

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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For 36 years, **IMPORTCAR** has been a trusted, expert source for technical information on import vehicles. Within the pages of every issue, diagnostic, troubleshooting and repair information has helped its loyal readers service imports with greater precision and accuracy, and kept them up-to-date on emerging service technologies.

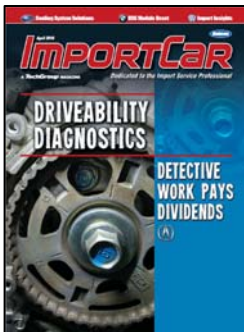
Complementing the monthly print magazine are ImportCar's website and e-newsletters — all of which help its readers and viewers make profitable and professional repairs to import vehicles.

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

IMPORTCAR MAGAZINE



6 Issues in the period
 26,819 average circulation

IMPORTCAR E-NEWSLETTER



52 issued in the period
 28,203 average per occurrence

IMPORTCAR WEBSITE



24,528 average unique browsers

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
IMPORTCAR MAGAZINE (6 issues in the period)	26,819	-	26,819
IMPORTCAR E-NEWSLETTER			
a. ImportCar E-Newsletter (52 issued in the period)	28,203	-	28,203
IMPORTCAR WEBSITE (Monthly Unique Browsers with 43,299 average Page Impressions)	24,528	-	24,528

FIELD SERVED

IMPORTCAR serves automotive service and repair shops where 50% or more of the total sales volume is generated from servicing import vehicles; and other automotive service and repair shops.

DEFINITION OF A UNIT

A unit is an establishment primarily engaged in one type of economic activity at a single physical location.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are owners, company officers, general managers; service managers, other managers, service superintendents, foremen; technicians, mechanics; salesmen and other titled and non-titled individuals.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	51
Advertiser and Agency	1,555
Allocated for Trade Shows and Conventions	-
All Other	403
TOTAL	2,009

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	26,819	100.0	26,819	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	26,819	100.0	26,819	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Total Qualified
January	26,703
February	26,661
March	26,668
April	26,698
May	27,093
June	27,093

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

This issue is 1.2% or 328 copies above the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	TOTAL UNITS	CLASSIFICATION BY TITLE			
				Owners, Co. Officers, General Managers	Service Managers, Service Superintendents/ Foremen & Other Managers	Technicians/ Mechanics	Salesmen & Other Titled and non-titled Individuals
Automotive service and repair shops where 50% or more of the total sales volume is generated from servicing import vehicles	15,526	57.3	15,526	11,844	2,893	597	192
Other Automotive Service and Repair Shops	11,567	42.7	11,567	10,825	312	39	391
TOTAL QUALIFIED CIRCULATION	27,093	100.0	27,093	22,669	3,205	636	583
PERCENT	100.0		100.0	83.7	11.8	2.3	2.2

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	TOTAL UNITS	CLASSIFICATION BY NUMBER OF TECHNICIANS EMPLOYED AT LOCATION					
				1	2	3	4 - 7	8 or More	Unknown
Automotive service and repair shops where 50% or more of the total sales volume is generated from servicing import vehicles	15,526	57.3	15,526	1,865	3,461	3,591	4,444	1,322	843
Other Automotive Service and Repair Shops	11,567	42.7	11,567	283	339	347	559	250	9,789
TOTAL QUALIFIED CIRCULATION	27,093	100.0	27,093	2,148	3,800	3,938	5,003	1,572	10,632
PERCENT	100.0		100.0	7.9	14.0	14.5	18.5	5.8	39.2

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	TOTAL UNITS	CLASSIFICATION BY NUMBER OF SERVICE BAYS AT LOCATION						
				1	2	3 - 4	5 - 7	8 - 10	11 or More	Unknown
Automotive service and repair shops where 50% or more of the total sales volume is generated from servicing import vehicles	15,526	57.3	15,526	647	2,072	5,149	4,025	1,697	1,052	884
Other Automotive Service and Repair Shops	11,567	42.7	11,567	120	235	534	487	225	150	9,816
TOTAL QUALIFIED CIRCULATION	27,093	100.0	27,093	767	2,307	5,683	4,512	1,922	1,202	10,700
PERCENT	100.0		100.0	2.8	8.5	21.0	16.7	7.1	4.4	39.5

