



# Underhood Service

## BRAND REPORT FOR THE 6 MONTH PERIOD ENDED JUNE 2018



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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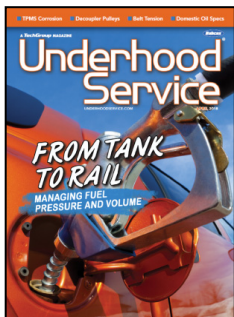
**UNDERHOOD SERVICE** is a B2B brand that targets shops that primarily service and repair under-the-hood systems. The expanding amount of knowledge and capital needed to keep up with technological advances has led these shop owners to concentrate on underhood systems, while also offering preventive maintenance 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.

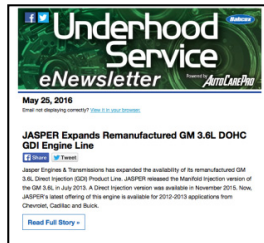
## CHANNELS

### UNDERHOOD SERVICE MAGAZINE



6 issues in the period  
39,021 average circulation

### UNDERHOOD SERVICE E-NEWSLETTER



53 issued in the period  
22,240 average distribution

### UNDERHOOD SERVICE WEBSITE



83,713 average users

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>UNDERHOOD SERVICE MAGAZINE</b> (6 issues in the period)	39,021	-	39,021
<b>UNDERHOOD SERVICE E-NEWSLETTER</b> (53 issued in the period)	22,240	-	22,240
<b>UNDERHOOD SERVICE WEBSITE</b> (Monthly Users with 174,692 average Pageviews)	83,713	-	83,713

**FIELD SERVED**

**UNDERHOOD SERVICE** serves automotive shops primarily doing service and repairs under the hood of the vehicle; automotive shops that do not have a larger volume of specific repair work, but have requested Underhood Service; 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	78
Advertiser and Agency	507
Allocated for Trade Shows and Conventions	-
All Other	273
<b>TOTAL</b>	<b>858</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	39,021	100.0	39,021	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>39,021</b>	<b>100.0</b>	<b>39,021</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2018 Issue	Total Qualified
January	38,438
February	38,404
March	39,537
April	40,045
May	39,677
June	38,026

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

This issue is 3.0% or 1,194 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 Superintendents/ Foremen & Other Managers	Technicians/ Mechanics	Other Individuals	
Automotive shops primarily doing service and repairs under the hood.	28,452	74.8	28,452	21,906	4,795	1,037	714	
Automotive shops that do not have a larger volume of specific repair work, but have requested Underhood Service.	1,939	5.1	1,939	1,607	242	63	27	
Other	7,635	20.1	7,635	6,450	1,115	6	64	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>38,026</b>	<b>100.0</b>	<b>38,026</b>	<b>29,963</b>	<b>6,152</b>	<b>1,106</b>	<b>805</b>	
<b>PERCENT</b>	<b>100.0</b>			<b>78.8</b>	<b>16.2</b>	<b>2.9</b>	<b>2.1</b>	

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 under the hood.	28,452	74.8	28,452	4,194	6,839	6,279	7,981	2,043	1,116
Automotive shops that do not have a larger volume of specific repair work, but have requested Underhood Service.	1,939	5.1	1,939	367	489	353	547	137	46
Other	7,635	20.1	7,635	55	72	55	85	34	7,334
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>38,026</b>	<b>100.0</b>	<b>38,026</b>	<b>4,616</b>	<b>7,400</b>	<b>6,687</b>	<b>8,613</b>	<b>2,214</b>	<b>8,496</b>
<b>PERCENT</b>	<b>100.0</b>			<b>12.1</b>	<b>19.5</b>	<b>17.6</b>	<b>22.7</b>	<b>5.8</b>	<b>22.3</b>

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 under the hood.	28,452	74.8	28,452	1,477	4,221	10,197	6,918	2,725	1,530	1,384
Automotive shops that do not have a larger volume of specific repair work, but have requested Underhood Service.	1,939	5.1	1,939	159	336	624	453	173	113	81
Other	7,635	20.1	7,635	33	52	86	56	25	24	7,359
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>38,026</b>	<b>100.0</b>	<b>38,026</b>	<b>1,669</b>	<b>4,609</b>	<b>10,907</b>	<b>7,427</b>	<b>2,923</b>	<b>1,667</b>	<b>8,824</b>
<b>PERCENT</b>	<b>100.0</b>			<b>4.4</b>	<b>12.1</b>	<b>28.7</b>	<b>19.5</b>	<b>7.7</b>	<b>4.4</b>	<b>23.2</b>

