

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 comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 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 _____	89
Rotated or Occasional _____	89
Allocated for Trade Shows and Conventions _____	292
Digital _____	-
All Other _____	443
TOTAL	913

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	16,045	99.9	15,877	98.9	168	1.0
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	13	0.1	4	-	9	0.1
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,058	100.0	15,881	98.9	177	1.1

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD																	
2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	83	544	10,118	2,643	3,149			15,910	October _____	24	93	10,236	2,769	3,272			16,277
August _____	40	250	10,219	2,681	3,220			16,120	November _____	764	381	9,736	2,921	3,237			15,894
September _____	60	148	10,211	2,740	3,257			16,208	December _____	62	103	9,746	2,966	3,223			15,935
									TOTAL	1,033	1,519						

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009
 This issue is 1.2% or 196 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 _____	3,284	20.7	2,569	307	408	706	348	185	779	190	397	38	641
Lubricant and/or Grease Manufacturer and/or Marketer _____	7,343	46.2	3,920	1,607	1,816	1,832	3,220	220	22	159	1,170	45	675
Base Oil Supplier _____	749	4.7	360	222	167	162	257	17	3	17	125	6	162
Additive Supplier _____	1,679	10.6	916	375	388	273	647	47	3	41	424	9	235
Lubricants Packager _____	208	1.3	141	20	47	69	70	12	3	11	21	-	22
Equipment or Packaging Supplier _____	475	3.0	379	44	52	119	202	2	2	3	37	-	110
Used Oil Recycling Services _____	166	1.0	92	32	42	80	34	1	2	10	20	3	16
Testing _____	414	2.6	271	67	76	95	59	5	4	6	162	39	44
Others Allied to the Field _____	1,576	9.9	1,088	247	241	303	182	20	7	8	155	95	806
TOTAL QUALIFIED CIRCULATION	15,894	100.0	9,736	2,921	3,237	3,639	5,019	509	825	445	2,511	235	2,711
PERCENT	100.0		61.2	18.4	20.4	22.9	31.6	3.2	5.2	2.8	15.8	1.5	17.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years*							
I. Direct Request: _____	10,195	2,974	3	7,044	2,900	3,228			13,172	82.9
II. Request from recipient's company: _____	107	195	-	272	21	9			302	1.9
III. Membership Benefit: _____	-	-	-	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	153	95	-	248	-	-			248	1.5
V. TOTAL - Sources other than above (listed alphabetically): _____	1,870	302	-	2,172	-	-			2,172	13.7
*Association rosters and directories _____	1,816	229	-	2,045	-	-			2,045	12.9
*Business directories _____	19	7	-	26	-	-			26	0.2
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-			-	-
*Other sources _____	35	66	-	101	-	-			101	0.6
VI. Single Copy Sales: _____	-	-	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	12,325	3,566	3	9,736	2,921	3,237			15,894	100.0
PERCENT	77.6	22.4	-	61.2	18.4	20.4			100.0	

*See Paragraph 9

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	8,417	2,900	3,211			14,528	91.4
Individuals by name only _____	1,274	17	19			1,310	8.2
Titles or functions only _____	3	4	7			14	0.1
Company names only _____	28	-	-			28	0.2
Multi-Copy Same Addressee copies _____	14	-	-			14	0.1
Single Copy Sales _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	9,736	2,921	3,237			15,894	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
039-049 Maine	27	1	5	33	
030-038 New Hampshire	36	3	9	48	
050-059 Vermont	8	2	-	10	
010-027 Massachusetts	133	9	35	177	
028-029 Rhode Island	22	2	6	30	
060-069 Connecticut	109	11	40	160	
NEW ENGLAND	335	28	95	458	2.9
100-149 New York	326	25	105	456	
070-089 New Jersey	468	42	161	671	
150-196 Pennsylvania	614	44	173	831	
MIDDLE ATLANTIC	1,408	111	439	1,958	12.3
430-459 Ohio	734	46	251	1,031	
460-479 Indiana	266	23	72	361	
600-629 Illinois	733	51	184	968	
480-499 Michigan	486	34	143	663	
530-549 Wisconsin	223	18	72	313	
EAST NO. CENTRAL	2,442	172	722	3,336	21.0
550-567 Minnesota	177	13	43	233	
500-528 Iowa	100	6	28	134	
630-658 Missouri	205	10	45	260	
580-588 North Dakota	14	-	1	15	
570-577 South Dakota	23	2	9	34	
680-693 Nebraska	48	4	15	67	
660-679 Kansas	105	11	43	159	
WEST NO. CENTRAL	672	46	184	902	5.7
197-199 Delaware	40	1	18	59	
206-219 Maryland	87	8	33	128	
200-205 Washington, DC	11	-	2	13	
220-246 Virginia	275	41	133	449	
247-268 West Virginia	32	4	2	38	
270-289 North Carolina	189	24	68	281	
290-299 South Carolina	103	6	27	136	
300-319 Georgia	207	15	51	273	
320-349 Florida	287	23	109	419	
SOUTH ATLANTIC	1,231	122	443	1,796	11.3

