

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 39 years, **IMPORTCAR** has been a trusted, expert source for technical information on import vehicles. Within the pages of every issue, diagnostic, troubleshooting and repair information has helped its loyal subscribers service imports with greater precision and accuracy, and kept them up-to-date on emerging service technologies. Complementing the monthly print magazine are ImportCar's website and e-newsletters – all of which help its subscribers make profitable and professional repairs to import vehicles.

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.

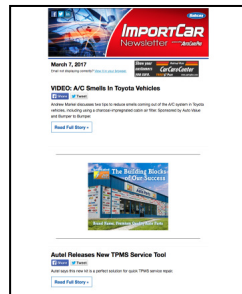
CHANNELS

IMPORTCAR MAGAZINE



6 issues in the period
24,903 average circulation

IMPORTCAR E-NEWSLETTER



53 issued in the period
16,701 average per occurrence

IMPORTCAR WEBSITE



16,014 average users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
IMPORTCAR MAGAZINE (6 issues in the period)	24,903	-	24,903
IMPORTCAR E-NEWSLETTER			
ImportCar E-Newsletter (53 issued in the period)	16,701	-	16,701
IMPORTCAR WEBSITE (Monthly Users with 48,546 average Pageviews)	16,014	-	16,014

FIELD SERVED

IMPORTCAR serves automotive shops primarily doing service on import vehicles; and other automotive service and repair shops; automotive shops that do not have a larger volume of specific repair work, but have requested ImportCar; other automotive repair shops and others allied to the field.

DEFINITION OF A UNIT

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

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are owners, company officers, general managers; service managers, other managers, service superintendents, foremen; technicians, mechanics; and other individuals.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	42
Advertiser and Agency	505
Allocated for Trade Shows and Conventions	34
All Other	184
TOTAL	765

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	24,903	100.0	24,903	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	24,903	100.0	24,903	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Total Qualified
January	24,825
February	24,804
March	25,017
April	24,999
May	24,739
June	25,033

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION AND UNITS FOR ISSUE OF JUNE 2018

This issue is 0.6% or 156 copies above 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, Co. Officers, General Managers	Service Managers, Service Superintendents/ Foremen & Other Managers	Technicians/ Mechanics	Other Individuals
Automotive shops primarily doing service and repairs on import cars	11,802	47.1	11,802	9,323	1,704	453	322
Automotive shops that do not have a larger volume of specific repair work, but have requested ImportCar	4,700	18.8	4,700	3,655	591	180	274
Other	8,531	34.1	8,531	6,152	1,364	17	998
TOTAL QUALIFIED CIRCULATION	25,033	100.0	25,033	19,130	3,659	650	1,594
PERCENT	100.0		100.0	76.4	14.6	2.6	6.4

Business and Industry	Total Qualified	Percent of Total	Total Units	Classification by Number of Technicians Employed at Location					
				1	2	3	4 - 7	8 or More	Unknown
Automotive shops primarily doing service and repairs on import cars	11,802	47.1	11,802	1,475	2,859	2,845	3,502	857	264
Automotive shops that do not have a larger volume of specific repair work, but have requested ImportCar	4,700	18.8	4,700	665	1,095	953	1,237	356	394
Other	8,531	34.1	8,531	85	126	90	110	46	8,074
TOTAL QUALIFIED CIRCULATION	25,033	100.0	25,033	2,225	4,080	3,888	4,849	1,259	8,732
PERCENT	100.0		100.0	8.9	16.3	15.5	19.4	5.0	34.9

Business and Industry	Total Qualified	Percent of Total	Total Units	Classification by Number of Service Bays at Location						
				1	2	3 - 4	5 - 7	8 - 10	11 or More	Unknown
Automotive shops primarily doing service and repairs on import cars	11,802	47.1	11,802	419	1,510	4,628	3,004	1,204	704	333
Automotive shops that do not have a larger volume of specific repair work, but have requested ImportCar	4,700	18.8	4,700	221	643	1,485	1,132	470	284	465
Other	8,531	34.1	8,531	36	76	165	90	36	31	8,097
TOTAL QUALIFIED CIRCULATION	25,033	100.0	25,033	676	2,229	6,278	4,226	1,710	1,019	8,895
PERCENT	100.0		100.0	2.7	8.9	25.1	16.9	6.8	4.1	35.5

