

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.

Two Corporate Drive, Ninth Floor  
Shelton, CT USA 06484-6259  
Phone: +1 203.447.2800  
FAX: +1 203.447.2900  
[www.bpaww.com](http://www.bpaww.com)

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 Europe-Middle East-Africa

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

Official Publication of: None  
Established: 2007  
Issues Per Year: 6

### 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; 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 _____	39
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	497
Digital _____	-
All Other _____	281
<b>TOTAL</b>	<b>817</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	7,726	98.8	7,726	98.8	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	91	1.2	91	1.2	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>7,817</b>	<b>100.0</b>	<b>7,817</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July/ August _____	27	151			7,611	November/ December _____	61	402			8,090
September/ October _____	28	166			7,749	<b>TOTAL</b>	<b>116</b>	<b>719</b>			

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009**

This issue is 5.3% or 410 copies above the average of the other 2 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	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 _____	617	7.6	191	98	58	37	100	99	13	21
Lubricant and/or Grease Manufacturer and/or Marketer _____	4,402	54.4	520	524	69	5	34	374	15	2,861
Base Oil Supplier _____	369	4.6	72	103	8	2	8	46	7	123
Additive Supplier _____	777	9.6	97	239	15	5	22	61	5	333
Lubricants Packager _____	30	0.4	13	3	2	-	4	7	-	1
Equipment or Packaging Supplier _____	154	1.9	42	24	4	3	14	26	4	37
Used Oil Recycling Services _____	81	1.0	27	2	2	2	5	14	4	25
Testing _____	346	4.3	19	11	2	2	5	50	29	228
Others Allied to the Field _____	1,314	16.2	72	32	2	1	2	24	33	1,148
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>8,090</b>	<b>100.0</b>	<b>1,053</b>	<b>1,036</b>	<b>162</b>	<b>57</b>	<b>194</b>	<b>701</b>	<b>110</b>	<b>4,777</b>
<b>PERCENT</b>	<b>100.0</b>		<b>13.0</b>	<b>12.8</b>	<b>2.0</b>	<b>0.7</b>	<b>2.4</b>	<b>8.7</b>	<b>1.4</b>	<b>59.0</b>

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

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	1,854	910	354			3,118	38.5
II. Request from recipient's company: _____	92	75	85			252	3.1
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	104	87	83			274	3.4
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	563	2,512	1,371			4,446	55.0
*Association rosters and directories _____	365	167	576			1,108	13.7
Business directories _____	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	198	2,345	795			3,338	41.3
VI. Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>2,613</b>	<b>3,584</b>	<b>1,893</b>			<b>8,090</b>	<b>100.0</b>
<b>PERCENT</b>	<b>32.3</b>	<b>44.3</b>	<b>23.4</b>			<b>100.0</b>	

\*See Paragraph 9

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

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			4,731	58.5
Individuals by name only _____			1,218	15.1
Titles or functions only _____			3	-
Company names only _____			2,046	25.3
Multi-Copy Same Addressee copies _____			92	1.1
Single Copy Sales _____			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>8,090</b>	<b>100.0</b>