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
400-427 Kentucky	124	9	53	186	
370-385 Tennessee	174	14	49	237	
350-369 Alabama	101	8	21	130	
386-397 Mississippi	47	3	14	64	
EAST SO. CENTRAL	446	34	137	617	3.9
716-729 Arkansas	102	4	25	131	
700-714 Louisiana	132	12	33	177	
730-749 Oklahoma	140	7	41	188	
750-799 Texas	1,003	103	387	1,493	
WEST SO. CENTRAL	1,377	126	486	1,989	12.5
590-599 Montana	33	1	8	42	
832-838 Idaho	33	2	7	42	
820-831 Wyoming	17	-	4	21	
800-816 Colorado	94	10	27	131	
870-884 New Mexico	20	4	6	30	
850-865 Arizona	99	7	35	141	
840-847 Utah	43	7	9	59	
889-898 Nevada	34	1	10	45	
MOUNTAIN	373	32	106	511	3.2
995-999 Alaska	12	1	5	18	
980-994 Washington	140	11	42	193	
970-979 Oregon	87	4	19	110	
900-961 California	595	68	257	920	
967-968 Hawaii	14	-	4	18	
PACIFIC	848	84	327	1,259	7.9
UNITED STATES	9,132	755	2,939	12,826	80.7
969 & 004-009 U.S. Territories	31	-	4	35	
Canada	276	52	186	514	
Mexico	30	69	5	104	
Other International	264	2,045	103	2,412	
APO/FPO	3	-	-	3	
TOTAL QUALIFIED CIRCULATION	9,736	2,921	3,237	15,894	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

Region/Country	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
ASIA					
Azerbaijan	-	1	-	1	
Bangladesh	-	2	-	2	
Cambodia	-	1	-	1	
China	2	59	-	61	
Georgia	-	1	-	1	
Hong Kong - SAR	-	11	2	13	
India	5	120	8	133	
Indonesia	1	10	-	11	
Japan	5	31	6	42	
Kazakhstan	-	3	-	3	
Korea, Republic Of	4	31	2	37	
Malaysia	4	44	2	50	
Pakistan	1	9	-	10	
Philippines	-	9	-	9	
Singapore	7	93	6	106	
Sri Lanka	-	1	1	2	
Taiwan	3	13	6	22	
Thailand	1	16	1	18	
Uzbekistan	-	1	-	1	
Vietnam	-	4	-	4	
Subtotal	33	460	34	527	3.3
MIDDLE EAST					
Bahrain	-	5	-	5	
Iran	-	34	-	34	
Israel	2	11	1	14	
Jordan	1	4	-	5	
Kuwait	-	4	-	4	
Lebanon	-	1	-	1	
Oman	-	4	-	4	
Qatar	-	6	-	6	
Saudi Arabia	-	20	1	21	
Syrian Arab Republic	-	3	-	3	
United Arab Emirates	1	43	-	44	
Yemen	-	1	-	1	
Subtotal	4	136	2	142	0.9
EUROPE					
Austria	-	6	-	6	
Belgium	2	87	3	92	
Bulgaria	1	7	3	11	
Croatia	-	10	-	10	
Cyprus	-	6	-	6	
Czech Republic	-	10	-	10	
Denmark	-	10	-	10	
Estonia	-	2	-	2	
Finland	-	16	-	16	
France	9	77	9	95	
Germany	34	114	4	152	
Greece	-	31	1	34	
Hungary	2	6	-	8	
Ireland	-	3	-	3	
Italy	3	46	3	52	
Lithuania	-	2	-	2	
Luxembourg	-	1	-	1	
Netherlands	3	92	3	98	
Norway	-	6	-	6	
Poland	-	33	-	33	
Portugal	-	22	-	22	
Romania	-	8	-	8	
Russian Federation	2	25	-	27	
Serbia	1	5	1	7	
Slovakia	-	1	-	1	
Slovenia	-	3	-	3	

