

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.

Babcox Media, Inc.
3550 Embassy Parkway
Akron, OH 44333
Tel. No.: (330) 670-1234
Fax No.: (330) 670-0874
www.enginebuildermag.com

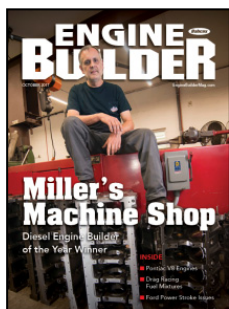
ENGINE BUILDER is a B2B brand serving gas and diesel engine builders and rebuilders. Engine Builder's brand content and editorial focus provides technical information and high-quality products and services to help the subscribers maintain profitable business operations.

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
15,174 average circulation

ENGINE BUILDER E-NEWSLETTER



28 issued in the period
17,909 average per occurrence

ENGINE BUILDER WEBSITE



132,681 average users

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)	15,174	-	15,174
ENGINE BUILDER E-NEWSLETTER (28 issued in the period)	17,909	-	17,909
ENGINE BUILDER WEBSITE (Monthly Users with 319,277 average Pageviews)	132,681	-	132,681

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, automotive diesel 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.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	139
Advertiser and Agency	330
Allocated for Trade Shows and Conventions	407
All Other	393
TOTAL	1,269

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,174	100.0	15,174	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,174	100.0	15,174	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Total Qualified
July	15,233
August	15,452
September	15,176
October	15,182
November	15,000
December	15,000

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017
 This issue is 1.4% or 209 copies below the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Owner/Proprietor, President, Vice President, Partner, Corporation Official	Managers, Supervisors, Foreman	Other Titled & Non-Titled Personnel
Engine Builder/Rebuilder/Machine Shop (Note 1)	6,912	46.1	5,104	664	1,144
Jobber Engine Builder/Rebuilder/Jobber with Machine Shop (Note 2)	3,295	22.0	2,589	525	181
Production Engine Builder/Rebuilder (Note 3)	648	4.3	451	145	52
Engine Builders/Rebuilders Sub-Total	10,855	72.4	8,144	1,334	1,377
Automotive/Heavy Duty Jobber, Wholesaler, and Warehouse Distributor who sell engine parts (Note 4)	2,481	16.5	1,654	631	196
Engine Machine Shop Tool and Equipment Distributor	243	1.6	191	42	10
Others allied to the field	1,421	9.5	1,051	243	127
TOTAL QUALIFIED CIRCULATION	15,000	100.0	11,040	2,250	1,710
PERCENT	100.0		73.6	15.0	11.4

NOTE 1: Engine Builder/Rebuilder/Machine Shop includes Engine Builder/Rebuilder (with machine shop).
 NOTE 2: Jobber Engine Builder/Rebuilder/Jobber with Machine Shop includes Engine Builder/Rebuilder (without machine shop).
 NOTE 3: Production Engine Builder/Rebuilder includes Production Engine Remanufacturer.
 NOTE 4: Automotive/Heavy Duty Jobber, Wholesaler, and Warehouse Distributor who sell engine parts includes Automotive/Diesel Jobber, Wholesaler and Warehouse Distributor who sells engine parts.

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

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	TOTAL RESPON-DENTS 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	6,912	4,820	1,114	745	1,365	715	671	210	2,092
Jobber Engine Builders/Rebuilders/Jobbers with Machine Shop	3,295	2,646	396	315	867	457	477	134	649
Production Engine Builders/Rebuilders	648	549	78	69	138	84	124	56	99
Engine Builders/Rebuilders Subtotal	10,855	8,015	1,588	1,129	2,370	1,256	1,272	400	2,840
Percent	100.0	73.8	14.6	10.4	21.8	11.6	11.7	3.7	26.2

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

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	10,637	2,938	-	13,575	90.5
II. Request from recipient's company:	15	-	-	15	0.1
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	1,410	-	-	1,410	9.4
*Association rosters and directories	1,022	-	-	1,022	6.8
*Business directories	388	-	-	388	2.6
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,062	2,938	-	15,000	100.0
PERCENT	80.4	19.6	-	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	65		Kentucky	244	
New Hampshire	84		Tennessee	313	
Vermont	28		Alabama	199	
Massachusetts	197		Mississippi	127	
Rhode Island	43		EAST SO. CENTRAL	883	5.9
Connecticut	157		Arkansas	144	
NEW ENGLAND	574	3.8	Louisiana	185	
New York	597		Oklahoma	202	
New Jersey	281		Texas	984	
Pennsylvania	723		WEST SO. CENTRAL	1,515	10.1
MIDDLE ATLANTIC	1,601	10.7	Montana	123	
Ohio	764		Idaho	152	
Indiana	388		Wyoming	55	
Illinois	613		Colorado	255	
Michigan	635		New Mexico	102	
Wisconsin	484		Arizona	275	
EAST NO. CENTRAL	2,884	19.2	Utah	122	
Minnesota	413		Nevada	98	
Iowa	348		MOUNTAIN	1,182	7.9
Missouri	417		Alaska	45	
North Dakota	100		Washington	352	
South Dakota	102		Oregon	266	
Nebraska	197		California	1,342	
Kansas	259		Hawaii	48	
WEST NO. CENTRAL	1,836	12.2	PACIFIC	2,053	13.7
Delaware	37		UNITED STATES	14,977	99.8
Maryland	219		U.S. Territories	23	
Washington, DC	3		Canada	-	
Virginia	316		Mexico	-	
West Virginia	87		Other International	-	
North Carolina	506		APO/FPO	-	
South Carolina	207				
Georgia	358		TOTAL QUALIFIED CIRCULATION	15,000	100.0
Florida	716				
SOUTH ATLANTIC	2,449	16.3			

*See Additional Data

E-NEWSLETTER CHANNEL

2017	Engine Builder E-Newsletter
July	19,458
August	15,614
September	19,707
October	19,762
November	19,024
December	15,312
AVERAGE:	17,909

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

WEBSITE CHANNEL

WWW.ENGINEBUILDERMAG.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
July	350,819	179,681	144,727	2:19
August	331,097	177,588	142,073	2:15
September	303,969	160,774	129,010	2:17
October	325,932	170,213	134,567	2:24
November	307,085	161,085	126,524	2:33
December	296,759	153,355	119,184	2:42
AVERAGE:	319,277	167,116	132,681	2:25

July – December 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 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.

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 a quantity of 1,022 copies or 6.8%
Business directories include 1 source of circulation for a quantity of 388 copies or 2.6%

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 23, 2018

State

Ohio

County

Summit

Received by BPA Worldwide

January 23, 2018

Type

BD

ID Number

A128B0D7

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.