

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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**MOTORCYCLE & POWERSPORTS NEWS** is a B2B brand intended for dealers and other industry professionals who sell and service powersports such as motorcycles, scooters, UTVs, ATVs, snowmobiles, mopeds, and personal watercraft. The brand content and editorial scope of the publication include sales & marketing practices, service management techniques, industry news, new products and more.

### 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.

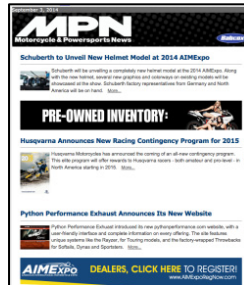
## CHANNELS

### MOTORCYCLE & POWERSPORTS NEWS



6 Issues in the period  
15,368 average circulation

### MOTORCYCLE & POWERSPORTS NEWS E-NEWSLETTER



53 issued in the period  
15,809 for average per occurrence

### MOTORCYCLE & POWERSPORTS NEWS WEBSITE



19,090 average users

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>MOTORCYCLE &amp; POWERSPORTS NEWS</b> (6 issues in the period)	15,368	-	15,368
<b>MOTORCYCLE &amp; POWERSPORTS NEWS E-NEWSLETTER</b> (53 issued in the period)	15,809	-	15,809
<b>MOTORCYCLE &amp; POWERSPORTS NEWS WEBSITE</b> (Monthly Users with 47,462 average Pageviews)	19,090	-	19,090

### FIELD SERVED

**MOTORCYCLE & POWERSPORTS NEWS** serves dealers and retailers of motorcycles, motorscooters, mopeds, ATVs, snowmobiles, trailers, personal watercraft and parts and accessories. Also served are service and salvage shops, manufacturers, distributors, manufacturers representatives, distributors representatives and others allied to the field.

### DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are owners, presidents, partners, vice presidents, general managers, managers, store managers, district managers, sales managers, parts and accessories managers, service managers and other titled and non-titled personnel.

### AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	6
Advertiser and Agency	442
Allocated for Trade Shows and Conventions	8
All Other	386
<b>TOTAL</b>	<b>842</b>

### 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

	Total Qualified		Qualified Non-Paid		Qualified Paid	
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent
Individual Sponsored Individually Addressed	15,368	100.0	15,368	100.0	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,368</b>	<b>100.0</b>	<b>15,368</b>	<b>100.0</b>	-	-

### 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

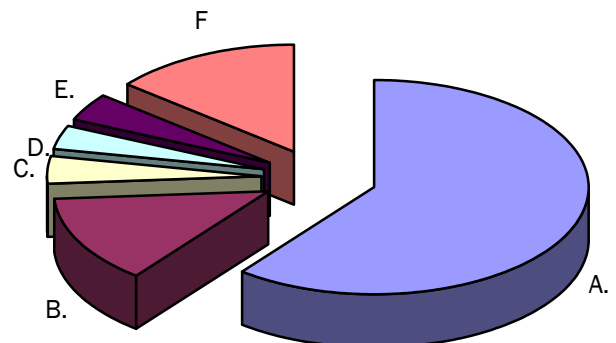
2017 Issue	Total Qualified
January	15,227
February	15,208
March	15,547
April	15,595
May	15,255
June	15,377

### 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017 This issue is 0.9% or 136 copies below the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE					
			Owners, Presidents, Partners, Vice Presidents	General Managers, Managers, Store Managers, District Managers	Parts & Accessories Managers	Sales Managers	Service Managers	Other
Dealers/Retailers of Motorcycles, Motorscooters, Mopeds, ATV's Snowmobiles, Trailers and/or Personal Watercraft	8,670	56.8	4,198	1,372	493	339	440	1,828
Parts and/or Accessories Retailers	2,670	17.5	2,185	274	76	44	57	34
Service Shops and/or Salvage Shops	2,440	16.0	2,059	176	38	20	110	37
Manufacturers and/or Distributors	1,013	6.6	537	147	20	107	24	178
Manufacturer's and/or Distributor's Representatives	237	1.6	83	46	3	38	5	62
Others Allied to the Field	225	1.5	159	32	2	4	5	23
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,255</b>	<b>100.0</b>	<b>9,221</b>	<b>2,047</b>	<b>632</b>	<b>552</b>	<b>641</b>	<b>2,162</b>

