

### 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

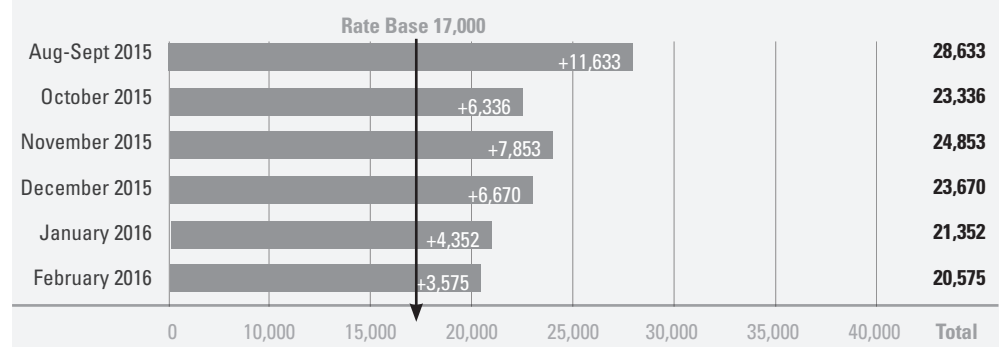
Receives Print Version Only.....	13,118	77.1%
Receives Digital Version Only.....	1,181	7.0%
Receives Both Print & Digital Versions (not included in above totals).....	2,703	15.9%
<b>Total Print and Digital Subscribers for February 2016.....</b>	<b>17,002</b>	<b>100%</b>

### c. bonus distribution

Digital Recipients.....	3,535
Print Copies Sent To Industry Events.....	N/A
Miscellaneous Printed Copies.....	38
<b>Total Bonus Distribution.....</b>	<b>3,573</b>

### d. Total Distribution for February 2016 ..... 20,575

### 6 months at a glance



# II. eMedia Highlights - January 2016

## e. emedia rate base logic

eMedia advertising rates are based on guaranteed delivery to 25,000 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.

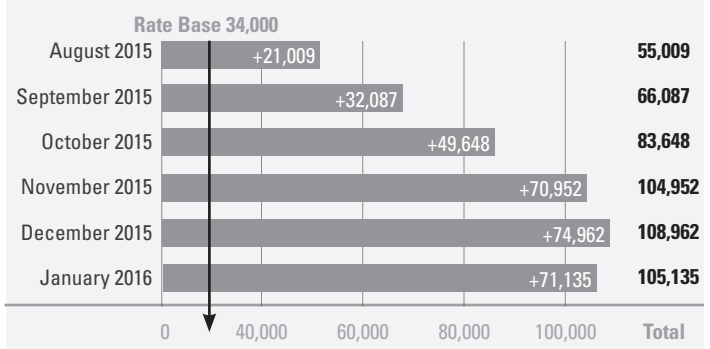
## f. website rate base logic

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 January 2016 ..... 105,135**

eMedia Program Results	Average Quantity Delivered
eNewsletter .....	35,058
Product & Promotions.....	35,014

## website views - 6 months at a glance

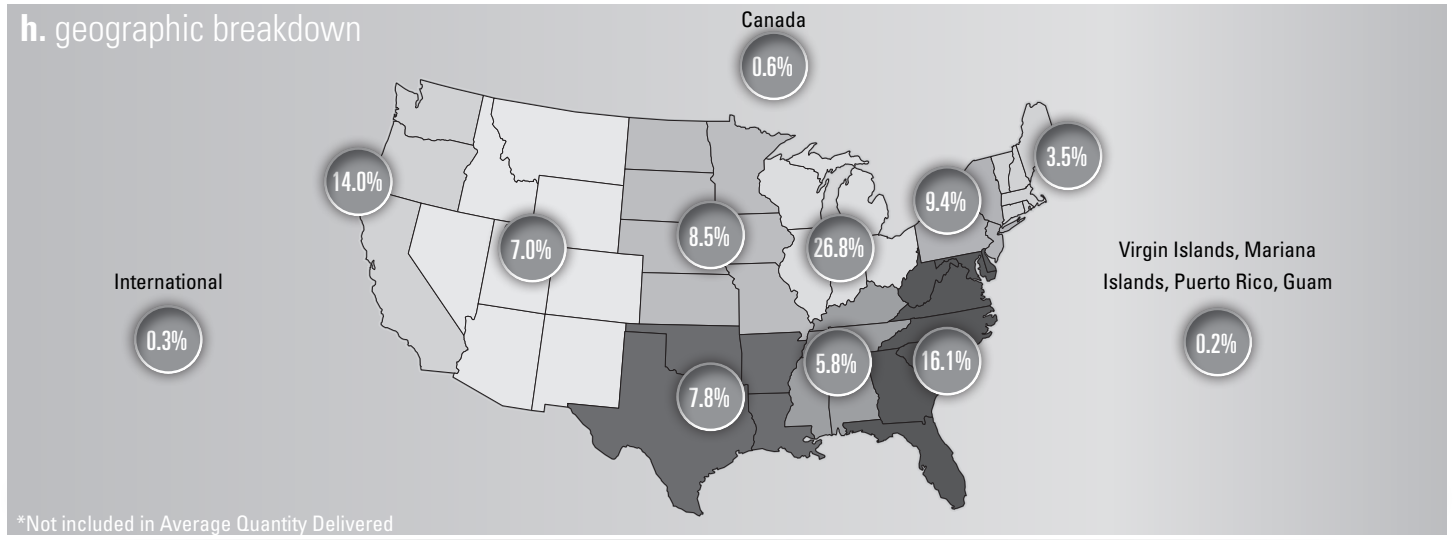


# III. Representative Magazine and eMedia Audience Demographics

## g. 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 certify that this information is correct and complete. **Date:** February 2016

*Regan Dickinson*  
**Regan Dickinson**  
 Publisher

*Lori Farstad*  
**Lori Farstad**  
 VP, Audience



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