

## AUDIENCE ENGAGEMENT REPORT

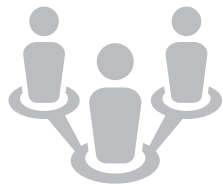


# Professional Tool & Equipment News – Audience Engagement Report



JULY 2024 - JUNE 2025

Professional Tool and Equipment News connects marketers to automotive repair shop owners and technicians seeking information about the latest tools and equipment to help increase productivity and maximize billable hours.



AVERAGE MONTHLY REACH

**418,900**



MAGAZINE REACH

**100,100**

PTEN Magazine Subscribers

**328,000**

PTEN Magazine Reach with Pass Along Readership

TOTAL PTEN NEWSLETTER REACH

**242,600**

PTEN Newsletter Reach  
(See page 3 for individual newsletter breakout.)

WEBSITE REACH

**60,100**

Average Monthly Sessions for Service Repair and Product Guide Channels

COMBINED SOCIAL REACH



**168,000**

EMAIL MARKETING REACH

**35,200**

PTEN Email Marketing List

**47,600**

Average Monthly Unique Visitors for Service Repair and Product Guide Channels

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

JULY 2024 - JUNE 2025

## SERVICE BAYS

1-3 Service Bays	34.1%
4-9 Service Bays	45.6%
10+ Service Bays	16.7%

## TECHNICIANS

1-4 Technicians	62.0%
5-9 Technicians	23.0%
10+ Technicians	12.0%

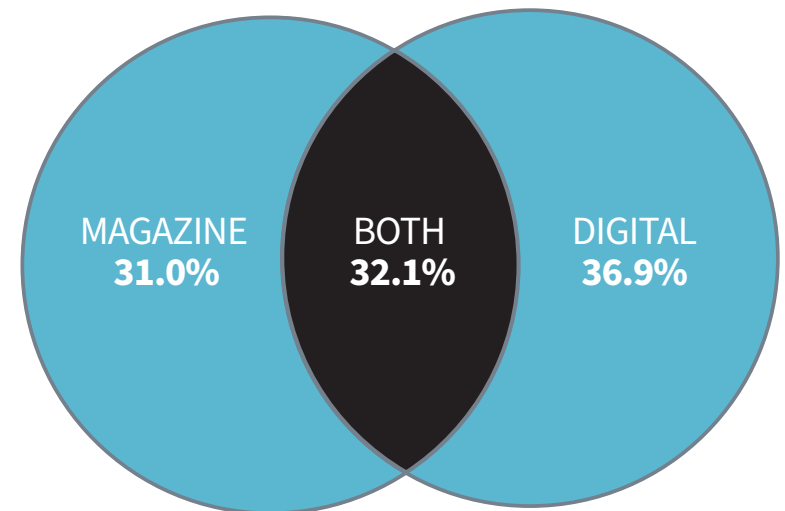
## PURCHASE INFLUENCE

Hand Tools and/or Specialty Tools	56.40%
Shop Equipment and/or Tool Storage	56.40%
Diagnostic Test Equipment	54.90%
Power Tools and/or Air Tools	54.20%
Lifts, Jacks, Stands	53.90%
Brake Service Tools and Equipment	53.50%
Engine Service Tools	52.80%
Electrical System Tools and/or Electrical Testers	49.60%
Tire/Wheel Tools and Equipment	49.40%
ADAS	5.40%

## TOP BUSINESS CATEGORIES

General Repair Shop	63.1%
Specialty Repair Shop	21.2%
New Car or Truck Dealership	4.9%

## MAGAZINE/DIGITAL OVERLAP



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

JULY 2024 - JUNE 2025

PTEN NEWSLETTERS

AVERAGE TOTAL NEWSLETTER REACH FOR PERIOD



242,600

AVERAGE TOTAL OPEN RATE FOR PERIOD



38.56%

AVERAGE TOTAL CTR FOR PERIOD



1.12%

	Deployment Average	Average Total Open Rate	Average Total CTR
PTEN News Update	37,589	35.93%	1.22%
Diagnostic and Repair Update	54,368	39.87%	1.26%
Autoplay	54,452	31.77%	0.72%
PTEN Digital Edition	49,888	41.57%	1.50%
PTEN/PD Product Showcase	46,262	43.66%	0.92%

