

MOTOR AGE

**VEHICLE
SERVICE
PROS**
LLC

JULY 2024 - JUNE 2025

AUDIENCE ENGAGEMENT REPORT



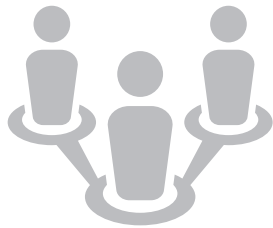
ENDEAVOR
BUSINESS MEDIA™

Motor Age – Audience Engagement Report

MOTOR AGE

JULY 2024 - JUNE 2025

Since 1899, *Motor Age* has served the technical automotive service professional by providing real-world technical information and service/repair solutions. In its mission to advance the automotive service industry, *Motor Age* provides the training and resources today's working professional needs to remain competitive in an ever-increasingly technical field.



AVERAGE MONTHLY REACH

475,600



MAGAZINE REACH

106,000

Motor Age Magazine Subscribers

300,200

Motor Age Magazine Reach with
Pass Along Readership

NEWSLETTER REACH

146,800

Total Service Repair Newsletter Reach
(See page 3 for detailed newsletter breakout.)

WEBSITE REACH

55,700

Average Monthly Sessions for Service
Repair and TSB Channels

COMBINED SOCIAL REACH



EMAIL MARKETING REACH

28,100

Motor Age Email Marketing List

43,000

Average Monthly Unique Visitors for
Service Repair and TSB Channels

167,000

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

Motor Age – Total Audience Insights



JULY 2024 - JUNE 2025

| Primary Market | % |
|--------------------------|-------|
| General Repair Shop | 77.3% |
| Specialty Repair Shop | 17.3% |
| Gasoline Service Station | 0.5% |
| Other | 4.9% |

| Types of Services Performed | % |
|-----------------------------|-------|
| Domestic | 84.4% |
| Import | 76.4% |
| Undercar | 77.8% |
| Underhood | 76.9% |
| Electrical/Diagnostics | 71.0% |

| Technicians Per Location | % |
|--------------------------|--------|
| 1 | 3.53% |
| 2 | 26.36% |
| 3 | 22.18% |
| 4-7 | 32.73% |
| 8-9 | 11.35% |
| 20-49 | 2.69% |
| 50 or more | 1.16% |

| Service Work Bays Per Location | % |
|--------------------------------|-------|
| 1 | 5.3% |
| 2 | 11.0% |
| 3-5 | 40.4% |
| 6-9 | 26.7% |
| 10 or more | 16.6% |

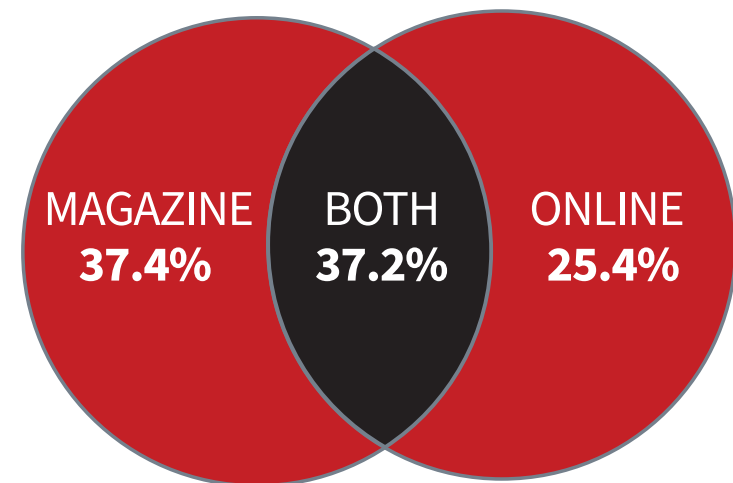
REACH DECISION MAKERS

90.0%

of audience are managers and above



MAGAZINE/DIGITAL OVERLAP



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

JULY 2024 - JUNE 2025

SERVICE REPAIR NEWSLETTERS

AVERAGE TOTAL NEWSLETTER REACH FOR PERIOD



146,774

AVERAGE TOTAL OPEN RATE



39.8%

AVERAGE TOTAL CTR



1.7%

| | Deployment Average | Average Total Open Rate |
|----------------------------------|--------------------|-------------------------|
| Motor Age Service eNews & Alerts | 33,975 | 45.95% |
| Autoplay | 55,398 | 31.75% |
| Diagnostic & Repair Update | 54,368 | 39.87% |
| This Month in Motor Age | 6,067 | 41.75% |

