

PROFESSIONAL  
**DISTRIBUTOR**

**VEHICLE**  
**SERVICE**  
PROS<sup>com</sup>

JANUARY-JUNE 2024

## AUDIENCE ENGAGEMENT REPORT



 **ENDEAVOR**  
BUSINESS MEDIA™

# Professional Distributor — Audience Engagement Report

PROFESSIONAL  
DISTRIBUTOR

JANUARY-JUNE 2024

*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

**16,800**

PD Newsletter Reach

(See page 3 for individual newsletter breakout.)

WEBSITE REACH

**11,000**

Average Monthly Website Sessions for  
Distribution Channel

EMAIL MARKETING REACH

**9,400**

PD Email Marketing List

**5,100**

Average Monthly Unique Visitors for  
Distribution Channel

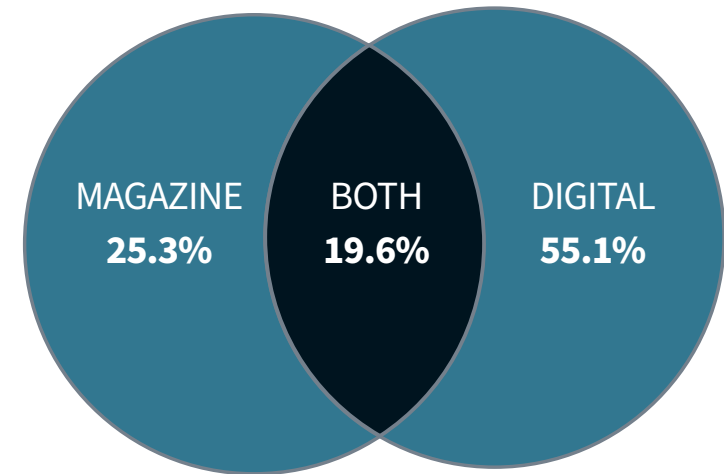
The Audience Engagement Report provides an integrated view of the Professional Distributor community. The data provided within is obtained via internal and third party sources, including Google Analytics and Omeda.

# Professional Distributor – Total Audience Insights

JANUARY-JUNE 2024

Industries Readers Call On	%
Independent Repair Shops	95.5%
Automotive Dealerships	89.4%
Body Shops	87.9%
Fleet Maintenance Facilities	81.8%
Franchises	72.7%
Oil & Lube Shops	71.2%
Motorcycle Repair	60.6%
Transit Maintenance Operations	50.0%
Marine/Boat Repair	50.0%
Agriculture/Farm	47.0%
Rental Shops	37.9%
Retail Chains	28.8%
Industrial / Manufacturing Facilities	28.8%
Airport Maintenance Facilities	28.8%
Other	4.6%

## 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	43.6%
Warehouse Distributor/Wholesale	20.2%
Parts Store Selling Tools	15.2%

JANUARY-JUNE 2024

## PROFESSIONAL DISTRIBUTOR NEWSLETTERS

AVERAGE TOTAL NEWSLETTER  
REACH FOR PERIOD



**16,800**

AVERAGE TOTAL OPEN  
RATE FOR PERIOD



**40.31%**

AVERAGE TOTAL  
CTR FOR PERIOD



**1.88%**

	Deployment Average	Average Total Open Rate	Average Total CTR
Mobile Dealer News	7,620	39.62%	1.73%
PD Digital Edition	9,199	47.49%	3.44%

## PROFESSIONAL DISTRIBUTOR EMAIL MARKETING

EMAIL MARKETING LIST



**9,400**

AVERAGE TOTAL OPEN RATE



**42.89%**

JANUARY-JUNE 2024

## TOP TOPICS



Truck Organization  
& Displays



Tradeshow Coverage



Sales Tips



Mobile Distributor Profiles



Latest Products

## TOP VIEWED ARTICLES\*

- Photo Gallery: Matco Tools Expo 2024
- Tales from the Road: Balancing work and life
- Gallery: 2024 Cornwell Tool Rally
- A tool truck for the modern distributor
- Show Me Your Truck: Staci Effertz, Mac Tools
- Blog: 4 tips for maintaining your tool truck
- Show Me Your Truck: Gary Granados, Cornwell Quality Tools
- How to move more inventory
- 2024 Cornwell Tool Rally celebrates its 105th anniversary
- Photo Gallery: Mac Tools Fair 2024

