



Established 1935
Issues Per Year: 12
Issues This Report: 12

EPG MEDIA & SPECIALTY INFORMATION
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PUBLICATION DESCRIPTION

FUEL OIL NEWS is a monthly business magazine serving the deliverable home heating industry comprised of dealers & distributors and/or heating equipment dealers in the fuel oil, bio-fuel, propane and other deliverable energy/heat markets; wholesale heating equipment distributors; heating/air conditioning/plumbing installation & service contractors; manufacturers or manufacturers, sales reps of heating and air conditioning equipment and/or solar system and accessory products; research, government, industry associations, utilities and other companies allied to this field.

FIELD SERVED/DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are presidents, owners, partners, board chairmen, executive vice presidents, vice presidents, general managers, division managers, directors, financial vice presidents, financial managers, treasurers, marketing directors, marketing vice presidents, marketing managers, sales vice presidents, sales managers, advertising managers, service managers, manufacture reps, dispatchers, drivers and other titled and non-titled personnel and company copies in the above field served.

AVERAGE MONTHLY CIRCULATION: JANUARY 1, 2016 – DECEMBER 31, 2016

QUALIFIED CIRCULATION	Non-Paid Print	Paid Print	Non-Paid Digital	Paid Digital	Total Qualified Unduplicated
Individual Subscription	4,813	-	3,321	-	8,134
Association/Group/Directory Lists	4,474	-	518	-	4,992
TOTAL QUALIFIED CIRCULATION	9,287	-	3,839	-	13,126

TOTAL NON-QUALIFIED CIRCULATION	831
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Please see the following pages for Recipient Classification, Subscription Source, Recency of Renewal, Business/Industry Classification, Geographical Distribution, Qualified Circulation by Issue, Explanation, Audit of Internal Records, and Affidavit.

RECIPIENT CLASSIFICATION

RECIPIENT	Non-Paid Print	Non-Paid Digital	Total Qualified Unduplicated	Percent
Individual by Name and Title and/or Company	8,774	3,208	11,982	99.9%
Individual by Name Only	14	4	18	0.1%
Title Only	-	-	-	-
Company Name Only	-	-	-	-
Total Qualified Circulation	8,788	3,211	12,000	100.0%

SUBSCRIPTION SOURCE AND REGENCY OF RENEWAL

RECIPIENT	Non-Paid Print	Non-Paid Digital	Renewed, Requested, or Updated Within		Total Qual. Unduplicated	
			1-3 Years	3+ Years	Percent	
Direct Request from the Recipient	5,062	2,799	7,861	-	7,861	65.5%
Request from Recipient's Company	90	37	127	-	127	1.1%
Association/Group/Directory Lists	3,636	376	4,012	-	4,012	33.4%
Total Qualified Circulation	8,788	3,212	12,000	-	12,000	100.0%

BUSINESS INDUSTRY

RECIPIENT	Non-Paid Print	Non-Paid Digital	Total Qualified Unduplicated	Percent
Fuel oil dealers & distributors and/or heating equipment dealers	7,466	2,389	9,855	82.1%
Heating, air conditioning & plumbing installation and service contractor	518	318	836	7.0%
Wholesale heating equipment distributor	118	71	189	1.6%
Manufacturer or manufacturers sales	135	119	254	2.1%
Research, government, industry association or utility	98	80	178	1.5%
Other	336	164	500	4.2%
Non-Respondents	117	71	188	1.6%
Total Qualified Circulation	8,788	3,212	12,000	100.0%

