

# AUDIENCE ENGAGEMENT REPORT

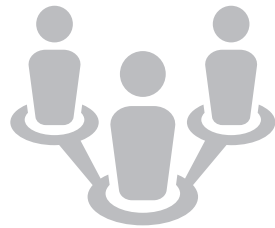


# Auto Body Repair Network — Audience Engagement Report



JULY-DECEMBER 2023

Auto Body Repair Network (ABRN) is the leading technical publication offering exclusive how-to information, technology trends and best practices for the collision repair industry - both independent shop owners and multi-shop operators.



AVERAGE MONTHLY REACH

**89,500**



MAGAZINE REACH

**42,500**

ABRN Magazine Subscribers

**113,400**

ABRN Magazine Reach with  
PassAlong Readership

NEWSLETTER REACH

**23,600**

ABRN Newsletter Subscribers

WEBSITE REACH

**12,400**

Average Monthly Sessions for  
Collision Repair Channel

COMBINED SOCIAL REACH



**12,000**

Average Monthly Unique Visitors for  
Collision Repair Channel

**11,400**

EMAIL MARKETING REACH

**15,200**

ABRN Email Marketing List

The Audience Engagement Report provides an integrated view of the Auto Body Repair Network community. The data provided within is obtained via internal and third party sources, including Google Analytics and Omeda.

# Auto Body Repair Network — Total Audience Insights

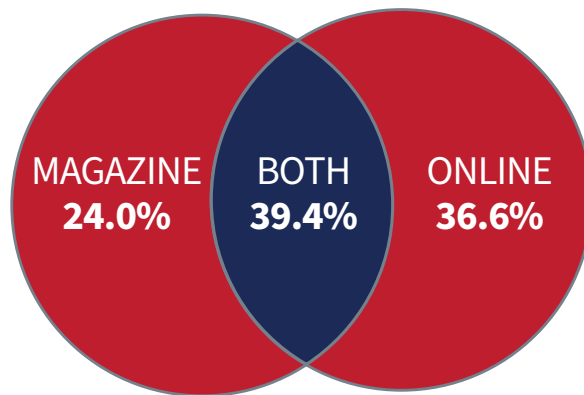


JULY-DECEMBER 2023

Primary Market	%
Independent/Franchise Vehicle Body Repair Shop	86.0%
New and/or Used Vehicle Dealer with Body Repair Shop	8.2%
Wholesaler/Warehouse Distributor Specializing in Paint, Body Repair or Equipment Lines	3.6%
Insurance Agency	0.4%
Education Institution	0.5%
Other	1.3%

Paint/Body Techs	%
1	15.5%
2-3	35.1%
4-5	22.1%
6-10	17.1%
More than 10	10.2%

## MAGAZINE/DIGITAL OVERLAP



\*Magazine includes print and digital magazine subscribers. Online includes all other digital products including newsletter subscribers and website visitors.

## REACH DECISION MAKERS

**96.9%**

of audience are managers and above



## MULTI SHOP OPERATORS

**15%**

of audience are MSO's



## COMPANIES THAT ENGAGE



JULY-DECEMBER 2023

## NEWSLETTER REACH



**23,593**

## AVERAGE TOTAL OPEN RATE



**41.2%**

## AVERAGE TOTAL CTR



**1.5%**

	Monthly Average	Average Total Open Rate
ABRN Collision eNews & Alerts	16,084	42.20%
ABRN MSO eNews & Alerts	7,508	40.22%

## ABRN EMAIL MARKETING

### EMAIL MARKETING REACH



**15,200**

### AVERAGE TOTAL OPEN RATE



**49.79%**

JULY-DECEMBER 2023

## TOP TOPICS



ADAS repair and calibration



Paint and refinishing



Technician recruitment and retention



Advanced substrates



Repair planning

## TOP VIEWED ARTICLES

- State Farm ordered to pay \$277K in total loss valuation case
- 5 steps to fending off flaws
- What is feather, prime and block?
- The importance of procedures and repair statements
- The impact of technology and new substrate materials on collision repairs
- Axalta demonstrates Irus fully automated mixing machine
- How alignment angles affect ADAS
- Paint films open new possibilities for body shops
- Eliminate the bottleneck
- How the elite compete

