

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 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



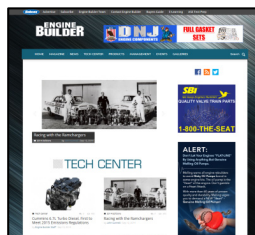
6 Issues in the period
15,206 average circulation

ENGINE BUILDER E-NEWSLETTER



29 issued in the period
14,150 average per occurrence

ENGINE BUILDER WEBSITE



98,917 average unique browsers

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)	15,206	-	15,206
ENGINE BUILDER E-NEWSLETTER (29 issued in the period)	14,150	-	14,150
ENGINE BUILDER WEBSITE (Monthly Unique Browsers with 155,279 average Page Impressions)	98,917	-	98,917

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	131
Advertiser and Agency	381
Allocated for Trade Shows and Conventions	42
All Other	387
TOTAL	941

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,206	100.0	15,206	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,206	100.0	15,206	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2015 Issue	Total Qualified
January	15,091
February	15,148
March	15,256
April	15,309
May	15,262
June	15,170

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION AND UNITS FOR ISSUE OF MAY 2015

This issue is 0.4% or 67 copies above the average of the other 5 issues reported in Paragraph 2.

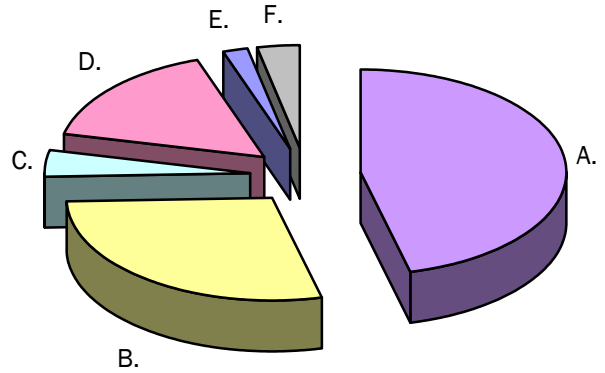
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	TOTAL UNITS	Owner/Proprietor, President, Vice President, Partner, Corporation Official Administrator, Purchasing Agent	Managers, Supervisors, Foreman	Other Titled & Non-Titled Personnel
Engine Builder/Rebuilder/Machine Shop	7,017	46.0	6,517	5,744	829	444
Jobber Engine Builder/Rebuilder/Jobber with Machine Shop	4,333	28.4	3,874	3,364	786	183
Production Engine Builder/Rebuilder	636	4.1	542	443	135	58
Engine Builders/Rebuilders Sub-Total	11,986	78.5	10,933	9,551	1,750	685
Automotive/Heavy Duty Jobber, Wholesaler, and Warehouse Distributor who sell engine parts	2,490	16.3	2,251	1,499	763	228
Engine Machine Shop Tool and Equipment Distributor	270	1.8	247	185	67	18
Others allied to the field	516	3.4	491	379	98	39
TOTAL QUALIFIED CIRCULATION	15,262	100.0	13,922	11,614	2,678	970
PERCENT	100.0		91.2	76.1	17.5	6.4

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	7,017	6,280	1,474	1,067	1,284	1,223	919	313	737
Jobber Engine Builders/Rebuilders/Jobbers with Machine Shop	4,333	4,111	770	566	804	899	849	223	222
Production Engine Builders/Rebuilders	636	588	104	81	124	108	117	54	48
Engine Builders/Rebuilders Subtotal	11,986	10,979	2,348	1,714	2,212	2,230	1,885	590	1,007
Percent	100.0	91.6	19.6	14.3	18.5	18.6	15.7	4.9	8.4

