

AUDIENCE ENGAGEMENT REPORT



FenderBender/ABRN — Audience Engagement Report



JULY 2024 - JUNE 2025

FenderBender is the resource dedicated to helping owners, operators, and managers work smarter and grow their collision repair businesses. Through real-world shop stories and expert advice, collision repair professionals learn about the latest business management strategies, issues, and motivation that leads to success in this rapidly evolving industry.

ABRN (Auto Body Repair Network) delivers cutting-edge technical information, how-to repair insights, emerging technology trends, and best practices to collision repair shop owners, managers, and technicians to help prepare them to repair ever-increasingly complex vehicles.



AVERAGE MONTHLY REACH

169,411

MAGAZINE REACH

40,000

FenderBender and ABRN Subscribers

178,000

FenderBender and ABRN Magazine Reach
with Pass Along Readership

NEWSLETTER REACH



52,900

Total Collision Repair Newsletter Reach

COMBINED SOCIAL REACH



36,000

Total FenderBender and ABRN social reach

WEBSITE REACH

40,500

Average Monthly Sessions

27,800

Average Monthly Unique Visitors

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

FenderBender/ABRN – Total Audience Insights

JULY 2024 - JUNE 2025

Primary Business	%
Independent/Franchise Vehicle Body Repair Shop	86.0%
New/Used Vehicle Dealer with Body Repair Shop	9.8%
Other	4.2%

Decision Makers	%
Owner/Partner/President/VP and Other Company Officials	74.1%
Mgr/Shop Mgr/General Mgr/Director/Admin	22.6%
Shop Foreman/Shop Supervisor	2.0%
Other	1.3%

REACH DECISION MAKERS

96.7%

of total audience are managers and above

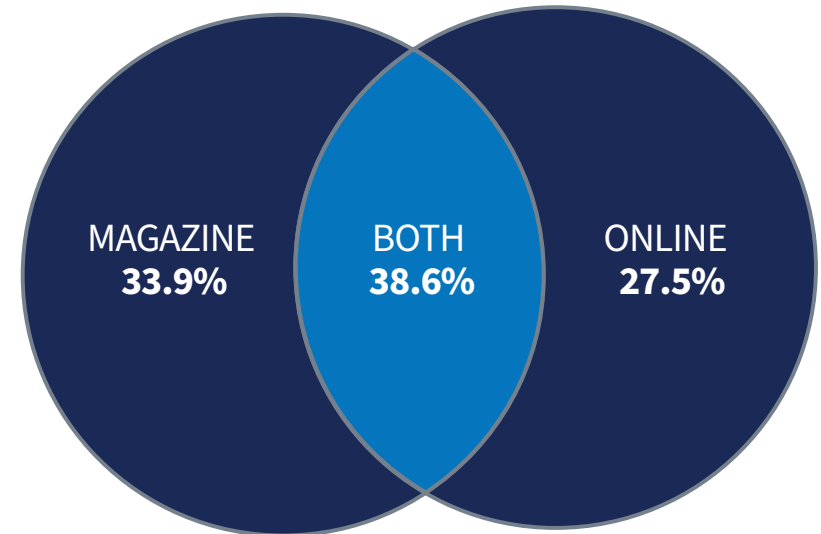


MULTI-SHOP OPERATORS

21.3%

of total audience are MSOs

MAGAZINE/DIGITAL OVERLAP*



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

All data above encompasses FenderBender and ABRN's print and digital audience

FenderBender/ABRN – Email Engagement & Insights



JULY 2024 - JUNE 2025

ENEWSLETTER REACH



52,949

AVERAGE TOTAL OPEN RATE



50.39%

AVERAGE TOTAL CTR



2.32%

	Average Monthly Reach	Average Total Open Rate	Average Total CTR
FB MSO	7,020	56.35%	2.92%
FB Today's Collision Repair News	15,452	51.11%	2.18%
This Month in FenderBender	14,611	52.95%	2.48%
ABRN Enewsletter	15,866	41.13%	1.68%

EMAIL MARKETING

EMAIL MARKETING LIST



22,000

AVERAGE TOTAL OPEN RATE



43.16%

JULY 2024 - JUNE 2025

TOP TOPICS



Repair Procedures
and Planning



Insurer Reimbursement
Tactics



Recognition

TOP VIEWED ARTICLES

- Fighting Collision Repair Labor Rate Suppression
- Poll: Has State Farm Lowered Labor Rates in Your Area?
- Quality Collision Group Shifts Branding Strategy in Minnesota
- Don't Lose on Total Losses at Your Collision Repair Shop
- Top 5 Areas Where You're Losing Money on Your Estimates
- Fighting Collision Repair Labor Rate Suppression
- We Don't Negotiate Auto Insurance Claims
- Justify Each Collision Repair Estimate Line to Negotiate a Fair Settlement
- Snap Shop: DB Orlando Collision
- State Farm Piloting ADAS Program with Opus-IVS

