



JULY 2024 - JUNE 2025

AUDIENCE ENGAGEMENT REPORT



Modern Tire Dealer – Magazine Audience



JULY 2024 - JUNE 2025

Modern Tire Dealer is the premier source of news, research and market trend analysis. MTD’s expertise provides both industry insight for its readers and a platform for advertisers to target their audiences via print, digital, content development, and a variety of custom media products. It provides our readers and users the inspiration, tools and motivation to help them succeed in the industry.

QUALIFIED CIRCULATION BY ISSUE

Issues	Print	Digital	Both	Total Qualified
July 2024	18,992	2,131	13,877	35,000
August 2024	19,091	2,115	13,794	35,000
September 2024	19,203	2,099	13,698	35,000
October 2024	19,217	2,094	13,689	35,000
November 2024	19,287	2,076	13,637	35,000
December 2024	19,425	2,055	13,520	35,000
January 2025	19,539	2,013	13,448	35,000
February 2025	19,594	2,010	13,396	35,000
March 2025	19,616	2,029	13,355	35,000
April 2025	18,255	2,080	14,665	35,000
May 2025	21,107	1,621	12,272	35,000
June 2025	20,952	1,559	12,489	35,000
Average Total Qualified Circulation	19,523	1,990	13,487	35,000

PERSONAL DIRECT REQUEST

100%

of subscribers are decision makers that have requested the magazine.



MAGAZINE AUDIENCE

35,000

INDEPENDENT TIRE DEALERS

96%

of total qualified subscribers.

PRIMARY BUSINESS	Grand Total	% of Total	Owner/Partner/President/CEO/VP	Manager/Supervisor/Superintendent/Foreman
Independent Tire Dealer	33,520	95.8%	14,474	19,046
Truck stops that sell/service tires	383	1.1%	158	225
Company outlet of Tire Mfr	622	1.8%	69	553
Hdqtrs Offc, Dept Store, Chain Store, etc.	475	1.3%	139	336
Total	35,000	100.0%	14,840	20,160
% of Total			42.4%	57.6%

UNITS

79%

of independent tire dealer subscribers are at a unique location.

SELL TRUCK TIRES

70%

of independent tire dealer subscribers sell truck tires.

CONDUCT SERVICE REPAIR

78%

of independent tire dealer subscribers conduct service repair at their location.

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

Modern Tire Dealer — Magazine Subscribers by State



JULY 2024 - JUNE 2025

SUBSCRIBERS BY STATE STATE BREAKOUT OF MAGAZINE SUBSCRIBERS

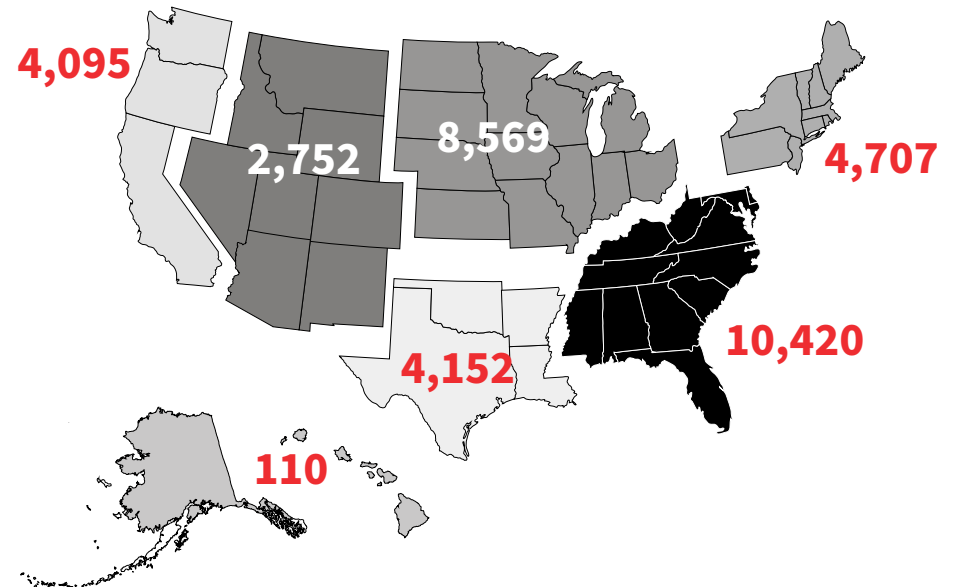
State	Total
Alabama	717
Arizona	621
Arkansas	411
California	3,073
Colorado	607
Connecticut	323
D. C.	5
Delaware	96
Florida	2,385
Georgia	1,527
Idaho	317
Illinois	1,229
Indiana	810
Iowa	552
Kansas	447
Kentucky	533
Louisiana	557
Maine	244
Maryland	569
Massachusetts	552
Michigan	950
Minnesota	650
Mississippi	378
Missouri	990
Montana	205
Nebraska	339
Nevada	241