# Auto Body Repair Network – Magazine Audience



JULY-DECEMBER 2023

## QUALIFIED CIRCULATION BY ISSUE

2023 Issues	Total Qualified
August	42,500
October	42,500
December	42,500

Primary Business & Industry	Grand Total	% of Total	Owner/Partner/ President/ Vice President/Other Comp	Director/Administrator/ General Manager/Shop Manager	Shop Supervisor/ Shop Foreman
Independent/Franchise Vehicle Body Repair Shop	39,058	91.9%	29,015	9,722	321
New and/or Used Vehicle Dealer with Body Repair Shop	3,442	8.1%	1,562	1,800	80
<b>Total</b>	<b>42,500</b>	<b>100.0%</b>	<b>30,577</b>	<b>11,522</b>	<b>401</b>
<b>% of Total</b>			<b>71.9%</b>	<b>27.1%</b>	<b>1.0%</b>

Sales Volume	Count	%
Less than \$250,000	6,688	15.7%
\$250,000 - \$499,999	7,343	17.3%
\$500,000 - \$749,999	3,164	7.4%
\$750,000 - \$999,999	2,957	7.0%
\$1,000,000 - \$2,499,999	5,289	12.4%
\$2,500,000 - \$4,999,999	1,900	4.5%
\$5,000,000+	1,404	3.3%
No Answer	13,755	32.4%
<b>Total</b>	<b>42,500</b>	<b>100.0%</b>

Employee Size	Count	%
1-2 Employees	7,940	18.7%
3-4 Employees	7,650	18.0%
5-6 Employees	4,884	11.5%
7-8 Employees	2,802	6.6%
9-10 Employees	2,681	6.3%
11+ Employees	7,982	18.8%
No Answer	8,561	20.1%
<b>Total</b>	<b>42,500</b>	<b>100.0%</b>

Multi-Shop Organization or Franchise	Count	%
Yes	12,035	28.3%
No	23,085	54.3%
No Answer	7,380	17.4%
<b>Total</b>	<b>42,500</b>	<b>100.0%</b>

We hereby make oath and say that all data set forth in this statement are true. | December 2023 | Chris Messer, Vice President/Group Publisher, Vehicle Repair Group | Tracy Skallman, Audience Development Manager

# Auto Body Repair Network — Magazine Audience by State

JULY-DECEMBER 2023

## STATE BREAKOUT OF MAGAZINE SUBSCRIBERS

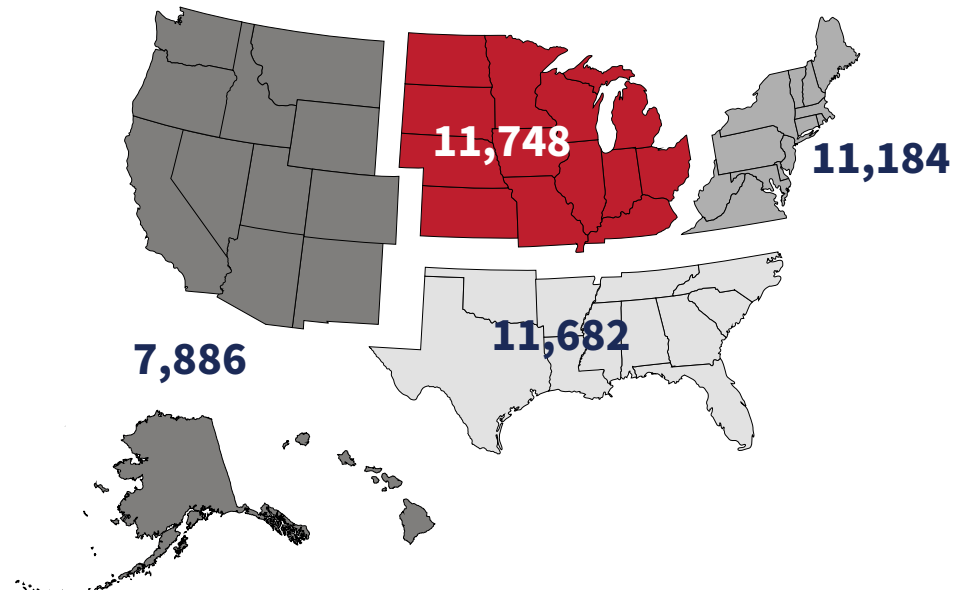
State	Total
Alabama	709
Arizona	493
Arkansas	397
California	4,215
Colorado	598
Connecticut	635
D. C.	22
Delaware	95
Florida	2,126
Georgia	1,378
Idaho	273
Illinois	1,821
Indiana	966
Iowa	633
Kansas	488
Kentucky	645
Louisiana	649
Maine	287
Maryland	933
Massachusetts	1,262
Michigan	1,578
Minnesota	981
Mississippi	302
Missouri	926
Montana	221
Nebraska	398
Nevada	237
New Hampshire	279

