

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 more than 115 years, **TIRE REVIEW** has been one of the industry's leading sources for tire dealers to find information to help them with their business. The brand content and editorial scope of the publication includes the latest industry news, features on business operations, and information on how they can improve their tire and service operations, making Tire Review and its information channels one of the best investments you can make when targeting key decision makers.

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

TIRE REVIEW MAGAZINE

6 Issues in the period
 32,341 average circulation

TIRE REVIEW E-NEWSLETTER

130 issued in the period
 16,338 average per occurrence

TIRE REVIEW WEBSITE

104,789 average unique browsers

TIRE REVIEW SOCIAL MEDIA

5,401 Twitter followers
 2,790 Facebook likes
 1,808 LinkedIn group members

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
TIRE REVIEW MAGAZINE (6 issues in the period)	32,341	-	32,341
TIRE REVIEW E-NEWSLETTER			
a. Tire Review E-Newsletter (130 issued in the period)	16,338	-	16,338
TIRE REVIEW WEBSITE (Monthly Unique Browsers with 163,949 average Page Impressions)	104,789	-	104,789
TIRE REVIEW SOCIAL MEDIA			
a. Twitter followers	*5,401	-	*5,401
b. Facebook likes	*2,790	-	*2,790
c. LinkedIn group members	*1,808	-	*1,808

*Social Media claims is a cumulative figure, not average.

FIELD SERVED

TIRE REVIEW serves the tire and tire retread industry which includes retail and wholesale tire dealers doing business as Independent Tire Dealers, Commercial Tire Dealers, Retreaders, and Multi-location Tire Dealers. Also served are company owned outlets of tire manufacturers, headquarters of mass merchandisers, oil companies, discount store chains, automotive chain stores, department store chains, mail order firms and new car and/or truck dealers which sell tires; truck and trailer dealer service centers, truck stops which sell and service tires and tire associations.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are involved in the industry described above and are made up of presidents, owners, partners, purchasing agents, corporate officials; managers, department managers, assistant managers; as well as other titled personnel and non-titled personnel.

DEFINITION OF A UNIT

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

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED	
Not Included Elsewhere	Copies
Other Paid Circulation	35
Advertiser and Agency	947
Allocated for Trade Shows and Conventions	-
All Other	341
TOTAL	1,323

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	32,341	100.0	32,341	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	32,341	100.0	32,341	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Total Qualified
January	32,444
February	32,436
March	32,341
April	32,291
May	32,271
June	32,262

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

This issue is 0.3% or 84 copies below the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY (SEE NOTE 1)	TOTAL QUALIFIED	PERCENT OF TOTAL	Number of Unit Locations	Unit Locations Selling Truck Tires	Unit Locations Facilities which also Produce Retreads	CLASSIFICATION BY TITLE			
						Presidents, Owners, Partners, Purchasing Agents & Other Corporate Officials	Managers, Department Managers, Assistant Managers	Other Titled and Non-Titled Personnel	
Independent Tire Dealers which sell and service tires including retail and wholesale and do business as Independent Tire Dealers, Commercial Tire Dealers, Retreaders, and Multi-location Tire Dealers	27,360	84.8	25,951	18,805	939	13,043	10,068	4,249	
Company owned outlets of tire manufacturers	494	1.5	440	358	48	83	365	46	
Truck and Trailer Dealer Service Centers or Truck Stops which sell and service tires	861	2.7	826	602	61	386	426	49	
Sub-Total	28,715	89.0	27,217	19,765	1,048	13,512	10,859	4,344	
Headquarters office of mass merchandisers, oil companies, discount store chains, automotive chain stores, department store chains, mail order firms, and new car and/or truck dealers which sell tires	3,529	10.9	3,326	2,490	57	851	2,133	545	
Tire Associations	27	0.1	27	1	-	7	3	17	
TOTAL QUALIFIED CIRCULATION	32,271	100.0	30,570	22,256	1,105	14,370	12,995	4,906	
PERCENT	100.0		94.7	69.0	3.4	44.5	40.3	15.2	

Note 1 - Truck tires include: Light truck tires, medium & heavy truck tires, OTR tires, farm tires, and industrial tires.

