

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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**BRAKE & FRONT END** serves repair shops conducting a high volume of undercar repairs by providing application-specific technical information and solutions to address emerging trends in the undercar repair segment. Brake & Front End is packed with the latest technical information on brakes/ABS, chassis, exhaust, suspension, powertrain, ESC and TPMS. Brake & Front End's website reaches a targeted audience of undercar professionals who are looking for technical repair information, news and specifications to operate a more efficient shop. Complementing the monthly print magazine are Brake & Front End's website and e-newsletters — all of which provide technical repair information, news and specifications to help the professionals operate a more efficient shop.

### 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.

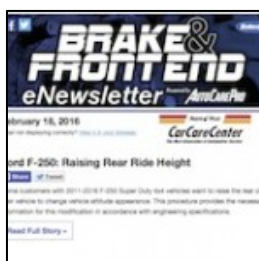
## CHANNELS

### BRAKE & FRONT END MAGAZINE



6 Issues in the period  
34,966 average circulation

### BRAKE & FRONT END E-NEWSLETTER



53 issued in the period  
28,340 average per occurrence

### BRAKE & FRONT END WEBSITE



90,009 average  
unique browsers

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>BRAKE &amp; FRONT END MAGAZINE</b> (6 issues in the period)	34,966	-	34,966
<b>BRAKE &amp; FRONT END E-NEWSLETTER</b>			
a. Brake + Front End E-Newsletter (53 issued in the period)	28,340	-	28,340
<b>BRAKE &amp; FRONT END WEBSITE</b> (Monthly Unique Browsers with 124,780 average Page Impressions)	90,009	-	90,009

**FIELD SERVED**

**BRAKE & FRONT END** serves automotive service and repair shops doing 50% or more of their business undercar; and other automotive service and repair shops.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are owners, company officers, general managers; service managers, service superintendents, other managers, foremen; technicians, mechanics; salesmen and other titled and non-titled individuals.

**DEFINITION OF A UNIT**

A unit is an establishment primarily engaged in one type of economic activity at a single physical location.

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	96
Advertiser and Agency	1,496
Allocated for Trade Shows and Conventions	-
All Other	328
<b>TOTAL</b>	<b>1,920</b>

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

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	34,966	100.0	34,966	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>34,966</b>	<b>100.0</b>	<b>34,966</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

2016 Issue	Total Qualified
January	34,960
February	34,912
March	34,914
April	34,978
May	35,016
June	35,016

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

This issue is 0.2% or 60 copies above 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, Co. Officers, General Managers	Service Managers, Service Superintendents/ Foremen & Other Managers	Technicians/ Mechanics	Salesmen & Other Titled and non-titled Individuals
Automotive Service and Repair Shops doing 50% or more of their business undercar	22,111	63.1	22,111	16,619	4,480	700	312
Other Automotive Service and Repair Shops	12,905	36.9	12,905	11,954	570	91	290
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>35,016</b>	<b>100.0</b>	<b>35,016</b>	<b>28,573</b>	<b>5,050</b>	<b>791</b>	<b>602</b>
<b>PERCENT</b>	<b>100.0</b>		<b>100.0</b>	<b>81.6</b>	<b>14.4</b>	<b>2.3</b>	<b>1.7</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 Service and Repair Shops doing 50% or more of their business undercar	22,111	63.1	22,111	3,005	4,651	4,648	6,893	2,571	343
Other Automotive Service and Repair Shops	12,905	36.9	12,905	526	645	599	831	332	9,972
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>35,016</b>	<b>100.0</b>	<b>35,016</b>	<b>3,531</b>	<b>5,296</b>	<b>5,247</b>	<b>7,724</b>	<b>2,903</b>	<b>10,315</b>
<b>PERCENT</b>	<b>100.0</b>		<b>100.0</b>	<b>10.1</b>	<b>15.1</b>	<b>15.0</b>	<b>22.0</b>	<b>8.3</b>	<b>29.5</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 Service and Repair Shops doing 50% or more of their business undercar	22,111	63.1	22,111	858	2,783	7,125	6,303	2,793	1,825	424
Other Automotive Service and Repair Shops	12,905	36.9	12,905	281	429	889	718	332	232	10,024
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>35,016</b>	<b>100.0</b>	<b>35,016</b>	<b>1,139</b>	<b>3,212</b>	<b>8,014</b>	<b>7,021</b>	<b>3,125</b>	<b>2,057</b>	<b>10,448</b>
<b>PERCENT</b>	<b>100.0</b>		<b>100.0</b>	<b>3.2</b>	<b>9.2</b>	<b>22.9</b>	<b>20.1</b>	<b>8.9</b>	<b>5.9</b>	<b>29.8</b>

