



Underhood Service

BRAND REPORT FOR THE 6 MONTH PERIOD ENDED JUNE 2016



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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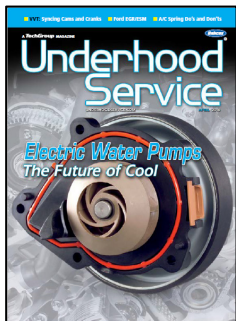
UNDERHOOD SERVICE is a B2B brand that targets repair shops that derive 50 percent or more of their revenue from the service and repair of under-the-hood systems. The expanding amount of knowledge and capital needed to keep up with technological advances has led these shop owners to concentrate on underhood systems, while also offering preventive maintenance services on most major vehicle systems. Electronics, cooling systems, air conditioning, emissions controls, fuel systems, ignition, internal engine repair, electrical/charging systems – everything under the hoods of cars and light trucks is addressed.

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.

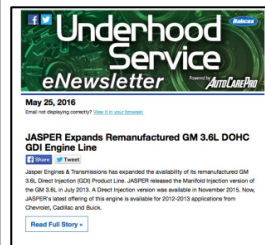
CHANNELS

UNDERHOOD SERVICE MAGAZINE



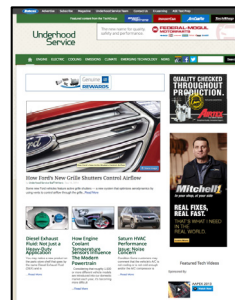
6 Issues in the period
38,290 average circulation

UNDERHOOD SERVICE E-NEWSLETTER



52 issued in the period
28,458 average distribution

UNDERHOOD SERVICE WEBSITE



115,346 average unique browsers

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
UNDERHOOD SERVICE MAGAZINE (6 issues in the period)	38,290	-	38,290
UNDERHOOD SERVICE E-NEWSLETTER			
a. Underhood Service E-Newsletter (52 issued in the period)	28,458	-	28,458
UNDERHOOD SERVICE WEBSITE (Monthly Unique Browsers with 162,330 average Page Impressions)	115,346	-	115,346

FIELD SERVED

UNDERHOOD SERVICE serves automotive service and repair shops doing 50% or more of their service repair work under the hood of the vehicle; and other automotive service and repair shops.

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; salesmen and other titled and non-titled individuals.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	93
Advertiser and Agency	656
Allocated for Trade Shows and Conventions	-
All Other	1,242
TOTAL	1,991

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	38,290	100.0	38,290	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	38,290	100.0	38,290	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Total Qualified
January	38,475
February	38,428
March	38,423
April	38,415
May	38,000
June	38,000

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION AND UNITS FOR ISSUE OF MAY 2016

This issue is 0.9% or 348 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/ Company Officers/ General Mgrs.	Service Managers, Service Superinten- dents/ Foremen & Other Managers	Technicians/ Mechanics	Salesmen and Other Titled and non-titled Individuals
Automotive service and repair shops doing 50% or more of their business underhood	22,545	59.3	22,545	18,399	3,175	720	251
Other Automotive Service and Repair Shops	15,455	40.7	15,455	14,389	855	116	95
TOTAL QUALIFIED CIRCULATION	38,000	100.0	38,000	32,788	4,030	836	346
PERCENT	100.0		100.0	86.3	10.6	2.2	0.9

CLASSIFICATION BY NUMBER OF TECHNICIANS EMPLOYED AT LOCATION

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 service and repair shops doing 50% or more of their business underhood	22,545	59.3	22,545	3,460	5,380	4,988	6,398	1,822	497
Other Automotive Service and Repair Shops	15,455	40.7	15,455	638	860	617	1,199	467	11,674
TOTAL QUALIFIED CIRCULATION	38,000	100.0	38,000	4,098	6,240	5,605	7,597	2,289	12,171
PERCENT	100.0		100.0	10.8	16.4	14.8	20.0	6.0	32.0

CLASSIFICATION BY NUMBER OF SERVICE BAYS AT LOCATION

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 service and repair shops doing 50% or more of their business underhood	22,545	59.3	22,545	1,245	3,229	7,611	5,985	2,445	1,372	658
Other Automotive Service and Repair Shops	15,455	40.7	15,455	341	651	1,104	1,015	407	230	11,707
TOTAL QUALIFIED CIRCULATION	38,000	100.0	38,000	1,586	3,880	8,715	7,000	2,852	1,602	12,365
PERCENT	100.0		100.0	4.2	10.2	22.9	18.4	7.5	4.2	32.6

