



**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2011**

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.

No. 999/06-11

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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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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 _____	282
Rotated or Occasional _____	5
Allocated for Trade Shows and Conventions _____	636
Digital _____	-
All Other _____	702
TOTAL	1,625

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	16,688	100.0	16,576	99.3	112	0.7
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,688	100.0	16,576	99.3	112	0.7

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
January _____	516	594	8,202	4,469	3,977	16,648
February _____	121	212	8,212	4,518	4,009	16,739
March _____	222	499	8,288	4,685	4,043	17,016
April _____	251	348	8,228	4,791	4,094	17,113
May _____	1,774	1,003	7,155	5,054	4,133	16,342
June _____	203	140	7,097	5,052	4,130	16,279
TOTAL	3,087	2,796				

LUBES'N'GREASES / June 2011

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

This issue is 2.5% or 417 copies below 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 _____	3,002	18.4	1,689	762	551	883	410	201	625	237	512	43	91
Lubricant and/or Grease Manufacturer and/or Marketer _____	8,085	49.5	3,201	2,567	2,317	2,231	3,546	265	18	190	1,402	55	378
Base Oil Supplier _____	797	4.9	233	362	202	211	315	22	3	24	166	6	50
Additive Supplier _____	1,738	10.6	665	585	488	355	683	57	-	38	495	9	101
Lubricants Packager _____	233	1.4	107	50	76	78	73	17	2	11	31	1	20
Equipment or Packaging Supplier _____	443	2.7	280	101	62	129	207	7	5	6	58	2	29
Used Oil Recycling Services _____	165	1.0	68	50	47	84	47	4	3	5	15	-	7
Testing _____	479	2.9	236	149	94	119	49	8	3	11	196	54	39
Others Allied to the Field _____	1,400	8.6	676	428	296	399	247	36	9	13	206	122	368
TOTAL QUALIFIED CIRCULATION	16,342	100.0	7,155	5,054	4,133	4,489	5,577	617	668	535	3,081	292	1,083
PERCENT	100.0		43.8	30.9	25.3	27.5	34.0	3.8	4.1	3.3	18.9	1.8	6.6

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 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: _____	13,459	1,815	-	6,238	4,909	4,127	15,274	93.4
II. Request from recipient's company: _____	245	10	-	241	10	4	255	1.6
III. Membership Benefit: _____	-	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	23	38	-	60	1	-	61	0.4
V. TOTAL - Sources other than above (listed alphabetically): _____	193	559	-	616	134	2	752	4.6
Association rosters and directories _____	159	407	-	563	1	2	566	3.5
Business directories _____	-	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-	-
Other sources _____	34	152	-	53	133	-	186	1.1
VI. Single Copy Sales: _____	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	13,920	2,422	-	7,155	5,054	4,133	16,342	100.0
PERCENT	85.2	14.8	-	43.8	30.9	25.3	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 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 _____	6,750	5,011	4,088	15,849	96.9
Individuals by name only _____	381	41	44	466	2.9
Titles or functions only _____	11	-	-	11	0.1
Company names only _____	13	2	1	16	0.1
Multi-Copy Same Addressee copies _____	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7,155	5,054	4,133	16,342	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

State	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
Maine	20	1	5	26	
New Hampshire	22	5	20	47	
Vermont	8	2	-	10	
Massachusetts	81	12	44	137	
Rhode Island	14	3	7	24	
Connecticut	73	13	49	135	
NEW ENGLAND	218	36	125	379	2.3
New York	234	40	118	392	
New Jersey	339	76	219	634	
Pennsylvania	435	70	249	754	
MIDDLE ATLANTIC	1,008	186	586	1,780	10.9
Ohio	532	92	306	930	
Indiana	189	43	92	324	
Illinois	505	99	287	891	
Michigan	329	58	193	580	
Wisconsin	202	28	87	317	
EAST NO. CENTRAL	1,757	320	965	3,042	18.5
Minnesota	138	22	68	228	
Iowa	76	7	44	127	
Missouri	146	25	69	240	
North Dakota	7	1	7	15	
South Dakota	23	5	6	34	
Nebraska	25	4	21	50	
Kansas	83	15	57	155	
WEST NO. CENTRAL	498	79	272	849	5.2
Delaware	28	4	14	46	
Maryland	70	17	30	117	
Washington, DC	8	2	4	14	
Virginia	211	64	165	440	
West Virginia	24	3	8	35	
North Carolina	152	31	81	264	
South Carolina	69	8	44	121	
Georgia	143	24	65	232	
Florida	216	41	135	392	
SOUTH ATLANTIC	921	194	546	1,661	10.2

