

# SWORN CIRCULATION STATEMENT

## READER PROFILE

*Tomorrow's Tech* readers are 17- to 25-year-old automotive vocational/technical students



### Publisher's Affidavit

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

### Sworn Statement by:

Dean Martin, Group Publisher,  
and Pat Robinson, Associate  
Director of Circulation

Date Signed: 08-01-16



3550 Embassy Parkway  
Akron, Ohio 44333  
www.tomorrowstechnician.com

Issues per year: 8 | Established: 2002

**Purpose:** *Tomorrow's Tech* delivers technical information to 40,000 automotive students enrolled in more than 1,800 technical and vocational schools across the country.

Designed exclusively for a core target audience of 17- to 25-year-old automotive vocational/technical students, *Tomorrow's Tech* expands the experience of the "next generation." *Tomorrow's Tech* delivers technical information to students about servicing today's vehicles, assists educators with a "real world" supplement to classroom assignments and reinforces the students' decisions to seek a career in the automotive industry.

**Audience Served:** *Tomorrow's Tech* serves the next generation of automotive service professionals and key administrators at NATEF-certified, automotive training programs throughout the country.

*Tomorrow's Tech* creates a platform for advertisers to build brand, sell product or recruit employees.

## BREAKOUT OF CIRCULATION BY CHANNEL:

		Audience	Reach	
Print	Qualified Circulation	40,854	40,854	
	Pass Along Distribution	127,800	127,800	
	Total Print Audience	168,654	168,654	
Digital	Website Page Views	70,000	70,000	
	Monthly Unique Visitors	38,000	38,000	
	DIGITAL EDITION			
	Email Circulation	16,300	16,300	
	NEWSLETTER 2/WEEK			
	Student Email Circulation	16,000	192,000	
	Instructor Email Circulation	3,800	45,600	

**TOTAL MONTHLY REACH**

**530,554**

### Social Media

\*As of August 2017



1,955+  
Facebook Likes



3,643+  
Twitter Followers