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:	10,961	5,677	-	16,638	61.4
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	7	9	-	16	0.1
V. TOTAL - Sources other than above (listed alphabetically):	10,439	-	-	10,439	38.5
Association rosters and directories	-	-	-	-	-
*Business directories	9,383	-	-	9,383	34.6
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	1,056	-	-	1,056	3.9
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,407	5,686	-	27,093	100.0
PERCENT	79.0	21.0	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	26,723	98.6
Individuals by name only	11	0.1
Titles or functions only	1	-
Company names only	358	1.3
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	27,093	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data		Audited Data		Circulation Claim	
	July - December 2013	January - June 2014	July - December 2014	January - June 2015	July - December 2015*	January - June 2016*
Total Audit Average Qualified:	28,099	28,035	28,006	27,279	26,529	26,819
Qualified Non-Paid:	28,099	28,035	28,006	27,279	26,529	26,819
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: July 2015 - June 2016 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION AND UNITS FOR ISSUE OF MAY 2016*

State	Number of Units	Number of Copies	Percent	State	Number of Units	Number of Copies	Percent
Maine	322	322		Kentucky	197	197	
New Hampshire	260	260		Tennessee	264	264	
Vermont	175	175		Alabama	234	234	
Massachusetts	983	983		Mississippi	102	102	
Rhode Island	137	137		EAST SO. CENTRAL	797	797	2.9
Connecticut	573	573		Arkansas	432	432	
NEW ENGLAND	2,450	2,450	9.0	Louisiana	603	603	
New York	1,106	1,106		Oklahoma	541	541	
New Jersey	1,013	1,013		Texas	3,026	3,026	
Pennsylvania	1,855	1,855		WEST SO. CENTRAL	4,602	4,602	17.0
MIDDLE ATLANTIC	3,974	3,974	14.7	Montana	166	166	
Ohio	616	616		Idaho	100	100	
Indiana	250	250		Wyoming	29	29	
Illinois	1,682	1,682		Colorado	337	337	
Michigan	695	695		New Mexico	120	120	
Wisconsin	835	835		Arizona	278	278	
EAST NO. CENTRAL	4,078	4,078	15.1	Utah	140	140	
Minnesota	726	726		Nevada	97	97	
Iowa	467	467		MOUNTAIN	1,267	1,267	4.7
Missouri	932	932		Alaska	44	44	
North Dakota	96	96		Washington	386	386	
South Dakota	120	120		Oregon	284	284	
Nebraska	261	261		California	2,471	2,471	
Kansas	449	449		Hawaii	117	117	
WEST NO. CENTRAL	3,051	3,051	11.3	PACIFIC	3,302	3,302	12.2
Delaware	57	57		UNITED STATES	27,083	27,083	100.0
Maryland	357	357		U.S. Territories	10	10	
Washington, DC	10	10		Canada	-	-	
Virginia	475	475		Mexico	-	-	
West Virginia	69	69		Other International	-	-	
North Carolina	615	615		APO/FPO	-	-	
South Carolina	267	267					
Georgia	547	547					
Florida	1,165	1,165					
SOUTH ATLANTIC	3,562	3,562	13.1				
				TOTAL QUALIFIED CIRCULATION	27,093	27,093	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2016	ImportCar E-Newsletter AutoCarePro E-Newsletter*
January	28,652
February	28,553
March	28,285
April	28,154
May	27,777
June	27,849
AVERAGE:	28,203

ImportCar E-Newsletter (52 issued in the period)

WEBSITE CHANNEL

WWW.IMPORTCAR.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	45,050	30,694	22,963	1.34	02:53	01:21
February	43,393	31,618	23,677	1.34	03:14	01:12
March	43,726	32,298	25,626	1.26	02:51	01:01
April	44,889	33,574	25,789	1.30	03:11	01:04
May	43,685	33,379	25,800	1.29	03:32	01:05
June	39,051	30,080	23,312	1.29	03:17	00:59
AVERAGE:	43,299	31,941	24,528	1.30	03:10	01:07

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 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

ADDITIONAL DATA

MAGAZINE:

PARAGRAPH 3b:

Business directories include 1 source of circulation for quantities of 9,383 copies or 34.6%, including InfoGroup List. Other sources include 1 source of circulation for quantities of 1,056 copies or 3.9%.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter and Website is 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.

Jim Merle, 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 15, 2016

State

Ohio

County

Summit

Received by BPA Worldwide

July 19, 2016

Type

BUJ

ID Number

I017B0J6

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.bpawww.com for the latest audit reports, membership information and publishing and advertising industry news.