**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:	<b>18,961</b>	<b>11,780</b>	-	<b>30,741</b>	<b>80.9</b>
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	<b>4</b>	<b>7</b>	-	<b>11</b>	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	<b>7,274</b>	-	-	<b>7,274</b>	<b>19.1</b>
Association rosters and directories	-	-	-	-	-
*Business directories	7,274	-	-	7,274	19.1
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>26,239</b>	<b>11,787</b>	-	<b>38,026</b>	<b>100.0</b>
<b>PERCENT</b>	<b>69.0</b>	<b>31.0</b>	-	<b>100.0</b>	

\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2018**

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	37,989	99.9
Individuals by name only	29	0.1
Titles or functions only	-	-
Company names only	8	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>38,026</b>	<b>100.0</b>

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data		Audited Data		Circulation Claim	
	July – December 2015	January – June 2016	July – December 2016	January – June 2017	July – December 2017*	January – June 2018*
Total Audit Average Qualified:	38,836	38,290	37,955	38,226	38,767	39,021
Qualified Non-Paid:	38,836	38,290	37,955	38,226	38,767	39,021
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	279	279		Kentucky	577	577	
New Hampshire	313	313		Tennessee	768	768	
Vermont	150	150		Alabama	522	522	
Massachusetts	548	548		Mississippi	322	322	
Rhode Island	144	144		<b>EAST SO. CENTRAL</b>	<b>2,189</b>	<b>2,189</b>	<b>5.7</b>
Connecticut	460	460		Arkansas	367	367	
<b>NEW ENGLAND</b>	<b>1,894</b>	<b>1,894</b>	<b>5.0</b>	Louisiana	572	572	
New York	2,115	2,115		Oklahoma	522	522	
New Jersey	1,126	1,126		Texas	2,679	2,679	
Pennsylvania	2,120	2,120		<b>WEST SO. CENTRAL</b>	<b>4,140</b>	<b>4,140</b>	<b>10.9</b>
<b>MIDDLE ATLANTIC</b>	<b>5,361</b>	<b>5,361</b>	<b>14.1</b>	Montana	236	236	
Ohio	1,602	1,602		Idaho	243	243	
Indiana	694	694		Wyoming	140	140	
Illinois	1,421	1,421		Colorado	532	532	
Michigan	1,156	1,156		New Mexico	274	274	
Wisconsin	945	945		Arizona	679	679	
<b>EAST NO. CENTRAL</b>	<b>5,818</b>	<b>5,818</b>	<b>15.3</b>	Utah	408	408	
Minnesota	817	817		Nevada	226	226	
Iowa	560	560		<b>MOUNTAIN</b>	<b>2,738</b>	<b>2,738</b>	<b>7.2</b>
Missouri	1,047	1,047		Alaska	109	109	
North Dakota	170	170		Washington	669	669	
South Dakota	210	210		Oregon	619	619	
Nebraska	442	442		California	3,830	3,830	
Kansas	513	513		Hawaii	167	167	
<b>WEST NO. CENTRAL</b>	<b>3,759</b>	<b>3,759</b>	<b>9.9</b>	<b>PACIFIC</b>	<b>5,394</b>	<b>5,394</b>	<b>14.2</b>
Delaware	99	99		<b>UNITED STATES</b>	<b>38,017</b>	<b>38,017</b>	<b>100.0</b>
Maryland	715	715		U.S. Territories	9	9	
Washington, DC	16	16		Canada	-	-	
Virginia	1,004	1,004		Mexico	-	-	
West Virginia	245	245		Other International	-	-	
North Carolina	1,431	1,431		APO/FPO	-	-	
South Carolina	638	638					
Georgia	1,124	1,124		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>38,026</b>	<b>38,026</b>	<b>100.0</b>
Florida	1,452	1,452					
<b>SOUTH ATLANTIC</b>	<b>6,724</b>	<b>6,724</b>	<b>17.7</b>				

\*See Additional Data

## E-NEWSLETTER CHANNEL

2018	Underhood Service E-Newsletter
January	22,597
February	21,283
March	22,384
April	22,380
May	22,242
June	22,570
<b>AVERAGE:</b>	<b>22,240</b>

Underhood Service E-Newsletter (53 issued in the period)

## WEBSITE CHANNEL

### WWW.UNDERHOODSERVICE.COM

2018	Pageviews	Sessions	Users	Average Session Duration
January	191,095	105,243	83,961	2:16
February	169,202	93,963	73,670	2:14
March	187,299	108,369	87,199	2:03
April	164,697	101,640	79,735	1:49
May	172,708	112,617	93,010	1:34
June	163,152	103,760	84,708	1:45
<b>AVERAGE:</b>	<b>174,692</b>	<b>104,265</b>	<b>83,713</b>	<b>1:56</b>

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 7,274 copies or 19.1%, including InfoGroup.

#### 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	August 17, 2018
State	Ohio
County	Summit
Received by BPA Worldwide	August 17, 2018
Type	BJ
ID Number	U035B0J8

#### 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.