## 4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009

Region/Country	Total Qualified	Percent	Region/Country	Total Qualified	Percent
<b>ASIA</b>			Ukraine _____	50	
China _____	3		United Kingdom _____	1,221	
Georgia _____	3		Subtotal	5,790	71.7
India _____	9		<b>AFRICA</b>		
Indonesia _____	1		Algeria _____	27	
Japan _____	3		Angola _____	5	
Kazakhstan _____	3		Benin _____	6	
Korea, Republic Of _____	4		Botswana _____	9	
Malaysia _____	2		Burkina Faso _____	10	
Pakistan _____	2		Burundi _____	8	
Singapore _____	5		Cameroon _____	17	
Sri Lanka _____	1		Cape Verde _____	2	
Taiwan _____	3		Central African Republic _____	2	
Thailand _____	1		Chad _____	5	
Turkmenistan _____	1		Comoros _____	1	
Uzbekistan _____	3		Congo _____	14	
Subtotal	44	0.5	Cote D'Ivoire _____	15	
<b>MIDDLE EAST</b>			Djibouti _____	6	
Bahrain _____	13		Egypt _____	93	
Iran _____	221		Equatorial Guinea _____	5	
Iraq _____	4		Eritrea _____	2	
Israel _____	41		Ethiopia _____	7	
Jordan _____	18		Gabon _____	15	
Kuwait _____	25		Gambia _____	1	
Lebanon _____	15		Ghana _____	28	
Oman _____	41		Guinea _____	3	
Qatar _____	134		Guinea-Bissau _____	2	
Saudi Arabia _____	151		Kenya _____	64	
Syrian Arab Republic _____	15		Lesotho _____	1	
United Arab Emirates _____	312		Liberia _____	1	
Yemen _____	19		Libyan Arab Jamahiriya _____	6	
Subtotal	1,009	12.5	Madagascar _____	18	
<b>EUROPE</b>			Malawi _____	6	
Albania _____	4		Mali _____	3	
Austria _____	80		Mauritania _____	10	
Belarus _____	5		Mauritius _____	16	
Belgium _____	321		Morocco _____	20	
Bosnia and Herzegovina _____	6		Mozambique _____	18	
Bulgaria _____	32		Namibia _____	4	
Croatia _____	46		Niger _____	5	
Cyprus _____	15		Nigeria _____	180	
Czech Republic _____	78		Reunion _____	2	
Denmark _____	99		Rwanda _____	4	
Estonia _____	10		Senegal _____	10	
Finland _____	94		Sierra Leone _____	1	
France _____	464		South Africa _____	352	
Germany _____	748		Sudan _____	18	
Gibraltar _____	1		Swaziland _____	3	
Greece _____	103		Tanzania _____	14	
Greenland _____	1		Togo _____	7	
Hungary _____	57		Tunisia _____	22	
Iceland _____	2		Uganda _____	18	
Italy _____	319		Zambia _____	16	
Latvia _____	19		Zimbabwe _____	10	
Lithuania _____	25		Subtotal	1,112	13.7
Luxembourg _____	7		<b>NORTH AMERICA</b>		
Macedonia _____	12		Canada _____	3	
Malta _____	4		United States _____	126	
Moldova _____	2		Mexico _____	1	
Netherlands _____	412		Subtotal	130	1.6
Norway _____	49		<b>SOUTH AMERICA</b>		
Poland _____	173		Argentina _____	2	
Portugal _____	106		Brazil _____	1	
Ireland _____	52		Subtotal	3	-
Romania _____	85		<b>ASIA PACIFIC</b>		
Russian Federation _____	154		Australia _____	1	
Serbia _____	51		New Zealand _____	1	
Slovakia _____	19		Subtotal	2	-
Slovenia _____	22		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>8,090</b>	<b>100.0</b>
Spain _____	328				
Sweden _____	148				
Switzerland _____	195				
Turkey _____	171				

**7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Circulation Claim
	January-June 2008	July-December 2008	January-June 2009	July-December 2009*
Total Audit Average Qualified: _____	6,365	6,681	7,412	7,817
Qualified Non-Paid: _____	6,365	6,681	7,412	7,817
Qualified Paid: _____	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC

**\*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**

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

**9. ADDITIONAL DATA****PARAGRAPH 3b:**

Association rosters and directories include 36 sources of circulation for a quantity of 1 copy or - % to 401 copies or 5.0%. Other Sources include 126 sources of circulation for a quantity of 1 copy or - % to 313 copies or 3.9%.

**PARAGRAPHS 5 & 6 ARE NOT REQUIRED.**

**PUBLISHER'S AFFIDAVIT**

We hereby make oath and testify 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 January 29, 2010

State Virginia

County Fairfax

Received by BPA Worldwide January 29, 2010

Type PJ

ID Number L193POD9