

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.

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LUBES 'N' GREASES

LNG Publishing Company, Inc.
6105 Arlington Blvd., Suite G
Falls Church, VA 22044
Tel.: (703) 536-0800
Fax: (703) 536-0803
www.LNGpublishing.com

Official Publication of: None
Established: 1995
Issues Per Year: 12

FIELD SERVED

LUBES'n'GREASES 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; 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, engineering, and technical functions; education, research and other functions or functions unavailable.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	234
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	399
Digital _____	-
All Other _____	635
TOTAL	1,268

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	16,299	100.0	16,169	99.2	130	0.8
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	2	-	-	-	2	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,301	100.0	16,169	99.2	132	0.8

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD						
2010 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital (Unduplicated) (C)	Total Qualified
July _____	729	456	8,689	3,994	3,550	16,233
August _____	341	145	8,497	4,026	3,514	16,037
September _____	98	211	8,505	4,108	3,537	16,150
October _____	886	1,037	8,181	4,293	3,827	16,301
November _____	71	287	8,242	4,397	3,878	16,517
December _____	77	130	8,274	4,414	3,882	16,570
TOTAL	2,202	2,266				

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010
 This issue is 1.6% or 259 copies above the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	CLASSIFICATION BY FUNCTION							
						Senior Management	Sales &/or Marketing	Specification &/or Procurement	Fleet Management/Maintenance	Plant Management/Maintenance	R&D, Engineering, Technical	Education, Research	Other Functions or Functions Unavailable
Commercial or Industrial End User of Lubes and/or Greases _____	3,292	19.9	2,201	586	505	816	375	201	660	219	477	43	501
Lubricant and/or Grease Manufacturer and/or Marketer _____	7,851	47.5	3,391	2,300	2,160	2,048	3,430	249	17	183	1,360	62	502
Base Oil Supplier _____	774	4.7	265	318	191	189	293	20	2	21	150	5	94
Additive Supplier _____	1,685	10.2	708	525	452	319	648	53	2	35	493	9	126
Lubricants Packager _____	236	1.4	121	42	73	84	72	15	4	13	25	1	22
Equipment or Packaging Supplier _____	443	2.7	307	77	59	124	187	8	4	9	48	1	62
Used Oil Recycling Services _____	164	1.0	70	44	50	87	39	5	2	6	15	2	8
Testing _____	458	2.8	240	127	91	104	48	8	3	11	187	52	45
Others Allied to the Field _____	1,614	9.8	939	378	297	389	241	28	4	15	205	107	625
TOTAL QUALIFIED CIRCULATION	16,517	100.0	8,242	4,397	3,878	4,160	5,333	587	698	512	2,960	282	1,985
PERCENT	100.0		49.9	26.6	23.5	25.2	32.3	3.6	4.2	3.1	17.9	1.7	12.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010

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: _____	12,025	1,999	-	5,971	4,182	3,871	14,024	84.9
II. Request from recipient's company: _____	182	198	-	358	17	5	380	2.3
III. Membership Benefit: _____	-	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	66	50	-	115	1	-	116	0.7
V. TOTAL - Sources other than above (listed alphabetically): _____	908	1,089	-	1,798	197	2	1,997	12.1
*Association rosters and directories _____	610	1,041	-	1,650	-	1	1,651	10.0
*Business directories _____	17	5	-	21	1	-	22	0.1
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-	-
*Other sources _____	281	43	-	127	196	1	324	2.0
VI. Single Copy Sales: _____	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	13,181	3,336	-	8,242	4,397	3,878	16,517	100.0
PERCENT	79.8	20.2	-	49.9	26.6	23.5	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010

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 _____	7,134	4,365	3,829	15,328	92.8
Individuals by name only _____	1,081	32	47	1,160	7.0
Titles or functions only _____	10	-	-	10	0.1
Company names only _____	17	-	-	17	0.1
Multi-Copy Same Addressee copies _____	-	-	2	2	-
Single Copy Sales _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,242	4,397	3,878	16,517	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
039-049 Maine	22	-	8	30	
030-038 New Hampshire	27	4	19	50	
050-059 Vermont	6	2	1	9	
010-027 Massachusetts	105	11	48	164	
028-029 Rhode Island	22	2	5	29	
060-069 Connecticut	87	12	50	149	
NEW ENGLAND	269	31	131	431	2.6
100-149 New York	275	31	128	434	
070-089 New Jersey	381	66	206	653	
150-196 Pennsylvania	505	68	224	797	
MIDDLE ATLANTIC	1,161	165	558	1,884	11.4
430-459 Ohio	617	83	286	986	
460-479 Indiana	215	34	89	338	
600-629 Illinois	593	82	248	923	
480-499 Michigan	406	49	183	638	
530-549 Wisconsin	214	25	81	320	
EAST NO. CENTRAL	2,045	273	887	3,205	19.4
550-567 Minnesota	155	19	62	236	
500-528 Iowa	87	5	40	132	
630-658 Missouri	164	19	61	244	
580-588 North Dakota	8	1	4	13	
570-577 South Dakota	27	4	6	37	
680-693 Nebraska	32	4	17	53	
660-679 Kansas	83	16	50	149	
WEST NO. CENTRAL	556	68	240	864	5.2
197-199 Delaware	34	3	15	52	
206-219 Maryland	82	14	30	126	
200-205 Washington, DC	8	1	2	11	
220-246 Virginia	243	62	157	462	
247-268 West Virginia	31	2	3	36	
270-289 North Carolina	179	36	70	285	
290-299 South Carolina	80	10	41	131	
300-319 Georgia	174	24	70	268	
320-349 Florida	240	35	132	407	
SOUTH ATLANTIC	1,071	187	520	1,778	10.8

