

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

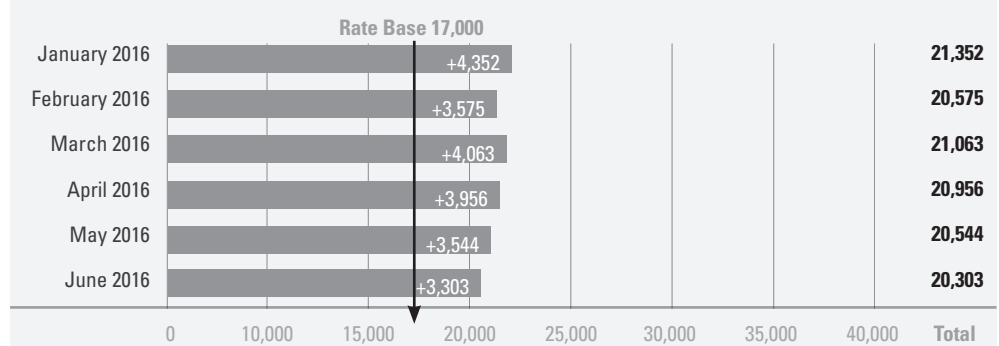
| | | |
|--|---------------|-------------|
| Receives Print Version Only..... | 12,545 | 71.7% |
| Receives Digital Version Only..... | 924 | 5.3% |
| Receives Both Print & Digital Versions (not included in above totals)..... | 4,033 | 23.0% |
| Total Print and Digital Subscribers for June 2016..... | 17,502 | 100% |

c. bonus distribution

| | |
|---|--------------|
| Digital Recipients..... | 2,773 |
| Print Copies Sent To Industry Events..... | N/A |
| Miscellaneous Printed Copies..... | 28 |
| Total Bonus Distribution..... | 2,801 |

d. Total Distribution for June 2016 20,303

6 months at a glance



II. eMedia Highlights - May 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.

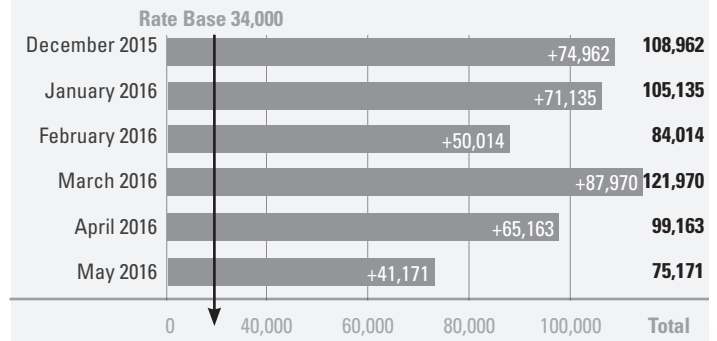
Total Web Site Pages Viewed May 2016..... 75,171

eMedia Program Results

Average Quantity Delivered

| | |
|----------------------------|--------|
| eNewsletter | 29,800 |
| Products & Promotions..... | 29,690 |

website views - 6 months at a glance



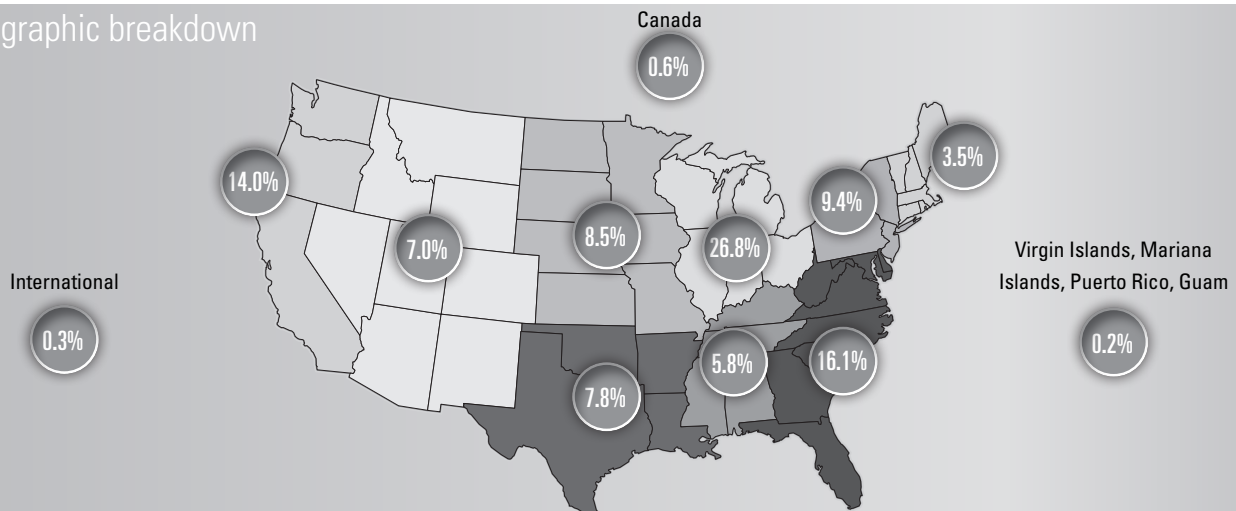
III. Representative Magazine and eMedia Audience Demographics

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.

h. geographic breakdown



*Not included in Average Quantity Delivered

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

Regan Dickinson

Regan Dickinson
Publisher

Lori Farstad

Lori Farstad
VP, Audience



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National Business Media, Inc.

PO Box 1416, Broomfield, CO 80038 • (800) 669-0424

(303) 469-0424 • theshopmag.com • nbm.com