

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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MOTORCYCLE & POWERSPORTS NEWS is a B2B brand intended for dealers and other industry professionals who sell and service powersports such as motorcycles, scooters, UTVs, ATVs, snowmobiles, mopeds, and personal watercraft. The brand content and editorial scope of the publication include sales & marketing practices, service management techniques, industry news, new products and more.

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

MOTORCYCLE & POWERSPORTS NEWS



6 Issues in the period
15,422 average circulation

MOTORCYCLE & POWERSPORTS NEWS E-NEWSLETTER



52 issued in the period.
13,482 for average per occurrence

MOTORCYCLE & POWERSPORTS NEWS WEBSITE



11,692 average unique browsers

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
MOTORCYCLE & POWERSPORTS NEWS (6 issues in the period)	15,422	-	15,422
MOTORCYCLE & POWERSPORTS NEWS E-NEWSLETTER (52 issued in the period)	13,482	-	13,482
MOTORCYCLE & POWERSPORTS NEWS WEBSITE (Monthly Unique Browsers with 27,457 average Page Impressions)	11,692	-	11,692

FIELD SERVED

MOTORCYCLE & POWERSPORTS NEWS serves dealers and retailers of motorcycles, motorscooters, mopeds, ATVs, snowmobiles, personal watercraft, and parts and accessories. Also served are service and salvage shops, manufacturers, distributors, manufacturers representatives, distributors' representatives and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are owners, presidents, partners, vice presidents, general managers, managers, store managers, district managers, sales managers, parts and accessories managers, service managers and other titled and non-titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	4
Advertiser and Agency	616
Allocated for Trade Shows and Conventions	-
All Other	351
TOTAL	971

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

	Total Qualified		Qualified Non-Paid		Qualified Paid	
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,422	100.0	15,422	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,422	100.0	15,422	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2015 Issue	Number Removed	Number Added	Total Qualified
January	8	38	15,327
February	28	92	15,391
March	56	173	15,508
April	18	69	15,559
May	318	131	15,372
June	14	18	15,376
TOTAL	442	521	

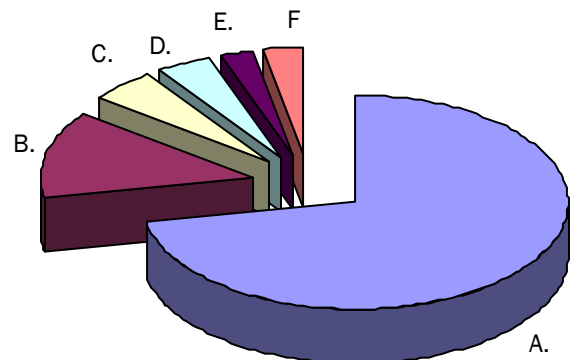
3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015

This issue is 0.4% or 60 copies below the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE					
			Owners, Presidents, Partners, Vice Presidents	General Managers, Managers, Store Managers, District Managers	Parts & Accessories Managers	Sales Managers	Service Managers	Other
Dealers/Retailers of Motorcycles, Motorscooters, Mopeds, ATV's Snowmobiles, and/or Personal Watercraft	7,970	51.9	5,168	1,309	579	411	292	211
Parts and/or Accessories Retailers	3,357	21.8	2,780	347	95	72	33	30
Service Shops and/or Salvage Shops	2,728	17.8	2,364	202	49	25	62	26
Manufacturers and/or Distributors	1,034	6.7	600	171	22	98	9	134
Manufacturer's and/or Distributor's Representatives	232	1.5	93	41	1	38	3	56
Others Allied to the Field	51	0.3	35	4	1	-	1	10
TOTAL QUALIFIED CIRCULATION	15,372	100.0	11,040	2,074	747	644	400	467

3a. Breakout of Qualified Circulation by Title

BUSINESS AND INDUSTRY	TOTAL QUALIFIED
A Owners, Presidents, Partners, Vice Presidents	11,040
B General Managers, Managers, Store Managers, District Managers	2,074
C Parts & Accessories Managers	747
D Sales Managers	644
E Service Managers	400
F Other	467



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:	12,749	2,623	-	15,372	100.0
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):	-	-	-	-	-
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,749	2,623	-	15,372	100.0
PERCENT	82.9	17.1	-	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	15,344	99.8
Individuals by name only	28	0.2
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	15,372	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July - December 2012	January - June 2013	July - December 2013	January - June 2014	July - December 2014	January - June 2015*
Total Audit Average Qualified:	15,118	15,152	15,059	15,192	15,321	15,422
Qualified Non-Paid:	15,118	15,152	15,059	15,192	15,321	15,422
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: January - June 2015 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