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

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	14,732	11,742	-	26,474	69.7
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	25	28	-	53	0.1
V. TOTAL - Sources other than above (listed alphabetically):	11,473	-	-	11,473	30.2
Association rosters and directories	-	-	-	-	-
*Business directories	11,425	-	-	11,425	30.1
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	48	-	-	48	0.1
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	26,230	11,770	-	38,000	100.0
PERCENT	69.0	31.0	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	37,952	99.9
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	48	0.1
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	38,000	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
	July - December 2013	January - June 2014	July - December 2014	January - June 2015	July - December 2015	January - June 2016*
Total Audit Average Qualified:	36,641	36,626	36,609	37,588	38,836	38,290
Qualified Non-Paid:	36,641	36,626	36,609	37,588	38,836	38,290
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 2016 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 MAY 2016*

State	Number of Units	Number of Copies	Percent	State	Number of Units	Number of Copies	Percent
Maine	198	198		Kentucky	387	387	
New Hampshire	291	291		Tennessee	563	563	
Vermont	95	95		Alabama	413	413	
Massachusetts	846	846		Mississippi	251	251	
Rhode Island	160	160		EAST SO. CENTRAL	1,614	1,614	4.2
Connecticut	331	331		Arkansas	246	246	
NEW ENGLAND	1,921	1,921	5.1	Louisiana	335	335	
New York	2,988	2,988		Oklahoma	352	352	
New Jersey	1,116	1,116		Texas	2,450	2,450	
Pennsylvania	1,621	1,621		WEST SO. CENTRAL	3,383	3,383	8.9
MIDDLE ATLANTIC	5,725	5,725	15.1	Montana	139	139	
Ohio	1,273	1,273		Idaho	307	307	
Indiana	608	608		Wyoming	114	114	
Illinois	1,218	1,218		Colorado	1,002	1,002	
Michigan	834	834		New Mexico	370	370	
Wisconsin	695	695		Arizona	954	954	
EAST NO. CENTRAL	4,628	4,628	12.2	Utah	448	448	
Minnesota	588	588		Nevada	395	395	
Iowa	499	499		MOUNTAIN	3,729	3,729	9.8
Missouri	660	660		Alaska	142	142	
North Dakota	105	105		Washington	1,056	1,056	
South Dakota	155	155		Oregon	736	736	
Nebraska	279	279		California	6,967	6,967	
Kansas	346	346		Hawaii	184	184	
WEST NO. CENTRAL	2,632	2,632	6.9	PACIFIC	9,085	9,085	23.9
Delaware	77	77		UNITED STATES	37,987	37,987	100.0
Maryland	491	491		U.S. Territories	13	13	
Washington, DC	11	11		Canada	-	-	
Virginia	675	675		Mexico	-	-	
West Virginia	145	145		Other International	-	-	
North Carolina	950	950		APO/FPO	-	-	
South Carolina	453	453					
Georgia	781	781		TOTAL QUALIFIED CIRCULATION	38,000	38,000	100.0
Florida	1,687	1,687					
SOUTH ATLANTIC	5,270	5,270	13.9				

*See Additional Data

E-NEWSLETTER CHANNEL*

2016	Underhood Service E-Newsletter*
January	28,795
February	28,651
March	28,381
April	28,377
May	28,382
June	28,225
AVERAGE	28,458

Underhood Service E-Newsletter (52 issued in the period)

WEBSITE CHANNEL

WWW.UNDERHOODSERVICE.COM						
2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	157,072	126,755	106,111	1.19	04:40	01:07
February	158,904	129,924	108,756	1.19	04:07	00:55
March	167,940	138,943	119,419	1.16	04:00	00:50
April	158,942	135,196	115,003	1.18	04:44	00:50
May	163,366	139,264	119,690	1.16	04:39	00:48
June	167,757	143,072	123,095	1.16	04:27	00:46
AVERAGE:	162,330	135,526	115,346	1.17	04:26	00:53

January – June 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 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

**MAGAZINE:
PARAGRAPH 3b:**

Business directories include 1 source of circulation for quantities of 11,425 copies or 30.1%, including InfoGroup List. Other sources include 1 source of circulation for quantities of 48 copies or 0.1%.

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.	Date signed	July 15, 2016
Jim Merle, Publisher	State	Ohio
Pat Robinson, Associate Director of Circulation	County	Summit
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	July 20, 2016
IMPORTANT NOTE:	Type	BD
This unaudited brand report has been checked against the previous audit report.	ID Number	U035B0J6
It will be included in the annual audit made by BPA Worldwide.		

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.