

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, Ohio 44333
Tel.: (330) 670-1234
Fax: (330) 670-0874
www.bodyshopbusiness.com

BODYSHOP BUSINESS is a well-known and popular brand dedicated to collision repair shop owners and managers and the authorized jobbers and distributors who serve them.

Through news, features and technical articles delivered via its monthly magazine, website, e-newsletters and research products, BodyShop Business strives to keep the industry informed and up-to-date on the latest profit-making strategies, vehicle technology and other trends essential to running a successful, modern-day collision repair facility. By maintaining the pulse of the industry, BodyShop Business can provide best practices to shops and the tools necessary to be profitable, make customers happy and perform quality, safe repairs.

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

BODYSHOP BUSINESS MAGAZINE

6 Issues in the period
46,238 average circulation

BODYSHOP BUSINESS E-NEWSLETTER

76 issued in the period
31,313 average per occurrence

BODYSHOP BUSINESS WEBSITE

63,771 average unique browsers

BODYSHOP BUSINESS SOCIAL MEDIA

4,409 Twitter followers
4,488 Facebook likes

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
BODYSHOP BUSINESS MAGAZINE (6 issues in the period)	46,238	-	46,238
BODYSHOP BUSINESS E-NEWSLETTER (76 issued in the period)	31,313	-	31,313
BODYSHOP BUSINESS WEBSITE (Monthly Unique Browsers with 119,395 average Page Impressions)	63,771	-	63,771
BODYSHOP BUSINESS SOCIAL MEDIA			
a. Twitter followers	*4,409	-	*4,409
b. Facebook likes	*4,488	-	*4,488

*Social Media Claims is a cumulative figure, not an average.

FIELD SERVED

BODYSHOP BUSINESS serves independent/franchise vehicle body repair shops, new and/or used vehicle dealers with body repair shops, and PBE wholesalers/jobbers/distributors/manufacturer's representatives specializing in paint, body repair and equipment lines.

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 presidents, owners, partners, vice presidents, other corporate officials; directors, administrators, managers, general managers operations managers, fleet managers, shop managers; shop foremen, shop supervisors; and other shop personnel and titled personnel in the aforementioned field.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	106
Advertiser and Agency	1,021
Allocated for Trade Shows and Conventions	-
All Other	300
TOTAL	1,427

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

	Total Qualified		Qualified Non-Paid		Qualified Paid	
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent
Individual	46,238	100.0	46,238	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	46,238	100.0	46,238	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

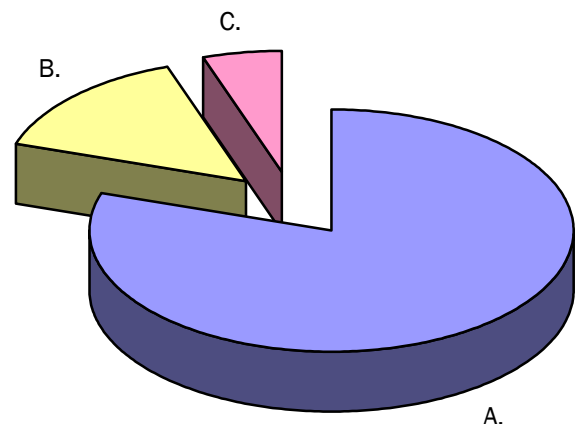
2016 Issue	Total Qualified
January	46,216
February	46,284
March	46,242
April	46,254
May	46,231
June	46,203

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION AND UNITS FOR ISSUE OF MAY 2016
This issue is -% or 9 copies below the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Number of Units	CLASSIFICATION BY TITLE				
				Owners, Partners, Presidents, Vice Presidents and Other Corporate Officials	Directors, Administrators, Managers, General Managers, Operations Managers, Fleet Managers, Shop Managers	Shop Supervisors, Shop Foremen	Other Shop Personnel, Other Titled Personnel	
Independent/Franchise Vehicle Body Repair Shops (including Painting and Refinishing Shops, Collision Repair Body Shops and Automotive Body Restoration Shops)	37,052	80.1	34,206	29,724	6,314	424	590	
New and/or Used Vehicle Dealers with Body Repair Shops	6,775	14.7	5,795	2,464	3,863	175	273	
Sub-Total	43,827	94.8	40,001	32,188	10,177	599	863	
PBE wholesaler/Jobber/Distributor/Manufacturer's Representative Specializing in Paint, Body Repair and Equipment Lines	2,404	5.2	2,187	1,172	971	39	222	
TOTAL QUALIFIED CIRCULATION	46,231	100.0	42,188	33,360	11,148	638	1,085	
PERCENT	100.0			72.2	24.1	1.4	2.3	

