



Est. 2015

October 2017

# CERTIFIED AUDIENCE STATEMENT

## contact information

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

THE SHOP is a  
National Business Media, Inc.  
publication

## about THE SHOP

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



## about this report

This audience report details print and digital activities for **THE SHOP**, based on industry-specific distribution and viewership. This report is produced monthly to provide certified data that is current and accurate, consistent with the integrity of the publisher's delivery and reporting protocols and disciplines.

The publisher collects specific business demographic detail for each individual recipient, renewable every two years. These criteria are used to determine audience distribution eligibility.

## I. Magazine Highlights

### a. magazine distribution minimums; rate base logic and methodology

Magazine advertising rates are based on minimum distribution to 20,000 active industry professionals, delivered in either print or digital formats, or both.

- Publisher may exceed the minimum guaranteed delivery without increasing advertising rates.
- Copies distributed in excess of guaranteed delivery may vary; those additional copies are considered bonus distribution and are not included in the logic to determine advertising rates.
- Electronic copies are sent consistent with standards set by the CAN-SPAM Act of 2003.
- Printed copies follow USPS Periodicals mailing guidelines and are reported and published annually with the publication's Statement of Ownership, in addition to the report herein.

### b. october issue breakdown

Print copies delivered through USPS channels to subscribers and industry suppliers.....	15,000
Digital copies delivered through electronic channels to subscribers and industry suppliers (did not receive the print copy) .....	5,150
<b>Total Distribution this issue .....</b>	<b>20,150</b>

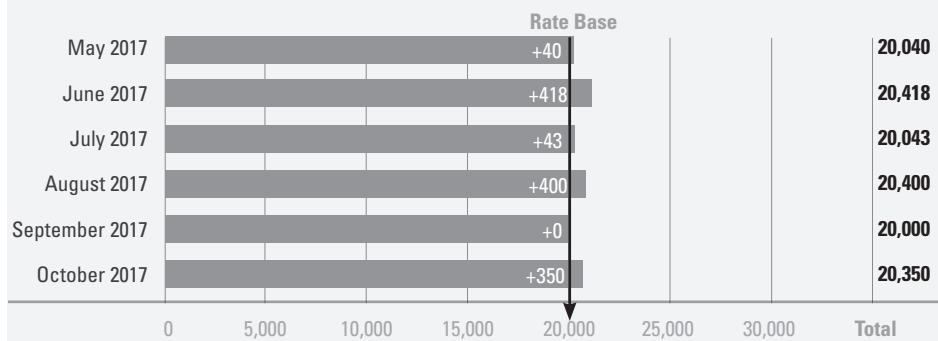
\* in addition to the above digital numbers, 1,777 individuals received both the print and digital copies but are counted only once, as part of the print totals. These recipients meet publisher's audience criteria.

### c. bonus distribution

Print Copies Sent To Industry Events.....	200
<b>Total Bonus Distribution.....</b>	<b>200</b>

### d. Total Distribution for October 2017..... 20,350

### 6 months magazine distribution at a glance



THE SHOP Magazine • National Business Media, Inc. • PO Box 1416, Broomfield, CO 80038 • (800) 669-0424  
(303) 469-0424 • theshopmag.com • nbm.com



## II. eMedia Highlights

-September 2017

### e. emedia rate base logic

eMedia advertising rates are based on guaranteed delivery to 25,000 industry professionals. 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 a minimum guarantee of 70,000 per month. The website – www.theshopmag.com – has no restrictions to viewers. Page views are divided by “share of voice” for advertisements rotated within specific pages of the overall website.