State	Total
New Hampshire	262
New Jersey	639
New Mexico	242
New York	1,142
North Carolina	1,438
North Dakota	181
Ohio	1,633
Oklahoma	501
Oregon	446
Pennsylvania	1,368
Rhode Island	85
South Carolina	646
South Dakota	149
Tennessee	848
Texas	2,683
Utah	410
Vermont	92
Virginia	1,062
Washington	576
West Virginia	216
Wisconsin	639
Wyoming	109
Total 48 Contiguous States	34,695
Alaska	63
Hawaii	47
Possessions & Other Areas	6
Total USA	34,811

Circulation Outside the U.S.	Total
Total Canada	172
Total Mexico	17
Total Foreign	0
Grand Total	35,000

SUBSCRIBERS BY REGION

U.S. REGION BREAKOUT OF MAGAZINE SUBSCRIBERS



Modern Tire Dealer — Audience Engagement



JULY 2024 - JUNE 2025

AVERAGE MONTHLY REACH



186,800

MAGAZINE REACH



35,000

Modern Tire Dealer
Magazine Subscribers

175,000

Modern Tire Dealer Magazine Reach
with Pass Along Readership

NEWSLETTER REACH

37,100

Modern Tire Dealer
Newsletter Subscribers

WEBSITE REACH

91,900

Average Monthly Sessions

60,600

Average Monthly Unique Visitors

COMBINED SOCIAL REACH



22,800

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

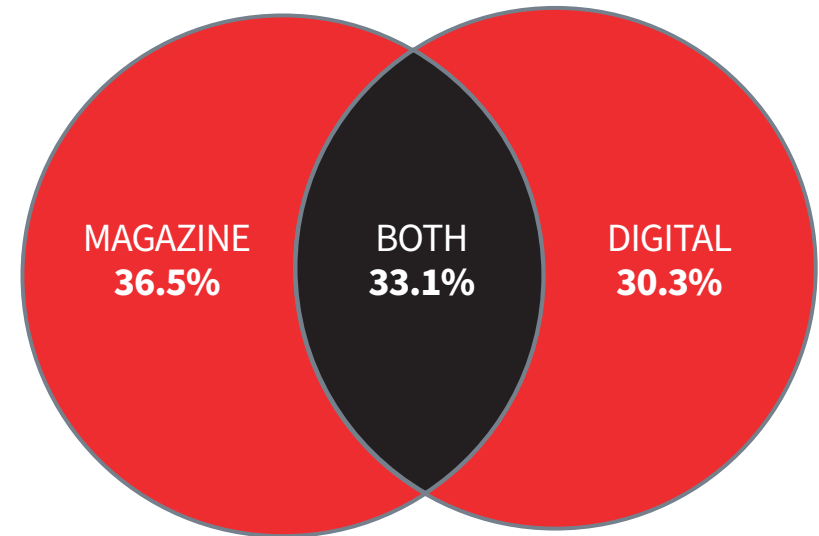
Modern Tire Dealer – Total Audience Insights



JULY 2024 - JUNE 2025

Primary Business	%
Independent Tire Dealer	92.1%
Truck Stops that Sell/Service Tires	1.4%
Company Outlet of Tire Mfr.	1.7%
Headquarters Office, Dept Store, Chain Store, etc.	2.1%
Others related to Tire Industry	2.7%

MAGAZINE/DIGITAL OVERLAP*



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

REACH DECISION MAKERS

98.3%

of total audience are managers and above



Modern Tire Dealer — Digital Engagement & Insights



JULY 2024 - JUNE 2025

NEWSLETTER REACH



37,110

AVERAGE TOTAL OPEN RATE



59.49%

AVERAGE TOTAL CTR



4.23%

	Deployment Average	Average Total Open Rate	Average Total CTR
CTD Online	6,504	64.04%	4.60%
Hotwire	15,695	55.63%	4.45%
Top News	14,911	58.80%	3.64%

JULY 2024 - JUNE 2025

AVERAGE MONTHLY
UNIQUE VISITORS



60,594

AVERAGE MONTHLY
SESSIONS



91,855

AVERAGE MONTHLY
PAGE VIEWS



164,353

AVERAGE MONTHLY VISITORS BY DEVICE