FenderBender/ABRN – Magazine Audience



JULY 2024 - JUNE 2025

QUALIFIED CIRCULATION BY ISSUE

Issues	Total Qualified
July 2024	40,000
August 2024	40,000
September 2024	40,000
*October 2024	40,000
November 2024	40,000
*December 2024	40,000
Average Total Qualified Circulation	40,000

Issues	Total Qualified
January 2025	40,000
February 2025	40,000
*March 2025	40,000
April 2025	40,000
May 2025	40,000
*June 2025	40,000
Average Total Qualified Circulation	40,000

*Issues that include ABRN

PRIMARY BUSINESS	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	36,521	91.3%	27,059	9,103	359
New and/or Used Vehicle Dealer with Body Repair Shop	3,479	8.7%	1,508	1,880	91
Total	40,000	100.0%	28,567	10,983	450
% of Total			71.4%	27.5%	1.1%

Multi-Shop Organization or Franchise	%
Yes	17.2%
No	65.6%
No Answer	17.2%
Total	100.0%

We hereby make oath and say that all data set forth in this statement are true. | June 2025 | Chris Messer, VP/Group Publisher - Vehicle Repair Group | Tracy Skallman, Audience Development Manager

FenderBender/ABRN — Magazine Subscribers by State

JULY 2024 - JUNE 2025

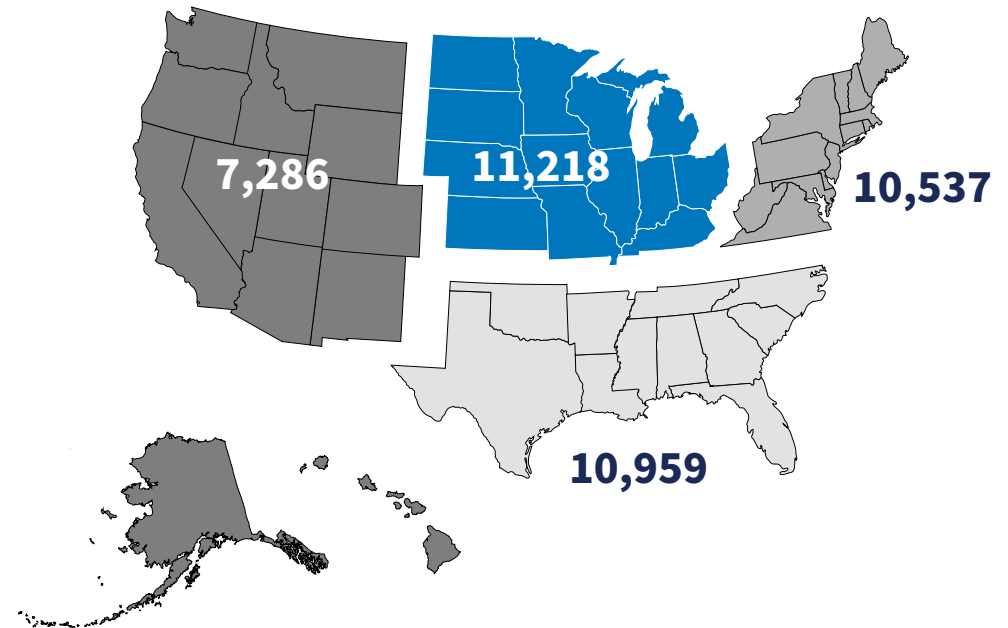
SUBSCRIBERS BY STATE STATE BREAKOUT OF MAGAZINE SUBSCRIBERS

State	Total
Alabama	663
Alaska	57
Arizona	475
Arkansas	383
California	3,882
Colorado	564
Connecticut	604
D. C.	23
Delaware	91
Florida	2,001
Georgia	1,285
Hawaii	103
Idaho	252
Illinois	1,791
Indiana	911
Iowa	592
Kansas	451
Kentucky	600
Louisiana	600
Maine	265
Maryland	881
Massachusetts	1,193
Michigan	1,528
Minnesota	937
Mississippi	272
Missouri	875

State	Total
Montana	206
Nebraska	389
Nevada	214
New Hampshire	265
New Jersey	1,184
New Mexico	203
New York	2,369
North Carolina	1,319
North Dakota	191
Ohio	1,805
Oklahoma	462
Oregon	382
Pennsylvania	2,227
Rhode Island	202
South Carolina	671
South Dakota	190
Tennessee	848
Texas	2,455
Utah	257
Vermont	110
Virginia	881
Washington	595
West Virginia	242
Wisconsin	958
Wyoming	96
Total USA	40,000

SUBSCRIBERS BY REGION

U.S. REGION BREAKOUT OF MAGAZINE SUBSCRIBERS



JULY 2024 - JUNE 2025

AVERAGE MONTHLY
UNIQUE VISITORS



27,800

AVERAGE MONTHLY
SESSIONS



40,500

AVERAGE MONTHLY
PAGE VIEWS



69,600

AVERAGE MONTHLY VISITORS BY DEVICE