PTEN EMAIL MARKETING

EMAIL MARKETING LIST



35,200

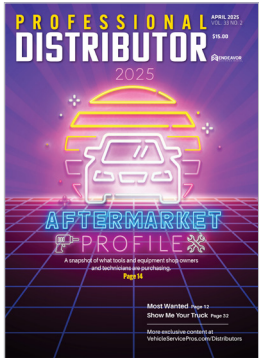
AVERAGE TOTAL OPEN RATE



39.09%

JULY 2024 - JUNE 2025

## SPECIAL FEATURES



Aftermarket Profile Report



Diagnostic Process Supplement



People's Choice Awards



Scan Tool Spec Guide



Innovation Awards

## TOP VIEWED ARTICLES\*

- Small improvements to make a big difference
- The electrified future of automotive maintenance
- Tool Review: VIM Tools 5-pc Flex Finger Plier Kit, No. FPK100
- Top 10 products of June 2025
- Up Close: TOPDON UltraDiag
- Tool Review: GEARWRENCH 82-pc 120XP Automotive Tool Set in Foam Storage Tray, No. GWMSMBS02
- Workplace burnout
- Tech Tip: Understanding ADAS
- Tool Review: Killer Tools Deluxe Vacuum Floor Puller, No. ART23DX
- Tool Review: OTC Cone Washer Removal Adapter, No. 5098

\* Top viewed articles from the PTEN Newsletters

JULY 2024 - JUNE 2025

## QUALIFIED CIRCULATION BY ISSUE

Month	Circulation
July	100,100
September	100,100
October	100,100
December	100,100
March	100,100
April	100,100
May	100,100
June	100,100

## TITLE

Title	Percentage
Owner / President / VP	64.2%
General Manager / Manager	28.2%
Technician / Mechanic	5.1%
Foreman	1.5%
Instructor	0.7%
Superintendent	0.3%

## SERVICE BAYS

Service Bays	Percentage
4-9 Service Bays	47.7%
1-3 Service Bays	31.0%
10+ Service Bays	17.8%
None/Unknown	3.4%

## PRIMARY BUSINESS

Business Type	Percentage
General Repair Shop (auto, service repair)	64.5%
Specialty Repair Shop	15.8%
New Car or Truck Dealership	7.0%
Gas/Service Repair Stations	4.3%
Other Vehicle Repair Facility	3.5%
Collision Repair Shop	3.3%
Educational Facility	0.8%
Mass Merchants Performing Vehicle Repair Service	0.4%
Import Specialist	0.4%

## TECHNICIANS

Technician Count	Percentage
1-4 Technicians	59.1%
5-9 Technicians	25.3%
10+ Technicians	12.7%
None/Unknown	2.9%

