

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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For more than 30 years, **COUNTERMAN** has covered the automotive aftermarket distribution channel from beginning to end, serving jobbers, retailers and warehouse distributors.

Readers receive vital, timely business information through the monthly magazine and twice-weekly newsletters to help them move parts through the channel.

Counterman serves stakeholders of traditional parts distribution. In addition, Counterman print magazine is received by readers at AutoZone, O'Reilly Auto Parts, Advance Auto Parts and Pep Boys, as well as key executives and management at those top retailers.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

COUNTERMAN MAGAZINE



6 Issues in the period
38,128 average circulation

COUNTERMAN E-NEWSLETTER



51 issued in the period
22,867 average per occurrence

COUNTERMAN WEBSITE



24,601 average unique browsers

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
COUNTERMAN MAGAZINE (6 issues in the period)	38,128	-	38,128
COUNTERMAN E-NEWSLETTER			
a. Counterman E-Newsletter (51 issued in the period)	22,867	-	22,867
COUNTERMAN WEBSITE (Monthly Unique Browsers with 57,824 average Page Impressions)	24,601	-	24,601

FIELD SERVED

COUNTERMAN serves headquarters/regional offices of automotive parts distribution companies, program groups and automotive retail chains; automotive jobbers/wholesalers and/or auto parts stores; and automotive warehouse/distribution centers.

DEFINITION OF RECIPIENT QUALIFICATION

Recipients are owners, presidents, partners; vice presidents, general managers, other corporate officials; store managers and other managers including operations managers, branch managers, division managers, merchandising managers, purchasing managers, sales managers; counterpersons; purchasing agents, buyers, sales personnel and other titled personnel.

DEFINITION OF A UNIT

A unit is an establishment primarily engaged in one type of economic activity at a single physical location.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	19
Advertiser and Agency	848
Allocated for Trade Shows and Conventions	23
All Other	2,784
TOTAL	3,674

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	38,128	100.0	38,128	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	38,128	100.0	38,128	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2014 Issue	Total Qualified
July	38,122
August	38,104
September	38,239
October	38,084
November	38,099
December	38,120

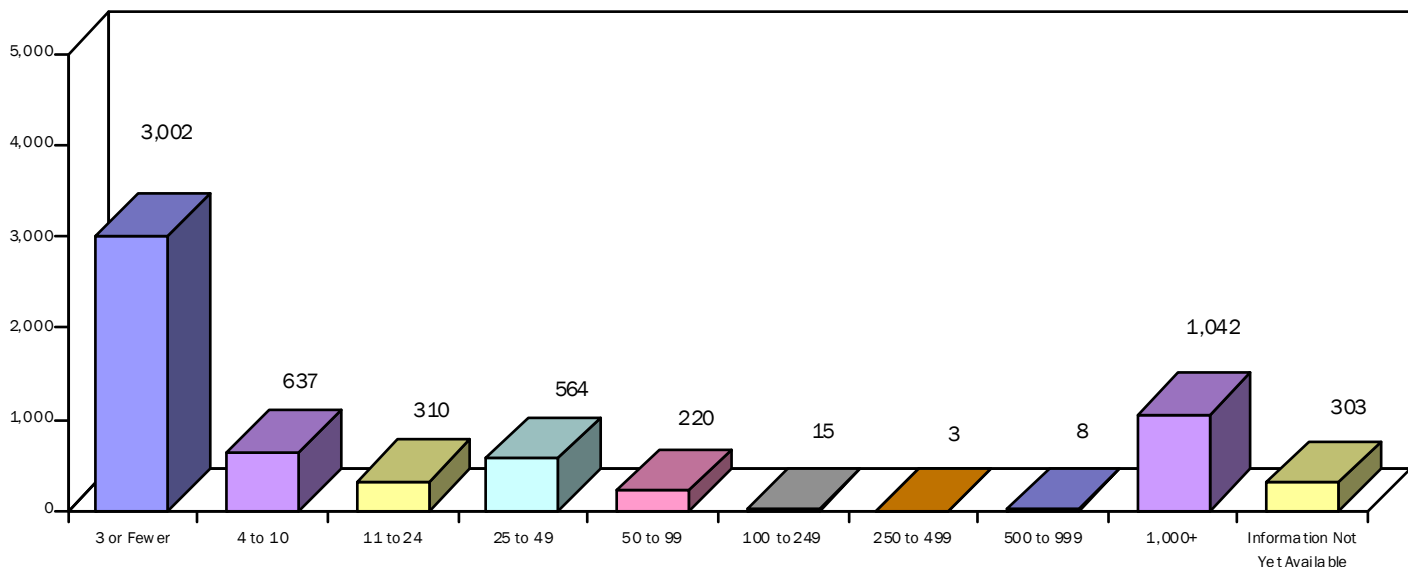
3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION AND UNITS FOR ISSUE OF NOVEMBER 2014
This issue is 0.1% or 35 copies below the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	TOTAL UNITS	CLASSIFICATION BY TITLE					
				Owners, Presidents, Partners	Vice President, Other Corp. Officials, General Mgr.	Stores Managers, and other managers incl. Operations, Branch, Division, Merchandising, Purchasing & Sales	Buyers, Purchasing Agents, Sales Personnel, Other Titled Personnel	Counterpersons	
Headquarters/Regional Offices of Automotive Parts Distribution Companies, Program Groups, and Automotive Retail Chains	6,104	16.0	5,050	2,192	520	2,738	309	345	
Automotive Jobbers/Wholesalers and/or Auto Parts Stores	30,144	79.1	26,205	6,202	920	20,255	708	2,059	
Automotive Warehouse/Distribution Centers	1,851	4.9	1,527	669	236	570	183	193	
TOTAL QUALIFIED CIRCULATION	38,099	100.0	32,782	9,063	1,676	23,563	1,200	2,597	
PERCENT	100.0		86.0	23.8	4.4	61.9	3.1	6.8	

