

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
15,166 average circulation

ENGINE BUILDER E-NEWSLETTER



53 issued in the period
19,885 average per occurrence

ENGINE BUILDER WEBSITE



165,428 average users

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)	15,166	-	15,166
ENGINE BUILDER E-NEWSLETTER (53 issued in the period)	19,885	-	19,885
ENGINE BUILDER WEBSITE (Monthly Users with 356,688 average Pageviews)	165,428		165,428

(Including Unit Data)

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	397
Allocated for Trade Shows and Conventions	25
All Other	366
TOTAL	928

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,166	100.0	15,166	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,166	100.0	15,166	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Total Qualified
January	15,072
February	15,100
March	15,148
April	15,210
May	15,221
June	15,246

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION AND UNITS FOR ISSUE OF MAY 2017

This issue is 0.4% or 66 copies above the average of the other 5 issues reported in Paragraph t2

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	7,284	47.9	6,949	5,179	739	1,366
Jobber Engine Builder/Rebuilder/Jobber with Machine Shop	3,739	24.6	3,412	2,888	656	195
Production Engine Builder/Rebuilder	646	4.2	580	437	145	64
Engine Builders/Rebuilders Sub-Total	11,669	76.7	10,941	8,504	1,540	1,625
Automotive/Heavy Duty Jobber, Wholesaler, and Warehouse Distributor who sell engine parts	2,208	14.5	2,038	1,360	677	171
Engine Machine Shop Tool and Equipment Distributor	268	1.8	245	190	62	16
Others allied to the field	1,076	7.0	1,057	813	190	73
TOTAL QUALIFIED CIRCULATION	15,221	100.0	14,281	10,867	2,469	1,885
PERCENT	100.0		93.8	71.4	16.2	12.4

Percent of Machine Shop / Engine Building work that is Performance Related

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	TOTAL RESPONDENTS 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	7,284	5,642	1,113	823	2,054	796	686	170	1,642	
Jobber Engine Builders/Rebuilders/Jobbers with Machine Shop	3,739	3,557	470	400	1,465	558	531	133	182	
Production Engine Builders/Rebuilders	646	609	77	68	202	89	119	54	37	
Engine Builders/Rebuilders Subtotal	11,669	9,808	1,660	1,291	3,721	1,443	1,336	357	1,861	
Percent	100.0	84.1	14.2	11.1	31.9	12.4	11.4	3.1	15.9	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	10,955	3,010	-	13,965	91.7
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	1,256	-	-	1,256	8.3
*Association rosters and directories	1,017	-	-	1,017	6.7
*Business directories	239	-	-	239	1.6
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,211	3,010	-	15,221	100.0
PERCENT	80.2	19.8	-	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION AND UNITS FOR ISSUE OF MAY 2017*

State	Number of Units	Total Qualified	Percent	State	Number of Units	Total Qualified	Percent
Maine	77	79		Kentucky	214	234	
New Hampshire	82	87		Tennessee	293	309	
Vermont	27	28		Alabama	206	223	
Massachusetts	193	208		Mississippi	131	141	
Rhode Island	38	42		EAST SO. CENTRAL	844	907	6.0
Connecticut	146	155		Arkansas	132	147	
NEW ENGLAND	563	599	3.9	Louisiana	177	189	
New York	580	603		Oklahoma	176	198	
New Jersey	294	316		Texas	855	914	
Pennsylvania	716	755		WEST SO. CENTRAL	1,340	1,448	9.5
MIDDLE ATLANTIC	1,590	1,674	11.0	Montana	106	111	
Ohio	752	799		Idaho	147	158	
Indiana	395	424		Wyoming	41	44	
Illinois	586	633		Colorado	249	257	
Michigan	628	667		New Mexico	90	100	
Wisconsin	469	500		Arizona	252	278	
EAST NO. CENTRAL	2,830	3,023	19.9	Utah	121	128	
Minnesota	373	396		Nevada	92	96	
Iowa	319	337		MOUNTAIN	1,098	1,172	7.7
Missouri	395	421		Alaska	33	36	
North Dakota	89	97		Washington	318	340	
South Dakota	91	99		Oregon	249	264	
Nebraska	188	204		California	1,273	1,365	
Kansas	247	264		Hawaii	40	43	
WEST NO. CENTRAL	1,702	1,818	11.9	PACIFIC	1,913	2,048	13.5
Delaware	40	40		UNITED STATES	14,251	15,190	99.8
Maryland	210	233		U.S. Territories	30	31	
Washington, DC	3	3		Canada	-	-	
Virginia	325	340		Mexico	-	-	
West Virginia	86	86		Other International	-	-	
North Carolina	495	524		APO/FPO	-	-	
South Carolina	194	201					
Georgia	349	374					
Florida	669	700					
SOUTH ATLANTIC	2,371	2,501	16.4				
				TOTAL QUALIFIED CIRCULATION	14,281	15,221	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2017	Engine Builder E-Newsletter
January	21,687
February	19,853
March	19,801
April	19,845
May	19,664
June	17,224
AVERAGE:	19,885

Engine Builder E-Newsletter (53 issued in the period)

WEBSITE CHANNEL

WWW.ENGINEBUILDERMAG.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	393,429	252,891	208,794	01:08
February	391,716	204,933	167,902	02:00
March	378,833	211,201	171,408	02:00
April	342,758	189,515	154,834	02:07
May	333,374	187,764	152,915	02:08
June	300,015	169,057	136,715	02:13
AVERAGE:	356,688	202,560	165,428	01:56

January – June 2017 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview 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.

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.

Users: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The 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 a quantity of 1,017 copies or 6.7%
Business directories include 1 source of circulation for a quantity of 239 copies or 1.6%

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 26, 2017

State Ohio

County Summit

Received by BPA Worldwide July 26, 2017

Type BUD

ID Number A128B0J7

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.