

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.

Lubes'n'Greases Europe-Middle East-Africa

LNG Publishing Company Inc.
6105 Arlington Boulevard
Suite G
Falls Church, VA 22044
Tel. No.: 703-536-0800
Fax No.: 703-536-0803
www.LNGpublishing.com

Official Publication of: None
Established: 2007
Issues Per Year: 8
(See Additional Data)

FIELD SERVED

LUBES'N'GREASES EUROPE-MIDDLE EAST-AFRICA serves the field of manufacturers, marketers and/or packagers of lubricants and greases; commercial and industrial end users of lubes or greases; suppliers of base oils, additives, equipment, packaging, used oil recycling services and testing; consultants; and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are personnel in senior management; sales and marketing; procurement and specification; fleet management and maintenance; plant management and maintenance; R&D, technical, and engineering functions; education; consultant; and other functions or functions unavailable.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	277
Rotated or Occasional _____	432
Allocated for Trade Shows and Conventions _____	390
Digital _____	-
All Other _____	208
TOTAL	1,307

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	10,192	99.2	10,140	98.7	52	0.5
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	86	0.8	86	0.8	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,278	100.0	10,226	99.5	52	0.5

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD						
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital (Unduplicated) (C)	Total Qualified
July/August _____	558	475	7,837	1,179	696	9,712
September _____	192	651	7,979	1,442	750	10,171
October _____	420	745	7,880	1,721	895	10,496
November/December _____	349	584	7,607	2,170	954	10,731
TOTAL	1,519	2,455				

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

This issue is 6.0% or 605 copies above 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)	Both Print & Digital (Unduplicated) (C)	CLASSIFICATION BY FUNCTION						
						Senior Management	Sales &/or Marketing	Specification &/or Procurement	Fleet Management/Maintenance	Plant Management/Maintenance	R&D, Technical, Engineering, Education	Consultant, Other Functions or Functions Unavailable
Commercial or Industrial End User of Lubes and/or Greases _____	1,426	13.3	1,050	263	113	401	178	105	72	243	351	76
Lubricant and/or Grease Manufacturer and/or Marketer _____	5,484	51.1	3,928	1,053	503	961	932	132	17	72	671	2,699
Base Oil Supplier _____	590	5.5	315	175	100	139	177	15	6	24	134	95
Additive Supplier _____	1,230	11.5	780	331	119	215	332	24	4	11	190	454
Lubricants Packager _____	70	0.6	51	14	5	26	15	3	1	11	12	2
Equipment or Packaging Supplier _____	420	3.9	366	40	14	107	71	11	8	30	85	108
Used Oil Recycling Services _____	139	1.3	113	20	6	54	13	6	7	10	40	9
Testing _____	355	3.3	270	66	19	55	35	10	5	13	165	72
Consultants, Others Allied to the Field _____	1,017	9.5	734	208	75	214	91	25	15	30	214	428
TOTAL QUALIFIED CIRCULATION	10,731	100.0	7,607	2,170	954	2,172	1,844	331	135	444	1,862	3,943
PERCENT	100.0		70.9	20.2	8.9	20.2	17.2	3.1	1.3	4.1	17.4	36.7

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)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
	1 Year	2 Years	3 Years					
I. Direct Request: _____	4,438	1,289	482	3,085	2,170	954	6,209	57.9
II. Request from recipient's company: _____	112	26	21	159	-	-	159	1.5
III. Membership Benefit: _____	-	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	2	44	32	78	-	-	78	0.7
V. TOTAL - Sources other than above (listed alphabetically): _____	3,298	385	602	4,285	-	-	4,285	39.9
*Association rosters and directories _____	3	53	209	265	-	-	265	2.5
*Business directories _____	906	-	-	906	-	-	906	8.4
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-	-
*Other sources _____	2,389	332	393	3,114	-	-	3,114	29.0
VI. Single Copy Sales: _____	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7,850	1,744	1,137	7,607	2,170	954	10,731	100.0
PERCENT	73.1	16.3	10.6	70.9	20.2	8.9	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)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
Individuals by name and title and/or function _____	4,081	2,157	948	7,186	67.0
Individuals by name only _____	400	12	4	416	3.9
Titles or functions only _____	6	-	-	6	-
Company names only _____	3,000	1	2	3,003	28.0
Multi-Copy Same Addressee copies _____	120	-	-	120	1.1
Single Copy Sales _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7,607	2,170	954	10,731	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2011

