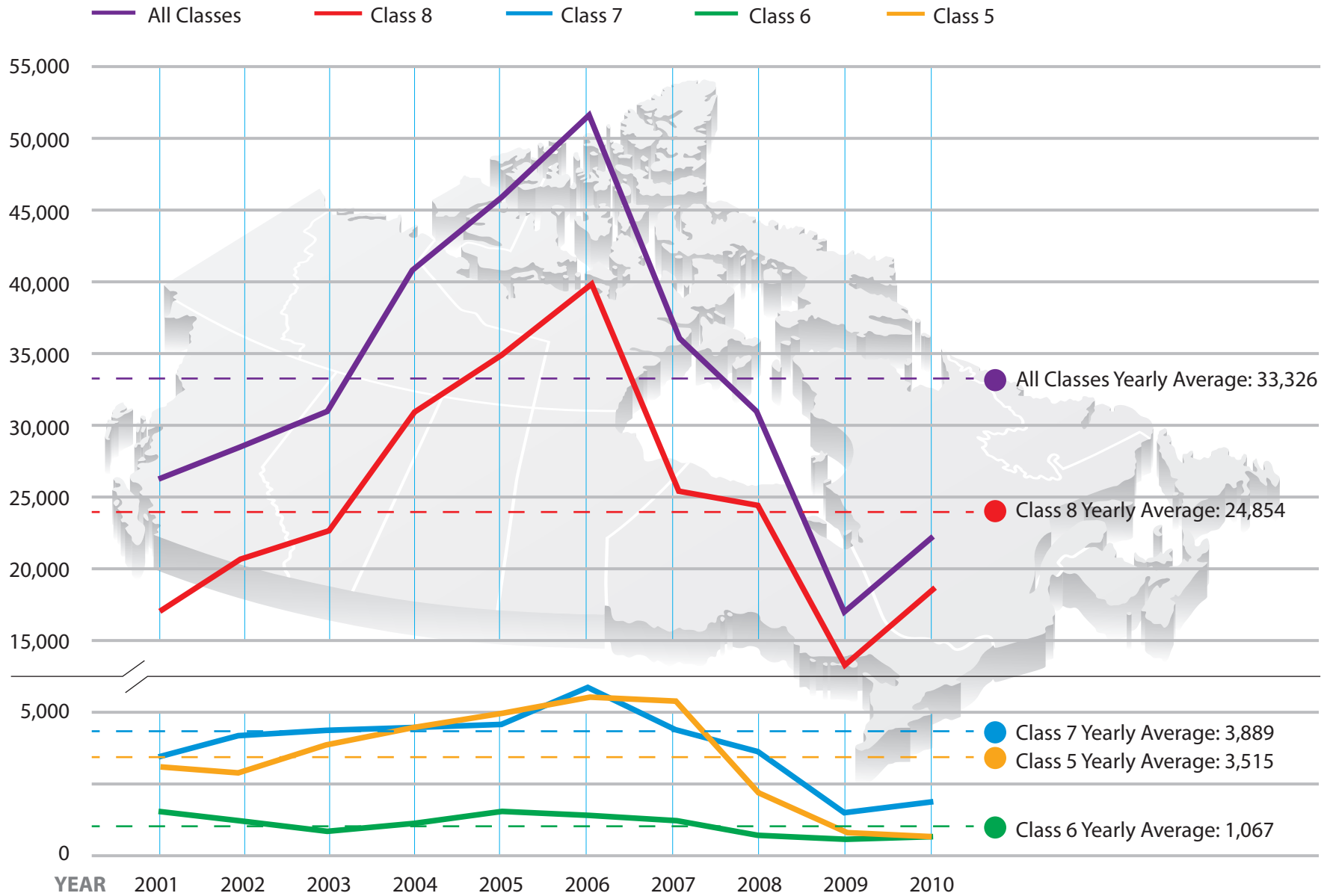


10 Year Canadian Truck Sales - 2001 through 2010






YEARLY TOTAL SALES ALL CLASSES

2001	26,352	28,363	31,527	40,847	46,248	51,963	36,415	31,325	17,334	22,706
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Canadian Medium and Heavy Duty Vehicle Distribution by Fleet Size






Total-All Fleet Sizes

	Percent	Number
 Truck Tractors	100%	258,050
 Semi Trailers	100%	411,150
 Straight Trucks	100%	242,184
Total	100%	911,384




Small Fleets

(1-9 Vehicles)

	Percent	Number
 Truck Tractors	23.8%	61,416
 Semi Trailers	15.2%	62,497
 Straight Trucks	20.5%	49,648
Total	19.0%	173,561




Medium-Sized Fleets

(10-99 Vehicles)

	Percent	Number
 Truck Tractors	27.8%	71,738
 Semi Trailers	26.9%	110,599
 Straight Trucks	31.2%	75,561
Total	28.3%	257,898