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2018

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	13,976	3,021	-	16,997	67.9
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):	8,036	-	-	8,036	32.1
Association rosters and directories	-	-	-	-	-
*Business directories	7,862	-	-	7,862	31.4
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	174	-	-	174	0.7
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,012	3,021	-	25,033	100.0
PERCENT	87.9	12.1	-	100.0	

*See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2015	January - June 2016	July - December 2016	January - June 2017	July - December 2017*	January - June 2018*
Total Audit Average Qualified:	26,529	26,819	27,075	26,719	25,541	24,903
Qualified Non-Paid:	26,529	26,819	27,075	26,719	25,541	24,903
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 2017 - June 2018 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 JUNE 2018*

State	Number of Units	Number of Copies	Percent	State	Number of Units	Number of Copies	Percent
Maine	149	149		Kentucky	314	314	
New Hampshire	205	205		Tennessee	433	433	
Vermont	92	92		Alabama	326	326	
Massachusetts	935	935		Mississippi	163	163	
Rhode Island	78	78		EAST SO. CENTRAL	1,236	1,236	4.9
Connecticut	338	338		Arkansas	140	140	
NEW ENGLAND	1,797	1,797	7.2	Louisiana	246	246	
New York	1,129	1,129		Oklahoma	203	203	
New Jersey	654	654		Texas	1,237	1,237	
Pennsylvania	1,064	1,064		WEST SO. CENTRAL	1,826	1,826	7.3
MIDDLE ATLANTIC	2,847	2,847	11.4	Montana	112	112	
Ohio	760	760		Idaho	107	107	
Indiana	362	362		Wyoming	35	35	
Illinois	869	869		Colorado	605	605	
Michigan	575	575		New Mexico	183	183	
Wisconsin	512	512		Arizona	263	263	
EAST NO. CENTRAL	3,078	3,078	12.3	Utah	129	129	
Minnesota	485	485		Nevada	219	219	
Iowa	269	269		MOUNTAIN	1,653	1,653	6.6
Missouri	455	455		Alaska	51	51	
North Dakota	56	56		Washington	590	590	
South Dakota	55	55		Oregon	281	281	
Nebraska	129	129		California	5,371	5,371	
Kansas	217	217		Hawaii	102	102	
WEST NO. CENTRAL	1,666	1,666	6.7	PACIFIC	6,395	6,395	25.5
Delaware	57	57		UNITED STATES	25,023	25,023	100.0
Maryland	401	401		U.S. Territories	10	10	
Washington, DC	9	9		Canada	-	-	
Virginia	495	495		Mexico	-	-	
West Virginia	81	81		Other International	-	-	
North Carolina	656	656		APO/FPO	-	-	
South Carolina	249	249					
Georgia	582	582					
Florida	1,995	1,995					
SOUTH ATLANTIC	4,525	4,525	18.1				
				TOTAL QUALIFIED CIRCULATION	25,033	25,033	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2018	ImportCar E-Newsletter
January	16,830
February	16,691
March	16,710
April	16,718
May	16,667
June	16,589
AVERAGE:	16,701

ImportCar E-Newsletter (53 issued in the period)

WEBSITE CHANNEL

WWW.IMPORT-CAR.COM

2018	Pageviews	Sessions	Users	Average Session Duration
January	52,730	27,516	16,431	3:17
February	48,357	24,082	14,361	3:19
March	49,321	26,946	16,652	2:47
April	48,083	25,615	16,025	2:31
May	48,250	26,043	16,833	2:28
June	44,535	24,475	15,786	2:35
AVERAGE:	48,546	25,779	16,014	2:49

January – June 2018 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview 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.

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.

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

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

ADDITIONAL DATA

MAGAZINE:

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 7,862 copies or 31.4%, including a list of Automotive Repair Shops from InfoGroup. Other sources include 1 source of circulation for a quantity of 174 copies or 0.7%.

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.

Jim Merle, 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

State

County

Received by BPA Worldwide

Type

ID Number

August 14, 2018

Ohio

Summit

August 14, 2018

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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.