**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:	<b>16,195</b>	<b>8,897</b>	-	<b>25,092</b>	<b>71.6</b>
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	<b>9</b>	<b>9</b>	-	<b>18</b>	<b>0.1</b>
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>9,906</b>	-	-	<b>9,906</b>	<b>28.3</b>
Association rosters and directories	-	-	-	-	-
*Business directories	9,670	-	-	9,670	27.6
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	236	-	-	236	0.7
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>26,110</b>	<b>8,906</b>	-	<b>35,016</b>	<b>100.0</b>
<b>PERCENT</b>	<b>74.6</b>	<b>25.4</b>	-	<b>100.0</b>	

\*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	34,779	99.3
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	237	0.7
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>35,016</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 2013	January - June 2014	July - December 2014	January - June 2015	July - December 2015*	January - June 2016*
Total Audit Average Qualified:	35,476	35,484	35,526	35,345	35,205	34,966
Qualified Non-Paid:	35,476	35,484	35,526	35,345	35,205	34,966
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 2015 - 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	212	212		Kentucky	719	719	
New Hampshire	226	226		Tennessee	1,072	1,072	
Vermont	116	116		Alabama	771	771	
Massachusetts	670	670		Mississippi	445	445	
Rhode Island	97	97		<b>EAST SO. CENTRAL</b>	<b>3,007</b>	<b>3,007</b>	<b>8.6</b>
Connecticut	369	369		Arkansas	222	222	
<b>NEW ENGLAND</b>	<b>1,690</b>	<b>1,690</b>	<b>4.8</b>	Louisiana	290	290	
New York	1,592	1,592		Oklahoma	284	284	
New Jersey	737	737		Texas	1,385	1,385	
Pennsylvania	2,596	2,596		<b>WEST SO. CENTRAL</b>	<b>2,181</b>	<b>2,181</b>	<b>6.2</b>
<b>MIDDLE ATLANTIC</b>	<b>4,925</b>	<b>4,925</b>	<b>14.1</b>	Montana	165	165	
Ohio	2,209	2,209		Idaho	173	173	
Indiana	1,158	1,158		Wyoming	66	66	
Illinois	1,041	1,041		Colorado	357	357	
Michigan	1,437	1,437		New Mexico	138	138	
Wisconsin	690	690		Arizona	348	348	
<b>EAST NO. CENTRAL</b>	<b>6,535</b>	<b>6,535</b>	<b>18.7</b>	Utah	205	205	
Minnesota	592	592		Nevada	121	121	
Iowa	433	433		<b>MOUNTAIN</b>	<b>1,573</b>	<b>1,573</b>	<b>4.5</b>
Missouri	600	600		Alaska	59	59	
North Dakota	96	96		Washington	460	460	
South Dakota	103	103		Oregon	337	337	
Nebraska	269	269		California	2,063	2,063	
Kansas	290	290		Hawaii	82	82	
<b>WEST NO. CENTRAL</b>	<b>2,383</b>	<b>2,383</b>	<b>6.8</b>	<b>PACIFIC</b>	<b>3,001</b>	<b>3,001</b>	<b>8.6</b>
Delaware	149	149		<b>UNITED STATES</b>	<b>35,005</b>	<b>35,005</b>	<b>100.0</b>
Maryland	901	901		U.S. Territories	11	11	
Washington, DC	27	27		Canada	-	-	
Virginia	1,361	1,361		Mexico	-	-	
West Virginia	311	311		Other International	-	-	
North Carolina	1,789	1,789		APO/FPO	-	-	
South Carolina	767	767					
Georgia	1,558	1,558					
Florida	2,847	2,847					
<b>SOUTH ATLANTIC</b>	<b>9,710</b>	<b>9,710</b>	<b>27.7</b>				
				<b>TOTAL QUALIFIED CIRCULATION</b>	<b>35,016</b>	<b>35,016</b>	<b>100.0</b>

\*See Additional Data

## E-NEWSLETTER CHANNEL

2016

Brake & Front End E-Newsletter

January	28,788
February	28,577
March	28,296
April	28,084
May	28,222
June	28,108

**AVERAGE:**

**28,340**

Brake & Front End E-Newsletter (53 issued in the period)

## WEBSITE CHANNEL

WWW.BRAKEANDFRONTEND.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	122,503	100,997	83,507	1.21	05:23	01:09
February	119,301	100,946	83,377	1.21	04:23	00:48
March	127,001	108,287	92,274	1.17	03:50	00:40
April	126,241	109,524	91,527	1.20	05:14	00:48
May	125,756	110,755	93,800	1.18	05:22	00:44
June	127,877	112,896	95,568	1.18	05:11	00:41
<b>AVERAGE:</b>	<b>124,780</b>	<b>107,234</b>	<b>90,009</b>	<b>1.19</b>	<b>04:54</b>	<b>00:48</b>

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](http://www.adicompli.com)

## ADDITIONAL DATA

### PARAGRAPH 3b:

Business directories include 1 source of circulation for quantities of 9,670 copies or 27.6%, including InfoGroup List. Other sources include 1 source of circulation for quantities of 236 copies or 0.7%.

### 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	July 14, 2016
State	Ohio
County	Summit
Received by BPA Worldwide	July 14, 2016
Type	BJ
ID Number	B036B0J6

### 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.