Region/Country	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent	Region/Country	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
ASIA						Burundi	8	-	-	8	
Armenia	3	-	-	3		Cameroon	16	1	2	19	
Azerbaijan	5	-	-	5		Cape Verde	4	-	-	4	
Bangladesh	-	1	-	1		Central African Republic	2	-	-	2	
China	2	30	-	32		Chad	5	-	-	5	
Georgia	2	1	-	3		Comoros	1	-	-	1	
Hong Kong - SAR	-	14	-	14		Congo	15	-	-	15	
India	4	68	2	74		Cote D'Ivoire	12	1	-	13	
Indonesia	1	7	-	8		Djibouti	3	-	-	3	
Japan	1	17	-	18		Egypt	197	12	12	221	
Kazakhstan	14	5	-	19		Equatorial Guinea	4	-	-	4	
Korea, Republic Of	11	18	3	32		Eritrea	2	-	-	2	
Malaysia	-	29	-	29		Ethiopia	22	1	1	24	
Pakistan	27	15	-	42		Gabon	21	1	-	22	
Philippines	-	4	-	4		Ghana	43	3	2	48	
Singapore	2	48	-	50		Guinea	3	-	-	3	
Sri Lanka	1	2	-	3		Guinea-Bissau	3	1	-	4	
Taiwan	1	5	-	6		Kenya	84	3	9	96	
Thailand	-	10	-	10		Lesotho	2	-	-	2	
Uzbekistan	3	-	-	3		Liberia	1	-	-	1	
Vietnam	-	2	-	2		Libyan Arab Jamahiriya	13	-	-	13	
Subtotal	77	276	5	358	3.3	Madagascar	14	-	-	14	
MIDDLE EAST						Malawi	13	1	-	14	
Bahrain	24	4	1	29		Mali	6	-	-	6	
Iran	377	25	30	432		Mauritania	9	-	-	9	
Iraq	17	1	-	18		Mauritius	26	1	1	28	
Israel	45	10	9	64		Morocco	23	2	2	27	
Jordan	42	5	3	50		Mozambique	19	1	-	20	
Kuwait	38	4	1	43		Namibia	13	1	-	14	
Lebanon	22	-	1	23		Niger	3	-	1	4	
Oman	53	3	2	58		Nigeria	370	14	23	407	
Qatar	59	8	8	75		Reunion	4	-	-	4	
Saudi Arabia	180	17	18	215		Rwanda	5	-	-	5	
Syrian Arab Republic	26	-	1	27		Senegal	8	2	-	10	
United Arab Emirates	327	40	40	407		South Africa	209	37	30	276	
Yemen	31	1	2	34		Sudan	30	1	4	35	
Subtotal	1,241	118	116	1,475	13.8	Swaziland	4	-	-	4	
EUROPE						Tanzania	15	1	2	18	
Albania	5	1	-	6		Gambia	1	-	-	1	
Austria	79	5	8	92		Togo	6	-	-	6	
Belarus	12	-	-	12		Tunisia	30	5	2	37	
Belgium	217	49	47	313		Uganda	27	-	1	28	
Bosnia and Herzegovina	11	1	-	12		Zambia	21	1	3	25	
Bulgaria	32	7	6	45		Zimbabwe	26	-	1	27	
Croatia	43	6	7	56		Subtotal	1,444	95	105	1,644	15.3
Cyprus	21	2	1	24		NORTH AMERICA					
Czech Republic	77	2	12	91		Canada	5	54	-	59	
Denmark	71	9	4	84		United States	62	714	19	795	
Estonia	12	2	4	18		Mexico	3	34	-	37	
Finland	112	4	12	128		Subtotal	70	802	19	891	8.3
France	322	38	56	416		CARIBBEAN					
Germany	551	100	97	748		Barbados	-	1	-	1	
Greece	106	17	27	150		Cuba	-	1	-	1	
Hungary	52	5	11	68		Dominican Republic	-	1	-	1	
Iceland	6	1	-	7		Jamaica	-	1	-	1	
Italy	303	36	38	377		Trinidad and Tobago	-	2	-	2	
Latvia	22	-	1	23		Subtotal	-	6	-	6	0.1
Liechtenstein	1	-	-	1		CENTRAL AMERICA					
Lithuania	27	3	2	32		Costa Rica	-	1	-	1	
Luxembourg	7	1	1	9		El Salvador	-	1	-	1	
Macedonia	16	1	2	19		Guatemala	-	4	-	4	
Malta	6	1	-	7		Nicaragua	-	1	-	1	
Moldova	2	-	-	2		Panama	-	1	-	1	
Monaco	1	-	1	2		Subtotal	-	8	-	8	0.1
Netherlands	344	54	61	459		SOUTH AMERICA					
Norway	50	9	2	61		Argentina	-	5	-	5	
Poland	146	11	23	180		Brazil	-	61	-	61	
Portugal	90	12	15	117		Chile	-	3	-	3	
Ireland	62	3	2	67		Colombia	2	5	-	7	
Romania	139	14	10	163		Ecuador	-	3	-	3	
Russian Federation	155	22	9	186		Paraguay	-	1	-	1	
Serbia	52	6	5	63		Peru	-	7	-	7	
Slovakia	33	1	1	35		Uruguay	-	1	-	1	
Slovenia	22	2	2	26		Venezuela	1	7	-	8	
Spain	227	37	36	300		Subtotal	3	93	-	96	0.9
Sweden	115	18	24	157		ASIA PACIFIC					
Switzerland	116	22	14	152		Australia	2	46	1	49	
Turkey	182	25	22	229		New Zealand	1	5	1	7	
Ukraine	57	7	5	69		Subtotal	3	51	2	56	0.5
United Kingdom	865	187	139	1,191		TOTAL QUALIFIED CIRCULATION	7,607	2,170	954	10,731	100.0
Subtotal	4,769	721	707	6,197	57.7						
AFRICA											
Algeria	66	4	8	78							
Angola	6	-	-	6							
Benin	6	-	-	6							
Botswana	16	1	-	17							
Burkina Faso	7	-	1	8							

