

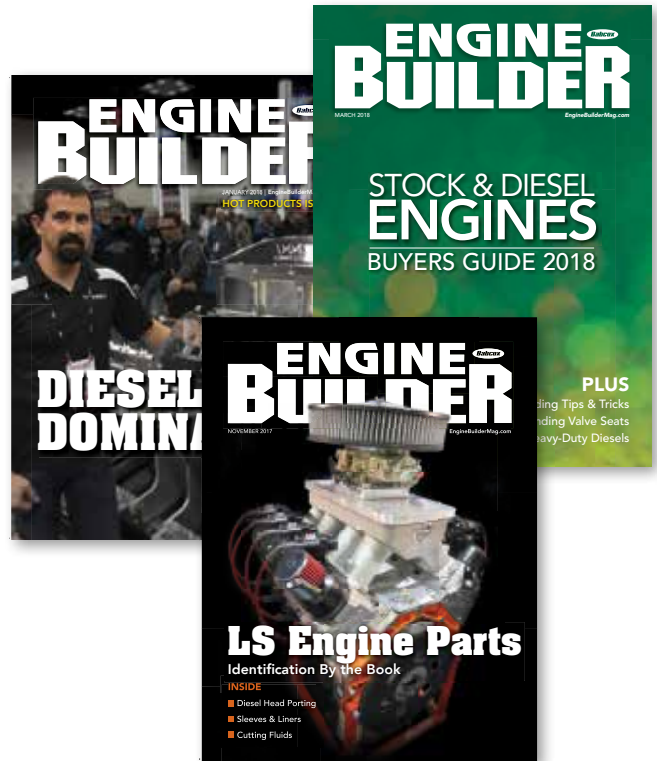
# BRAND OVERVIEW

## PRINT

Total Audience (per month):	257,227
Total Circulation:	15,174
Frequency:	12x
Established:	1964

## DIGITAL

Average Monthly Page Views:	322,867
Average Monthly Unique Visitors:	138,951
Engine Builder ON OTHER PLATFORMS	(as of July 2018)
Facebook Fans:	8,899
Twitter Followers:	2,415
Instagram Followers:	4,392
Digital Edition Subscribers:	19,885
eNewsletter Subscribers:	15,704
Engine of the Week Newsletter Subscribers:	13,872



## AUDIENCE SNAPSHOT

### WHO READS ENGINE BUILDER?

46.1% Engine Builder / Rebuilder / Machine Shop

22% Jobber Engine Builder / Rebuilder / Jobber with Machine Shop

4.3% Production Engine Builder / Rebuilder

16.5% Automotive / Heavy Duty Jobber, Wholesaler, and Warehouse Distributor who sell engine parts

9.5% Others allied to the field

1.6% Engine Machine Shop and Tool Equipment Distributor

