

**RATCHET  
+WRENCH™**

JULY 2024 - JUNE 2025

## AUDIENCE ENGAGEMENT REPORT



**ENDEAVOR**  
BUSINESS MEDIA™

# Ratchet+Wrench — Audience Engagement Report



JULY 2024 - JUNE 2025

Ratchet+Wrench is the resource for auto care and service center owners, operators, and managers to lead cutting-edge operations. It equips readers with the most progressive shop management strategies, tactics, and tools for future success through stories from real industry professionals and experts on issues that matter most to the automotive aftermarket.



AVERAGE MONTHLY REACH

**181,000**



MAGAZINE REACH

**91,000**

Ratchet+Wrench Magazine Subscribers

**246,500**

Ratchet+Wrench Magazine Reach  
Including Pass Along Readership

TOTAL RATCHET+WRENCH  
NEWSLETTER REACH

**58,000**

Ratchet+Wrench Newsletter Reach

EMAIL MARKETING REACH

**21,100**

RW Email Marketing List

WEBSITE REACH

**20,500**

Average Monthly Sessions

**13,500**

Average Monthly Unique Visitors

**33,900**

Average Monthly Page Views

COMBINED SOCIAL REACH



**11,500**

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

# Ratchet+Wrench – Total Audience Insights

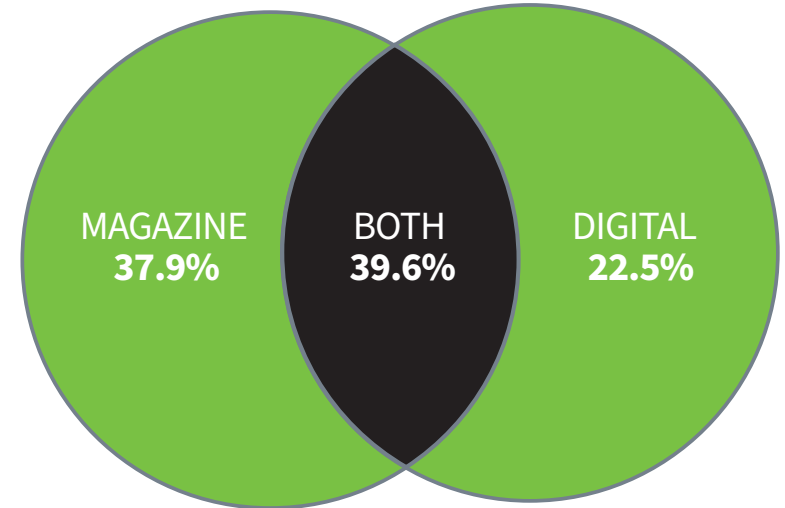


JULY 2024 - JUNE 2025

| Decision Maker                           | %      |
|--|--------|
| Owner/Partner/Pres/VP                    | 76.10% |
| Mgr/Shop Mgr/GM/Dir/Admin/Service Writer | 22.01% |
| Shop Foreman/Shop Supervisor             | 1.22%  |
| Other                                    | 0.67%  |

| Primary Business                                       | %      |
|--|--------|
| Independent/Franchise Automotive General Repair Shop   | 74.87% |
| Independent/Franchise Automotive Specialty Repair Shop | 19.82% |
| Used Vehicle Dealer with Automotive Repair Shop        | 4.36%  |
| Other  | 0.95%  |

## 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

## RATCHET+WRENCH NEWSLETTERS

TOTAL NEWSLETTER REACH FOR PERIOD



**57,988**

AVERAGE TOTAL OPEN RATE FOR PERIOD



**43.40%**

AVERAGE TOTAL CTR FOR PERIOD



**1.11%**

|                              | Average Monthly Reach | Average Total Open Rate | Average Total CTR |
|------------------------------|-----------------------|-------------------------|-------------------|
| RW Insider                   | 29,785                | 40.06%                  | 0.88%             |
| This Month in Ratchet+Wrench | 28,203                | 46.74%                  | 1.33%             |

## RATCHET+WRENCH EMAIL MARKETING

EMAIL MARKETING LIST



**21,080**

AVERAGE TOTAL OPEN RATE



**39.92%**

JULY 2024 - JUNE 2025

## TOP TOPICS



KPI



Leadership



Operations

## TOP VIEWED ARTICLES\*

- Every Minute Counts (KPI)
- Four-Day Workweek (Operations)
- Tariffs Are Coming: How Will Shops Be Impacted? (Operations)
- Strengthen Your Leadership Muscles: 12 Must-Read Books to Fuel Success in 2025 (Leadership)
- 3 Ways to Come Back When Another Shop Recruits Your Tech (Leadership)
- Shop View: Ferber’s Tire & Auto Service (Profiles)
- Dutch: Labor Rates, the Other Side of the Coin (KPI)
- Numbers: How Does your Shop Compare in Annual Revenue, Gross, and Net Profits? (KPI)
- Fire Your Customers (Customer Service)
- Starting with the Exit Strategy (Operations)

## WEBINAR - ENGAGEMENT

|  | Average |
|--|---------|
| Estimated registrants from typical webinar | 101     |
| Median Attendee Conversion Rate            | 28.0%   |
| Total webinar registrants YTD              | 587     |