### Total Web Pages Viewed September 2017

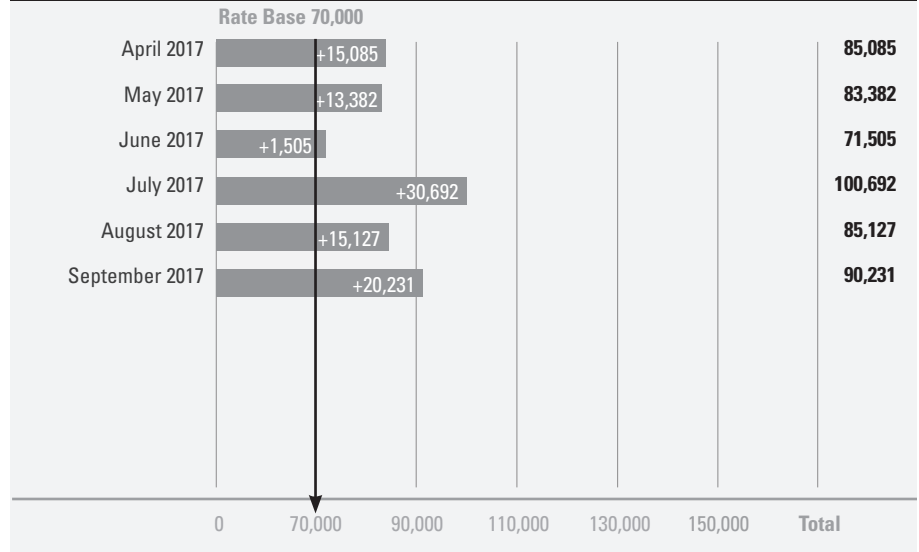
THE SHOP ..... 90,231

### eNewsletter Program Results

### Quantity Delivered

eNewsletter ..... 28,862  
 Products and Deals ..... 28,795

### website views - 6 months at a glance



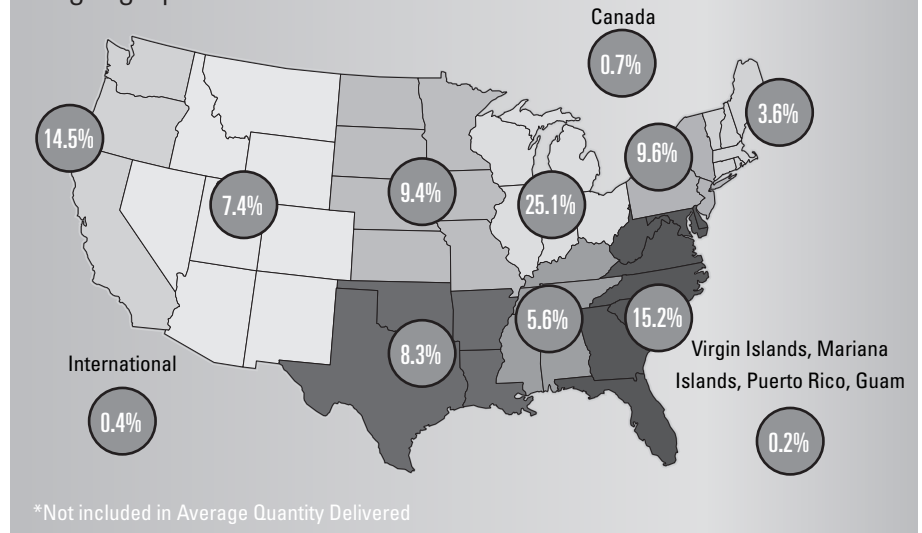
## III. Representative Magazine and eMedia Audience Demographics

### g. areas of business activities\*

Performance ..... 57.0%  
 Restyling/Aftermarket Accessories ..... 60.9%  
 Hot Rod/Customization/Restoration ..... 49.8%  
 Manufacturer, Representative or Wholesale Distributor ..... 24.8%

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

### h. geographic breakdown



I certify that this information is correct and complete. **Date:** October 2017



*Regan D. Dickinson*

**Regan Dickinson**  
 Publisher

*Lori Farstad*

**Lori Farstad**  
 VP, Audience

THE SHOP Magazine • National Business Media, Inc.  
 PO Box 1416, Broomfield, CO 80038 • (800) 669-0424  
 (303) 469-0424 • theshopmag.com • nbm.com