



# The Difference is in the Quality of the Audience

Comparison based on AAM/BPA June 2015 Statements

	BodyShop Business	Competitor A	Competitor B
Total Unique Qualified Locations	41,966	41,895	Unknown - Not Audited
<b>Breakdown</b>			
Car Dealers with Qualifying Collision Repair	5,247	3,957	Unknown - Not Audited
Paint Body Equipment WDs and Wholesalers	1,969	1,690	Unknown - Not Audited
<b>Quality</b>			
1 Year Circulation	79.2%	63.9%	75.8%
3 Year Circulation	0%	0%	6.9%
1 Year Direct Request	72.7%	69.3%	30.7%

**41,966 5,247 1,969 79.2% 0% 72.7%**

## The numbers tell the story . . .

BodyShop Business goes to more individual locations and delivers more dealers and distribution locations than anyone. Our audience quality and freshness is unparalleled.

For more information contact Scott Shriber or your sales representative at 330.670.1234

