

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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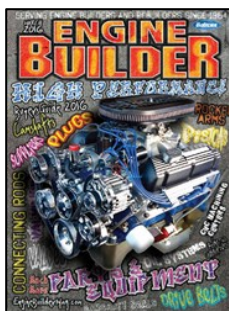
ENGINE BUILDER is a B2B brand serving gas and diesel engine builders and rebuilders. Engine Builder's brand content and editorial focus provides technical information and high-quality products and services to help the subscribers maintain profitable business operations.

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



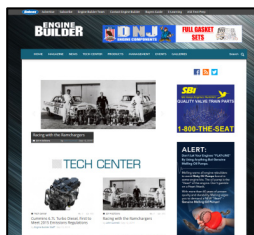
6 Issues in the period
15,233 average circulation

ENGINE BUILDER E-NEWSLETTER



29 issued in the period
16,308 average per occurrence

ENGINE BUILDER WEBSITE



220,313 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)	15,233	-	15,233
ENGINE BUILDER E-NEWSLETTER (29 issued in the period)	16,308	-	16,308
ENGINE BUILDER WEBSITE (Monthly Unique Browsers with 327,138 average Page Impressions)	220,313	-	220,313

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	140
Advertiser and Agency	467
Allocated for Trade Shows and Conventions	-
All Other	390
TOTAL	997

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,233	100.0	15,233	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,233	100.0	15,233	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Total Qualified
January	15,022
February	15,123
March	15,141
April	15,404
May	15,328
June	15,377

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

This issue is 0.8% or 115 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	7,864	51.3	7,463	5,687	799	1,378
Jobber Engine Builder/Rebuilder/Jobber with Machine Shop	3,885	25.3	3,502	2,992	705	188
Production Engine Builder/Rebuilder	608	4.0	532	426	126	56
Engine Builders/Rebuilders Sub-Total	12,357	80.6	11,497	9,105	1,630	1,622
Automotive/Heavy Duty Jobber, Wholesaler, and Warehouse Distributor who sell engine parts	2,258	14.7	2,067	1,370	685	203
Engine Machine Shop Tool and Equipment Distributor	261	1.7	238	174	72	15
Others allied to the field	452	3.0	435	328	86	38
TOTAL QUALIFIED CIRCULATION	15,328	100.0	14,237	10,977	2,473	1,878
PERCENT	100.0		92.9	71.6	16.1	12.3

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	7,864	5,683	1,390	1,027	1,137	1,040	834	255	2,181
Jobber Engine Builders/Rebuilders/Jobbers with Machine Shop	3,885	3,688	672	537	706	783	796	194	197
Production Engine Builders/Rebuilders	608	570	100	82	104	114	121	49	38
Engine Builders/Rebuilders Subtotal	12,357	9,941	2,162	1,646	1,947	1,937	1,751	498	2,416
Percent	100.0	80.4	17.5	13.3	15.8	15.7	14.2	4.0	19.5

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:	11,448	2,659	-	14,107	92.1
II. Request from recipient's company:	2	-	-	2	0.0
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	10	5	-	15	0.1
V. TOTAL - Sources other than above (listed alphabetically):	1,135	69	-	1,204	7.8
*Association rosters and directories	393	69	-	462	3.0
*Business directories	711	-	-	711	4.6
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	31	-	-	31	0.2
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,595	2,733	-	15,328	100.0
PERCENT	82.2	17.8	-	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	70	73		Kentucky	223	244	
New Hampshire	72	77		Tennessee	272	295	
Vermont	32	33		Alabama	204	220	
Massachusetts	202	218		Mississippi	129	140	
Rhode Island	37	40		EAST SO. CENTRAL	828	899	5.9
Connecticut	143	153		Arkansas	140	157	
NEW ENGLAND	556	594	3.9	Louisiana	184	199	
New York	589	617		Oklahoma	190	209	
New Jersey	298	321		Texas	856	917	
Pennsylvania	715	755		WEST SO. CENTRAL	1,370	1,482	9.7
MIDDLE ATLANTIC	1,602	1,693	11.0	Montana	105	111	
Ohio	746	809		Idaho	145	156	
Indiana	401	430		Wyoming	42	46	
Illinois	575	626		Colorado	234	246	
Michigan	618	666		New Mexico	102	111	
Wisconsin	447	487		Arizona	256	283	
EAST NO. CENTRAL	2,787	3,018	19.7	Utah	123	131	
Minnesota	363	396		Nevada	92	99	
Iowa	294	315		MOUNTAIN	1,099	1,183	7.7
Missouri	387	426		Alaska	38	40	
North Dakota	92	101		Washington	314	338	
South Dakota	85	97		Oregon	234	249	
Nebraska	186	202		California	1,355	1,457	
Kansas	261	284		Hawaii	36	40	
WEST NO. CENTRAL	1,668	1,821	11.9	PACIFIC	1,977	2,124	13.8
Delaware	42	42		UNITED STATES	14,208	15,298	99.8
Maryland	214	235		U.S. Territories	29	30	
Washington, DC	4	4		Canada	-	-	
Virginia	324	341		Mexico	-	-	
West Virginia	77	80		Other International	-	-	
North Carolina	470	508		APO/FPO	-	-	
South Carolina	200	210					
Georgia	340	372					
Florida	650	692					
SOUTH ATLANTIC	2,321	2,484	16.2				
				TOTAL QUALIFIED CIRCULATION	14,237	15,328	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2016	Engine Builder E-Newsletter
January	15,533
February	16,023
March	16,155
April	16,491
May	16,829
June	17,192
AVERAGE:	16,308

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

WEBSITE CHANNEL

WWW.ENGINEBUILDERMAG.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	327,169	261,387	216,125	1.21	04:16	01:04
February	330,032	267,376	219,808	1.22	04:16	01:00
March	350,289	283,310	233,065	1.22	04:24	01:03
April	324,875	265,897	220,588	1.21	04:31	01:00
May	327,680	268,381	223,299	1.20	04:26	00:59
June	302,781	250,699	208,992	1.20	04:30	00:56
AVERAGE:	327,138	266,175	220,313	1.21	04:24	01:00

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

ADDITIONAL DATA

MAGAZINE:

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for quantities of 462 copies or 3.0%

Business directories include 1 source of circulation for quantities of 711 copies or 4.6%

Other sources include 1 source of circulation for quantities of 31 copies or 0.2%

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 18, 2016
State	Ohio
County	Summit
Received by BPA Worldwide	July 19, 2016
Type	BUD
ID Number	A128B0J6

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.