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
400-427 Kentucky	106	20	70	196	
370-385 Tennessee	148	18	51	217	
350-369 Alabama	84	7	32	123	
386-397 Mississippi	38	5	19	62	
EAST SO. CENTRAL	376	50	172	598	3.6
716-729 Arkansas	89	8	30	127	
700-714 Louisiana	114	16	44	174	
730-749 Oklahoma	123	16	48	187	
750-799 Texas	841	178	434	1,453	
WEST SO. CENTRAL	1,167	218	556	1,941	11.8
590-599 Montana	35	2	10	47	
832-838 Idaho	25	2	12	39	
820-831 Wyoming	11	1	6	18	
800-816 Colorado	92	16	36	144	
870-884 New Mexico	16	6	7	29	
850-865 Arizona	82	15	36	133	
840-847 Utah	45	9	17	71	
889-898 Nevada	27	2	8	37	
MOUNTAIN	333	53	132	518	3.1
995-999 Alaska	12	1	6	19	
980-994 Washington	125	16	54	195	
970-979 Oregon	80	6	28	114	
900-961 California	512	100	290	902	
967-968 Hawaii	11	1	4	16	
PACIFIC	740	124	382	1,246	7.5
UNITED STATES	7,718	1,169	3,578	12,465	75.4
969 & 004-009	23	3	6	32	
Canada	227	90	214	531	
Mexico	25	82	1	108	
Other International	249	3,052	79	3,380	
AP0/FPO	-	1	-	1	
TOTAL QUALIFIED CIRCULATION	8,242	4,397	3,878	16,517	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010

Region/Country	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
ASIA					
Armenia	-	1	-	1	
Azerbaijan	-	1	-	1	
Bangladesh	-	7	-	7	
Cambodia	-	1	-	1	
China	1	70	-	71	
Georgia	-	1	-	1	
Hong Kong - SAR	-	13	-	13	
India	6	140	5	151	
Indonesia	1	16	-	17	
Japan	4	33	3	40	
Kazakhstan	-	3	-	3	
Korea, Republic Of	1	34	1	36	
Malaysia	4	53	1	58	
Pakistan	1	23	-	24	
Philippines	-	12	-	12	
Singapore	3	109	7	119	
Sri Lanka	-	2	-	2	
Taiwan	3	14	2	19	
Thailand	1	23	1	25	
Uzbekistan	-	1	-	1	
Vietnam	-	6	1	7	
Subtotal	25	563	21	609	3.7
MIDDLE EAST					
Bahrain	-	6	-	6	
Iran	-	76	-	76	
Iraq	-	3	-	3	
Israel	3	20	1	24	
Jordan	-	9	-	9	
Kuwait	-	7	-	7	
Lebanon	-	7	-	7	
Oman	-	7	-	7	
Qatar	-	17	-	17	
Saudi Arabia	-	39	2	41	
Syrian Arab Republic	1	6	-	7	
United Arab Emirates	3	82	-	85	
Yemen	-	5	-	5	
Subtotal	7	281	3	291	1.8
EUROPE					
Albania	-	1	-	1	
Austria	-	13	-	13	
Belarus	-	1	-	1	
Belgium	1	108	3	112	
Bosnia and Herzegovina	-	1	-	1	
Bulgaria	-	7	1	8	
Croatia	2	13	-	15	
Cyprus	-	7	-	7	
Czech Republic	-	15	-	15	
Denmark	-	16	-	16	
Estonia	-	3	-	3	
Finland	-	23	-	23	
France	9	117	4	130	
Germany	27	201	6	234	
Greece	2	48	2	51	
Hungary	1	12	-	13	
Iceland	-	1	-	1	
Italy	3	75	-	78	
Latvia	-	3	-	3	
Lithuania	-	7	-	7	
Luxembourg	-	2	-	2	
Netherlands	3	130	3	136	
Norway	-	7	-	7	
Poland	-	51	-	51	
Portugal	-	31	-	31	
Ireland	-	9	-	9	
Romania	-	39	-	39	
Russian Federation	4	39	-	43	
Serbia	1	10	1	12	
Slovakia	-	1	-	1	
Slovenia	-	6	-	6	
Spain	2	72	1	75	
Sweden	3	52	4	59	
Switzerland	-	36	1	37	
Turkey	2	47	-	49	
Ukraine	1	12	-	13	
United Kingdom	10	432	12	454	
Subtotal	70	1,648	38	1,756	10.5