3a. Breakout of Qualified Circulation by Business and Industry

	BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A	Independent/Franchise Vehicle Body Repair Shops (including Painting and Refinishing Shops, Collision Repair Body Shops and Automotive Body Restoration Shops)	37,052	80.1
B	New and/or Used Vehicle Dealers with Body Repair Shops	6,775	14.7
C	PBE wholesaler / Jobber / Distributor/Manufacturer's Representative Specializing in Paint, Body Repair and Equipment Lines	2,404	5.2



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:	30,351	10,164	-	40,515	87.6
II. Request from recipient's company:	8	-	-	8	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	5,708	-	-	5,708	12.4
Association rosters and directories	-	-	-	-	-
*Business directories	5,630	-	-	5,630	12.2
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	78	-	-	78	0.2
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	36,067	10,164	-	46,231	100.0
PERCENT	78.0	22.0	-	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION AND UNITS FOR ISSUE OF MAY 2016*

State	Number of Units	Total Qualified	Percent	State	Number of Units	Total Qualified	Percent
Maine	268	291		Kentucky	693	766	
New Hampshire	260	284		Tennessee	836	917	
Vermont	140	150		Alabama	691	765	
Massachusetts	1,054	1,161		Mississippi	392	437	
Rhode Island	178	194		EAST SO. CENTRAL	2,612	2,885	6.2
Connecticut	516	570		Arkansas	468	509	
NEW ENGLAND	2,416	2,650	5.7	Louisiana	642	706	
New York	2,471	2,705		Oklahoma	558	597	
New Jersey	1,085	1,179		Texas	2,795	3,037	
Pennsylvania	2,490	2,761		WEST SO. CENTRAL	4,463	4,849	10.5
MIDDLE ATLANTIC	6,046	6,645	14.4	Montana	258	283	
Ohio	1,831	2,062		Idaho	234	262	
Indiana	985	1,095		Wyoming	118	126	
Illinois	1,966	2,149		Colorado	571	608	
Michigan	1,563	1,718		New Mexico	257	277	
Wisconsin	1,168	1,265		Arizona	524	572	
EAST NO. CENTRAL	7,513	8,289	17.9	Utah	318	346	
Minnesota	1,076	1,192		Nevada	238	257	
Iowa	830	905		MOUNTAIN	2,518	2,731	5.9
Missouri	1,075	1,180		Alaska	68	81	
North Dakota	189	206		Washington	729	799	
South Dakota	271	290		Oregon	496	548	
Nebraska	500	547		California	3,857	4,190	
Kansas	532	579		Hawaii	140	152	
WEST NO. CENTRAL	4,473	4,899	10.6	PACIFIC	5,290	5,770	12.5
Delaware	101	112		UNITED STATES	42,144	46,182	99.9
Maryland	729	799		U.S. Territories	44	49	
Washington, DC	21	22		Canada	-	-	
Virginia	793	885		Mexico	-	-	
West Virginia	270	297		Other International	-	-	
North Carolina	1,268	1,400		APO/FPO	-	-	
South Carolina	584	641					
Georgia	1,159	1,262					
Florida	1,888	2,046					
SOUTH ATLANTIC	6,813	7,464	16.2				
				TOTAL QUALIFIED CIRCULATION	42,188	46,231	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2016	BodyShop Business E-Newsletter
January	33,738
February	33,670
March	33,780
April	29,111
May	28,962
June	28,815
AVERAGE:	31,313

BodyShop Business E-Newsletter (76 issued in the period)

WEBSITE CHANNEL

WWW.BODYSHOPBUSINESS.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	114,364	80,600	59,357	1.36	03:15	01:22
February	122,896	87,354	62,660	1.39	03:09	01:17
March	126,386	93,408	68,735	1.36	03:15	01:09
April	123,500	90,938	66,375	1.37	03:12	01:09
May	119,195	89,087	65,327	1.36	03:08	01:03
June	110,030	81,956	60,169	1.36	03:13	01:06
AVERAGE:	119,395	87,224	63,771	1.37	03:12	01:11

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'd 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'd 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

SOCIAL MEDIA CHANNEL

BodyShop Business Social Media



Twitter followers

<http://twitter.com/BSBmagazine>



Facebook likes

<http://www.facebook.com/BodyShopBusiness>

2016

2016	Twitter followers	Facebook likes
Beginning Balance	3,972	3,729
January	4,036	3,841
February	4,174	3,996
March	4,245	4,156
April	4,309	4,291
May	4,361	4,379
June	4,409	4,488

ADDITIONAL DATA

MAGAZINE

PARAGRAPH 3b:

Business directories include 1 source of circulation for quantities of 5,630 copies or 12.2%, including InfoGroup List. Other sources include 1 source of circulation for quantities of 78 copies or 0.2%.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, Website and Social Media is 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.

Scott Shriber, 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 15, 2016

State Ohio

County Summit

Received by BPA Worldwide July 19, 2016

Type BUD

ID Number B032B0J6

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.