

AUDIENCE ENGAGEMENT REPORT

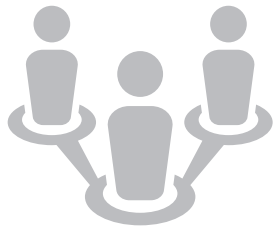


Motor Age – Audience Engagement Report

MOTOR AGE

JANUARY-JUNE 2024

Since 1899, *Motor Age* has served the automotive service professional by providing real-world technical information and service/repair solutions. Our technical editors and contributors are all experienced technicians, and all share a common goal — to provide the training and resources today's working professional needs to remain competitive in an ever-increasingly technical field.



AVERAGE MONTHLY REACH

498,900



MAGAZINE REACH

106,000

Motor Age Magazine Subscribers

300,200

Motor Age Magazine Reach with
Pass Along Readership

NEWSLETTER REACH

156,600

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

WEBSITE REACH

84,000

Average Monthly Sessions for Service
Repair and TSB Channels

COMBINED SOCIAL REACH



EMAIL MARKETING REACH

39,900

Motor Age Email Marketing List

54,700

Average Monthly Unique Visitors for
Service Repair and TSB Channels

152,300

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



JANUARY-JUNE 2024

Primary Market	%
General Repair Shop	77.5%
Specialty Repair Shop	17.8%
Gasoline Service Station	0.6%
Other	4.1%

Types of Services Performed	%
Domestic	84.5%
Undercar	76.5%
Import	77.7%
Underhood	76.7%
Electrical/Diagnostics	70.9%

Technicians Per Location	%
1	3.3%
2	26.5%
3	22.2%
4-7	33.0%
8-9	11.3%
20-49	2.6%
50 or more	1.1%

Service Work Bays Per Location	%
1	5.0%
2	10.8%
3-5	40.7%
6-9	27.0%
10 or more	16.5%

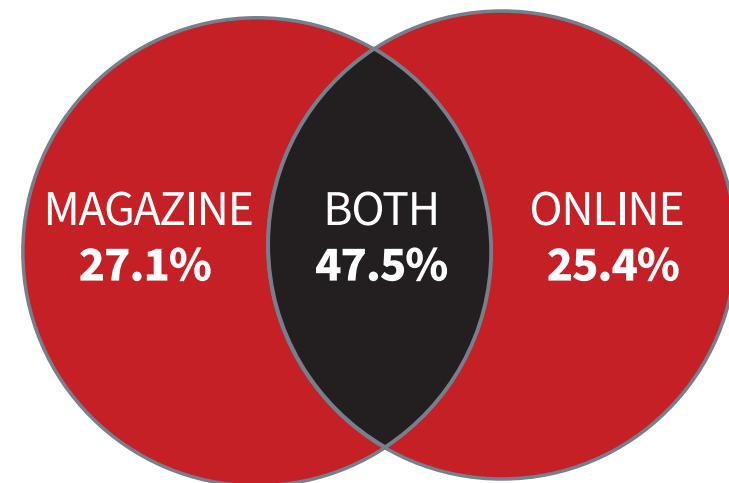
REACH DECISION MAKERS

90.5%

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.

JANUARY-JUNE 2024

SERVICE REPAIR NEWSLETTERS

AVERAGE TOTAL NEWSLETTER
REACH FOR PERIOD



156,606

AVERAGE TOTAL
OPEN RATE



38.21%

AVERAGE
TOTAL CTR



1.59%

	Deployment Average	Average Total Open Rate
Motor Age Service eNews & Alerts	35,771	43.23%
Autoplay	56,132	32.97%
Diagnostic & Repair Update	57,786	41.77%
This Month in Motor Age	6,917	34.85%

MOTOR AGE EMAIL MARKETING

EMAIL MARKETING REACH



39,900

AVERAGE TOTAL OPEN RATE



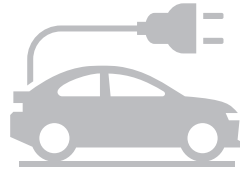
50.3%

JANUARY-JUNE 2024

TOP TOPICS



The diagnostic process



Hybrid and Electric Vehicles



Recruiting technicians



Right to Repair legislation



Underhood and Undercar repairs

TOP VIEWED ARTICLES*

- The critical importance of engine oil selection
- How we solved a mystery misfire on Ford Transit
- A deep dive into GM's trailer brake technology
- Mastering Diagnostics #13: Voltage Drop - The Circuit Stress Test
- Solving a misfire mystery on a high-mileage Ford Transit
- Getting creative with A/C diagnostics
- Solved: A Toyota Land Cruiser's power problem
- Routine Tesla Service
- Tips for technicians on the new refrigerant
- Mastering Diagnostics #14-The Bypass Test

*Top Viewed Articles from Service Repair Newsletters

Motor Age — Magazine Audience



JANUARY-JUNE 2024

QUALIFIED CIRCULATION BY ISSUE

2024 Issues	Print	Digital	Both	Total Qualified
February	106,000	5,800	0	111,800
April	106,000	5,800	0	111,800
June	106,000	5,800	0	111,800
Average Total Qualified Circulation	106,000	5,800	0	111,800

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	71,130	67.1%	54,926	15,749	455
Independent/Franchise Automotive Specialty Repair Shop	16,784	15.8%	12,654	4,043	87
Tire Dealers Who Perform Automotive Service	15,000	14.2%	6,642	8,358	0
Used Vehicle Dealer with Automotive Repair Shop	3,086	2.9%	1,854	1,188	44
Total	106,000	100.0%	76,076	29,338	586
% of Total			71.8%	27.7%	0.5%

