

EMAIL AUDIT REPORT

INITIAL AUDIT REPORT
FOR THE 3-MONTH PERIOD ENDING DECEMBER 2014



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PURPOSE

The BPA Worldwide Email Audit Report provides an independently verified summary of the distribution for for Lube Report Asia. The primary objective is to present circulation and marketing information in auditable terms. 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 that must be made by the user of the report.

STATEMENT OF DISTRIBUTION

Recipients are 100% REQUEST/OPT-IN and receive a weekly e-mail containing highlights of news, analysis, and opinions in the relevant field for a term of 1-year (52 issues).

MARKET SERVED

Lube Report Asia 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, testing, consultants, 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, technical, and engineering functions; education; consultant; and other functions.

GLOSSARY

Gross Deliverables: Total number of e-mails sent out.

Net Circulation: Gross deliverable figures less unsubscribed and undelivered recipients.

Unsubscribed: Recipients who have requested to be removed from the file.

Undelivered: Recipients with transient e-mail address failure known as "hard or soft" bounces.

After 4 consecutive attempts to deliver an issue unsuccessfully, recipient is removed from the database.

1. AVERAGE CIRCULATION BREAKOUT FOR THE PERIOD

Circulation	Commercial/ Industrial End User		Lubricant/ Grease Mfg/Mktg		Base Oil Supplier		Additive Supplier		Lubricants Packager		Equip/ Package Supplier		Recycling		Testing		Consultant		Others		TOTAL	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Net Circulation	627	8.2	3,801	49.6	766	10.0	1,123	14.6	93	1.2	123	1.6	104	1.4	120	1.6	585	7.6	319	4.2	7,663	100.0

2. NET CIRCULATION BY ISSUE											
2014 Issue	Commercial/ Industrial End User	Lubricant/ Grease Mfg/Mktg	Base Oil Supplier	Additive Supplier	Lubricants Packager	Equip/ Package Supplier	Recycling	Testing	Consultant	Others	TOTAL
October 7 _____	587	3,615	721	1,077	87	121	93	113	571	296	7,281
October 14 _____	597	3,646	730	1,091	90	121	96	111	579	302	7,363
October 21 _____	605	3,682	742	1,100	90	120	93	112	581	303	7,428
October 27 _____	614	3,731	750	1,110	90	119	99	115	580	309	7,517
November 4 _____	613	3,758	761	1,113	90	119	99	118	580	316	7,567
November 11 _____	625	3,790	771	1,119	91	122	103	122	583	321	7,647
November 18 _____	631	3,801	773	1,123	93	123	104	122	580	321	7,671
November 25 _____	632	3,812	779	1,127	93	121	104	122	580	323	7,693
December 2 _____	635	3,835	780	1,133	94	123	104	122	584	325	7,735
December 9 _____	645	3,873	784	1,143	96	124	111	125	596	326	7,823
December 16 _____	649	3,921	787	1,146	97	125	113	126	593	335	7,892
December 23 _____	659	3,974	791	1,157	98	130	114	129	600	338	7,990
*December 30 _____	663	3,977	793	1,158	99	130	115	129	604	338	8,006
AVERAGE:	627	3,801	766	1,123	93	123	104	120	585	319	7,663

*Analyzed Issue

3. NET CIRCULATION – INDUSTRY BY JOB FUNCTION										
December 30, 2014 Analyzed Issue	TOTAL	PERCENT	Senior Manage- ment	Sales and/or Marketing	Specification and/or Procurement	Fleet Management/ Maintenance	Plant Management/ Maintenance	R&D/ Technical, Engineering, Education	Consultant	Others Functions or Functions Unavail- able
Commercial or Industrial End User of Lubes and/or Greases _____	663	8.3	157	124	133	28	57	131	20	13
Lubricant and/or Greases manufacturer and/or Marketer _____	3,977	49.7	1,178	1,410	258	9	88	802	77	155
Base Oil Supplier _____	793	9.9	185	356	29	1	18	140	26	38
Additive Supplier _____	1,158	14.5	225	513	52	1	14	290	14	49
Lubricants Packager _____	99	1.2	34	37	11	-	5	10	2	-
Equipment or Packaging Supplier _____	130	1.6	49	51	6	4	7	10	-	3
Used Oil Recycling Services	115	1.4	60	20	3	-	6	16	9	1
Testing _____	129	1.6	30	22	2	-	3	64	8	-
Consultant _____	604	7.5	156	64	4	2	6	68	301	3
Others Allied to the Field _____	338	4.2	62	72	19	2	5	76	15	87
TOTAL QUALIFIED	8,006	100.0	2,136	2,669	517	47	209	1,607	472	349
PERCENT	100.0		26.7	33.3	6.5	0.6	2.6	20.0	7.6	4.4

We conducted our audit in accordance with generally accepted audit standards. In our opinion, this audit presents fairly, in all material respects, the distribution of LUBE REPORT ASIA email for the period reported.

BPA Worldwide

Shelton, CT

March 31, 2015

TYPE: DIST

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