State	Total
New Jersey	1,263
New Mexico	227
New York	2,482
North Carolina	1,405
North Dakota	197
Ohio	1,910
Oklahoma	473
Oregon	418
Pennsylvania	2,393
Rhode Island	210
South Carolina	727
South Dakota	202
Tennessee	918
Texas	2,598
Utah	278
Vermont	123
Virginia	942
Washington	645
West Virginia	258
Wisconsin	1,003
Wyoming	110
<b>Total 48 Contiguous States</b>	<b>42,500</b>
Alaska	61
Hawaii	110
<b>Total Alaska &amp; Hawaii</b>	<b>171</b>
Possessions & Other Areas	0
<b>Total USA</b>	<b>42,500</b>

Circulation Outside the U.S.	Total
Total Canada	0
Total Mexico	0
Total Foreign	0
<b>Grand Total</b>	<b>42,500</b>

## SUBSCRIBERS BY REGION

U.S. REGION BREAKOUT OF MAGAZINE SUBSCRIBERS



JULY-DECEMBER 2023

AVERAGE MONTHLY  
UNIQUE VISITORS



**134,600**

AVERAGE MONTHLY  
SESSIONS



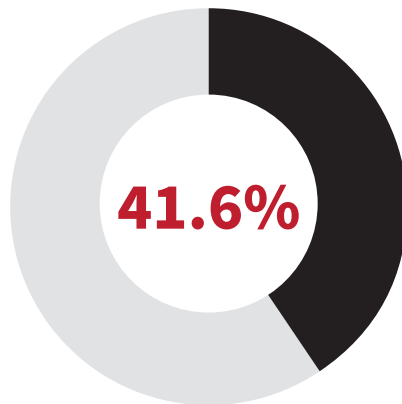
**163,600**

AVERAGE MONTHLY  
PAGE VIEWS

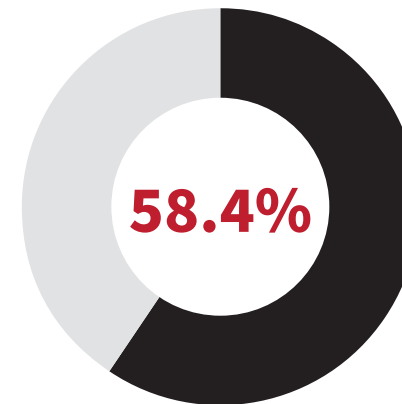


**291,800**

DESKTOP VISITORS AVERAGE MONTHLY



MOBILE VISITORS AVERAGE MONTHLY





# VehicleServicePros.com — Audience by Region

JULY-DECEMBER 2023

Traffic by Region	
United States	72.1%
Canada	7.4%
Mexico	0.5%
Other World Regions	20.0%