Region/Country	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
AFRICA					
Algeria	-	2	-	2	
Botswana	-	1	-	1	
Burkina Faso	-	1	-	1	
Cameroon	-	2	-	2	
Egypt	1	7	-	8	
Ethiopia	-	1	-	1	
Ghana	-	4	-	4	
Kenya	-	3	-	3	
Morocco	-	2	-	2	
Nigeria	-	13	-	13	
South Africa	5	41	2	48	
Sudan	-	3	-	3	
Tanzania	-	2	-	2	
Zambia	-	3	-	3	
Subtotal	6	85	2	93	0.6
NORTH AMERICA					
Canada	276	52	186	514	
United States	9,166	755	2,943	12,864	
Mexico	30	69	5	104	
Subtotal	9,472	876	3,134	13,482	84.8
CARIBBEAN					
Barbados	-	1	-	1	
Cuba	-	1	-	1	
Dominican Republic	2	3	-	5	
Netherlands Antilles	-	1	-	1	
Trinidad and Tobago	4	4	-	8	
Subtotal	6	10	-	16	0.1
CENTRAL AMERICA					
Costa Rica	-	1	-	1	
El Salvador	1	3	-	4	
Guatemala	1	4	1	6	
Honduras	-	3	-	3	
Panama	4	1	-	5	
Subtotal	6	12	1	19	0.1
SOUTH AMERICA					
Argentina	14	22	1	37	
Bolivia	-	4	-	4	
Brazil	45	46	8	99	
Chile	10	10	-	20	
Colombia	16	13	-	29	
Ecuador	7	6	-	13	
Guyana	-	1	-	1	
Peru	4	11	-	15	
Uruguay	2	2	-	4	
Venezuela	22	13	-	35	
Subtotal	120	128	9	257	1.6
ASIA PACIFIC					
Australia	2	102	5	109	
New Zealand	-	16	2	18	
Subtotal	2	118	7	127	0.8
TOTAL QUALIFIED CIRCULATION	9,736	2,921	3,237	15,894	100.0

7. 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
	2006	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*
Total Audit Average Qualified	16,377	16,029	15,747	15,976	15,803	16,058
Qualified Non-Paid Total	16,181	15,839	15,564	15,798	15,629	15,881
Print Version Only	13,067	11,282	10,819	10,678	10,116	9,964
Electronic Version Only	1,475	1,943	1,981	2,269	2,550	2,787
Both Print & Electronic Version (Unduplicated)	1,639	2,614	2,764	2,851	2,963	3,130
Qualified Paid Total	196	190	183	178	174	177
Print Version Only	94	77	75	74	76	81
Electronic Version Only	-	-	-	-	-	-
Both Print & Electronic Version (Unduplicated)	102	113	108	104	98	96
Post Expire Copies included in Paid Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	\$86.52	\$88.23	\$91.45	\$90.09	\$88.74	\$90.14

***NOTE: July-December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. PAID CIRCULATION DATA

\$90.14	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. 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.

PARAGRAPH 3B:

The 3 subscriptions qualified as 3 years are paid subscriptions. Association rosters and directories include 19 sources of circulation for a quantity of 1 copy or -% to 544 copies or 3.4%. Business directories include 3 sources of circulation for quantities of 3 copies or -% to 19 copies or 0.1%. Other Sources include 22 sources of circulation for a quantity of 1 copy or -% to 30 copies or 0.2%.

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	10,032	99.9	9,960	99.2	72	0.7
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	13	0.1	4	-	9	0.1
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,045	100.0	9,964	99.2	81	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	2,787	100.0	2,787	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	2,787	100.0	2,787	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	3,226	100.0	3,130	97.0	96	3.0
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	3,226	100.0	3,130	97.0	96	3.0

PUBLISHER'S AFFIDAVIT

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

Nancy DeMarco, Publisher

Deborah Wessmiller, 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 12, 2010

State Virginia

County Fairfax

Received by BPA Worldwide February 12, 2010

Type PJ

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