Number of Outlets Operated by Headquarter/Regional Offices of Automotive Parts Distribution Companies, Program Groups and Automotive Retail Chains.

	Total Qualified	Total Respondents Reporting	Number of Outlets									Information Not Yet Available
			3 or Fewer	4-10	11-24	25-49	50-99	100-249	250-499	500-999	1,000+	
Headquarters/Regional Offices of Automotive Parts Distribution Companies, Program Groups and Automotive Retail Chains	6,104	5,801	3,002	637	310	564	220	15	3	8	1,042	303

3a. Number of Outlets Operated by Headquarter/Regional Offices of Automotive Parts Distribution Companies, Program Groups and Automotive Retail Chains



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2014

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	15,240	7,735	-	22,975	60.3
II. Request from recipient's company:	14,839	285	-	15,124	39.7
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	-	-	-	-	-
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,079	8,020	-	38,099	100.0
PERCENT	78.9	21.1	-	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2014

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	37,804	99.2
Individuals by name only	1	-
Titles or functions only	240	0.6
Company names only	54	0.2
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	38,099	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January - June 2012	July - December 2012	January - June 2013	July - December 2013	January - June 2014	July - December 2014*
Total Audit Average Qualified:	38,237	38,158	38,189	38,115	38,279	38,128
Qualified Non-Paid:	38,237	38,158	38,189	38,115	38,279	38,128
Qualified Paid:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July - December 2014 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

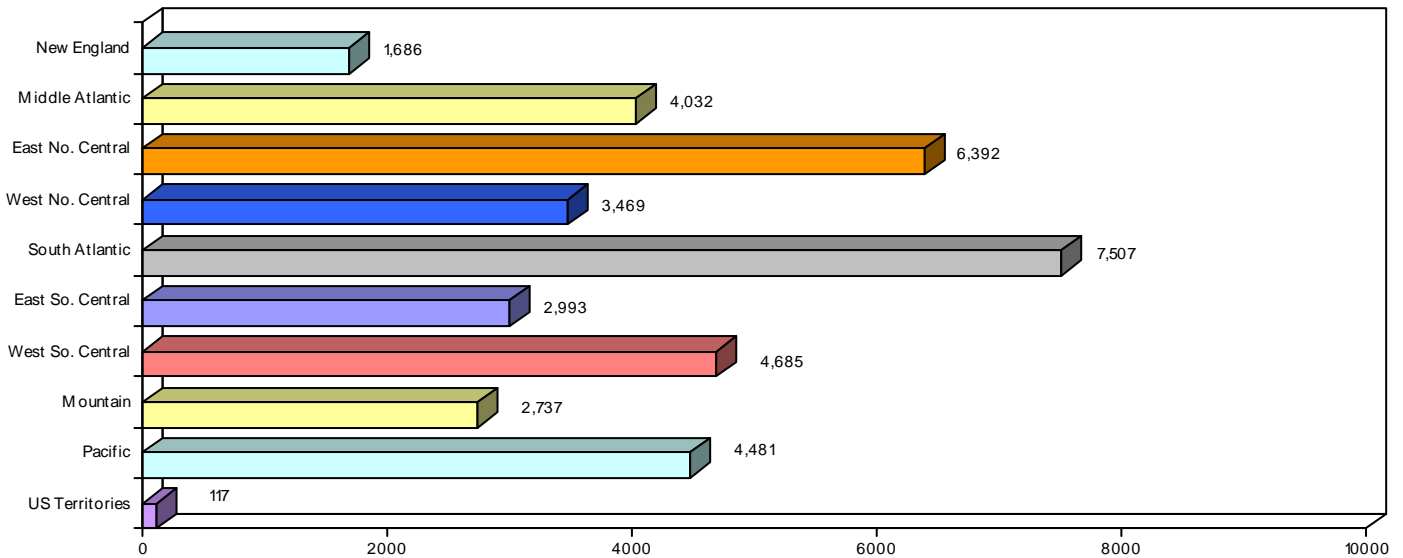
**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION AND UNITS FOR ISSUE OF NOVEMBER 2014*

