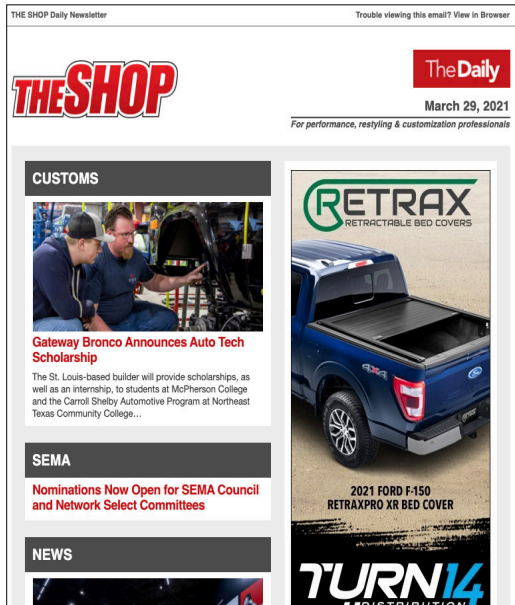


For performance, restyling & customization professionals



**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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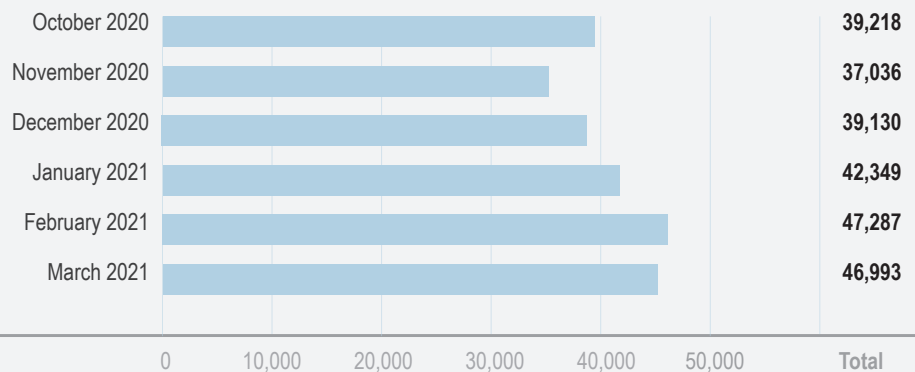
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## Digital Highlights – Inbound

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

**42,002** average page views for the last six months.

### website views - 6 months at a glance



**46,993**  
WEBSITE  
VIEWS

# Digital Highlights – Outbound

\*Outbound Programs delivered via eblasts to THE SHOP's extensive and market-active 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

**22,446**  
AVERAGE  
DELIVERY

	Total Delivered (Average)	Total Opens (Average)	Open Rate (Average)
October (2020)	23,323	3,817	16.36%
November (2020)	23,237	3,699	15.92%
December (2020)	23,093	3,680	15.94%
January (2021)	22,838	3,781	16.57%
February (2021)	22,650	3,852	17.00%
March (2021)	22,446	3,719	16.57%

### PRODUCTS & DEALS

**25,982**  
AVERAGE  
DELIVERY

	Total Delivered (Average)	Total Opens (Average)	Open Rate (Average)
October (2020)	26,890	3,619	13.46%
November (2020)	26,760	3,555	13.28%
December (2020)	26,568	3,543	13.34%
January (2021)	26,396	3,634	13.77%
February (2021)	26,118	3,570	13.67%
March (2021)	25,982	3,467	13.34%

### CATALOG CONNECTION

**25,923**  
AVERAGE  
DELIVERY

	Total Delivered (Average)	Total Opens (Average)	Open Rate (Average)
March (2021)	25,923	3,537	13.64%

## Representative Digital Audience Demographics

Areas of Business Activities

Performance

53.4%

Restyling/Aftermarket Accessories

60.2%

Hot Rod/Customization/Restoration

56.3%

Manufacturer, Representative or Wholesale Distributor

34.5%

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

DATE: **APRIL 2021**

I certify that this information is correct and complete.

*Stacy B. Marshall*

Stacy Marshall  
PUBLISHER

*Lori Farstad*

Lori Farstad  
VICE PRESIDENT, AUDIENCE & EVENTS

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