Large Fleets

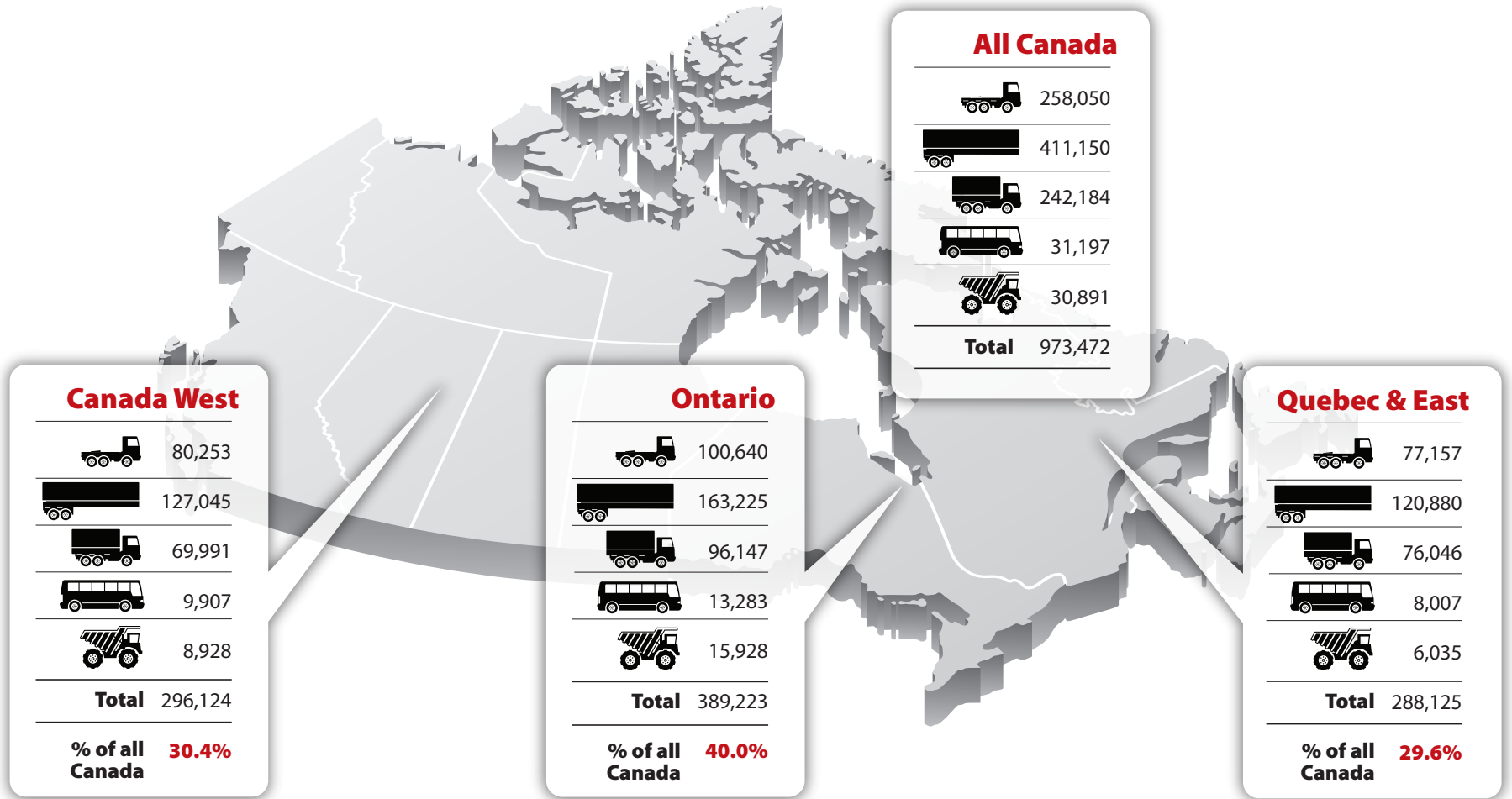
(100+ Vehicles)

	Percent	Number
 Truck Tractors	48.4%	124,896
 Semi Trailers	57.9%	238,054
 Straight Trucks	48.3%	116,975
Total	52.7%	479,925

Comment: Although fleets with 100 or more vehicles comprise less than 10% of Today's Trucking's motor vehicle fleet circulation, they represent almost half of all the trucks and truck tractors and nearly 60% of all semi-trailers operated by our readers. Important as this segment of the market is, it should be kept in mind that advertising's role at the big fleet level is generally supportive to the direct sales efforts. However, at the small and medium-sized fleet level advertising plays a primary role in reaching this hard-to-reach market segment. In fact, magazine advertising represents the best opportunity to build your brand's image and reputation within the small fleet and owner/operator category which after all, represent the other half of the market.

SOURCE: June 2011 Today's Trucking database of 22,891 truck operator subscribers... unit copies only.

Geographic analysis of Medium & Heavy Duty Vehicles Operated by the Readers of **Today's Trucking**



Tractors

Trailers

Straight Trucks

Buses

Off Road Equipment

Comment: Canada is the seventh largest market in the world for heavy duty vehicles and Today's Trucking magazine covers this entire market. From the single truck owner/operator to the largest fleets in the country, Today's Trucking delivers your advertising message to them all. The figures you see here represent only the subscriber portion of our circulation. With the addition of the former Highway Star's 35,000 plus bulk circulation, Today's Trucking's ability to reach this \$65 billion market is unparalleled.

SOURCE: June 2011 Today's Trucking database of 22,891 truck operator subscribers...unit copies only.