

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**

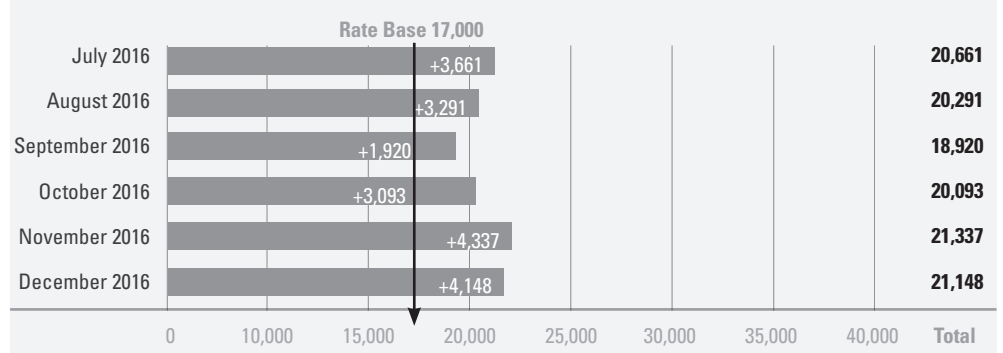
Advertising rates are based on guaranteed delivery of 17,000 subscribers and Recognized Suppliers with each issue of *THE SHOP* magazine; any distribution above guaranteed delivery is bonus distribution to recipients deemed by the publisher to be active in the market. Bonus distribution is not considered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

**b. THE SHOP subscribers**

|   |        |
|---|--------|
| Print copies delivered through USPS channels to subscribers and industry suppliers.....   | 16,000 |
| Digital copies delivered through electronic channels to subscribers and industry suppliers (did not receive the print version)..... | 5,148  |
| Total Distribution this issue .....   | 21,148 |

\* in addition to the above digital numbers, 4,695 individuals received both the print and digital versions but are counted only once, as part of the print totals. These recipients meet publisher's audience criteria.

**6 months at a glance**



# II. eMedia Highlights - November 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

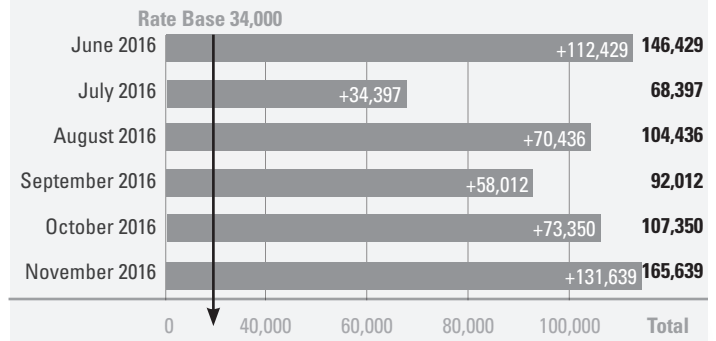
Advertising rates are based on an average of 34,000 pageviews per month, divided by "share of voice" for advertisements rotated within specific pages of the *THE SHOP* website.

**Total Web Site Pages Viewed November 2016..... 165,639**

## eMedia Program Results Average Quantity Delivered

|                            |        |
|----------------------------|--------|
| eNewsletter .....          | 30,196 |
| Products & Promotions..... | 30,085 |

## website views - 6 months at a glance



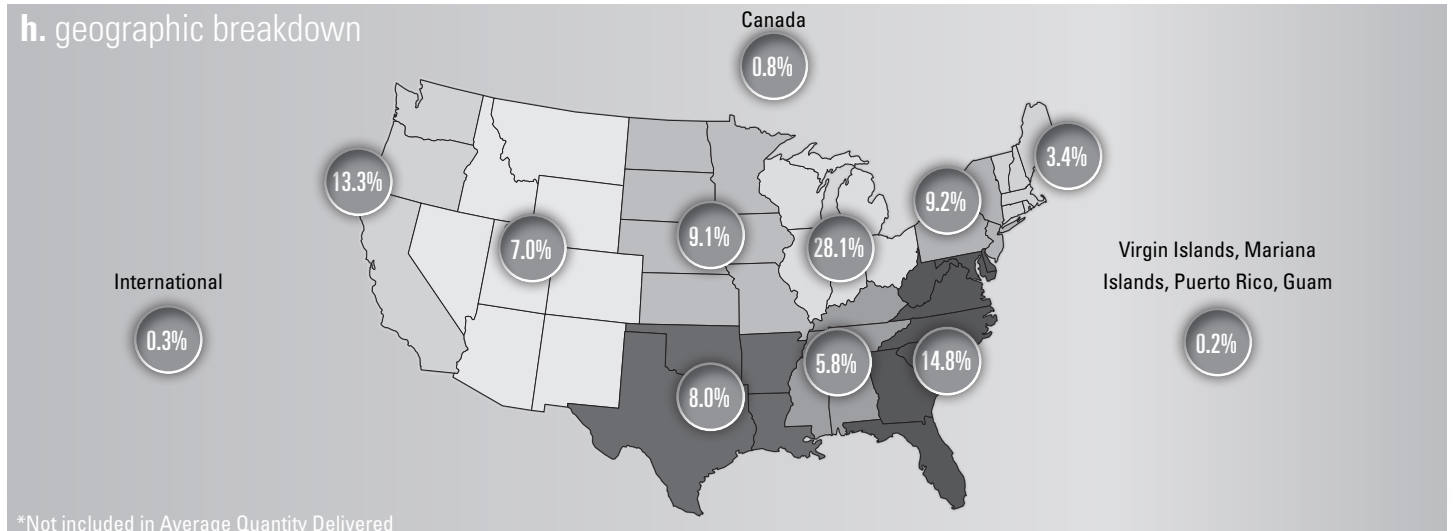
# III. Representative Magazine and eMedia Audience Demographics

## g. areas of business activities\*

|  |       |
|--|-------|
| Performance .....  | 58.0% |
| Restyling/Aftermarket Accessories.....                     | 62.5% |
| Hot Rod/Customization/Restoration.....                     | 45.9% |
| Manufacturer, Representative or Wholesale Distributor..... | 21.4% |

\*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:** December 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