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 _____	7,412	7,817	8,424	8,434	9,277	10,278
Qualified Non-Paid Total _	7,412	7,817	8,424	8,434	9,208	10,226
Print Only _____	7,412	7,817	8,424	8,434	8,424	7,783
Digital Only _____	-	-	-	-	482	1,628
Print & Digital (Unduplicated) _____	-	-	-	-	302	815
Qualified Paid Total _____	-	-	-	-	69	52
Print Only _____	-	-	-	-	67	43
Digital Only _____	-	-	-	-	-	-
Print & Digital (Unduplicated) _____	-	-	-	-	2	9
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 year, new data will be added until five years of data are displayed.

**NC = None Claimed

ADDITIONAL DATA**METHOD OF DISTRIBUTION:**

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.

CHANGE IN FREQUENCY:

Effective with the January 2011 issue, Lubes'n'Greases Europe - Middle East - Africa has changed its frequency from 6 to 8 issues per year. Effective with the January 2012 issue, Lubes'n'Greases Europe - Middle East - Africa has changed its frequency from 8 to 12 issues per year.

PARAGRAPH 3b:

Association rosters and directories include 21 sources of circulation for quantities of 1 copy or -% to 42 copies or 0.4%. Business directories include 34 sources of circulation for quantities of 1 copy or -% to 330 copies or 3.1%. Other sources include 86 sources of circulation for quantities of 1 copy or -% to 412 copies or 3.8%.

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 _____	7,740	98.9	7,697	98.4	43	0.5
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	86	1.1	86	1.1	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7,826	100.0	7,783	99.5	43	0.5

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 _____	1,628	100.0	1,628	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,628	100.0	1,628	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - BOTH PRINTED AND DIGITAL VERSION						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	824	100.0	815	98.9	9	1.1
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	824	100.0	815	98.9	9	1.1

PUBLISHER'S AFFIDAVIT

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

Nancy DeMarco, Publisher

Sheryl Unangst, 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

January 13, 2012

State

Virginia

County

Fairfax

Received by BPA Worldwide

January 13, 2012

Type

PJ

ID Number

L193Y0D1