



# BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED DECEMBER 2013



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. The publication is available in print and digital versions.

### 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.

## CHANNELS

**MOTORCYCLE & POWERSPORTS NEWS MAGAZINE**

6 Issues in the period  
 15,059 average circulation

**MOTORCYCLE & POWERSPORTS NEWS WEBSITE**

11,825 average unique browsers

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>MOTORCYCLE &amp; POWERSPORTS NEWS MAGAZINE</b> (6 issues in the period)	15,059	-	15,059
<b>MOTORCYCLE &amp; POWERSPORTS NEWS WEBSITE</b> (Monthly Unique Browsers with 28,124 average Page Impressions - Note 1)	11,825	-	11,825

Note 1: Unique Browsers: See Website Glossary in Channel Profile.

## 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	3
Advertiser and Agency	1,098
Allocated for Trade Shows and Conventions	108
All Other	330
<b>TOTAL</b>	<b>1,539</b>

### 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,059	100.0	15,059	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,059</b>	<b>100.0</b>	<b>15,059</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

### 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2013 Issue	Number Removed	Number Added	Total Qualified
July	116	107	15,042
August	10	8	15,040
September	20	54	15,074
October	301	348	15,121
November	2,296	2,214	15,039
December	-	-	15,039
<b>TOTAL</b>	<b>2,743</b>	<b>2,731</b>	

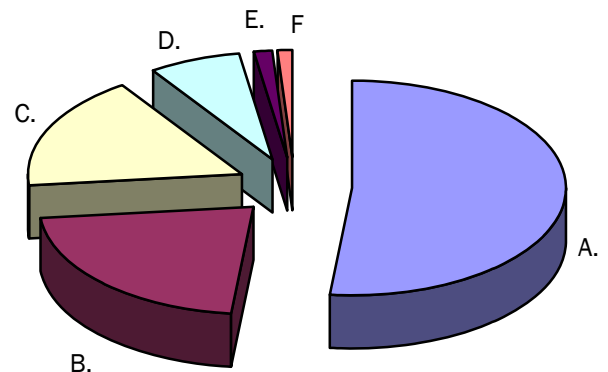
### 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2013

This issue is 0.2% or 24 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	7,765	51.6	5,131	1,069	577	354	325	309
Parts and/or Accessories Retailers	3,281	21.8	2,684	316	104	64	37	76
Service Shops and/or Salvage Shops	2,573	17.1	2,200	176	56	17	71	53
Manufacturers and/or Distributors	1,043	6.9	625	179	27	97	16	99
Manufacturer's and/or Distributor's Representatives	234	1.6	89	40	2	43	7	53
Others Allied to the Field	143	1.0	104	18	-	7	2	12
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,039</b>	<b>100.0</b>	<b>10,833</b>	<b>1,798</b>	<b>766</b>	<b>582</b>	<b>458</b>	<b>602</b>

### 3a. Breakout of Qualified Circulation by Business and Industry

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A Dealers/Retailers of Motorcycles, Motorscooters, Mopeds, ATV's Snowmobiles, and/or Personal Watercraft	7,765	51.6
B Parts and/or Accessories Retailers	3,281	21.8
C Service Shops and/or Salvage Shops	2,573	17.1
D Manufacturers and/or Distributors	1,043	6.9
E Manufacturer's and/or Distributor's Representatives	234	1.6
F Others Allied to the Field	143	1.0



### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2013

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	<b>12,588</b>	<b>1,630</b>	-	<b>14,218</b>	<b>94.5</b>
II. Request from recipient's company:	<b>53</b>	<b>53</b>	-	<b>106</b>	<b>0.7</b>
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	<b>715</b>	-	-	<b>715</b>	<b>4.8</b>
Association rosters and directories	11	-	-	11	0.1
Business directories	704	-	-	704	4.7
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,356</b>	<b>1,683</b>	-	<b>15,039</b>	<b>100.0</b>
<b>PERCENT</b>	<b>88.8</b>	<b>11.2</b>	-	<b>100.0</b>	

