

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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BRAKE & FRONT END serves repair shops conducting a high volume of undercar repairs by providing application-specific technical information and solutions to address emerging trends in the undercar repair segment. Brake & Front End is packed with the latest technical information on brakes/ABS, chassis, exhaust, suspension, powertrain, ESC and TPMS. Brake & Front End's website reaches a targeted audience of undercar professionals who are looking for technical repair information, news and specifications to operate a more efficient shop. Complementing the monthly print magazine are Brake & Front End's website and e-newsletters — all of which provide technical repair information, news and specifications to help the professionals operate a more efficient shop.

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.

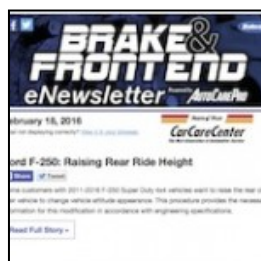
CHANNELS

BRAKE & FRONT END MAGAZINE



6 issues in the period
36,044 average circulation

BRAKE & FRONT END E-NEWSLETTER



54 issued in the period
18,808 average per occurrence

BRAKE & FRONT END WEBSITE



58,220 average users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
BRAKE & FRONT END MAGAZINE (6 issues in the period)	36,044	-	36,044
BRAKE & FRONT END E-NEWSLETTER (54 issued in the period)	18,808	-	18,808
BRAKE & FRONT END WEBSITE (Monthly Users with 125,333 average Pageviews)	58,220	-	58,220

FIELD SERVED

BRAKE & FRONT END serves automotive shops primarily doing service and repairs under the car; automotive shops that do not have a larger volume of specific repair work, but have requested Brake & Front End; other automotive repair shops and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

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

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	80
Advertiser and Agency	494
Allocated for Trade Shows and Conventions	-
All Other	204
TOTAL	778

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	36,044	100.0	36,044	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	36,044	100.0	36,044	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Total Qualified
January	36,737
February	36,791
March	35,446
April	34,953
May	35,395
June	36,943

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION AND UNITS FOR ISSUE OF JUNE 2018

This issue is 3.0% or 1,079 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	Other Individuals
Automotive shops primarily doing service and repairs under the car	20,044	54.3	20,044	15,304	3,682	512	546
Automotive shops that do not have a larger volume of specific repair work, but have requested Brake & Front End.	2,371	6.4	2,371	1,838	345	65	123
Other	14,528	39.3	14,528	9,030	3,957	12	1,529
TOTAL QUALIFIED CIRCULATION	36,943	100.0	36,943	26,172	7,984	589	2,198
PERCENT				70.9	21.6	1.6	5.9

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 shops primarily doing service and repairs under the car	20,044	54.3	20,044	2,564	4,313	4,286	6,471	1,651	759
Automotive shops that do not have a larger volume of specific repair work, but have requested Brake & Front End.	2,371	6.4	2,371	336	503	456	693	219	164
Other	14,528	39.3	14,528	71	77	74	145	76	14,085
TOTAL QUALIFIED CIRCULATION	36,943	100.0	36,943	2,971	4,893	4,816	7,309	1,946	15,008
PERCENT				8.1	13.2	13.0	19.8	5.3	40.6

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 shops primarily doing service and repairs under the car	20,044	54.3	20,044	835	2,442	7,410	5,173	2,029	1,235	920
Automotive shops that do not have a larger volume of specific repair work, but have requested Brake & Front End.	2,371	6.4	2,371	141	328	756	538	227	163	218
Other	14,528	39.3	14,528	48	52	110	117	47	40	14,114
TOTAL QUALIFIED CIRCULATION	36,943	100.0	36,943	1,024	2,822	8,276	5,828	2,303	1,438	15,252
PERCENT				2.8	7.6	22.4	15.8	6.2	3.9	41.3

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2018

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	18,696	4,242	-	22,938	62.1
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	6	-	-	6	-
V. TOTAL - Sources other than above (listed alphabetically):	13,999	-	-	13,999	37.9
Association rosters and directories	-	-	-	-	-
*Business directories	13,346	-	-	13,346	36.1
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	653	-	-	653	1.8
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	32,701	4,242	-	36,943	100.0
PERCENT	88.5	11.5	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2018