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:	18,737	7,783	-	26,520	82.2
II. Request from recipient's company:	501	41	-	542	1.7
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	5,209	-	-	5,209	16.1
*Association rosters and directories	3,593	-	-	3,593	11.1
*Business directories	1,489	-	-	1,489	4.6
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	127	-	-	127	0.4
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	24,447	7,824	-	32,271	100.0
PERCENT	75.8	24.2	-	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	28,054	86.9
Individuals by name only	1,764	5.5
Titles or functions only	532	1.6
Company names only	1,921	6.0
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	32,271	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data		Audited Data		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:	32,629	32,573	32,400	32,218	32,392	32,341				
Qualified Non-Paid:	32,629	32,573	32,400	32,218	32,392	32,341				
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 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	153	163		Kentucky	471	494	
New Hampshire	181	191		Tennessee	733	775	
Vermont	89	95		Alabama	589	630	
Massachusetts	472	502		Mississippi	351	372	
Rhode Island	62	66		EAST SO. CENTRAL	2,144	2,271	7.0
Connecticut	288	305		Arkansas	424	443	
NEW ENGLAND	1,245	1,322	4.1	Louisiana	517	541	
New York	1,265	1,336		Oklahoma	478	494	
New Jersey	677	723		Texas	2,515	2,601	
Pennsylvania	1,352	1,446		WEST SO. CENTRAL	3,934	4,079	12.7
MIDDLE ATLANTIC	3,294	3,505	10.9	Montana	179	192	
Ohio	1,376	1,461		Idaho	161	172	
Indiana	722	777		Wyoming	97	103	
Illinois	1,146	1,210		Colorado	493	521	
Michigan	855	911		New Mexico	222	240	
Wisconsin	764	813		Arizona	476	502	
EAST NO. CENTRAL	4,863	5,172	16.0	Utah	295	313	
Minnesota	674	698		Nevada	191	196	
Iowa	548	574		MOUNTAIN	2,114	2,239	6.9
Missouri	904	958		Alaska	45	50	
North Dakota	144	157		Washington	490	513	
South Dakota	158	179		Oregon	313	336	
Nebraska	349	382		California	2,396	2,508	
Kansas	507	526		Hawaii	80	89	
WEST NO. CENTRAL	3,284	3,474	10.8	PACIFIC	3,324	3,496	10.8
Delaware	74	82		UNITED STATES	30,559	32,259	100.0
Maryland	422	457		U.S. Territories	11	12	
Washington, DC	9	9		Canada	-	-	
Virginia	745	777		Mexico	-	-	
West Virginia	214	228		Other International	-	-	
North Carolina	1,205	1,278		APO/FPO	-	-	
South Carolina	574	609		TOTAL QUALIFIED CIRCULATION	30,570	32,271	100.0
Georgia	1,132	1,192					
Florida	1,982	2,069					
SOUTH ATLANTIC	6,357	6,701	20.8				

*See Additional Data

E-NEWSLETTER CHANNEL

2016	Tire Review
January	16,296
February	16,459
March	16,264
April	16,430
May	16,311
June	16,271
AVERAGE:	16,338

Tire Review E-Newsletter (130 issued in the period)

WEBSITE CHANNEL

WWW.TIREREVIEW.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	155,687	120,186	96,295	1.25	03:10	00:56
February	163,625	126,678	99,018	1.28	03:07	00:55
March	175,556	135,021	110,185	1.23	02:28	00:44
April	171,540	135,654	110,983	1.22	03:16	00:52
May	161,035	130,445	107,591	1.21	03:18	00:46
June	156,250	127,959	104,659	1.22	03:19	00:44
AVERAGE:	163,949	129,324	104,789	1.24	03:06	00:50

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

SOCIAL MEDIA CHANNEL

Tire Review Social Media



Twitter followers

<http://twitter.com/TireReview>



Facebook likes

<https://www.facebook.com/TireReview>



LinkedIn group members

<https://www.linkedin.com/groups?home=&gid=1917406>

2016

	Twitter followers	Facebook likes	LinkedIn group members
Beginning Balance	4,912	2,534	1,819
January	4,974	2,546	1,819
February	5,068	2,625	1,819
March	5,167	2,673	1,812
April	5,225	2,711	1,811
May	5,332	2,756	1,811
June	5,401	2,790	1,808

ADDITIONAL DATA

MAGAZINE:

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for quantities of 3,593 copies or 11.1%, including The Tire Industry Association List.

Business directories include 1 source of circulation for quantities of 1,489 copies or 4.6%

Other sources include 1 source of circulation for quantities of 127 copies or 0.4%.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, Website and Social Media 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.

Randy Loeser, 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 19, 2016

State

Ohio

County

Summit

Received by BPA Worldwide

July 19, 2016

Type

BUD

ID Number

T027B0J6

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.