State	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
Kentucky	95	23	77	195	
Tennessee	127	18	57	202	
Alabama	57	11	27	95	
Mississippi	29	8	20	57	
EAST SO. CENTRAL	308	60	181	549	3.4
Arkansas	80	11	34	125	
Louisiana	95	16	52	163	
Oklahoma	89	21	56	166	
Texas	700	193	463	1,356	
WEST SO. CENTRAL	964	241	605	1,810	11.1
Montana	34	2	8	44	
Idaho	25	2	11	38	
Wyoming	9	1	6	16	
Colorado	84	16	43	143	
New Mexico	11	5	7	23	
Arizona	76	18	32	126	
Utah	32	8	20	60	
Nevada	22	2	9	33	
MOUNTAIN	293	54	136	483	3.0
Alaska	9	2	2	13	
Washington	111	23	57	191	
Oregon	65	3	39	107	
California	420	120	284	824	
Hawaii	8	2	5	15	
PACIFIC	613	150	387	1,150	7.0
UNITED STATES	6,580	1,320	3,803	11,703	71.6
U.S. Territories	17	3	6	26	
Canada	241	97	219	557	
Mexico	27	86	2	115	
Other International	290	3,547	103	3,940	
APO/FPO	-	1	-	1	
TOTAL QUALIFIED CIRCULATION	7,155	5,054	4,133	16,342	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

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	-	8	-	8	
Cambodia	-	1	-	1	
China	-	71	1	72	
Georgia	-	1	-	1	
Hong Kong - SAR	-	17	-	17	
India	4	163	6	173	
Indonesia	1	14	1	16	
Japan	3	34	4	41	
Kazakhstan	-	5	-	5	
Korea, Democratic People's Republic Of	-	7	-	7	
Korea, Republic Of	1	32	-	33	
Malaysia	2	55	1	58	
Pakistan	1	27	-	28	
Philippines	-	12	-	12	
Singapore	3	109	6	118	
Sri Lanka	-	2	-	2	
Taiwan	2	16	2	20	
Thailand	1	25	1	27	
Uzbekistan	-	1	-	1	
Vietnam	-	6	1	7	
Subtotal	18	601	30	649	4.0
MIDDLE EAST					
Bahrain	-	7	-	7	
Iran	4	89	2	95	
Iraq	-	2	1	3	
Israel	4	26	-	30	
Jordan	-	12	-	12	
Kuwait	1	11	-	12	
Lebanon	-	6	-	6	
Oman	-	9	-	9	
Qatar	-	22	2	24	
Saudi Arabia	1	51	3	55	
Syrian Arab Republic	1	6	-	7	
United Arab Emirates	6	111	3	120	
Yemen	-	7	-	7	
Subtotal	17	359	12	388	2.4
EUROPE					
Albania	-	1	-	1	
Austria	-	19	1	20	
Belarus	-	1	-	1	
Belgium	2	121	2	125	
Bosnia and Herzegovina	-	2	-	2	
Bulgaria	-	15	1	16	
Croatia	1	20	-	21	
Cyprus	-	7	-	7	
Czech Republic	2	17	-	19	
Denmark	-	16	-	16	
Estonia	-	27	-	27	
Finland	-	2	-	2	
France	10	128	3	141	
Germany	31	239	5	275	
Greece	2	55	2	59	
Hungary	1	16	-	17	
Iceland	-	2	-	2	
Italy	3	92	5	100	
Latvia	-	4	-	4	
Lithuania	-	7	-	7	
Luxembourg	-	2	-	2	
Macedonia	-	2	-	2	
Malta	1	1	-	2	
Netherlands	4	154	3	161	
Norway	-	12	-	12	
Poland	2	53	-	55	
Portugal	-	38	1	39	
Ireland	-	12	-	12	
Romania	1	49	-	50	
Russian Federation	5	42	-	47	
Serbia	1	1	-	2	
Slovakia	-	1	-	1	
Slovenia	-	5	-	5	
Spain	4	79	4	87	
Sweden	2	60	3	65	
Switzerland	-	48	-	48	
Turkey	3	74	3	80	