MOTOR AGE EMAIL MARKETING

EMAIL MARKETING REACH



28,100

AVERAGE TOTAL OPEN RATE



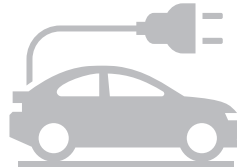
39.46%

JULY 2024 - JUNE 2025

TOP TOPICS



The Diagnostic Process



Hybrid and Electric Vehicles



Underhood and Undercar Repairs



Recruiting Technicians



Right to Repair Legislation

TOP VIEWED ARTICLES*

- Tech Tip: Toyota Tacoma starts, runs, stalls
- What's really wrong when a catalytic converter fails
- Tech Tip: Removing mangled or swollen lugs
- Tech Tip: Removing mangled or rounded chassis fasteners
- Solved: A Jeep cylinder misfire
- Shop fire risks with EVs and gas-powered engines
- Video: Modern automotive battery technology
- Video: Around the Wheel: Diagnosing driveline noise
- Lithium jump starters — safe, smart, and effective usage tips
- Cold starts cause Mazda3 to misfire

*Top Viewed Articles from Service Repair Newsletters

Motor Age — Magazine Audience



JULY 2024 - JUNE 2025

QUALIFIED CIRCULATION BY ISSUE

| Issues | Print | Digital | Total Qualified |
|--|----------------|--------------|-----------------|
| August 2024 | 106,000 | 6,800 | 112,800 |
| October 2024 | 106,000 | 6,800 | 112,800 |
| December 2024 | 106,000 | 6,800 | 112,800 |
| February 2025 | 106,000 | 5,600 | 111,600 |
| April 2025 | 106,000 | 5,000 | 111,000 |
| June 2025 | 106,000 | 5,000 | 111,000 |
| Average Total Qualified Circulation | 106,000 | 6,000 | 112,000 |

| PRIMARY BUSINESS | Grand Total | % of Total | Owner / Partner / President / VP / Other Officials | Manager / Service Manager / Shop Manager / General Manager / Service Writer / Director / Administrator | Shop Foreman / Shop Supervisor |
|--|----------------|---------------|--|--|--------------------------------|
| Independent/Franchise Automotive General Repair Shop | 69,147 | 65.2% | 52,141 | 16,404 | 602 |
| Independent/Franchise Automotive Specialty Repair Shop | 18,081 | 17.1% | 13,521 | 4,415 | 145 |
| Tire Dealers Who Perform Automotive Service | 15,000 | 14.2% | 7,380 | 7,620 | 0 |
| Used Vehicle Dealer with Automotive Repair Shop | 3,772 | 3.5% | 2,156 | 1,558 | 58 |
| Total | 106,000 | 100.0% | 75,198 | 29,997 | 805 |
| % of Total | | | 70.9% | 28.3% | 0.8% |

