



JANUARY-JUNE 2024

# AUDIENCE ENGAGEMENT REPORT



# Modern Tire Dealer – Magazine Audience



JANUARY-JUNE 2024

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

2024 Issues	Print	Digital	Both	Total Qualified
January 2024	20,080	1,767	13,153	35,000
February 2024	20,124	1,770	13,106	35,000
March 2024	20,194	1,771	13,035	35,000
April 2024	20,179	1,795	13,026	35,000
May 2024	19,808	1,876	13,316	35,000
June 2024	19,600	1,901	13,499	35,000
<b>Average Total Qualified Circulation</b>	<b>19,998</b>	<b>1,813</b>	<b>13,189</b>	<b>35,000</b>

## 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	33,693	96.3%	15,334	18,359
Truck stops that sell/service tires	288	0.8%	136	152
Company outlet of Tire Mfr	658	1.9%	73	585
Hdqtrs Offc, Dept Store, Chain Store, etc.	361	1.0%	115	246
<b>Total</b>	<b>35,000</b>	<b>100.0%</b>	<b>15,658</b>	<b>19,342</b>
<b>% of Total</b>			<b>44.7%</b>	<b>55.3%</b>

## UNITS

**78%**

of independent tire dealer subscribers are at a unique location.

## SELL TRUCK TIRES

**90%**

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. | June 2024 | Chris Messer, VP/Group Publisher - Vehicle Repair Group | Tracy Skallman, Audience Development Manager

# Modern Tire Dealer – Magazine Subscribers by State



JANUARY-JUNE 2024

## SUBSCRIBERS BY STATE STATE BREAKOUT OF MAGAZINE SUBSCRIBERS

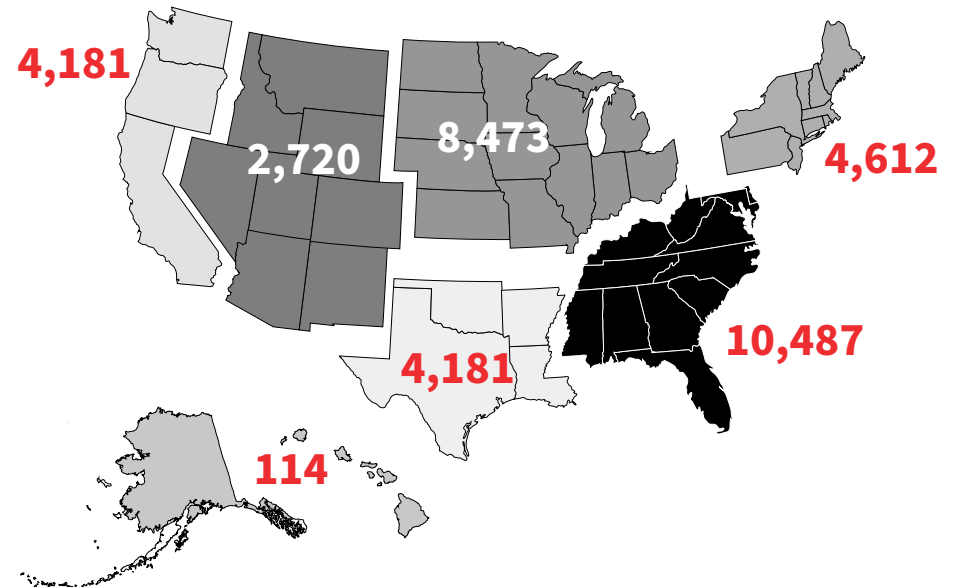
State	Total
Alabama	729
Arizona	631
Arkansas	407
California	3,202
Colorado	625
Connecticut	330
D. C.	9
Delaware	97
Florida	2,387
Georgia	1,527
Idaho	289
Illinois	1,192
Indiana	799
Iowa	574
Kansas	438
Kentucky	536
Louisiana	554
Maine	229
Maryland	575
Massachusetts	557
Michigan	933
Minnesota	617
Mississippi	345
Missouri	993
Montana	202
Nebraska	337
Nevada	244

