

AUDIENCE ENGAGEMENT REPORT



Professional Tool & Equipment News – Audience Engagement Report



JANUARY-JUNE 2024

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

421,100



MAGAZINE REACH

100,100

PTEN Magazine Subscribers

328,000

PTEN Magazine Reach with
Pass Along Readership

TOTAL PTEN NEWSLETTER REACH

211,900

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

WEBSITE REACH

94,600

Average Monthly Sessions for Service
Repair and Product Guide Channels

COMBINED SOCIAL REACH



14,800

EMAIL MARKETING REACH

39,800

PTEN Email Marketing List

62,900

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.

JANUARY-JUNE 2024

SERVICE BAYS

1-3 Service Bays	33.6%
4-9 Service Bays	46.4%
10+ Service Bays	16.7%

TECHNICIANS

1-4 Technicians	63.0%
5-9 Technicians	22.8%
10+ Technicians	11.5%

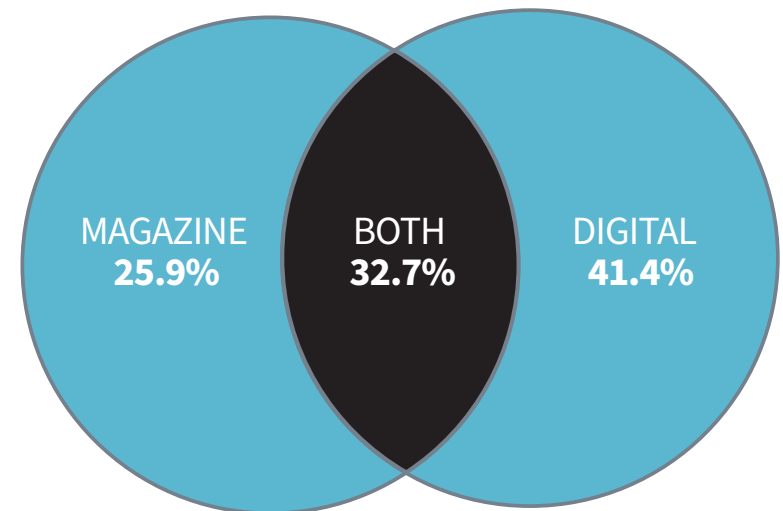
PURCHASE INFLUENCE

Hand Tools and/or Specialty Tools	90.0%
Power Tools and/or Air Tools	86.6%
Shop Equipment and/or Tool Storage	85.9%
Lifts, Jacks, Stands	86.0%
Diagnostic Test Equipment	86.3%
Electrical System Tools and/or Electrical Testers	84.7%
Engine Service Tools	84.3%
Brake Service Tools and Equipment	84.3%
Tire/Wheel Tools and Equipment	79.2%
ADAS	6.5%

TOP BUSINESS CATEGORIES

General Repair Shop	64.5%
Specialty Repair Shop	21.3%
New Car or Truck Dealership	4.4%

MAGAZINE/DIGITAL OVERLAP



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

JANUARY-JUNE 2024

PTEN NEWSLETTERS

AVERAGE TOTAL NEWSLETTER REACH FOR PERIOD



211,900

AVERAGE TOTAL OPEN RATE FOR PERIOD



36.33%

AVERAGE TOTAL CTR FOR PERIOD



1.10%

	Deployment Average	Average Total Open Rate	Average Total CTR
PTEN News Update	45,669	35.92%	1.02%
Diagnostic and Repair Update	57,786	41.77%	1.64%
Autoplay	56,132	32.97%	0.81%
PTEN Digital Edition	52,350	38.09%	1.92%

PTEN EMAIL MARKETING

EMAIL MARKETING LIST



39,800

AVERAGE TOTAL OPEN RATE



35.47%

JANUARY-JUNE 2024

SPECIAL FEATURES



Aftermarket Profile Report



Scan Tool Spec Guide



People's Choice Awards



Diagnostic Process Supplement



Innovation Awards

TOP VIEWED ARTICLES*

- The everything toolbox
- Top 5 most popular Big-Time Boxes of 2023
- 10 new tire and wheel service tools for auto techs
- Big-Time Boxes, Gerald Dahlin, Snap-on
- OEM vs. aftermarket scan tools
- 10 new battery and electrical service tools for auto techs
- A versatile workspace
- Big Time Boxes: Chris Enright, Snap-on
- Tool Review: Tool Aid Sharktooth Sway Bar Pliers, No. 13570
- Tool Review: Electronic Specialties Relay Fuse Buddy

* Top viewed articles from the PTEN Newsletters

JANUARY-JUNE 2024

QUALIFIED CIRCULATION BY ISSUE

Month	Circulation
March	100,100
April	100,100
May	100,100
June	100,100

TITLE

Title	Percentage
Owner / President / VP	65.5%
General Manager / Manager	26.9%
Foreman	1.5%
Superintendent	0.4%
Instructor	0.6%
Technician / Mechanic	5.1%

SERVICE BAYS

Service Bays	Percentage
1-3 Service Bays	31.0%
4-9 Service Bays	47.7%
10+ Service Bays	18.0%
None	3.3%

PERSONAL DIRECT REQUEST

100%

of magazine readers have personally requested to receive the magazine.

