0.3	51	6	21	8
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,000</b>	<b>100.0</b>	<b>27,737</b>	<b>830</b>	<b>1,416</b>	<b>17</b>
<b>PERCENT</b>	<b>100.0</b>		<b>92.4</b>	<b>2.8</b>	<b>4.7</b>	<b>0.1</b>

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2011					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	9,172	13,161	-	22,333	74.4
II. Request from recipient's company: _____	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	5,054	2,613	-	7,667	25.6
Association rosters and directories _____	-	-	-	-	-
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	5,054	2,613	-	7,667	25.6
VI. Single Copy Sales: _____	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,226</b>	<b>15,774</b>	<b>-</b>	<b>30,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>47.4</b>	<b>52.6</b>	<b>-</b>	<b>100.0</b>	

\*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2011		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	30,000	100.0
Individuals by name only _____	-	-
Titles or functions only _____	-	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,000</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2011					
State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	259		Kentucky _____	246	
New Hampshire _____	175		Tennessee _____	338	
Vermont _____	66		Alabama _____	576	
Massachusetts _____	766		Mississippi _____	249	
Rhode Island _____	90		<b>EAST SO. CENTRAL</b>	<b>1,409</b>	<b>4.7</b>
Connecticut _____	570		Arkansas _____	221	
<b>NEW ENGLAND</b>	<b>1,926</b>	<b>6.4</b>	Louisiana _____	186	
New York _____	1,144		Oklahoma _____	151	
New Jersey _____	698		Texas _____	1,315	
Pennsylvania _____	1,031		<b>WEST SO. CENTRAL</b>	<b>1,873</b>	<b>6.2</b>
<b>MIDDLE ATLANTIC</b>	<b>2,873</b>	<b>9.6</b>	Montana _____	110	
Ohio _____	477		Idaho _____	216	
Indiana _____	735		Wyoming _____	20	
Illinois _____	817		Colorado _____	927	
Michigan _____	835		New Mexico _____	397	
Wisconsin _____	267		Arizona _____	1,035	
<b>EAST NO. CENTRAL</b>	<b>3,131</b>	<b>10.4</b>	Utah _____	242	
Minnesota _____	785		Nevada _____	228	
Iowa _____	629		<b>MOUNTAIN</b>	<b>3,175</b>	<b>10.6</b>
Missouri _____	558		Alaska _____	143	
North Dakota _____	64		Washington _____	1,129	
South Dakota _____	59		Oregon _____	908	
Nebraska _____	198		California _____	4,683	
Kansas _____	423		Hawaii _____	328	
<b>WEST NO. CENTRAL</b>	<b>2,716</b>	<b>9.1</b>	<b>PACIFIC</b>	<b>7,191</b>	<b>24.0</b>
Delaware _____	155		<b>UNITED STATES</b>	<b>29,967</b>	<b>99.9</b>
Maryland _____	452		U.S. Territories _____	32	
Washington, DC _____	31		Canada _____	-	
Virginia _____	823		Mexico _____	-	
West Virginia _____	99		Other International _____	-	
North Carolina _____	665		APO/FPO _____	1	
South Carolina _____	587		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,000</b>	<b>100.0</b>
Georgia _____	736				
Florida _____	2,125				
<b>SOUTH ATLANTIC</b>	<b>5,673</b>	<b>18.9</b>			

<b>AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS</b>						
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: _____	30,000	30,000	30,000	30,000	30,000	30,000
Qualified Non-Paid: _	30,000	30,000	30,000	30,000	30,000	30,000
Qualified Paid: _____	-	-	-	-	-	-
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**

**PARAGRAPH 3b:**

Other sources include 3 sources of circulation for quantities of 500 copies or 1.7% to 5,054 copies or 16.8%, including Sales Genie.

**PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.

Andrew Meyers, Publisher  
 Jessica Sotelo, Circulation Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

**IMPORTANT NOTE:**

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	February 15, 2012
State	California
County	Ventura
Received by BPA Worldwide	February 15, 2012
Type	PJ
ID Number	I015P0D1