JULY 2024 - JUNE 2025

## STATE BREAKOUT OF MAGAZINE SUBSCRIBERS

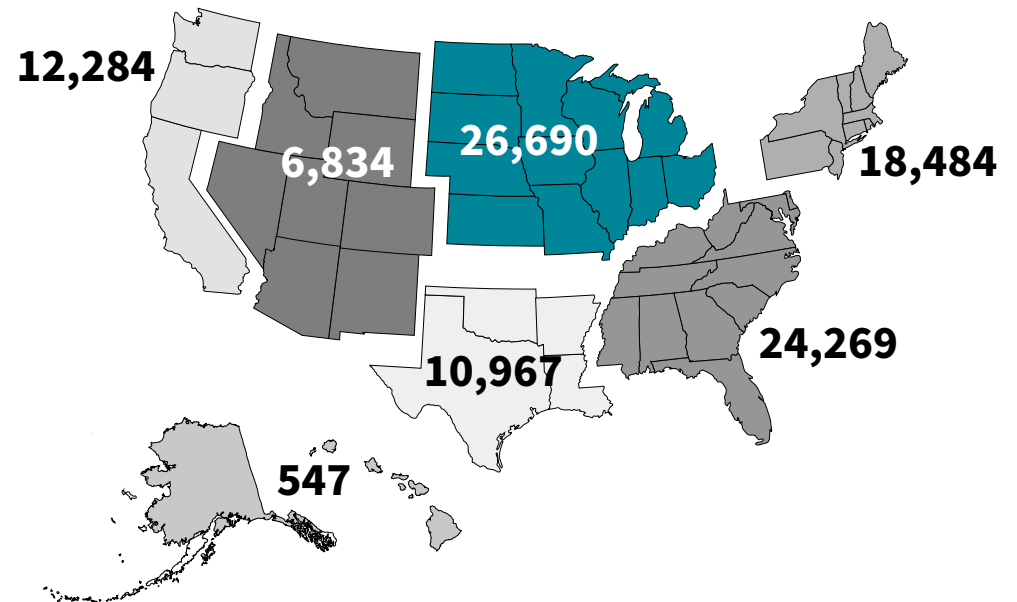
State	Total
Alabama	1,552
Arizona	1,486
Arkansas	945
California	9,081
Colorado	1,783
Connecticut	1,404
D. C.	42
Delaware	272
Florida	5,288
Georgia	3,043
Idaho	640
Illinois	4,446
Indiana	2,110
Iowa	1,557
Kansas	1,312
Kentucky	1,257
Louisiana	1,572
Maine	689
Maryland	2,052
Massachusetts	2,423
Michigan	3,451
Minnesota	2,381
Mississippi	593
Missouri	2,465
Montana	548
Nebraska	1,019
Nevada	584

State	Total
New Hampshire	712
New Jersey	2,610
New Mexico	592
New York	4,242
North Carolina	3,272
North Dakota	524
Ohio	4,180
Oklahoma	1,396
Oregon	1,315
Pennsylvania	5,704
Rhode Island	357
South Carolina	1,548
South Dakota	522
Tennessee	2,140
Texas	7,054
Utah	910
Vermont	343
Virginia	2,682
Washington	1,888
West Virginia	528
Wisconsin	2,723
Wyoming	291
<b>Total 48 Contiguous States</b>	<b>99,528</b>
Alaska	229
Hawaii	318
Possessions & Other Areas	25
<b>Total USA</b>	<b>100,100</b>

Circulation Outside the U.S.	Total
Total Canada	0
Total Mexico	0
Total Foreign	0
<b>Grand Total</b>	<b>100,100</b>

## SUBSCRIBERS BY REGION

U.S. REGION BREAKOUT OF MAGAZINE SUBSCRIBERS



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

JULY 2024 - JUNE 2025

AVERAGE MONTHLY  
UNIQUE VISITORS



**97,400**

AVERAGE MONTHLY  
SESSIONS



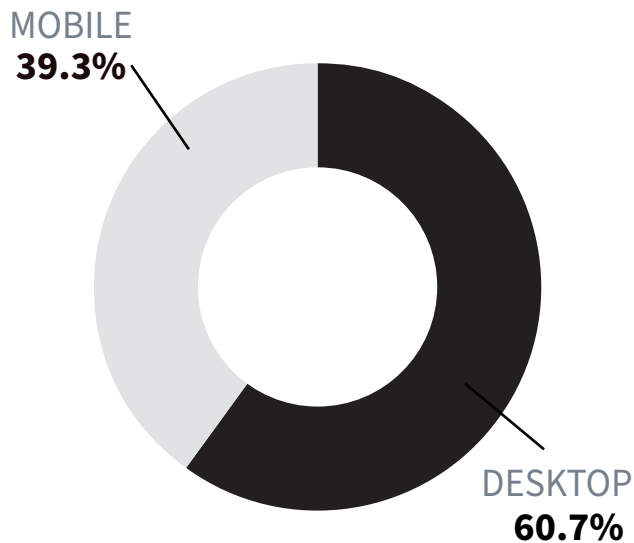
**124,100**

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