We hereby make oath and say that all data set forth in this statement are true. | June 2024 | Chris Messer, Vice President/Group Publisher, Vehicle Repair Group | Tracy Skallman, Audience Development Manager

Motor Age — Magazine Audience by State

MOTOR AGE

JANUARY-JUNE 2024

STATE BREAKOUT OF MAGAZINE SUBSCRIBERS

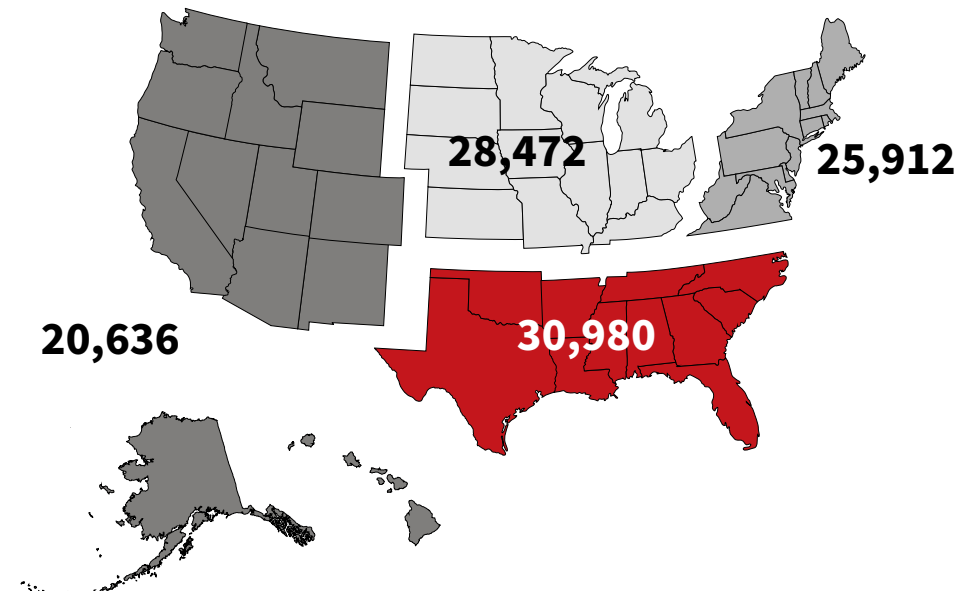
State	Total
Alabama	1,728
Alaska	163
Arizona	1,583
Arkansas	981
California	9,895
Colorado	1,916
Connecticut	1,436
D. C.	26
Delaware	295
Florida	6,064
Georgia	3,460
Hawaii	180
Idaho	755
Illinois	4,332
Indiana	2,427
Iowa	1,594
Kansas	1,379
Kentucky	1,436
Louisiana	1,226
Maine	712
Maryland	2,106
Massachusetts	2,458
Michigan	3,396
Minnesota	2,241
Mississippi	901
Missouri	2,817

State	Total
Montana	568
Nebraska	946
Nevada	673
New Hampshire	818
New Jersey	2,731
New Mexico	647
New York	5,234
North Carolina	3,864
North Dakota	487
Ohio	4,423
Oklahoma	1,287
Oregon	1,324
Pennsylvania	5,849
Rhode Island	406
South Carolina	1,715
South Dakota	448
Tennessee	2,179
Texas	7,575
Utah	948
Vermont	352
Virginia	2,886
Washington	1,695
West Virginia	603
Wisconsin	2,546
Wyoming	289
Total USA	106,000

Circulation Outside the U.S.	Total
Total Canada	0
Total Mexico	0
Total Foreign	0
Grand Total	106,000

SUBSCRIBERS BY REGION

U.S. REGION BREAKOUT OF MAGAZINE SUBSCRIBERS



JANUARY-JUNE 2024

AVERAGE MONTHLY
UNIQUE VISITORS



100,500

AVERAGE MONTHLY
SESSIONS



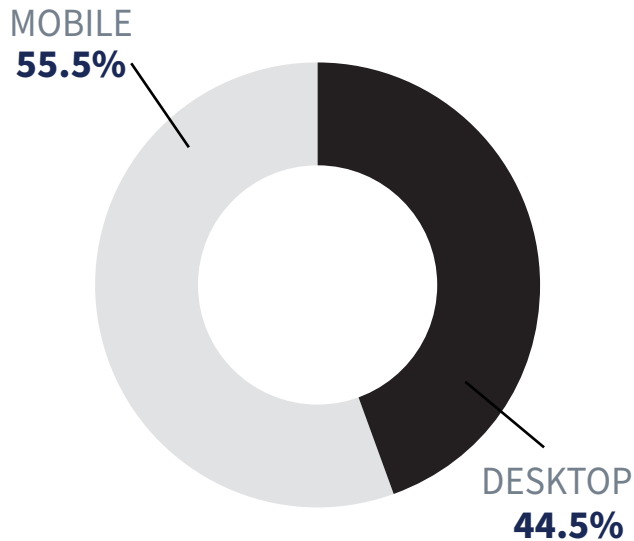
130,900

AVERAGE MONTHLY
PAGE VIEWS



247,900

AVERAGE MONTHLY VISITORS BY DEVICE



Average Monthly Visitors by Device	Average Monthly Unique Visitors	Average Monthly Sessions	Average Monthly Page Views
Distribution	5,133	10,990	38,815
Industry News	9,023	19,245	50,673
Product Guide	18,534	28,537	79,622
Service Repair	44,365	65,733	129,938
Technical Service Bulletins	10,325	18,242	42,276
Training Events and Resources	3,612	11,391	37,184