

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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**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 readers maintain profitable business operations. The content of every issue is also available to subscribers globally via the online digital version.

### 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.

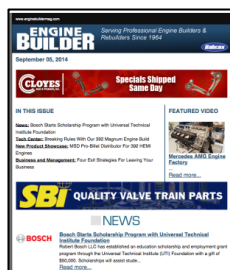
## CHANNELS

### ENGINE BUILDER MAGAZINE



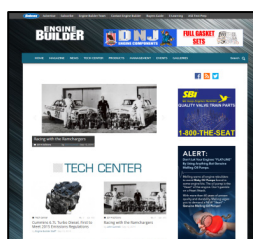
6 Issues in the period  
15,228 average circulation

### ENGINE BUILDER E-NEWSLETTER



26 E-Newsletters in the period  
12,882 average distribution

### ENGINE BUILDER WEBSITE



62,541 average  
unique browsers

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>ENGINE BUILDER MAGAZINE</b> (6 issues in the period)	15,228	-	15,228
<b>ENGINE BUILDER E-NEWSLETTER</b> (26 issued in the period)	12,882	-	12,882
<b>ENGINE BUILDER WEBSITE</b> (Monthly Unique Browsers with 114,303 average Page Impressions)	62,541	-	62,541

## 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, 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

## 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	123
Advertiser and Agency	483
Allocated for Trade Shows and Conventions	-
All Other	396
<b>TOTAL</b>	<b>1,002</b>

## 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,228	100.0	15,228	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,228</b>	<b>100.0</b>	<b>15,228</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

## 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2014 Issue	Number Removed	Number Added	Total Qualified
January	8	78	15,090
February	44	139	15,185
March	45	124	15,264
April	81	67	15,250
May	17	46	15,279
June	40	58	15,297
<b>TOTAL</b>	<b>235</b>	<b>512</b>	

## 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION AND UNITS FOR ISSUE OF MAY 2014

This issue is 0.4% or 62 copies above the average of the other 5 issues reported in Paragraph 2.

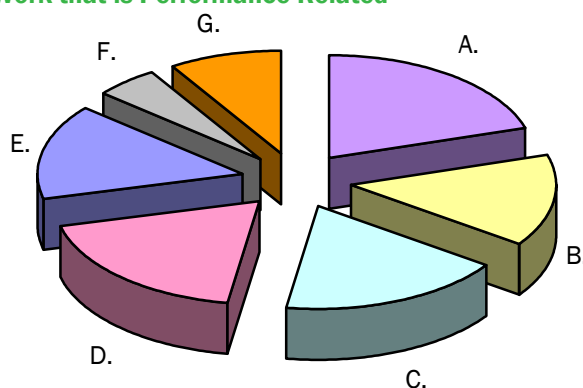
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	TOTAL UNITS	Owner/Proprietor, President, Vice President, Partner, Corporation Official Administrator, Purchasing Agent	Managers, Supervisors, Foreman	Other Titled & Non-Titled Personnel
Engine Builder/Rebuilder/Machine Shop	7,220	47.3	6,718	5,879	808	533
Jobber Engine Builder/Rebuilder/Jobber with Machine Shop	4,189	27.4	3,912	3,383	685	121
Production Engine Builder/Rebuilder	598	3.9	536	431	122	45
<b>Engine Builders/Rebuilders Sub-Total</b>	<b>12,007</b>	<b>78.6</b>	<b>11,166</b>	<b>9,693</b>	<b>1,615</b>	<b>699</b>
Automotive/Heavy Duty Jobber, Wholesaler, and Warehouse Distributor who sell engine parts	2,633	17.2	2,445	1,535	753	345
Engine Machine Shop Tool and Equipment Distributor	252	1.7	236	187	51	14
Others allied to the field	387	2.5	368	283	71	33
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,279</b>	<b>100.0</b>	<b>14,215</b>	<b>11,698</b>	<b>2,490</b>	<b>1,091</b>
<b>PERCENT</b>	<b>100.0</b>		<b>93.0</b>	<b>76.6</b>	<b>16.3</b>	<b>7.1</b>

## 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						
			More than 75%	51% - 75%	26% - 50%	11% - 25%	10% or less	None	Information Not Yet Available
Engine Builders/Rebuilders/Machine Shops	7,220	6,406	1,564	1,075	1,297	1,234	911	325	814
Jobber Engine Builders/Rebuilders/Jobbers with Machine Shop	4,189	3,964	767	566	758	896	766	211	225
Production Engine Builders/Rebuilders	598	552	97	82	109	108	108	48	46
Engine Builders/Rebuilders Subtotal	12,007	10,922	2,428	1,723	2,164	2,238	1,785	584	1,085
Percent	100.0	91.0	20.2	14.4	18.0	18.6	14.9	4.9	9.0

### 3a. Percent of Machine Shop / Engine Building Work that is Performance Related

	Percent of Work that is Performance Related	TOTAL QUALIFIED	PERCENT OF TOTAL
A	More than 75%	2,428	20.2
B	51% - 75%	1,723	14.4
C	26% - 50%	2,164	18.0
D	11% - 25%	2,238	18.6
E	10% or less	1,785	14.9
F	None	584	4.9
G	Information Not Yet Available	1,085	9.0



### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	<b>11,380</b>	<b>2,469</b>	-	<b>13,849</b>	<b>90.7</b>
II. Request from recipient's company:	<b>88</b>	<b>70</b>	-	<b>158</b>	<b>1.0</b>
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	<b>463</b>	<b>256</b>	-	<b>719</b>	<b>4.7</b>
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>553</b>	-	-	<b>553</b>	<b>3.6</b>
Association rosters and directories	553	-	-	553	3.6
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,484</b>	<b>2,795</b>	-	<b>15,279</b>	<b>100.0</b>
<b>PERCENT</b>	<b>81.7</b>	<b>18.3</b>	-	<b>100.0</b>	

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	14,870	97.3
Individuals by name only	407	2.7
Titles or functions only	-	-
Company names only	2	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,279</b>	<b>100.0</b>

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

6-Month Period Ended:	Audited Data July - December 2011	Audited Data January - June 2012	Audited Data July - December 2012	Audited Data January - June 2013	Audited Data July - December 2013	Circulation Claim January - June 2014*
Total Audit Average Qualified:	15,390	15,350	15,276	15,062	15,038	15,228
Qualified Non-Paid:	15,390	15,350	15,276	15,062	15,038	15,228
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: January - June 2014 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

State	Number of Units	Total Qualified	Percent
Maine	76	79	
New Hampshire	71	78	
Vermont	32	32	
Massachusetts	209	224	
Rhode Island	38	45	
Connecticut	146	155	
NEW ENGLAND	572	613	4.0
New York	621	649	
New Jersey	332	356	
Pennsylvania	690	727	
MIDDLE ATLANTIC	1,643	1,732	11.3
Ohio	760	811	
Indiana	423	465	
Illinois	580	621	
Michigan	641	703	
Wisconsin	427	456	
EAST NO. CENTRAL	2,831	3,056	20.0
Minnesota	369	399	
Iowa	273	297	
Missouri	363	396	
North Dakota	73	78	
South Dakota	82	86	
Nebraska	183	203	
Kansas	266	289	
WEST NO. CENTRAL	1,609	1,748	11.4
Delaware	39	39	
Maryland	197	215	
Washington, DC	3	3	
Virginia	315	337	
West Virginia	78	81	
North Carolina	468	501	
South Carolina	193	206	
Georgia	342	358	
Florida	654	692	
SOUTH ATLANTIC	2,289	2,432	15.9

State	Number of Units	Total Qualified	Percent
Kentucky	220	241	
Tennessee	260	287	
Alabama	196	206	
Mississippi	129	139	
EAST SO. CENTRAL	805	873	5.7
Arkansas	133	142	
Louisiana	176	185	
Oklahoma	178	194	
Texas	818	902	
WEST SO. CENTRAL	1,305	1,423	9.3
Montana	94	100	
Idaho	133	147	
Wyoming	47	51	
Colorado	234	246	
New Mexico	94	101	
Arizona	247	266	
Utah	115	126	
Nevada	90	103	
MOUNTAIN	1,054	1,140	7.5
Alaska	42	43	
Washington	320	342	
Oregon	237	258	
California	1,425	1,531	
Hawaii	45	49	
PACIFIC	2,069	2,223	14.6
UNITED STATES	14,177	15,240	99.7
U.S. Territories	38	39	
Canada	-	-	
Mexico	-	-	
Other International	-	-	
APO/FPO	-	-	
TOTAL QUALIFIED CIRCULATION	14,215	15,279	100.0

**\*See Additional Data**

Region	Deaths
New England	613
Middle Atlantic	1,732
East No. Central	3,056
West No. Central	1,748
South Atlantic	2,432
East So. Central	873
West So. Central	1,423
Mountain	1,140
Pacific	2,223
US Territories	39

## E-NEWSLETTER CHANNEL

2014	Engine Builder E-Newsletter
<b>JANUARY</b>	
January 3	12,682
January 10	12,686
January 17	12,775
January 24	12,765
January 31	12,740
<b>FEBRUARY</b>	
February 7	12,735
February 14	12,721
February 21	12,712
February 28	12,677
<b>MARCH</b>	
March 7	12,667
March 14	12,945
March 21	12,956
March 28	12,943
<b>APRIL</b>	
April 4	12,940
April 11	12,926
April 18	12,939
April 25	12,931
<b>MAY</b>	
May 2	12,932
May 9	12,888
May 16	12,931
May 23	12,931
May 30	13,115
<b>JUNE</b>	
June 6	13,108
June 13	13,102
June 20	13,095
June 27	13,102
<b>AVERAGE:</b>	
	<b>12,882</b>

Engine Builder E-Newsletter (26 issued in the period)

## WEBSITE CHANNEL

### WWW.ENGINEBUILDERMAG.COM

2014	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	88,360	59,911	52,950	1.13	02:40	01:17
February	67,398	44,592	39,761	1.12	02:17	01:10
March	88,537	64,333	56,783	1.13	02:46	01:03
April	172,455	73,136	63,937	1.14	00:48	01:05
May	132,893	84,236	73,434	1.15	01:51	01:04
June	136,175	102,376	88,382	1.16	03:22	01:07
<b>AVERAGE:</b>	<b>114,303</b>	<b>71,431</b>	<b>62,541</b>	<b>1.14</b>	<b>02:17</b>	<b>01:08</b>

January - June 2014 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

### 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	August 1, 2014
State	Ohio
County	Summit
Received by BPA Worldwide	August 19, 2014
Type	BUD
ID Number	A128B0J4

#### 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.