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	35,503	96.1
Individuals by name only	780	2.1
Titles or functions only	1	-
Company names only	659	1.8
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	36,943	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	Circulation Claim
	July - December 2015	January - June 2016	July - December 2016	January - June 2017	July - December 2017*	January - June 2018*
Total Audit Average Qualified:	35,205	34,966	34,982	35,361	36,654	36,044
Qualified Non-Paid:	35,205	34,966	34,982	35,361	36,654	36,044
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 2017 - June 2018 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 JUNE 2018*

State	Number of Units	Number of Copies	Percent	State	Number of Units	Number of Copies	Percent
Maine	281	281		Kentucky	442	442	
New Hampshire	276	276		Tennessee	609	609	
Vermont	119	119		Alabama	600	600	
Massachusetts	827	827		Mississippi	294	294	
Rhode Island	92	92		EAST SO. CENTRAL	1,945	1,945	5.3
Connecticut	505	505		Arkansas	340	340	
NEW ENGLAND	2,100	2,100	5.7	Louisiana	359	359	
New York	2,347	2,347		Oklahoma	392	392	
New Jersey	909	909		Texas	2,823	2,823	
Pennsylvania	2,643	2,643		WEST SO. CENTRAL	3,914	3,914	10.6
MIDDLE ATLANTIC	5,899	5,899	16.0	Montana	203	203	
Ohio	1,557	1,557		Idaho	250	250	
Indiana	882	882		Wyoming	83	83	
Illinois	1,621	1,621		Colorado	453	453	
Michigan	1,303	1,303		New Mexico	152	152	
Wisconsin	810	810		Arizona	759	759	
EAST NO. CENTRAL	6,173	6,173	16.7	Utah	302	302	
Minnesota	764	764		Nevada	229	229	
Iowa	562	562		MOUNTAIN	2,431	2,431	6.6
Missouri	779	779		Alaska	49	49	
North Dakota	117	117		Washington	672	672	
South Dakota	121	121		Oregon	462	462	
Nebraska	297	297		California	3,121	3,121	
Kansas	365	365		Hawaii	88	88	
WEST NO. CENTRAL	3,005	3,005	8.1	PACIFIC	4,392	4,392	11.9
Delaware	111	111		UNITED STATES	36,933	36,933	100.0
Maryland	585	585		U.S. Territories	10	10	
Washington, DC	20	20		Canada	-	-	
Virginia	952	952		Mexico	-	-	
West Virginia	270	270		Other International	-	-	
North Carolina	1,274	1,274		APO/FPO	-	-	
South Carolina	541	541					
Georgia	1,181	1,181					
Florida	2,140	2,140					
SOUTH ATLANTIC	7,074	7,074	19.1				
				TOTAL QUALIFIED CIRCULATION	36,943	36,943	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2018

Brake & Front End E-Newsletter

January	18,635
February	18,698
March	18,135
April	18,804
May	19,235
June	19,354

AVERAGE:

18,808

Brake & Front End E-Newsletter (54 issued in the period)

WEBSITE CHANNEL

WWW.BRAKEANDFRONTEND.COM

2018	Pageviews	Sessions	Users	Average Session Duration
January	119,585	69,144	53,062	2:15
February	108,701	63,875	49,351	2:14
March	129,157	75,769	59,696	2:02
April	135,251	77,823	62,804	1:55
May	127,586	76,058	62,152	1:43
June	131,723	77,606	62,257	1:54
AVERAGE:	125,333	73,379	58,220	2:00

January – June 2018 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview 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.

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.

Users: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

ADDITIONAL DATA

MAGAZINE:

PARAGRAPH 3b:

Business Directories include 1 source of circulation for a quantity of 13,346 copies or 36.1%, including InfoGroup List. Other sources include 1 source of circulation for a quantity of 653 copies or 1.8%.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter 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.

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 August 16, 2018

State Ohio

County Summit

Received by BPA Worldwide August 16, 2018

Type BJ

ID Number B036B0J8

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.