

about this report

This audience report details market activities for *THE SHOP*, based on distribution, market products and categories, geographic delivery breakdowns, job functions, and eMedia activities. This report is produced monthly to provide certified data that is current and accurate, consistent with the integrity of publisher's delivery and reporting protocols.

The publisher maintains a detailed and continually updated database of magazine subscribers who have the option to receive the printed version, the electronic version (web-based or tablet-based), or both the printed version and the electronic version.

contact information

THE SHOP Magazine
P.O. Box 1416
Broomfield, CO 80038
theshopmag.com
(800) 669-0424

THE SHOP Magazine is a National Business Media, Inc. publication

about THE SHOP

THE SHOP is the industry magazine for performance, restyling & customization professionals.



I. Magazine Highlights

a. magazine rate base logic

Advertising rates are based on guaranteed delivery of 17,000 subscribers and advertisers with each issue of *THE SHOP* magazine; any distribution above guaranteed delivery is bonus distribution to recipients deemed by the publisher to be active in the market. Bonus distribution is not considered part of the advertising rate base.

b. THE SHOP subscribers

Receives Print Version Only	13,054	76.8%
Receives Digital Version Only	1,170	6.9%
Receives Both Print & Digital Versions (not included in above totals).....	2,779	16.3%
Total Print and Digital Subscribers for January 2016	17,003	100%

c. promotional copies print & digital*

Printed Promotional Copies.....	35
Digital Promotional Copies.....	2,376
Total Promotional Copies.....	2,411

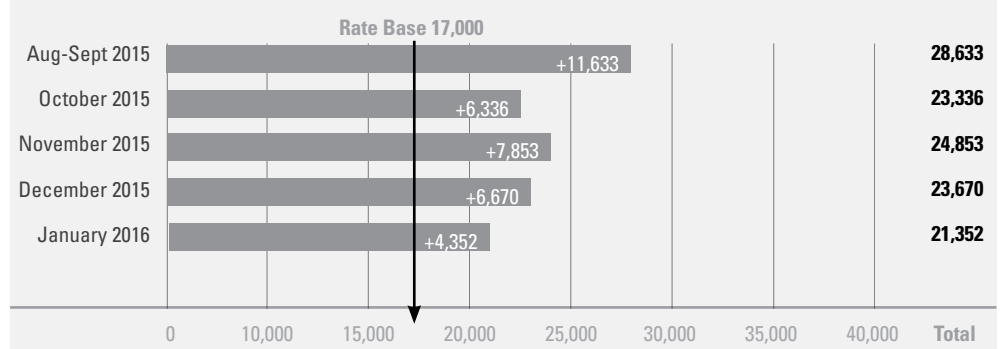
d. bonus distribution

Market Active Digital Recipients.....	1,188
Print Copies Sent To Industry Events.....	750
Total Bonus Distribution.....	1,938

e. Total Distribution for January 2016 21,352

*Promotional copies are sent to trade shows and advertisers.

month at a glance



II. eMedia Highlights -December 2015

f. emedia rate base logic

eMedia advertising rates are based on guaranteed delivery to 25,500 industry professionals who have indicated interest in electronic news and/or product offerings; any distribution above the guaranteed amount is bonus and not considered part of the advertising rate base.

g. website rate base logic

Advertising rates are based on an average of 34,000 pageviews per month, divided by "share of voice" for advertisements rotated within specific pages of the *THE SHOP* website.

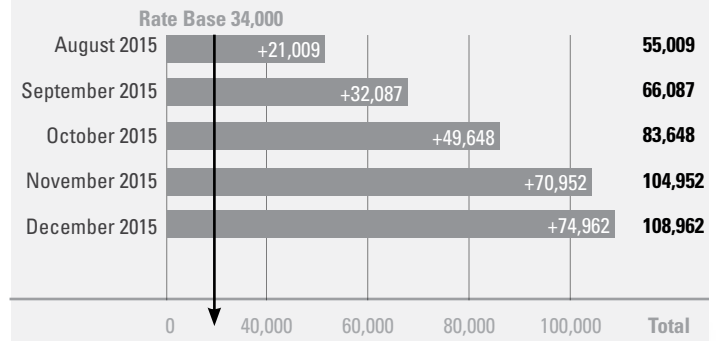
Total Web Site Pages Viewed December 2015..... 108,962

eMedia Program Results

Average Quantity Delivered

eNewsletter	32,989
Product Connection.....	33,062
Catalog Connection (where applicable)	N/A

website views - month at a glance



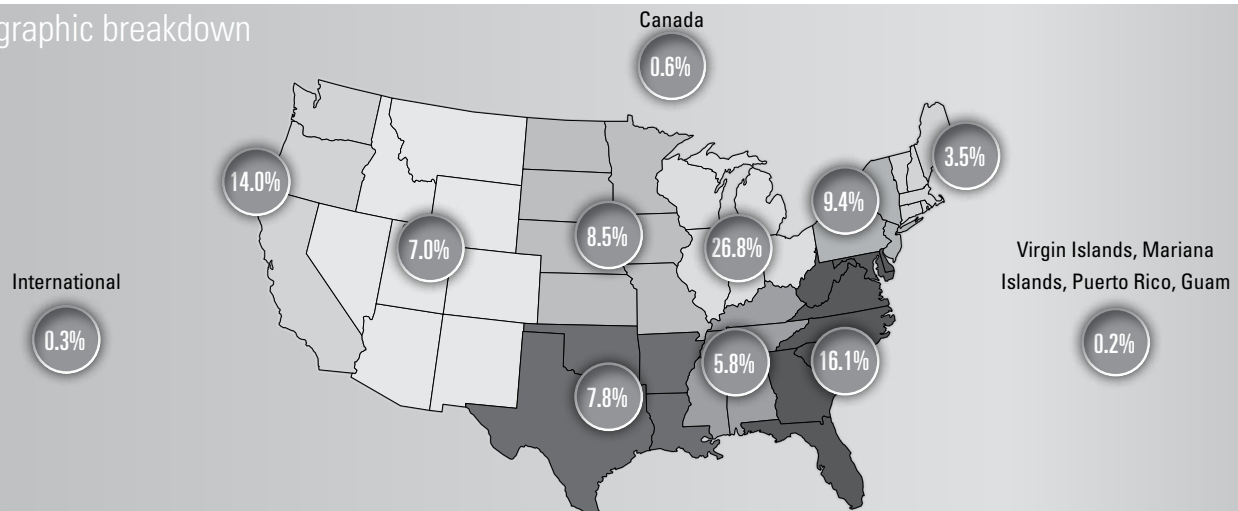
III. Representative Magazine and eMedia Audience Demographics

h. areas of business activities*

Performance	64.1%
Restyling/Aftermarket Accessories.....	59.9%
Hot Rod/Customization/Restoration.....	42.9%
Manufacturer, Representative or Wholesale Distributor.....	19.5%

*Total equals more than 100% because readers check all of the categories that apply.

i. geographic breakdown



*Not included in Average Quantity Delivered

I certify that this information is correct and complete. **Date:** January 2016

Regan Dickinson

Regan Dickinson
Publisher

Lori Farstad

Lori Farstad
VP, Audience



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