State	Total Units	Total Qualified	Percent	State	Total Units	Total Qualified	Percent
Maine	185	221		Kentucky	635	729	
New Hampshire	187	237		Tennessee	891	1,025	
Vermont	103	116		Alabama	669	753	
Massachusetts	538	626		Mississippi	426	486	
Rhode Island	102	116		EAST SO. CENTRAL	2,621	2,993	7.9
Connecticut	305	370		Arkansas	402	469	
NEW ENGLAND	1,420	1,686	4.4	Louisiana	516	599	
New York	1,367	1,564		Oklahoma	434	507	
New Jersey	682	836		Texas	2,650	3,110	
Pennsylvania	1,369	1,632		WEST SO. CENTRAL	4,002	4,685	12.3
MIDDLE ATLANTIC	3,418	4,032	10.6	Montana	161	201	
Ohio	1,501	1,751		Idaho	215	279	
Indiana	818	957		Wyoming	85	103	
Illinois	1,320	1,505		Colorado	526	613	
Michigan	1,170	1,341		New Mexico	237	271	
Wisconsin	718	838		Arizona	552	681	
EAST NO. CENTRAL	5,527	6,392	16.8	Utah	243	296	
Minnesota	670	789		Nevada	233	293	
Iowa	511	600		MOUNTAIN	2,252	2,737	7.2
Missouri	789	924		Alaska	97	110	
North Dakota	118	140		Washington	611	723	
South Dakota	140	170		Oregon	398	464	
Nebraska	299	346		California	2,647	3,065	
Kansas	440	500		Hawaii	91	119	
WEST NO. CENTRAL	2,967	3,469	9.1	PACIFIC	3,844	4,481	11.7
Delaware	89	108		UNITED STATES	32,674	37,982	99.7
Maryland	463	543		U.S. Territories	108	117	
Washington, DC	12	13		Canada	-	-	
Virginia	875	987		Mexico	-	-	
West Virginia	270	303		Other International	-	-	
North Carolina	1,272	1,454		APO/FPO	-	-	
South Carolina	563	635					
Georgia	1,183	1,344					
Florida	1,896	2,120					
SOUTH ATLANTIC	6,623	7,507	19.7				
				TOTAL QUALIFIED CIRCULATION	32,782	38,099	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



E-NEWSLETTER CHANNEL

2014

Counterman E-Newsletter

2014		Counterman E-Newsletter
JULY		
July 1		23,186
July 3		23,030
July 8		23,155
July 10		23,219
July 15		23,202
July 17		23,178
July 22		22,993
July 24		23,043
July 29		23,021
July 31		22,925
AUGUST		
August 5		22,917
August 7		22,895
August 12		22,884
August 14		22,875
August 19		22,794
August 21		22,788
August 26		22,780
August 28		22,764
SEPTEMBER		
September 2		22,681
September 4		22,658
September 9		22,618
September 11		22,583
September 16		22,583
September 18		22,566
September 23		22,462
September 25		22,513
September 30		22,494
OCTOBER		
October 2		22,513
October 7		22,500
October 9		22,483
October 14		22,469
October 16		22,433
October 21		22,420
October 23		22,404
October 27		22,376
October 28		22,364
October 30		22,348
NOVEMBER		
November 4		22,249
November 6		22,260
November 11		22,253
November 13		22,240
November 18		22,209
November 20		22,191
November 25		24,027
DECEMBER		
December 2		24,008
December 4		24,024
December 9		23,996
December 11		23,978
December 18		23,922
December 23		23,892
December 30		23,874
AVERAGE:		22,867

Counterman E-Newsletter (51 issued in the period)

WEBSITE CHANNEL

WWW.COUNTERMAN.COM

2014	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	58,689	31,880	27,449	1.16	01:48	01:31
August	61,875	33,778	25,656	1.32	01:53	01:34
September	57,067	31,855	24,372	1.31	01:44	01:23
October	63,183	35,223	27,239	1.29	01:43	01:22
November	54,559	30,082	23,424	1.28	01:58	01:36
December	51,571	26,629	19,468	1.37	02:05	01:57
AVERAGE:	57,824	31,575	24,601	1.29	01:52	01:34

July - December 2014 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Page Impressions: A Page Impression is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

User Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Unique Browsers: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Unique Browser Frequency: Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

Page Duration: The average time spent viewing any page on a web site.

User Session Duration: The average time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

ADDITIONAL DATA

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter and Website are not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Scott Shriber, Publisher

Pat Robinson, Associate Director of Circulation

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed January 12, 2015

State Ohio

County Summit

Received by BPA Worldwide January 26, 2015

Type BUJ

ID Number C153B0D4

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.