Region/Country	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
Ukraine	-	15	-	15	
United Kingdom	17	478	11	506	
Subtotal	92	1,933	44	2,069	12.7
AFRICA					
Algeria	1	13	1	15	
Benin	-	1	-	1	
Botswana	-	2	-	2	
Burkina Faso	-	1	-	1	
Cameroon	-	4	-	4	
Cote D'Ivoire	-	2	-	2	
Egypt	1	29	2	32	
Eritrea	-	1	-	1	
Ethiopia	-	2	-	2	
Ghana	-	11	-	11	
Guinea-Bissau	-	1	-	1	
Kenya	-	13	-	13	
Libyan Arab Jamahiriya	-	2	-	2	
Madagascar	-	1	-	1	
Malawi	-	3	-	3	
Mauritius	1	4	-	5	
Morocco	-	5	-	5	
Mozambique	-	2	-	2	
Namibia	-	1	-	1	
Niger	-	1	-	1	
Nigeria	7	67	1	75	
Senegal	-	4	-	4	
South Africa	5	77	3	85	
Sudan	1	12	-	13	
Swaziland	-	1	-	1	
Tanzania	-	3	-	3	
Tunisia	-	6	-	6	
Uganda	-	3	-	3	
Zambia	1	8	-	9	
Zimbabwe	-	5	-	5	
Subtotal	17	285	7	309	1.9
NORTH AMERICA					
Canada	241	98	219	558	
United States	6,597	1,324	3,809	11,730	
Mexico	27	86	2	115	
Subtotal	6,865	1,508	4,030	12,403	75.8
CARIBBEAN					
Barbados	-	3	-	3	
Cayman Islands	-	1	-	1	
Cuba	-	1	-	1	
Dominican Republic	1	6	-	7	
Netherlands Antilles	-	2	-	2	
Trinidad and Tobago	9	3	1	13	
Subtotal	10	16	1	27	0.2
CENTRAL AMERICA					
Belize	-	1	-	1	
Costa Rica	-	2	-	2	
El Salvador	-	4	-	4	
Guatemala	-	7	-	7	
Honduras	-	4	-	4	
Nicaragua	-	2	-	2	
Panama	3	1	-	4	
Subtotal	3	21	-	24	0.1
SOUTH AMERICA					
Argentina	13	30	-	43	
Bolivia	-	4	-	4	
Brazil	40	59	6	105	
Chile	7	17	-	24	
Colombia	14	18	-	32	
Ecuador	4	8	-	12	
Guayana	-	1	-	1	
Peru	3	12	-	15	
Uruguay	2	1	-	3	
Venezuela	49	19	-	68	
Subtotal	132	169	6	307	1.9
ASIA PACIFIC					
Australia	1	141	2	144	
New Zealand	-	20	1	21	
Tuvalu	-	1	-	1	
Subtotal	1	162	3	166	1.0
TOTAL QUALIFIED CIRCULATION	7,155	5,054	4,133	16,342	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*	January - June 2011*
Total Audit Average Qualified	15,976	15,803	16,058	16,305	16,301	16,688
Qualified Non-Paid Total	15,798	15,629	15,881	16,152	16,169	16,576
Print Version Only	10,678	10,116	9,964	9,436	8,336	7,814
Digital Version Only	2,269	2,550	2,787	3,385	4,205	4,761
Both Print & Digital Version (Unduplicated)	2,851	2,963	3,130	3,331	3,628	4,001
Qualified Paid Total	178	174	177	153	132	112
Print Version Only	74	76	81	73	63	49
Digital Version Only	-	-	-	-	-	-
Both Print & Digital Version (Unduplicated)	104	98	96	80	69	63
Post Expire Copies included in Total Qualified Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	\$90.09	\$88.74	\$90.14	\$86.45	**NC	**NC

***NOTE: July 2010 – June 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 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.

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	7,863	100.0	7,814	99.4	49	0.6
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7,863	100.0	7,814	99.4	49	0.6

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	4,761	100.0	4,761	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4,761	100.0	4,761	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	4,064	100.0	4,001	98.4	63	1.6
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4,064	100.0	4,001	98.4	63	1.6

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	August 10, 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	August 10, 2011
IMPORTANT NOTE:	Type	PJ
This unaudited circulation statement has been checked against the previous audit report.	ID Number	L069Y0J1
It will be included in the annual audit made by BPA Worldwide.		