Region/Country	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
AFRICA					
Algeria	-	10	-	10	
Benin	-	1	-	1	
Botswana	-	2	-	2	
Burkina Faso	-	1	-	1	
Cameroon	-	3	-	3	
Cape Verde	-	1	-	1	
Cote D'Ivoire	-	1	-	1	
Egypt	1	19	-	20	
Eritrea	-	1	-	1	
Ethiopia	-	2	-	2	
Ghana	-	10	-	10	
Kenya	-	8	-	8	
Libyan Arab Jamahiriya	-	3	-	3	
Madagascar	-	1	-	1	
Malawi	-	1	-	1	
Mauritius	-	2	-	2	
Morocco	-	4	-	4	
Mozambique	-	1	-	1	
Nigeria	-	50	-	50	
Senegal	-	4	-	4	
South Africa	3	62	4	69	
Sudan	-	11	-	11	
Swaziland	-	1	-	1	
Tanzania	-	2	-	2	
Tunisia	-	3	1	4	
Uganda	-	1	-	1	
Zambia	-	8	-	8	
Zimbabwe	-	2	-	2	
Subtotal	4	215	5	224	1.4
NORTH AMERICA					
Canada	227	91	214	532	
United States	7,741	1,173	3,584	12,498	
Mexico	25	82	1	108	
Subtotal	7,993	1,346	3,799	13,138	79.5
CARIBBEAN					
Barbados	-	3	-	3	
Cayman Islands	-	1	-	1	
Cuba	-	1	-	1	
Dominican Republic	1	5	-	6	
Grenada	-	1	-	1	
Netherlands Antilles	-	2	-	2	
Trinidad and Tobago	9	3	-	12	
Subtotal	10	16	-	26	0.2
CENTRAL AMERICA					
Belize	-	1	-	1	
Costa Rica	-	2	-	2	
El Salvador	-	4	-	4	
Guatemala	-	4	1	5	
Honduras	-	3	-	3	
Nicaragua	-	1	-	1	
Panama	3	1	-	4	
Subtotal	3	16	1	20	0.1
SOUTH AMERICA					
Argentina	13	29	-	42	
Bolivia	-	4	-	4	
Brazil	41	56	7	104	
Chile	-	7	-	7	
Colombia	11	18	-	27	
Ecuador	4	8	-	12	
Guyana	-	1	-	1	
Peru	2	10	-	12	
Uruguay	2	2	-	4	
Venezuela	48	15	-	63	
Subtotal	128	156	7	291	1.8
ASIA PACIFIC					
American Samoa	-	136	-	136	
Australia	2	-	3	5	
New Zealand	-	19	1	20	
Tuvalu	-	1	-	1	
Subtotal	2	156	4	162	1.0
TOTAL QUALIFIED CIRCULATION	8,242	4,397	3,878	16,517	100.0

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 2008	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*
Total Audit Average Qualified	15,747	15,976	15,803	16,058	16,305	16,301
Qualified Non-Paid Total	15,564	15,798	15,629	15,881	16,153	16,169
Print Version Only	10,819	10,678	10,116	9,964	9,436	8,336
Digital Version Only	1,981	2,269	2,550	2,787	3,385	4,205
Both Print & Digital Version (Unduplicated)	2,764	2,851	2,963	3,130	3,332	3,628
Qualified Paid Total	183	178	174	177	152	132
Print Version Only	75	74	76	81	72	63
Digital Version Only	-	-	-	-	-	-
Both Print & Digital Version (Unduplicated)	108	104	98	96	80	69
Post Expire Copies included in Total Qualified Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	\$91.45	\$90.09	\$88.74	\$90.14	\$86.45	**NC

*NOTE: July - December 2010 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 a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital versions 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:

Association rosters and directories include 8 sources of circulation for quantities of 1 copy or -% to 413 copies or 2.5%.

Business directories include 2 sources of circulation for quantities of 1 copy or -% to 21 copies or 0.1%

Other Sources include 12 sources of circulation for quantities of 1 copy or -% to 195 copies or 1.2%.

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	8,399	100.0	8,336	99.2	63	0.8
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,399	100.0	8,336	99.2	63	0.8

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	4,205	100.0	4,205	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4,205	100.0	4,205	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - BOTH PRINT & DIGITAL VERSION						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	3,695	99.9	3,628	98.1	67	1.8
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	2	0.1	-	-	2	0.1
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	3,697	100.0	3,628	98.1	69	1.9

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	February 11, 2011
Nancy DeMarco, Publisher	State	Virginia
Sheryl Unangst, Circulation Manager	County	Fairfax
(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	February 11, 2011
IMPORTANT NOTE:	Type	PJ
This unaudited circulation statement has been checked against the previous audit report.	ID Number	L069Y0D0
It will be included in the annual audit made by BPA Worldwide.		