

Reader Profile

Tomorrow's Tech readers are 17- to 25-year-old automotive vocational/technical students



3550 Embassy Parkway
Akron, Ohio 44333
www.tomorrowstechnician.com

Issues per year: 8 | Established: 2002

Purpose: *Tomorrow's Tech* delivers technical information to 40,000 automotive students enrolled in more than 1,800 technical and vocational schools across the country.

Designed exclusively for a core target audience of 17- to 25-year-old automotive vocational/technical students, *Tomorrow's Tech* expands the experience of the "next generation." *Tomorrow's Tech* delivers technical information to students about servicing today's vehicles, assists educators with a "real world" supplement to classroom assignments and reinforces the students' decisions to seek a career in the automotive industry.

Audience Served: *Tomorrow's Tech* serves the next generation of automotive service professionals and key administrators at NATEF-certified, automotive training programs throughout the country.

Tomorrow's Tech creates a platform for advertisers to build brand, sell product or recruit employees.

BREAKOUT OF CIRCULATION BY CHANNEL:

		Audience	Reach
Print	Qualified Circulation	40,854	40,854
	Pass Along Distribution	127,800	127,800
	Total Print Audience	168,654	168,654
Digital	WEB		
	Monthly Visitors	49,000	49,000
	DIGITAL EDITION		
	Email Circulation	22,210	22,210
	ENEWSLETTER 3/WEEK		
	Student Email Circulation	19,701	236,412
	Instructor Email Circulation	2,509	30,108
TOTAL MONTHLY REACH			506,384
	Facebook Likes	1,853	
	Twitter Followers	2,942	

Publisher's Affidavit

I hereby make oath and say that all data set forth in this statement are true.

Sworn Statement by:
Dean Martin, Group
Publisher, and Pat Robinson,
Associate Director of
Circulation
Date Signed: 08-01-16