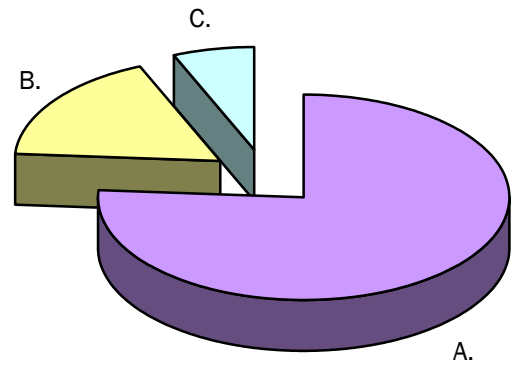
3a. by Business and Industry

	TITLE	TOTAL QUALIFIED	PERCENT OF TOTAL
A	Engine Builder/Rebuilder/Machine Shop	7,017	46.0
B	Jobber Engine Builder/Rebuilder/Jobber with Machine Shop	4,333	28.4
C	Production Engine Builder/Rebuilder	636	4.1
D	Automotive/Heavy Duty Jobber, Wholesaler, and Warehouse Distributor who sell engine parts	2,490	16.3
E	Engine Machine Shop Tool and Equipment Distributor	270	1.8
F	Others allied to the field	516	3.4



3a. by Title

	TITLE	TOTAL QUALIFIED	PERCENT OF TOTAL
A	Owner/Proprietor, President, Vice President, Partner, Corporation Official Administrator, Purchasing Agent	11,614	76.1
B	Managers, Supervisors, Foreman	2,678	17.5
C	Other Titled & Non-Titled Personnel	970	6.4



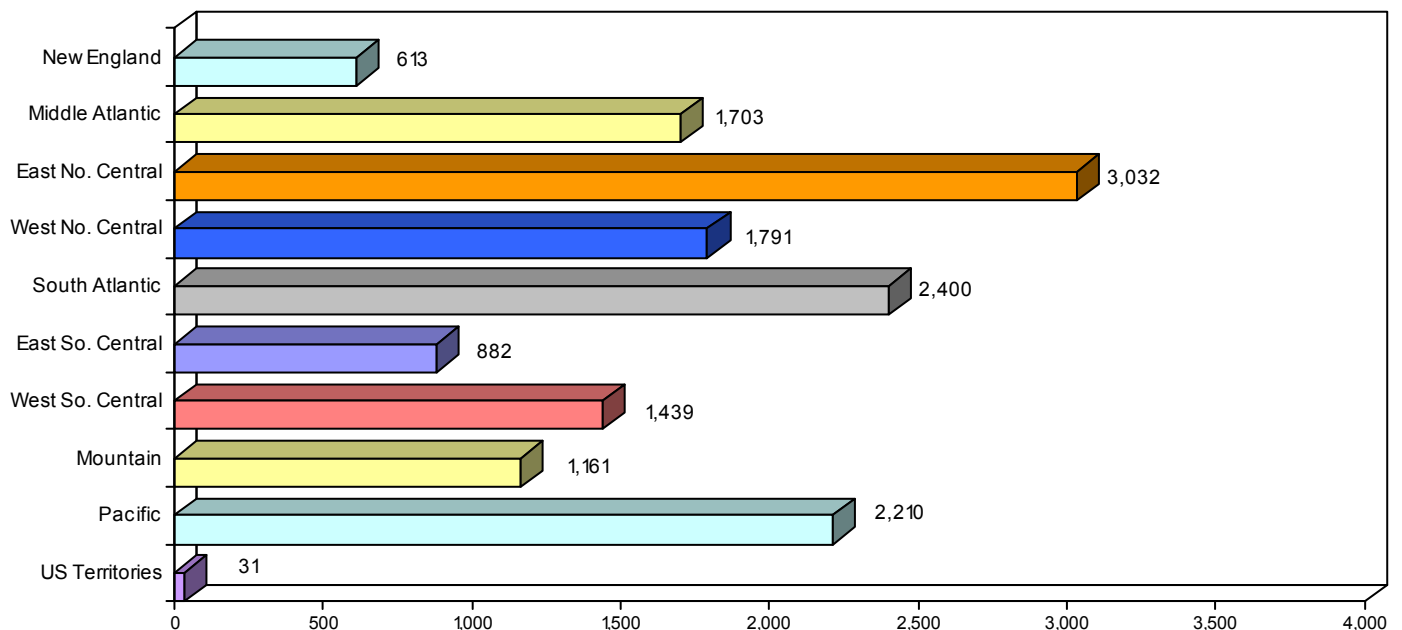
3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	11,891	2,661	-	14,552	95.3
II. Request from recipient's company:	32	44	-	76	0.5
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	35	250	-	285	1.9
V. TOTAL - Sources other than above (listed alphabetically):	349	-	-	349	2.3
Association rosters and directories	349	-	-	349	2.3
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,307	2,955	-	15,262	100.0
PERCENT	80.6	19.4	-	100.0	

