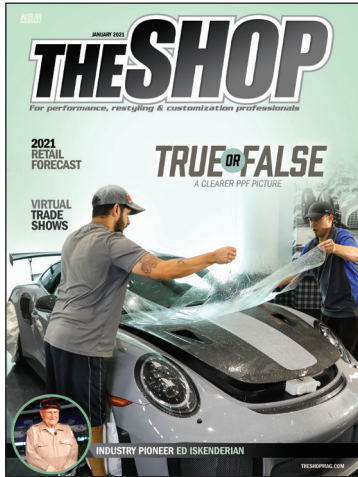




# THE SHOP

MAGAZINE  
CERTIFIED AUDIENCE  
STATEMENT

For performance, restyling & customization professionals



## ABOUT

This audience report details print and digital distribution for *THE SHOP*, based on industry-specific 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.

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## Magazine Highlights

Magazine distribution minimums; guarantee logic and methodology. Magazine advertising guarantees are based on minimum distribution to 20,000 active industry professionals, delivered in either print or digital formats, or both.

20,000



Publisher may exceed the minimum guaranteed delivery without increasing advertising guarantees.



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 guarantees.



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.

## January Issue Breakdown

**21,130** total served this issue.

**15,000**

Print copies delivered through USPS channels to subscribers & industry suppliers.

**6,130**

Digital copies delivered through electronic channels to subscribers, eNewsletter engagers and industry suppliers (did not receive the print copy).

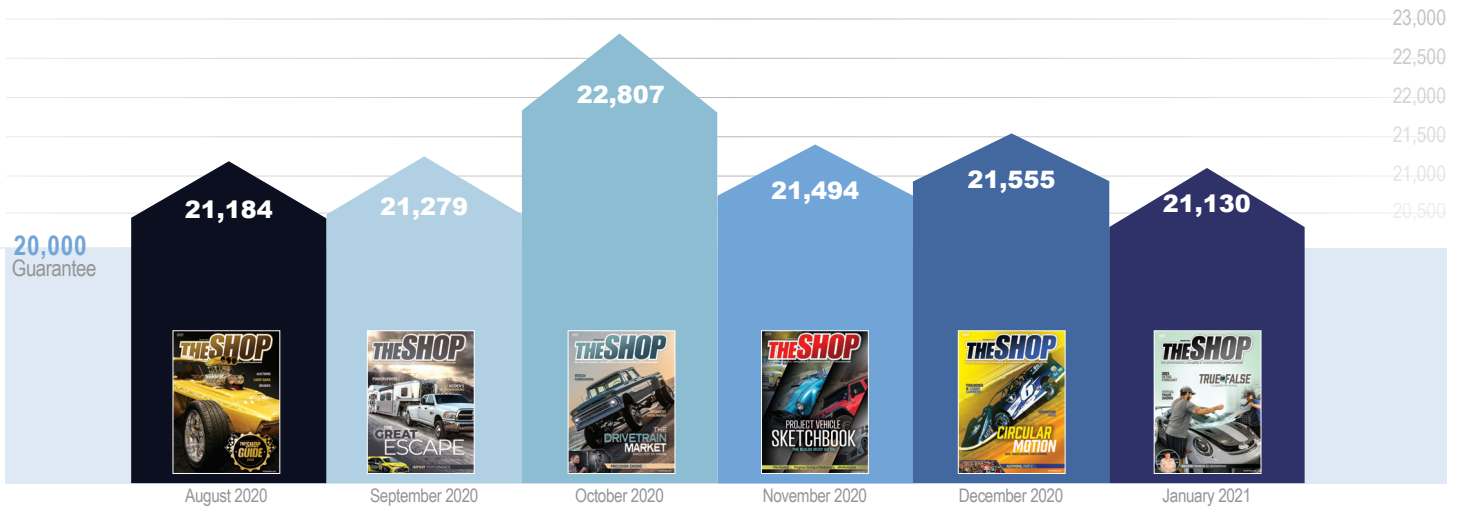
**TOTAL DISTRIBUTION**

**21,130**

\*In addition to the above digital numbers, 6,645 individuals received both the print and digital copies but are counted only once, as part of the print totals. These recipients meet publishers audience criteria.



# At A Glance: 6 Month Magazine Distribution



## Representative Magazine Audience Demographics

Areas of Business Activities



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

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**DATE: JANUARY 2021**

*I certify that this information is correct and complete.*

*Stacy B. Marshall*

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