

PROFESSIONAL  
DISTRIBUTOR

VEHICLE  
SERVICE  
PROS<sup>com</sup>

JULY 2024 - JUNE 2025

## AUDIENCE ENGAGEMENT REPORT



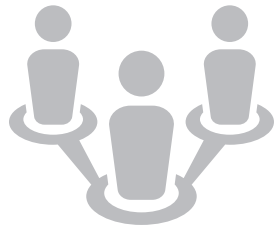
 ENDEAVOR  
BUSINESS MEDIA™

# Professional Distributor — Audience Engagement Report

PROFESSIONAL  
**DISTRIBUTOR**

JULY 2024 - JUNE 2025

*Professional Distributor* connects marketers with mobile tool dealers responsible for selling automotive tools and equipment by providing new product information and best practices to help them maximize sales and effectively run their businesses.



AVERAGE MONTHLY REACH

**41,100**



MAGAZINE REACH

**10,000**

PD Magazine Subscribers

TOTAL PROFESSIONAL DISTRIBUTOR  
NEWSLETTER REACH

**13,100**

PD Newsletter Reach

(See page 3 for individual newsletter breakout.)

WEBSITE REACH

**6,900**

Average Monthly Website Sessions  
for Distribution Channel

**5,300**

Average Monthly Unique Visitors  
for Distribution Channel

COMBINED SOCIAL REACH

**7,100**

EMAIL MARKETING REACH

**12,200**

PD Email Marketing List

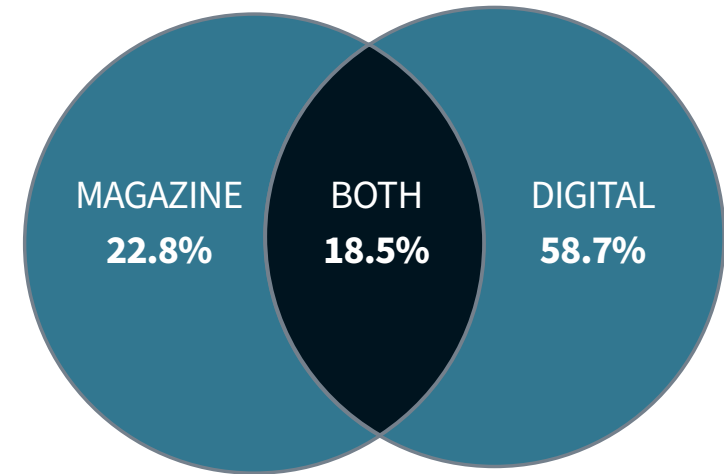
The Audience Engagement Report provides an integrated view of the Professional Distributor community. The data provided within is obtained via internal and third party sources, including Google Analytics and Omeda.

# Professional Distributor – Total Audience Insights

JULY 2024 - JUNE 2025

Industries Readers Call On	%
Independent Repair Shops	83.3%
Automotive Dealerships	74.4%
Body Shops	74.4%
Fleet Maintenance Facilities	67.8%
Franchises	58.9%
Oil & Lube Shops	48.9%
Motorcycle Repair	50.0%
Transit Maintenance Operations	35.6%
Marine/Boat Repair	36.7%
Agriculture/Farm	42.2%
Rental Shops	22.2%
Retail Chains	47.8%
Industrial / Manufacturing Facilities	25.6%
Airport Maintenance Facilities	18.9%
Other	11.1%

## MAGAZINE/ONLINE OVERLAP \*



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

Top Business Categories	%
Mobile Tool Dealers	54.20%
Parts Store Selling Tools	10.00%
Warehouse Distributor/Wholesale	17.40%

JULY 2024 - JUNE 2025

## PROFESSIONAL DISTRIBUTOR NEWSLETTERS

AVERAGE TOTAL NEWSLETTER  
REACH FOR PERIOD



**13,100**

AVERAGE TOTAL OPEN  
RATE FOR PERIOD



**47.29%**

AVERAGE TOTAL  
CTR FOR PERIOD



**2.50%**

	Deployment Average	Average Total Open Rate	Average Total CTR
Mobile Dealer News	7,429	40.81%	2.23%
PD Digital Edition	5,691	53.76%	2.76%
PTEN/PD Product Showcase	47,935	43.66%	0.92%

## PROFESSIONAL DISTRIBUTOR EMAIL MARKETING

EMAIL MARKETING LIST



**12,100**

AVERAGE TOTAL OPEN RATE



**42.65%**

JULY 2024 - JUNE 2025

## TOP TOPICS



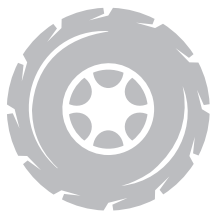
Truck Organization  
& Displays



Tradeshow Coverage



Sales Tips



Mobile Distributor Profiles



Latest Products

## TOP VIEWED ARTICLES\*

- ISN and National Oak Distributors agree to merge
- Show Me Your Truck: Ed and Maria Lee, Mac Tools
- Tool truck financing, is it paid for?
- Mac Tools distributors are kicking it into 'Overdrive' in 2025
- The tool truck evolution continues
- Cornwell Quality Tool distributors are 'Driving Forward' in 2025
- Show Me Your Truck: Scott Lucas, Cornwell Quality Tools
- Sales Tip: Try a collecting week
- A tool for the modern auto shop
- Photo Gallery: Matco Tools 2025 Expo

