



Est. 2015

September 2018

CERTIFIED AUDIENCE STATEMENT

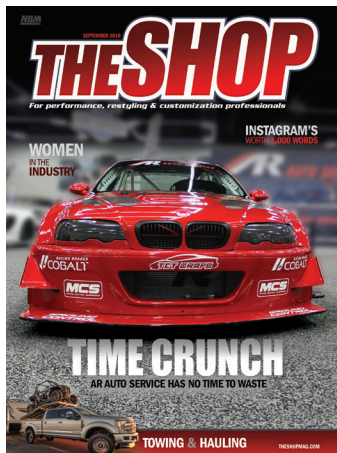
contact information

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. september issue breakdown

Print copies delivered through USPS channels to subscribers and industry suppliers.....11,600
 Digital copies delivered through electronic channels to subscribers and industry suppliers (did not receive the print copy) 8,498
 Total Distribution this issue20,098

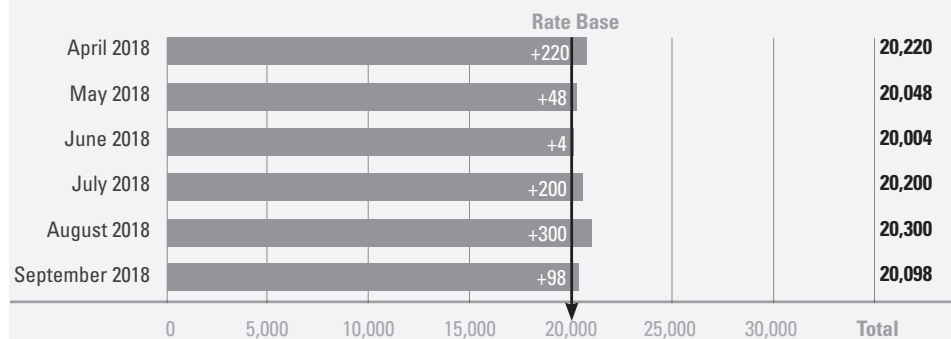
* in addition to the above digital numbers, 1,789 individuals received both the print and digital copies but are counted only once, as part of the print totals. These recipients meet publisher's audience criteria.

c. bonus distribution

Print Copies Sent To Industry Events..... N/A
 Total Bonus Distribution..... N/A

d. Total Distribution for September 2018.....20,098

6 months magazine distribution at a glance



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



II. Digital Highlights

-August 2018

e. digital rate base logic

Digital 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 August 2018

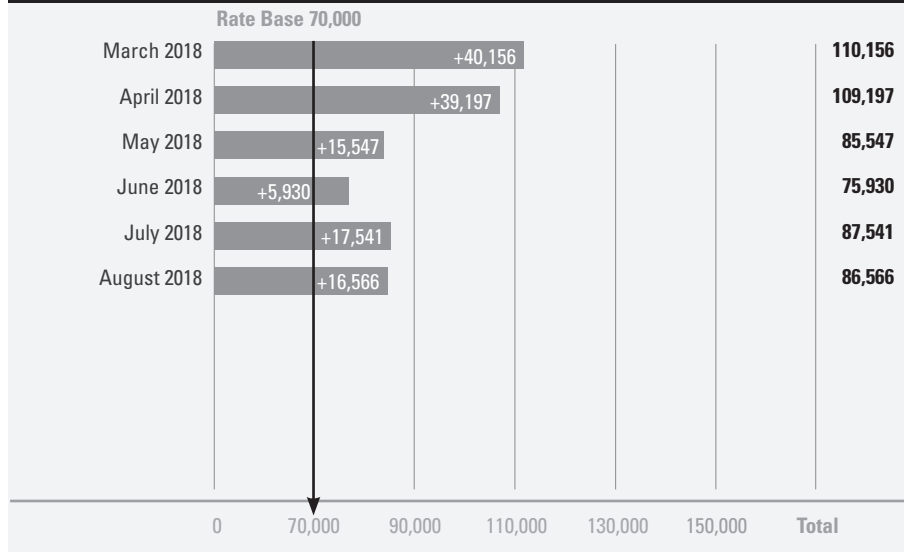
THE SHOP 86,566

eNewsletter Program Results

Quantity Delivered

eNewsletter 31,733
 Products and Deals 31,613

website views - 6 months at a glance



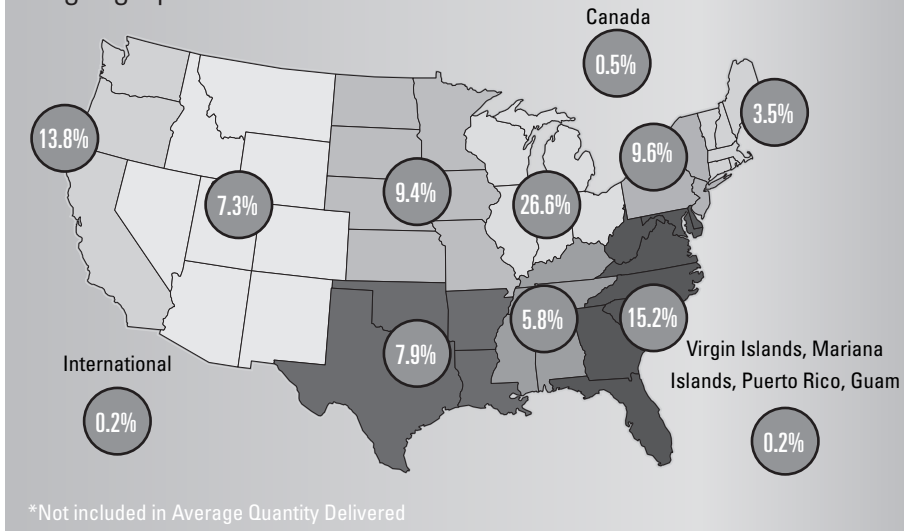
III. Representative Magazine and Digital Audience Demographics

g. areas of business activities*

Performance 54.4%
 Restyling/Aftermarket Accessories 57.6%
 Hot Rod/Customization/Restoration 52.7%
 Manufacturer, Representative or Wholesale Distributor 28.7%

*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:** September 2018



Regan Dickinson

Regan Dickinson
 Publisher

Lori Farstad

Lori Farstad
 VP, Audience

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