\* Top viewed articles from the Mobile Dealer News Newsletter



# Professional Distributor — Sworn Publisher's Statement



JANUARY-JUNE 2024

## QUALIFIED CIRCULATION BY ISSUE

2024 Issues	Total Qualified
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	7,471	74.7%
Parts Store Selling Tools	2,529	25.3%
<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 2024 | Chris Messer, VP/Group Publisher - Vehicle Repair Group | Debbie Dumke, Audience Development Manager

# Professional Distributor — Subscribers by State

JANUARY-JUNE 2024

## STATE BREAKOUT OF MAGAZINE SUBSCRIBERS

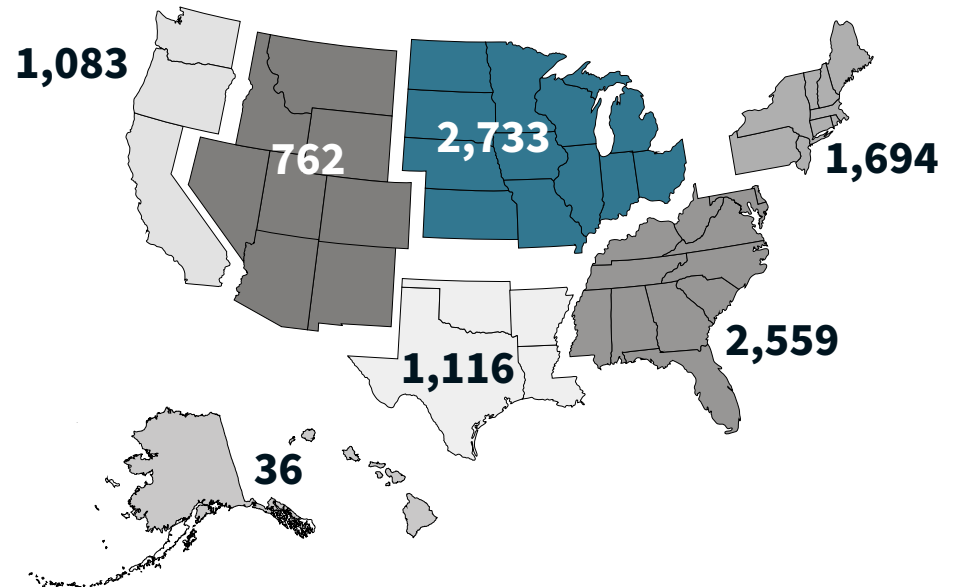
State	Total
Alabama	168
Arizona	175
Arkansas	126
California	788
Colorado	187
Connecticut	115
D. C.	1
Delaware	32
Florida	538
Georgia	289
Idaho	78
Illinois	382
Indiana	221
Iowa	207
Kansas	124
Kentucky	151
Louisiana	134
Maine	72
Maryland	183
Massachusetts	180
Michigan	328
Minnesota	224
Mississippi	88
Missouri	216
Montana	59
Nebraska	110
Nevada	64

State	Total
New Hampshire	83
New Jersey	226
New Mexico	60
New York	442
North Carolina	362
North Dakota	57
Ohio	478
Oklahoma	145
Oregon	116
Pennsylvania	514
Rhode Island	24
South Carolina	182
South Dakota	53
Tennessee	221
Texas	711
Utah	107
Vermont	38
Virginia	280
Washington	179
West Virginia	64
Wisconsin	333
Wyoming	32
<b>Total 48 Contiguous States</b>	<b>9,947</b>
Alaska	16
Hawaii	20
Possessions & Other Areas	17
<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



JANUARY-JUNE 2024

AVERAGE MONTHLY  
UNIQUE VISITORS



**100,500**

AVERAGE MONTHLY  
SESSIONS



**130,900**

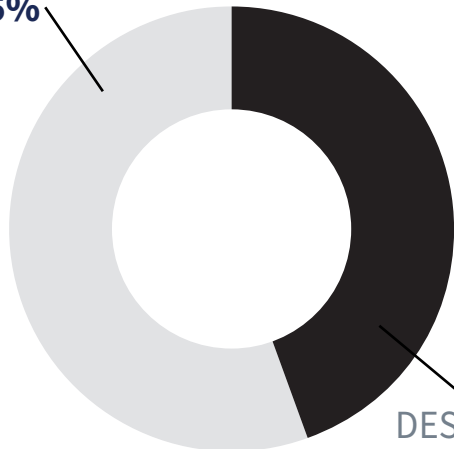
AVERAGE MONTHLY  
PAGE VIEWS



**247,900**

AVERAGE MONTHLY VISITORS BY DEVICE

MOBILE  
**55.5%**



DESKTOP  
**44.5%**

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