### 3a. Breakout of Qualified Circulation by Title

BUSINESS AND INDUSTRY	TOTAL QUALIFIED
A Owners, Presidents, Partners, Vice Presidents	9,221
B General Managers, Managers, Store Managers, District Managers	2,047
C Parts & Accessories Managers	632
D Sales Managers	552
E Service Managers	641
F Other	2,162



**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017**

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	10,072	3,605	-	13,677	89.7
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	1,578	-	-	1,578	10.3
Association rosters and directories	-	-	-	-	-
*Business directories	1,578	-	-	1,578	10.3
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>11,650</b>	<b>3,605</b>	<b>-</b>	<b>15,255</b>	<b>100.0</b>
<b>PERCENT</b>	<b>76.4</b>	<b>23.6</b>	<b>-</b>	<b>100.0</b>	

\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017**

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	15,255	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,255</b>	<b>100.0</b>

**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
	July - December 2014	January - June 2015	July - December 2015	January - June 2016	July - December 2016	January - June 2017*
Total Audit Average Qualified:	15,321	15,422	15,330	15,303	15,319	15,368
Qualified Non-Paid:	15,321	15,422	15,330	15,303	15,319	15,368
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: January – June 2017 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

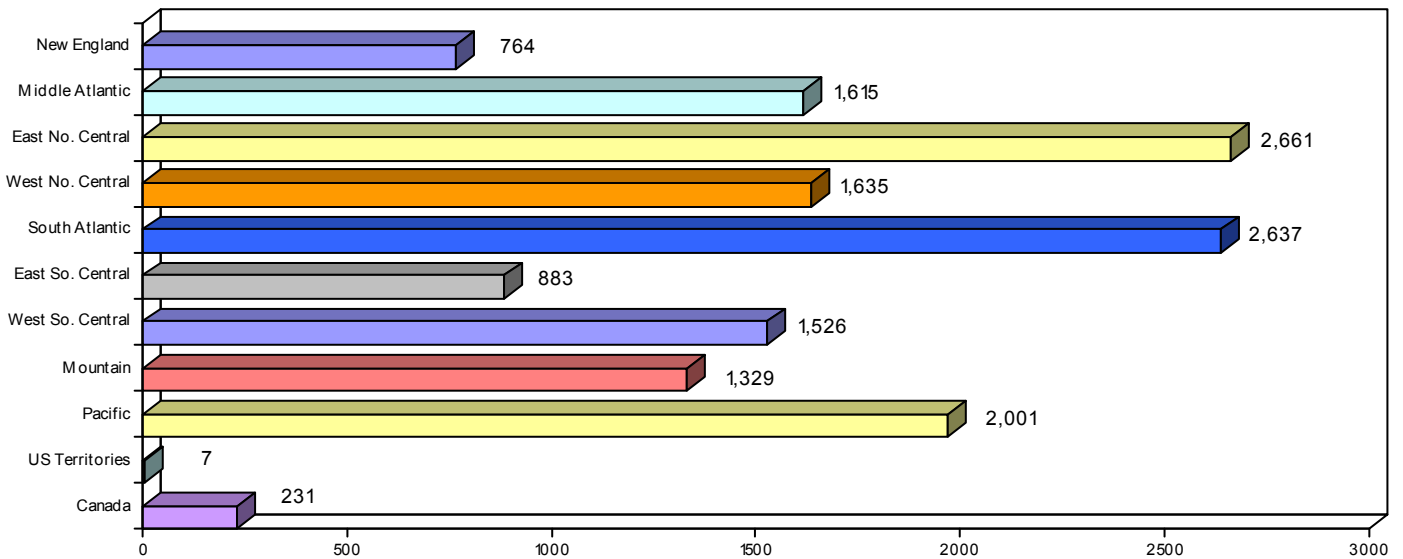
\*\*NC = None Claimed.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017\***