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2013

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	15,010	99.8
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	29	0.2
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,039</b>	<b>100.0</b>

### AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	January – June 2011	July - December 2011	January – June 2012	July – December 2012	January – June 2013*	July – December 2013*
Total Audit Average Qualified:	15,066	15,090	15,060	15,118	15,152	15,059
Qualified Non-Paid:	15,066	15,090	15,060	15,118	15,152	15,059
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 – December 2013 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 NOVEMBER 2013\***

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	133		Kentucky	219	
New Hampshire	123		Tennessee	319	
Vermont	48		Alabama	219	
Massachusetts	239		Mississippi	134	
Rhode Island	28		<b>EAST SO. CENTRAL</b>	<b>891</b>	<b>5.9</b>
Connecticut	176		Arkansas	190	
<b>NEW ENGLAND</b>	<b>747</b>	<b>5.0</b>	Louisiana	178	
New York	607		Oklahoma	190	
New Jersey	236		Texas	851	
Pennsylvania	729		<b>WEST SO. CENTRAL</b>	<b>1,409</b>	<b>9.4</b>
<b>MIDDLE ATLANTIC</b>	<b>1,572</b>	<b>10.4</b>	Montana	124	
Ohio	659		Idaho	159	
Indiana	362		Wyoming	58	
Illinois	517		Colorado	246	
Michigan	532		New Mexico	99	
Wisconsin	543		Arizona	295	
<b>EAST NO. CENTRAL</b>	<b>2,613</b>	<b>17.4</b>	Utah	147	
Minnesota	467		Nevada	149	
Iowa	279		<b>MOUNTAIN</b>	<b>1,277</b>	<b>8.5</b>
Missouri	357		Alaska	54	
North Dakota	75		Washington	270	
South Dakota	104		Oregon	266	
Nebraska	124		California	1,532	
Kansas	177		Hawaii	43	
<b>WEST NO. CENTRAL</b>	<b>1,583</b>	<b>10.5</b>	<b>PACIFIC</b>	<b>2,165</b>	<b>14.4</b>
Delaware	32		<b>UNITED STATES</b>	<b>14,818</b>	<b>98.5</b>
Maryland	164		U.S. Territories	12	
Washington, DC	3		Canada	209	
Virginia	265		Mexico	-	
West Virginia	116		Other International	-	
North Carolina	483		APO/FPO	-	
South Carolina	202				
Georgia	373				
Florida	923				
<b>SOUTH ATLANTIC</b>	<b>2,561</b>	<b>17.0</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,039</b>	<b>100.0</b>

\*See Additional Data

**WEBSITE CHANNEL \***

2013	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	23,125	13,484	7,617	1.77	01:56	01:23
August	22,826	13,713	8,164	1.68	02:17	01:31
September	27,819	15,483	10,749	1.44	01:17	01:02
October	32,603	18,487	14,128	1.31	01:18	01:00
November	33,549	20,337	15,654	1.30	01:27	00:57
December	28,824	18,399	14,637	1.26	01:37	00:55
<b>AVERAGE:</b>	<b>28,124</b>	<b>16,651</b>	<b>11,825</b>	<b>1.46</b>	<b>01:39</b>	<b>01:08</b>

\*See Additional Data

**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.

**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.

**ADDITIONAL DATA**

**MAGAZINE:**

**GEOGRAPHIC DISTRIBUTION:**

Geographic data for Website is not reported at the media owner's option.

**WEBSITE ACTIVITY:**

July - December 2013 data was provided by Google Analytics.

All website activity is audited by BPA Worldwide.

**PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.

Greg Cira, Vice President, Publisher

Pat Robinson, Circulation Manager

(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 January 28, 2014

State Ohio

County Summit

Received by BPA Worldwide January 28, 2014

Type BD

ID Number M117B0D3

**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.