State	Total
New Hampshire	258
New Jersey	647
New Mexico	228
New York	1,065
North Carolina	1,468
North Dakota	174
Ohio	1,623
Oklahoma	522
Oregon	423
Pennsylvania	1,351
Rhode Island	88
South Carolina	672
South Dakota	148
Tennessee	857
Texas	2,698
Utah	398
Vermont	87
Virginia	1,067
Washington	556
West Virginia	218
Wisconsin	645
Wyoming	103
<b>Total 48 Contiguous States</b>	<b>34,654</b>
Alaska	66
Hawaii	48
Possessions & Other Areas	6
<b>Total USA</b>	<b>34,774</b>

Circulation Outside the U.S.	Total
Total Canada	208
Total Mexico	18
Total Foreign	0
<b>Grand Total</b>	<b>35,000</b>

## SUBSCRIBERS BY REGION

U.S. REGION BREAKOUT OF MAGAZINE SUBSCRIBERS



# Modern Tire Dealer — Audience Engagement



JANUARY-JUNE 2024

## AVERAGE MONTHLY REACH



**165,400**

## MAGAZINE REACH



**35,000**

Modern Tire Dealer  
Magazine Subscribers

**175,000**

Modern Tire Dealer Magazine Reach  
with Pass Along Readership

## NEWSLETTER REACH

**52,200**

Modern Tire Dealer  
Newsletter Subscribers

## WEBSITE REACH

**60,400**

Average Monthly Sessions

**40,200**

Average Monthly Unique Visitors

## COMBINED SOCIAL REACH



**17,800**

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.

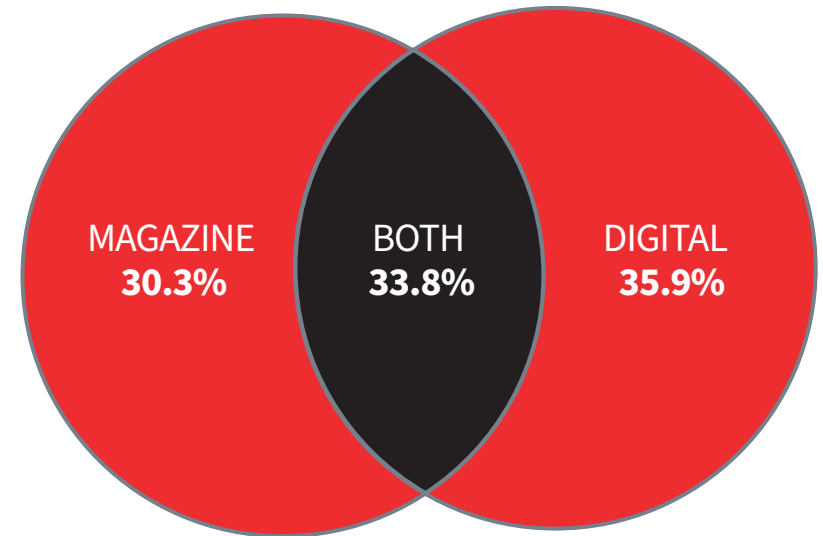
# Modern Tire Dealer — Total Audience Insights



JANUARY-JUNE 2024

Primary Business	%
Independent Tire Dealer	92.8%
Truck Stops that Sell/Service Tires	1.2%
Company Outlet of Tire Mfr.	1.7%
Headquarters Office, Dept Store, Chain Store, etc.	1.8%
Others related to Tire Industry	2.5%

## 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

**98.1%**

of total audience are managers and above



# Modern Tire Dealer — Digital Engagement & Insights



JANUARY-JUNE 2024

NEWSLETTER REACH



**52,219**

AVERAGE TOTAL OPEN RATE



**53.36%**

AVERAGE TOTAL CTR



**2.68%**

	Deployment Average	Average Total Open Rate	Average Total CTR
CTD Online	6,723	58.40%	3.66%
Hotwire	16,139	49.00%	3.33%
Product Preview	13,737	54.67%	1.41%
Top News	15,620	51.35%	2.31%

JANUARY-JUNE 2024

AVERAGE MONTHLY  
UNIQUE VISITORS



**40,200**

AVERAGE MONTHLY  
SESSIONS



**60,400**

AVERAGE MONTHLY  
PAGE VIEWS



**119,400**

AVERAGE MONTHLY VISITORS BY DEVICE