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	154		Kentucky	221	
New Hampshire	138		Tennessee	303	
Vermont	55		Alabama	216	
Massachusetts	228		Mississippi	143	
Rhode Island	30		<b>EAST SO. CENTRAL</b>	<b>883</b>	<b>5.8</b>
Connecticut	159		Arkansas	199	
<b>NEW ENGLAND</b>	<b>764</b>	<b>5.0</b>	Louisiana	192	
New York	651		Oklahoma	182	
New Jersey	253		Texas	953	
Pennsylvania	711		<b>WEST SO. CENTRAL</b>	<b>1,526</b>	<b>10.1</b>
<b>MIDDLE ATLANTIC</b>	<b>1,615</b>	<b>10.5</b>	Montana	147	
Ohio	630		Idaho	172	
Indiana	330		Wyoming	62	
Illinois	538		Colorado	279	
Michigan	561		New Mexico	89	
Wisconsin	602		Arizona	284	
<b>EAST NO. CENTRAL</b>	<b>2,661</b>	<b>17.4</b>	Utah	145	
Minnesota	497		Nevada	151	
Iowa	283		<b>MOUNTAIN</b>	<b>1,329</b>	<b>8.7</b>
Missouri	364		Alaska	65	
North Dakota	81		Washington	281	
South Dakota	118		Oregon	232	
Nebraska	137		California	1,334	
Kansas	155		Hawaii	55	
<b>WEST NO. CENTRAL</b>	<b>1,635</b>	<b>10.7</b>	<b>PACIFIC</b>	<b>1,967</b>	<b>13.0</b>
Delaware	37		<b>UNITED STATES</b>	<b>15,017</b>	<b>98.5</b>
Maryland	173		U.S. Territories	7	
Washington, DC	4		Canada	231	
Virginia	264		Mexico	-	
West Virginia	136		Other International	-	
North Carolina	474		APO/FPO	-	
South Carolina	227				
Georgia	390				
Florida	932				
<b>SOUTH ATLANTIC</b>	<b>2,637</b>	<b>17.2</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,255</b>	<b>100.0</b>

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION**



## E-NEWSLETTER CHANNEL

2017	Motorcycle & Powersports News
<b>JANUARY</b>	
January 1	15,175
January 8	15,101
January 15	15,119
January 22	15,090
January 29	15,064
<b>FEBRUARY</b>	
February 5	15,045
February 12	16,366
February 19	16,383
February 26	16,222
<b>MARCH</b>	
March 5	16,374
March 12	16,197
March 19	16,138
March 26	16,087
<b>APRIL</b>	
April 2	16,079
April 9	16,127
April 16	16,117
April 23	15,960
April 30	15,990
<b>MAY</b>	
May 7	16,315
May 14	16,345
May 21	16,255
May 28	16,106
<b>JUNE</b>	
June 4	15,277
June 11	16,058
June 18	15,222
June 25	14,661
<b>AVERAGE:</b>	<b>15,809</b>

Motorcycle & Powersports News E-Newsletter (53 issued in the period)

## WEBSITE CHANNEL

### WWW.MOTORCYCLEPRODUCTNEWS.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	39,704	22,953	17,602	2:57
February	59,777	27,193	21,650	3:21
March	52,662	26,557	20,885	3:12
April	45,664	23,415	17,901	2:36
May	45,263	23,722	18,118	2:39
June	41,702	23,033	18,387	2:32
<b>AVERAGE:</b>	<b>47,462</b>	<b>24,478</b>	<b>19,090</b>	<b>2:52</b>

January – June 2017 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'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.

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

**Average Session Duration:** The 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](http://www.adicompli.com)

## ADDITIONAL DATA

### MAGAZINE:

#### PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 1,578 copies or 10.3%, including InfoGroup List.

### GEOGRAPHIC DISTRIBUTION:

Geographic distribution for E-Newsletters 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.

Sean Donohue, 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	August 1, 2017
State	Ohio
County	Summit
Received by BPA Worldwide	August 1, 2017
Type	BD
ID Number	M117B0J7

#### 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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.