State	Number of Units	Total Qualified	Percent
Maine	70	73	
New Hampshire	68	75	
Vermont	29	30	
Massachusetts	210	228	
Rhode Island	36	42	
Connecticut	153	165	
NEW ENGLAND	566	613	4.0
New York	596	630	
New Jersey	306	333	
Pennsylvania	693	740	
MIDDLE ATLANTIC	1,595	1,703	11.2
Ohio	754	829	
Indiana	389	434	
Illinois	568	631	
Michigan	611	677	
Wisconsin	419	461	
EAST NO. CENTRAL	2,741	3,032	19.9
Minnesota	353	388	
Iowa	281	308	
Missouri	373	417	
North Dakota	80	87	
South Dakota	86	99	
Nebraska	179	201	
Kansas	260	291	
WEST NO. CENTRAL	1,612	1,791	11.7
Delaware	41	41	
Maryland	203	227	
Washington, DC	3	3	
Virginia	301	322	
West Virginia	78	84	
North Carolina	445	490	
South Carolina	188	201	
Georgia	319	355	
Florida	632	677	
SOUTH ATLANTIC	2,210	2,400	15.7

State	Number of Units	Total Qualified	Percent
Kentucky	215	240	
Tennessee	264	295	
Alabama	187	206	
Mississippi	127	141	
EAST SO. CENTRAL	793	882	5.8
Arkansas	130	150	
Louisiana	179	197	
Oklahoma	180	203	
Texas	809	889	
WEST SO. CENTRAL	1,298	1,439	9.4
Montana	98	104	
Idaho	136	149	
Wyoming	41	45	
Colorado	233	250	
New Mexico	93	102	
Arizona	250	283	
Utah	112	124	
Nevada	93	104	
MOUNTAIN	1,056	1,161	7.6
Alaska	41	44	
Washington	321	348	
Oregon	237	256	
California	1,378	1,513	
Hawaii	45	49	
PACIFIC	2,022	2,210	14.5
UNITED STATES	13,893	15,231	99.8
U.S. Territories	29	31	
Canada	-	-	
Mexico	-	-	
Other International	-	-	
APO/FPO	-	-	
TOTAL QUALIFIED CIRCULATION	13,922	15,262	100.0

GEORGICAL BREAKOUT OF QUALIFIED CIRCULATION



E-NEWSLETTER CHANNEL

2015	Engine Builder E-Newsletter
JANUARY	
January 9	13,498
January 16	14,119
January 23	14,112
January 30	14,116
FEBRUARY	
February 6	14,114
February 13	14,168
February 20	14,175
February 27	14,187
MARCH	
March 6	14,187
March 13	14,180
March 20	14,195
March 24	14,191
March 27	14,180
March 31	14,185
APRIL	
April 3	14,160
April 10	14,172
April 17	14,166
April 24	14,162
MAY	
May 1	14,104
May 5	14,109
May 8	14,069
May 15	14,128
May 22	14,053
May 26	14,112
May 26	14,094
MAY	
June 5	14,144
June 12	14,134
June 19	14,151
June 26	14,294
AVERAGE:	
	14,150

Engine Builder E-Newsletter (29 issued in the period)

WEBSITE CHANNEL

WWW.ENGINEBUILDERMAG.COM

2015	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY
January	62,315	46,280	39,379	1.18
February	119,867	89,592	75,439	1.19
March	189,399	143,316	118,116	1.21
April	177,625	156,437	114,346	1.37
May	189,702	168,728	121,719	1.39
June	192,764	173,171	124,503	1.39
AVERAGE:	155,279	129,587	98,917	1.29

January – June 2015 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

Due to a technical issue in Engine Builder's Google Analytics account, Page Duration and User Session Duration statistics have been omitted from the website metrics reported herein for enginebuildermag.com.

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

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	July 30, 2015
State	Ohio
County	Summit
Received by BPA Worldwide	August 3, 2015
Type	BUD
ID Number	A128B0J5

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.