U.S. GEOGRAPHICAL DISTRIBUTION

REGION	Non-Paid Print	Non-Paid Digital	Total Qual. Undup.	Percent	REGION	Non-Paid Print	Non-Paid Digital	Total Qual. Undup.	Percent
Maine	343	112	455	3.8%	Kentucky	76	22	98	0.8%
New Hampshire	207	82	289	2.4%	Tennessee	49	25	74	0.6%
Vermont	116	54	170	1.4%	Alabama	47	24	71	0.6%
Massachusetts	861	290	1,151	9.6%	Mississippi	20	22	42	0.4%
Rhode Island	126	65	191	1.6%	E. S. Central	192	93	285	2.4%
Connecticut	556	189	745	6.2%	Arkansas	27	18	45	0.4%
New England	2,209	792	3,001	25.0%	Louisiana	73	31	104	0.9%
New York	1,134	432	1,566	13.1%	Oklahoma	89	39	128	1.1%
New Jersey	444	135	579	4.8%	Texas	324	146	470	3.9%
Pennsylvania	1,006	321	1,327	11.1%	W. S. Central	513	234	747	6.2%
Mid Atlantic	2,584	888	3,472	28.9%	Montana	46	17	63	0.5%
Delaware	74	15	89	0.7%	Idaho	30	11	41	0.3%
Maryland	169	87	256	2.1%	Wyoming	14	5	19	0.2%
D.C.	50	4	54	0.5%	Colorado	52	17	69	0.6%
Virginia	275	92	367	3.1%	New Mexico	19	6	25	0.2%
West Virginia	34	15	49	0.4%	Arizona	16	15	31	0.3%
North Carolina	465	107	572	4.8%	Utah	20	4	24	0.2%
South Carolina	152	20	172	1.4%	Nevada	11	2	13	0.1%
Georgia	77	48	125	1.0%	Mountain	208	77	285	2.4%
Florida	145	70	215	1.8%	Alaska	39	11	50	0.4%
S. Atlantic	1,441	458	1,899	15.8%	Washington	87	35	122	1.0%
Ohio	218	100	318	2.7%	Oregon	76	25	101	0.8%
Indiana	90	53	143	1.2%	California	93	51	144	1.2%
Illinois	118	71	189	1.6%	Hawaii	1	-	1	-
Michigan	196	67	263	2.2%	Pacific	296	122	418	3.5%
Wisconsin	173	62	235	2.0%	U.S. Territories	12	-	12	0.1%
E. N. Central	795	353	1,148	9.6%	U.S. Total	8,776	3,212	11,998	100.0%
Minnesota	152	53	205	1.7%	Canada	2	-	2	-
Iowa	77	34	111	0.9%	Foreign	-	-	-	-
Missouri	66	35	101	0.8%	Foreign Total	2	-	2	-
North Dakota	70	22	92	0.8%					
South Dakota	35	12	47	0.4%					
Nebraska	55	16	71	0.6%					
Kansas	81	23	104	0.9%					
W. N. Central	536	195	731	6.1%	Total Qualified	8,788	3,212	12,000	100.0%

QUALIFIED CIRCULATION BY ISSUE

ISSUE	Non-Paid Print	Paid Print	Non-Paid Digital	Paid Digital	Total Qualified Unduplicated
January 2016	9,045	-	4,455	-	13,500
February 2016	9,160	-	4,341	-	13,501
March 2016	9,184	-	4,316	-	13,500
April 2016	9,237	-	4,263	-	13,500
May 2016	9,245	-	4,255	-	13,500
June 2016	9,714	-	3,786	-	13,500
July 2016	9,737	-	3,761	-	13,498
August 2016	9,949	-	3,566	-	13,515
September 2016	9,941	-	3,559	-	13,500
October 2016	8,655	-	3,345	-	12,000
November 2016	8,788	-	3,212	-	12,000
December 2016	8,788	-	3,212	-	12,000
6 Month Average	9,264	-	4,236	-	13,500
12 Month Average	9,287	-	3,839	-	13,126

EXPLANATION

Publisher is not required to submit data for all paragraphs/tables. This report does not include an analysis of Job Title Classification, Additions and Removals, or Average Qualified Circulation History.

Audit of Records and Affidavit

Verified has conducted an audit of printing, distribution, and financial records, as well other data to substantiate circulation data submitted to Verified. This audit followed guidelines prepared in conformity with generally accepted circulation auditing procedures involving records covering all distribution methods utilized for qualified circulation during the period(s) covered by the reports. The results of this audit warrant the issuance of this audit report as a true and accurate statement of the qualified circulation of the client publication.

Verified Audit Circulation swears that to the best of its knowledge, all statements contained in this report are true and accurate.