PRIMARY BUSINESS

Business Type	Percentage
General Repair Shop (auto, service repair)	66.2%
Gas/Service Repair Stations	4.8%
Specialty Repair Shop	13.7%
New Car or Truck Dealership	7.2%
Import Specialist	0.4%
Mass Merchants Performing Vehicle Repair Service	0.4%
Body Shop & General Vehicle Repair Service	3.4%
Other Vehicle Repair Facility	3.1%
Educational Facility	0.7%

TECHNICIANS

Technician Count	Percentage
1-4 Technicians	59.9%
5-9 Technicians	24.6%
10+ Technicians	12.6%
None	2.8%

JANUARY-JUNE 2024

STATE BREAKOUT OF MAGAZINE SUBSCRIBERS

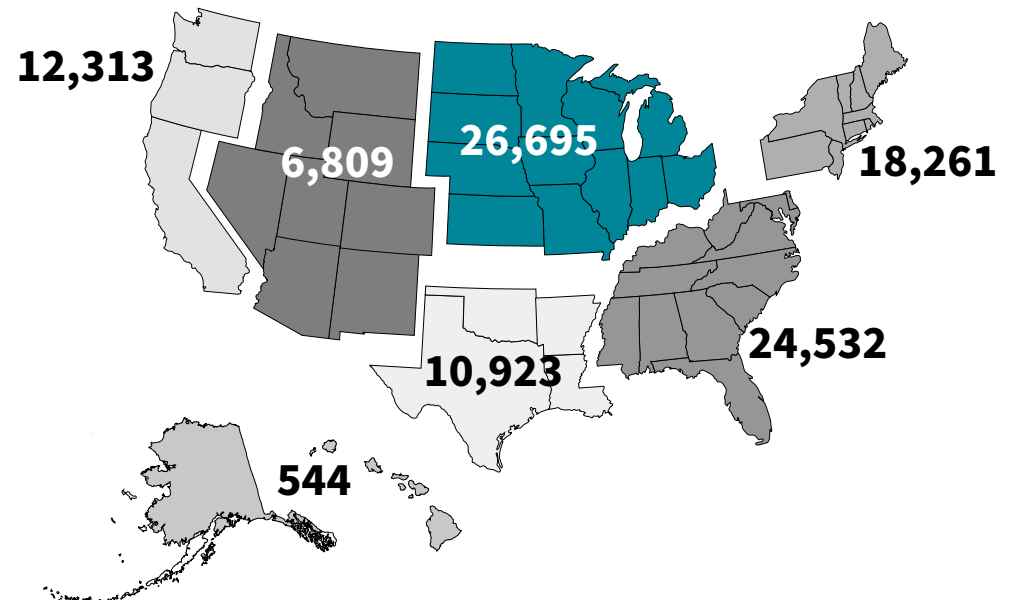
State	Total
Alabama	1,590
Arizona	1,524
Arkansas	949
California	9,113
Colorado	1,763
Connecticut	1,418
D. C.	41
Delaware	278
Florida	5,306
Georgia	3,057
Idaho	609
Illinois	4,312
Indiana	2,108
Iowa	1,561
Kansas	1,324
Kentucky	1,313
Louisiana	1,584
Maine	710
Maryland	2,049
Massachusetts	2,407
Michigan	3,486
Minnesota	2,420
Mississippi	509
Missouri	2,419
Montana	575
Nebraska	1,039
Nevada	585

State	Total
New Hampshire	736
New Jersey	2,605
New Mexico	589
New York	3,951
North Carolina	3,347
North Dakota	520
Ohio	4,216
Oklahoma	1,398
Oregon	1,326
Pennsylvania	5,728
Rhode Island	365
South Carolina	1,598
South Dakota	510
Tennessee	2,161
Texas	6,992
Utah	876
Vermont	341
Virginia	2,748
Washington	1,874
West Virginia	535
Wisconsin	2,780
Wyoming	288
Total 48 Contiguous States	99,533
Alaska	228
Hawaii	316
Possessions & Other Areas	23
Total USA	100,100

Circulation Outside the U.S.	Total
Total Canada	0
Total Mexico	0
Total Foreign	0
Grand Total	100,100

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

JANUARY-JUNE 2024

AVERAGE MONTHLY
UNIQUE VISITORS



100,500

AVERAGE MONTHLY
SESSIONS



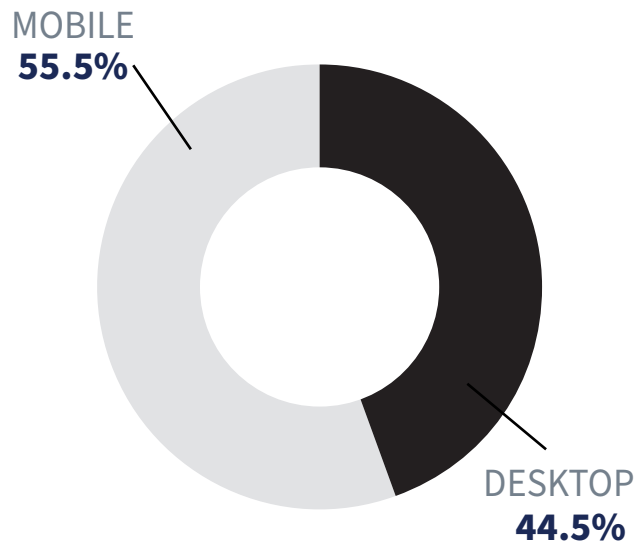
130,900

AVERAGE MONTHLY
PAGE VIEWS



247,900

AVERAGE MONTHLY VISITORS BY DEVICE



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