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

Motor Age — Magazine Audience by State

MOTOR AGE

JULY 2024 - JUNE 2025

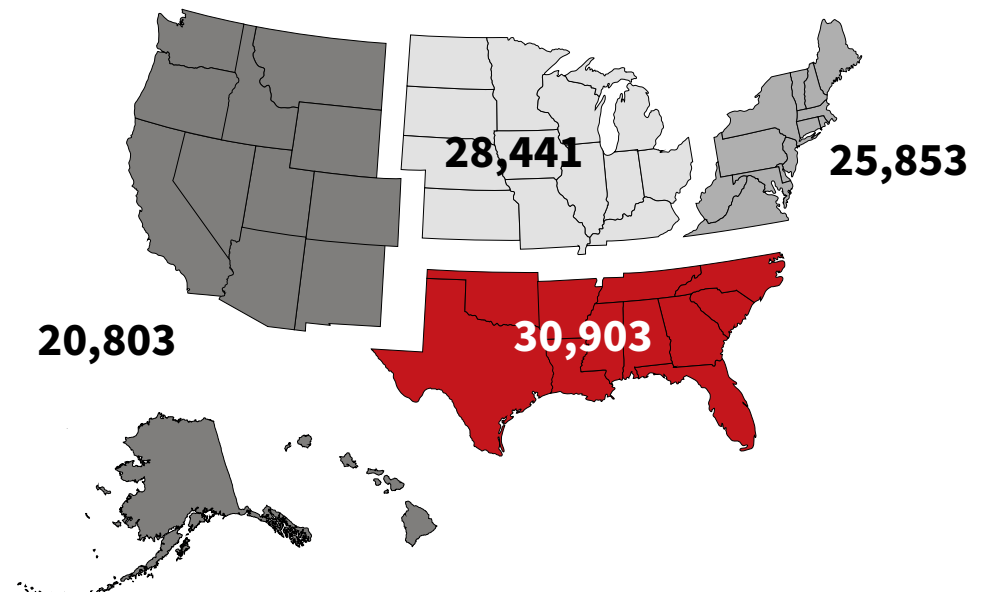
STATE BREAKOUT OF MAGAZINE SUBSCRIBERS

| State | Total |
|---------------|-------|
| Alabama | 1,681 |
| Alaska | 167 |
| Arizona | 1,613 |
| Arkansas | 954 |
| California | 9,866 |
| Colorado | 1,953 |
| Connecticut | 1,475 |
| D. C. | 29 |
| Delaware | 303 |
| Florida | 6,011 |
| Georgia | 3,418 |
| Hawaii | 196 |
| Idaho | 761 |
| Illinois | 4,394 |
| Indiana | 2,378 |
| Iowa | 1,611 |
| Kansas | 1,357 |
| Kentucky | 1,370 |
| Louisiana | 1,343 |
| Maine | 707 |
| Maryland | 2,104 |
| Massachusetts | 2,459 |
| Michigan | 3,410 |
| Minnesota | 2,262 |
| Mississippi | 886 |
| Missouri | 2,801 |

| State | Total |
|------------------|----------------|
| Montana | 560 |
| Nebraska | 971 |
| Nevada | 683 |
| New Hampshire | 834 |
| New Jersey | 2,793 |
| New Mexico | 649 |
| New York | 5,169 |
| North Carolina | 3,807 |
| North Dakota | 478 |
| Ohio | 4,385 |
| Oklahoma | 1,335 |
| Oregon | 1,327 |
| Pennsylvania | 5,777 |
| Rhode Island | 392 |
| South Carolina | 1,681 |
| South Dakota | 454 |
| Tennessee | 2,186 |
| Texas | 7,601 |
| Utah | 989 |
| Vermont | 340 |
| Virginia | 2,884 |
| Washington | 1,738 |
| West Virginia | 587 |
| Wisconsin | 2,570 |
| Wyoming | 301 |
| Total USA | 106,000 |

SUBSCRIBERS BY REGION

U.S. REGION BREAKOUT OF MAGAZINE SUBSCRIBERS



JULY 2024 - JUNE 2025

AVERAGE MONTHLY
UNIQUE VISITORS



97,400

AVERAGE MONTHLY
SESSIONS



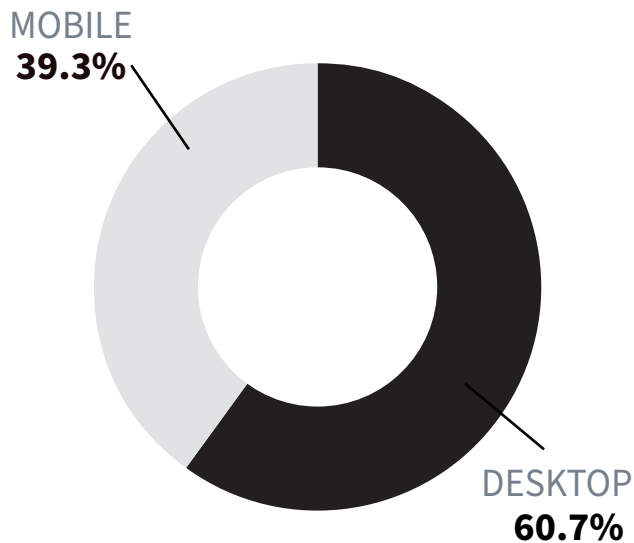
124,100

AVERAGE MONTHLY
PAGE VIEWS



217,200

AVERAGE MONTHLY VISITORS BY DEVICE



| Average Monthly Visitors by Device | Average Monthly Unique Visitors | Average Monthly Sessions | Average Monthly Page Views |
|------------------------------------|---------------------------------|--------------------------|----------------------------|
| Distribution | 5,348 | 6,886 | 12,657 |
| Industry News | 7,897 | 9,555 | 14,938 |
| Product Guide | 16,331 | 19,292 | 43,683 |
| Service Repair | 31,229 | 40,772 | 64,882 |
| Technical Service Bulletins | 11,744 | 14,944 | 23,266 |
| Training Events and Resources | 2,159 | 3,201 | 6,049 |