



Est. 2015

November 2019

CERTIFIED AUDIENCE STATEMENT

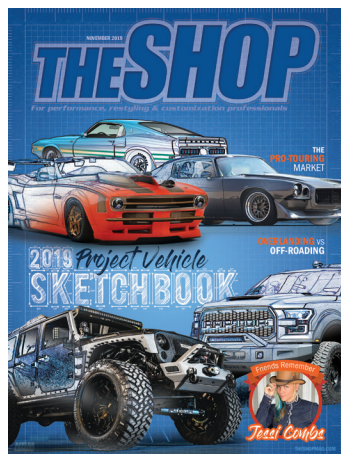
contact information

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. november 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)	6,091
Total Distribution this issue	21,091

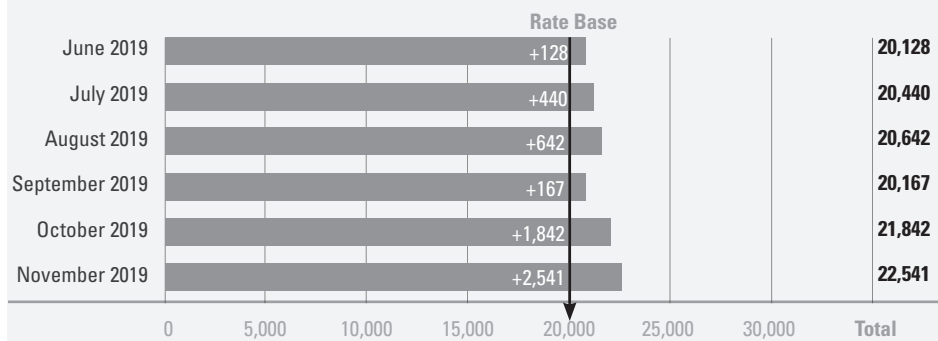
* in addition to the above digital numbers, 6,851 individuals received both the print and digital copies but are counted only once, as part of the print totals. These recipients meet publisher's audience criteria.

c. bonus distribution

Print Copies Sent To Industry Events.....	1,450
Total Bonus Distribution.....	1,450

d. Total Distribution for November 2019..... 22,541

6 months magazine distribution at a glance



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



II. Digital Highlights

-October 2019

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 60,000 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 October 2019

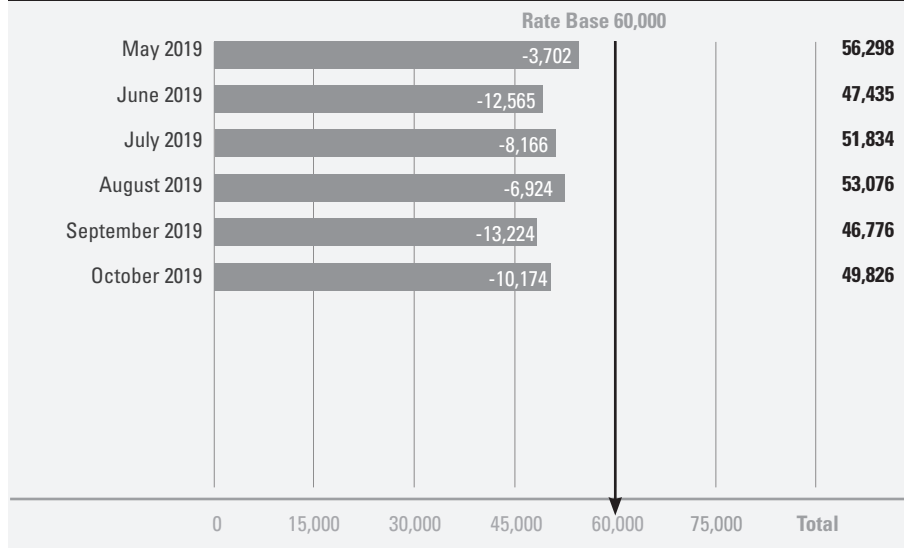
THE SHOP 49,826

eNewsletter Program Results

Quantity Delivered

eNewsletter	26,076
Products and Deals	28,829

website views - 6 months at a glance



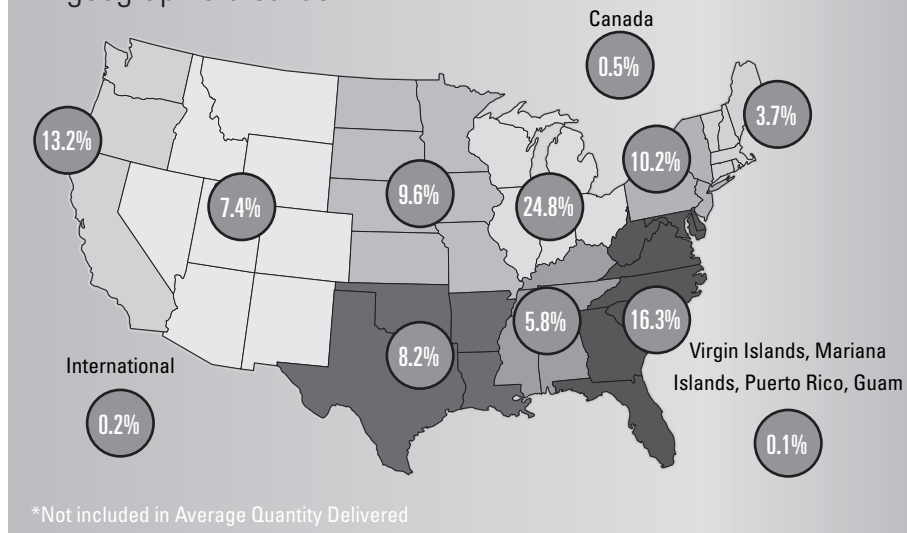
III. Representative Magazine and Digital Audience Demographics

g. areas of business activities*

Performance	53.4%
Restyling/Aftermarket Accessories.....	57.7%
Hot Rod/Customization/Restoration.....	53.7%
Manufacturer, Representative or Wholesale Distributor.....	33.0%

*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:** November 2019



Regan Dickinson

Regan Dickinson
Publisher

Lori Farstad

Lori Farstad
VP, Audience & Events

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