

For performance, restyling & customization professionals



ABOUT

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

The publisher requests specific demographic detail from each individual recipient, and representative demographics reported herein are based on an aggregate of magazine subscribers, eNewsletter subscribers and those active in the industry.

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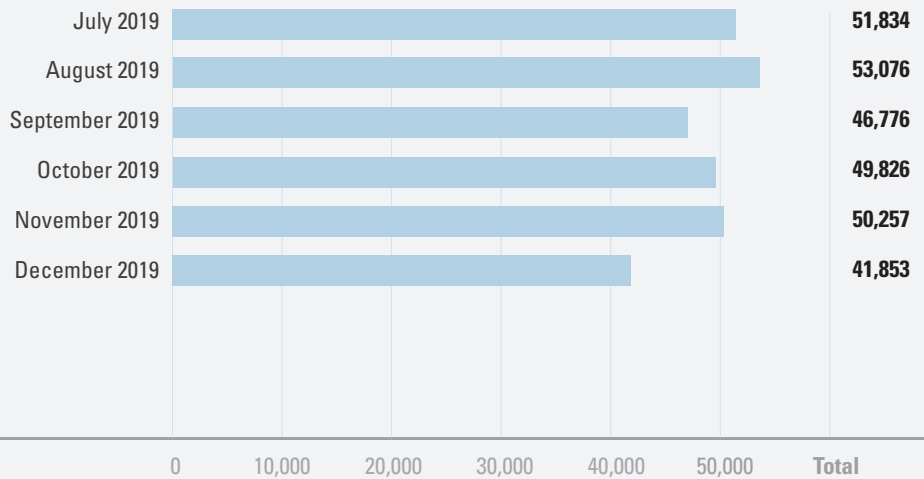
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Digital Highlights - Inbound

*Inbound Programs capitalize on "inbound" traffic to theshopmag.com.

48,937 average page views for the last six months.

website views - 6 months at a glance



41,853
WEBSITE
VIEWS

Digital Highlights – Outbound

*Outbound Programs delivered "outbound" via eblasts to the extensive and market active THE SHOP email list.

Digital Guarantee Logic

Digital advertising rates are based on guaranteed delivery to 20,000 industry professionals. Any distribution above the guaranteed amount is bonus and not considered part of the advertising guarantee. *Publisher may exceed the minimum guaranteed delivery without increasing advertising rates.

NEWSLETTER

25,367
AVERAGE
DELIVERY

	Total Delivered (Average)	Total Opens (Average)	Open Rate (Average)
July (2019)	25,453	4,554	17.89%
August (2019)	26,346	4,526	17.18%
September (2019)	26,323	4,421	16.80%
October (2019)	26,076	4,203	16.12%
November (2019)	25,690	4,032	15.69%
December (2019)	25,367	3,833	15.11%

PRODUCTS & DEALS

28,250
AVERAGE
DELIVERY

	Total Delivered (Average)	Total Opens (Average)	Open Rate (Average)
July (2019)	29,140	3,976	13.64%
August (2019)	29,036	4,116	14.18%
September (2019)	28,955	3,896	13.46%
October (2019)	28,829	4,042	14.02%
November (2019)	28,450	3,700	13.01%
December (2019)	28,250	3,645	12.90%

Representative Digital Audience Demographics

Areas of Business Activities

52.2%

Performance

57.4%

Restyling/Aftermarket Accessories

55.1%

Hot Rod/Customization/Restoration

33.6%

Manufacturer, Representative or Wholesale Distribution

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

DATE: JANUARY 2020

I certify that this information is correct and complete.

Stacy B. Marshall

Stacy Marshall
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Lori Farstad

Lori Farstad
VICE PRESIDENT, AUDIENCE & EVENTS

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