

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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ENGINE BUILDER is a B2B brand serving gas and diesel engine builders and rebuilders. Engine Builder's brand content and editorial focus provides technical information and high-quality products and services to help the subscribers maintain profitable business operations.

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

ENGINE BUILDER MAGAZINE



6 Issues in the period
15,335 average circulation

ENGINE BUILDER E-NEWSLETTER



28 issued in the period
18,690 average per occurrence

ENGINE BUILDER WEBSITE



195,663 average unique browsers

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
ENGINE BUILDER MAGAZINE (6 issues in the period)	15,335	-	15,335
ENGINE BUILDER E-NEWSLETTER (28 issued in the period)	18,690	-	18,690
ENGINE BUILDER WEBSITE (Monthly Unique Browsers with 288,940 average Page Impressions)	195,663	-	195,663

(Including Unit Data)

FIELD SERVED

ENGINE BUILDER serves engine builders/rebuilders/machine shops; jobber engine builders/rebuilders/jobbers with machine shops; production engine builders/rebuilders; automotive/heavy duty jobbers, wholesalers, and warehouse distributors who sell engine parts; engine machine shop tool and equipment distributors, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are owners, proprietors, presidents, vice presidents, partners, corporation officials, administrators, purchasing agents, managers, supervisors, foremen and other titled and non-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	147
Advertiser and Agency	431
Allocated for Trade Shows and Conventions	144
All Other	452
TOTAL	1,174

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,335	100.0	15,335	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,335	100.0	15,335	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Total Qualified
July	15,409
August	15,452
September	15,440
October	15,461
November	15,123
December	15,123

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION AND UNITS FOR ISSUE OF NOVEMBER 2016

This issue is 1.7% or 254 copies below the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	TOTAL UNITS	Owner/Proprietor, President, Vice President, Partner, Corporation Official Administrator, Purchasing Agent	Managers, Supervisors, Foreman	Other Titled & Non-Titled Personnel
Engine Builder/Rebuilder/Machine Shop	7,262	48.0	6,908	5,312	756	1,194
Jobber Engine Builder/Rebuilder/Jobber with Machine Shop	3,873	25.6	3,518	2,991	681	201
Production Engine Builder/Rebuilder	632	4.2	559	432	138	62
Engine Builders/Rebuilders Sub-Total	11,767	77.8	10,985	8,735	1,575	1,457
Automotive/Heavy Duty Jobber, Wholesaler, and Warehouse Distributor who sell engine parts	2,173	14.4	2,003	1,349	664	160
Engine Machine Shop Tool and Equipment Distributor	257	1.7	239	185	56	16
Others allied to the field	926	6.1	911	704	172	50
TOTAL QUALIFIED CIRCULATION	15,123	100.0	14,138	10,973	2,467	1,683
PERCENT	100.0		93.5	72.6	16.3	11.1

Percent of Machine Shop / Engine Building work that is Performance Related

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	TOTAL RESPONDENTS REPORTING	Percent of work that is Performance Related							Information Not Yet Available
			More than 75%	51% - 75%	26% - 50%	11% - 25%	10% or less	None		
Engine Builders/Rebuilders/Machine Shops	7,262	5,819	1,147	828	2,169	819	664	192	1,443	
Jobber Engine Builders/Rebuilders/Jobbers with Machine Shop	3,873	3,686	464	405	1,554	577	550	136	187	
Production Engine Builders/Rebuilders	632	602	77	67	201	94	112	51	30	
Engine Builders/Rebuilders Subtotal	11,767	10,107	1,688	1,300	3,924	1,490	1,326	379	1,660	
Percent	100.0	85.9	14.4	11.0	33.3	12.7	11.3	3.2	14.1	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	10,888	2,991	-	13,879	91.7
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	1,244	-	-	1,244	8.3
*Association rosters and directories	1,009	-	-	1,009	6.7
*Business directories	235	-	-	235	1.6
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,132	2,991	-	15,123	100.0
PERCENT	80.2	19.8	-	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION AND UNITS FOR ISSUE OF NOVEMBER 2016*

State	Number of Units	Total Qualified	Percent	State	Number of Units	Total Qualified	Percent
Maine	75	77		Kentucky	210	230	
New Hampshire	80	85		Tennessee	286	302	
Vermont	28	29		Alabama	200	217	
Massachusetts	192	208		Mississippi	128	138	
Rhode Island	38	42		EAST SO. CENTRAL	824	887	5.9
Connecticut	147	155		Arkansas	127	142	
NEW ENGLAND	560	596	3.9	Louisiana	178	192	
New York	577	603		Oklahoma	174	195	
New Jersey	289	310		Texas	849	910	
Pennsylvania	698	737		WEST SO. CENTRAL	1,328	1,439	9.5
MIDDLE ATLANTIC	1,564	1,650	10.9	Montana	106	112	
Ohio	735	783		Idaho	146	157	
Indiana	397	429		Wyoming	43	46	
Illinois	576	624		Colorado	245	254	
Michigan	614	656		New Mexico	94	104	
Wisconsin	465	498		Arizona	258	284	
EAST NO. CENTRAL	2,787	2,990	19.8	Utah	118	125	
Minnesota	378	409		Nevada	89	93	
Iowa	317	336		MOUNTAIN	1,099	1,175	7.8
Missouri	388	419		Alaska	32	35	
North Dakota	88	97		Washington	316	338	
South Dakota	90	98		Oregon	246	261	
Nebraska	185	199		California	1,295	1,394	
Kansas	249	268		Hawaii	40	44	
WEST NO. CENTRAL	1,695	1,826	12.1	PACIFIC	1,929	2,072	13.7
Delaware	39	39		UNITED STATES	14,110	15,094	99.8
Maryland	207	230		U.S. Territories	28	29	
Washington, DC	3	3		Canada	-	-	
Virginia	315	330		Mexico	-	-	
West Virginia	86	88		Other International	-	-	
North Carolina	479	509		APO/FPO	-	-	
South Carolina	190	197					
Georgia	347	372					
Florida	658	691					
SOUTH ATLANTIC	2,324	2,459	16.2				
				TOTAL QUALIFIED CIRCULATION	14,138	15,123	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2016	Engine Builder E-Newsletter
July	17,585
August	17,995
September	19,044
October	19,219
November	19,262
December	19,397
AVERAGE:	18,690

Engine Builder E-Newsletter (28 issued in the period)

WEBSITE CHANNEL

WWW.ENGINEBUILDERMAG.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	278,695	230,188	191,840	1.20	04:21	00:55
August	294,773	243,335	202,233	1.20	04:23	00:56
September	280,354	233,605	196,171	1.19	04:30	00:54
October	288,626	238,972	199,955	1.20	04:25	00:55
November	280,730	231,612	193,566	1.20	04:21	00:55
December	310,462	227,838	190,212	1.20	02:58	01:05
AVERAGE:	288,940	234,258	195,663	1.20	04:10	00:57

July - December 2016 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'd 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'd 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

MAGAZINE:

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for quantities of 1,009 copies or 6.7%
Business directories include 1 source of circulation for quantities of 235 copies or 1.6%

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.

Doug Kaufman, 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 26, 2017

State Ohio

County Summit

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Type BUD

ID Number A128B0D6

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.