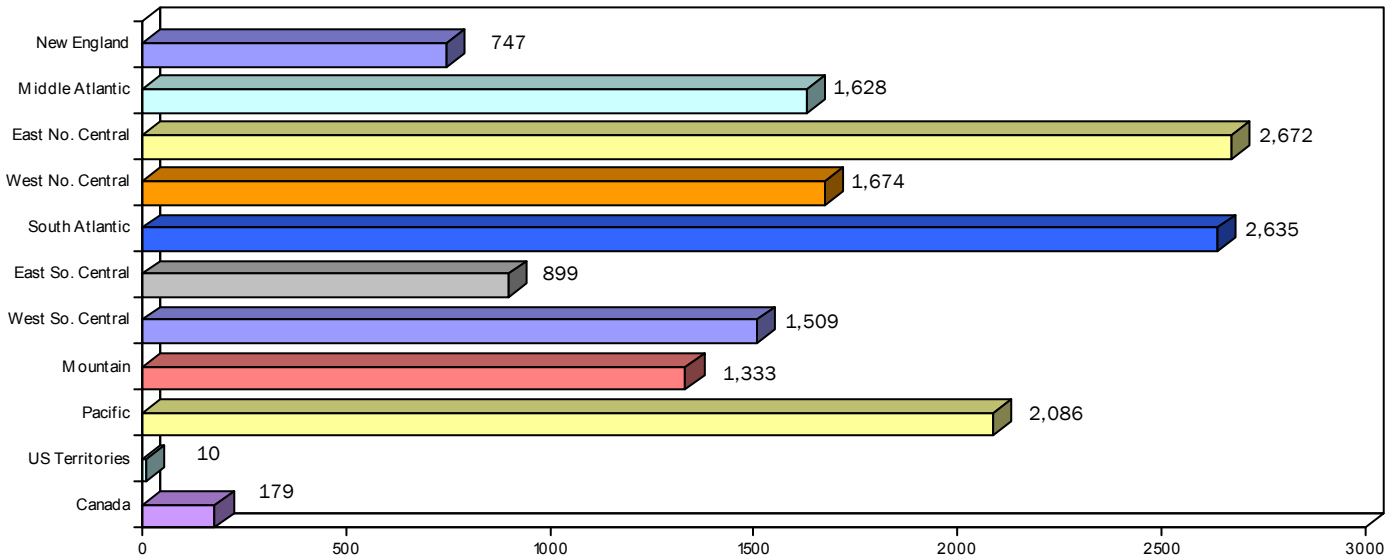
**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	136		Kentucky	220	
New Hampshire	126		Tennessee	303	
Vermont	54		Alabama	245	
Massachusetts	243		Mississippi	131	
Rhode Island	26		EAST SO. CENTRAL	899	5.8
Connecticut	162		Arkansas	199	
NEW ENGLAND	747	4.9	Louisiana	197	
New York	642		Oklahoma	194	
New Jersey	243		Texas	919	
Pennsylvania	743		WEST SO. CENTRAL	1,509	9.8
MIDDLE ATLANTIC	1,628	10.6	Montana	138	
Ohio	672		Idaho	163	
Indiana	369		Wyoming	66	
Illinois	516		Colorado	281	
Michigan	548		New Mexico	97	
Wisconsin	567		Arizona	290	
EAST NO. CENTRAL	2,672	17.4	Utah	157	
Minnesota	482		Nevada	141	
Iowa	290		MOUNTAIN	1,333	8.7
Missouri	385		Alaska	58	
North Dakota	91		Washington	291	
South Dakota	108		Oregon	256	
Nebraska	137		California	1,439	
Kansas	181		Hawaii	42	
WEST NO. CENTRAL	1,674	10.9	PACIFIC	2,086	13.6
Delaware	32		UNITED STATES	15,183	98.8
Maryland	171		U.S. Territories	10	
Washington, DC	3		Canada	179	
Virginia	283		Mexico	-	
West Virginia	122		Other International	-	
North Carolina	506		AP0/FPO	-	
South Carolina	212				
Georgia	386				
Florida	920				
SOUTH ATLANTIC	2,635	17.1			
			TOTAL QUALIFIED CIRCULATION	15,372	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



E-NEWSLETTER CHANNEL

Motorcycle & Powersports News

2015	
JANUARY	
January 1	13,828
January 8	13,797
January 15	13,777
January 22	13,743
January 29	13,697
FEBRUARY	
February 5	13,676
February 12	13,671
February 19	13,643
February 26	13,599
MARCH	
March 5	13,578
March 12	13,561
March 19	13,535
March 26	13,516
APRIL	
April 2	13,493
April 9	13,470
April 16	13,449
April 23	13,437
April 30	13,402
MAY	
May 7	13,304
May 14	13,272
May 21	13,128
May 28	13,153
JUNE	
June 4	13,139
June 11	13,150
June 18	13,286
June 25	13,342
AVERAGE:	
	13,482

Motorcycle & Powersports News E-Newsletter (52 issued in the period)

WEBSITE CHANNEL

WWW.MOTORCYCLEPRODUCTNEWS.COM

2015	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	31,648	18,466	10,748	1.72	1:36	1:08
February	22,328	15,105	8,413	1.80	2:13	1:04
March	29,403	21,467	14,554	1.47	2:07	0:47
April	31,062	23,053	14,217	1.62	2:27	0:51
May	24,747	17,890	10,858	1.65	2:30	0:57
June	25,556	18,443	11,366	1.62	2:32	0:58
AVERAGE:	27,457	19,070	11,692	1.65	2:14	0:57

January – June 2015 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

GEOGRAPHIC DISTRIBUTION:

Geographic distribution for E-Newsletters 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.

Sean Donohue, 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 August 12, 2015

State Ohio

County Summit

Received by BPA Worldwide August 12, 2015

Type BD

ID Number M117B0J5

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.