\* Top viewed articles from the Mobile Dealer News Newsletter

# Professional Distributor — Sworn Publisher's Statement



JULY 2024 - JUNE 2025

## QUALIFIED CIRCULATION BY ISSUE

Issues for Period	Total Qualified
July	10,000
September	10,000
October	10,000
December	10,000
March	10,000
April	10,000
May	10,000
June	10,000
<b>Average Total Qualified Circulation</b>	<b>10,000</b>

Primary Business	Total Qualified	% of Total
Mobile Tool Dealers	7,442	74.4%
Parts Store Selling Tools	2,558	25.6%
<b>Total</b>	<b>10,000</b>	<b>100.0%</b>

We hereby make an oath and say that all data set forth in this statement is true. | June 2025 | Chris Messer, Executive Vice President - Transportation | Debbie Dumke, Audience Development Manager

# Professional Distributor — Subscribers by State

JULY 2024 - JUNE 2025

## STATE BREAKOUT OF MAGAZINE SUBSCRIBERS

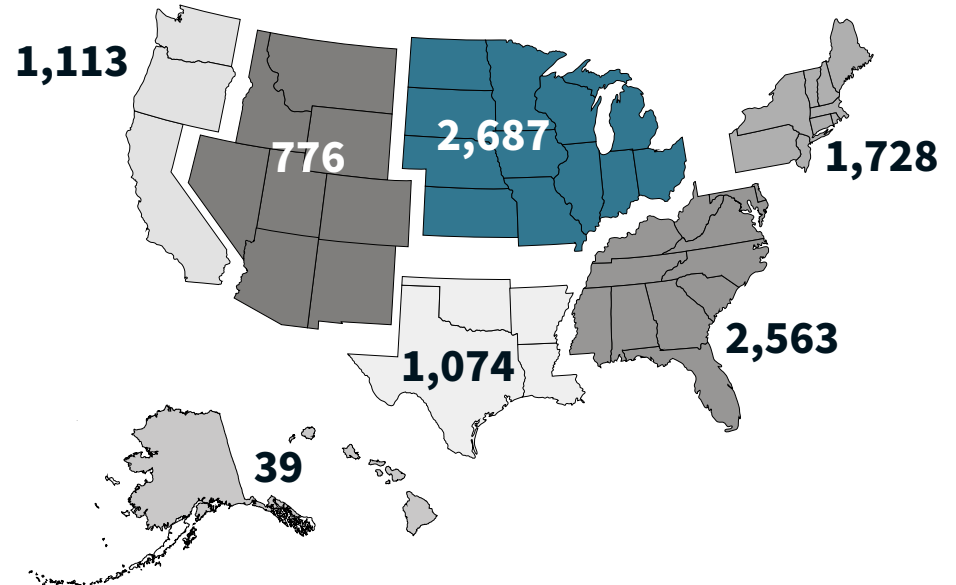
State	Total
Alabama	167
Arizona	169
Arkansas	116
California	809
Colorado	193
Connecticut	119
D. C.	1
Delaware	37
Florida	523
Georgia	293
Idaho	76
Illinois	363
Indiana	208
Iowa	201
Kansas	128
Kentucky	146
Louisiana	135
Maine	74
Maryland	193
Massachusetts	201
Michigan	325
Minnesota	223
Mississippi	91
Missouri	217
Montana	59
Nebraska	117
Nevada	77

State	Total
New Hampshire	82
New Jersey	219
New Mexico	62
New York	450
North Carolina	374
North Dakota	68
Ohio	462
Oklahoma	160
Oregon	121
Pennsylvania	520
Rhode Island	19
South Carolina	173
South Dakota	52
Tennessee	215
Texas	663
Utah	108
Vermont	44
Virginia	283
Washington	183
West Virginia	67
Wisconsin	323
Wyoming	32
<b>Total 48 Contiguous States</b>	<b>9,941</b>
Alaska	17
Hawaii	22
Possessions & Other Areas	20
<b>Total USA</b>	<b>10,000</b>

Circulation Outside the U.S.	Total
Total Canada	0
Total Mexico	0
Total Foreign	0
<b>Grand Total</b>	<b>10,000</b>

## SUBSCRIBERS BY REGION

U.S. REGION BREAKOUT OF MAGAZINE SUBSCRIBERS



JULY 2024 - JUNE 2025

AVERAGE MONTHLY  
UNIQUE VISITORS



**97,400**

AVERAGE MONTHLY  
SESSIONS



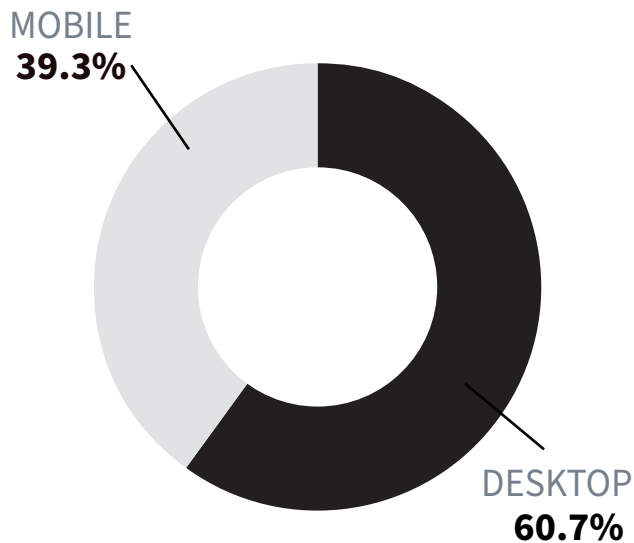
**124,100**

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