## TOP WEBINARS

- Thrive in any Economy with Effective Auto Shop Marketing
- Driving Success: Mid-Year Trends and Best Practices for Automotive Shop Management
- Behind the Stars: A Deep Dive into Collecting Customer Feedback
- Master Your Shop Marketing
- From Delay to Success: Empowering Customers through Deferred Services

\* Top viewed articles from the Ratchet+Wrench Newsletters

# Ratchet+Wrench – Magazine Audience



JULY 2024 - JUNE 2025

## QUALIFIED CIRCULATION BY ISSUE

| Issues for Period                          | Print         |
|--|---------------|
| July                                       | 91,000        |
| August                                     | 91,000        |
| September                                  | 91,000        |
| October                                    | 91,000        |
| November                                   | 91,000        |
| December                                   | 91,000        |
| January                                    | 91,000        |
| February                                   | 91,000        |
| March                                      | 91,000        |
| April                                      | 91,000        |
| May  | 91,000        |
| June                                       | 91,000        |
| <b>Average Total Qualified Circulation</b> | <b>91,000</b> |

| PRIMARY BUSINESS                                       | Grand Total   | % of Total    | Owner / Partner / President / VP / Other Officials | Manager / Service Manager / Shop Manager / General Manager / Service Writer / Director / Administrator | Shop Foreman / Shop Supervisor |
|--|---------------|---------------|--|--|--------------------------------|
| Independent/Franchise Automotive General Repair Shop   | 69,147        | 76.0%         | 52,141   | 16,404   | 602                            |
| Independent/Franchise Automotive Specialty Repair Shop | 18,081        | 19.9%         | 13,521   | 4,415  | 145                            |
| Used Vehicle Dealer with Automotive Repair Shop        | 3,772         | 4.1%          | 2,156  | 1,558  | 58                             |
| <b>Total</b>   | <b>91,000</b> | <b>100.0%</b> | <b>67,818</b>                                      | <b>22,377</b>  | <b>805</b>                     |
| <b>% of Total</b>                                      |               |               | <b>74.5%</b>                                       | <b>24.6%</b>   | <b>0.9%</b>                    |

We hereby make oath and say that all data set forth in this statement are true. | June 2025 | Chris Messer, VP/Group Publisher - Vehicle Repair Group | Debbie Dumke, Audience Development Manager

# Ratchet+Wrench — Magazine Audience by State

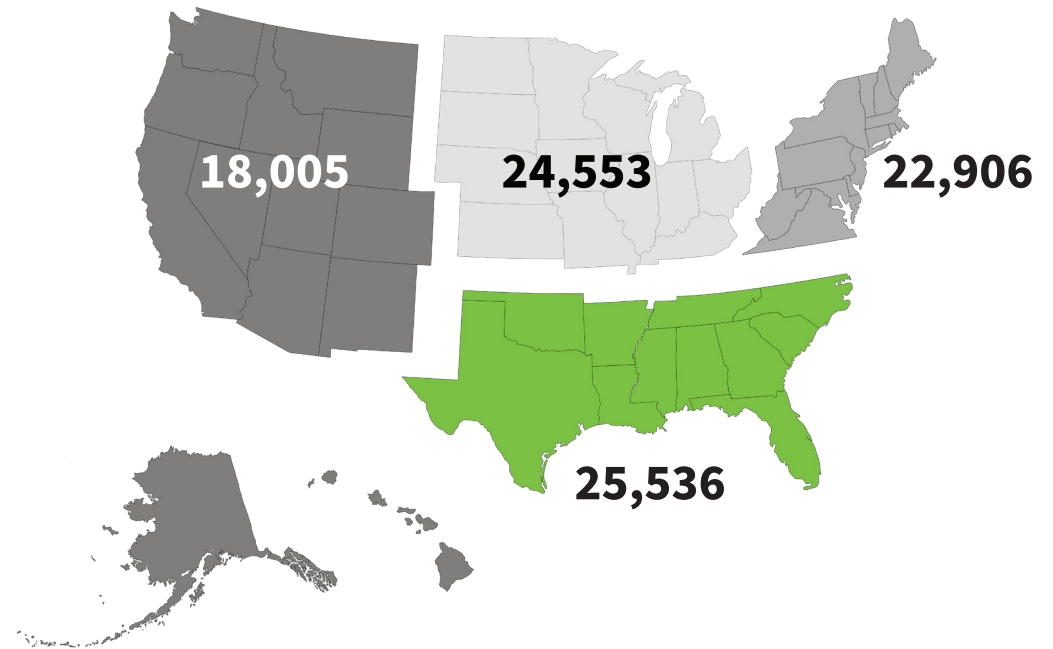
JULY 2024 - JUNE 2025

| State         | Total |
|---------------|-------|
| Alabama       | 1,319 |
| Alaska        | 165   |
| Arizona       | 1,329 |
| Arkansas      | 783   |
| California    | 8,389 |
| Colorado      | 1,696 |
| Connecticut   | 1,333 |
| D. C.         | 28    |
| Delaware      | 253   |
| Florida       | 4,957 |
| Georgia       | 2,769 |
| Hawaii        | 177   |
| Idaho         | 619   |
| Illinois      | 3,909 |
| Indiana       | 2,013 |
| Iowa          | 1,357 |
| Kansas        | 1,158 |
| Kentucky      | 1,112 |
| Louisiana     | 1,062 |
| Maine         | 609   |
| Maryland      | 1,828 |
| Massachusetts | 2,226 |
| Michigan      | 3,024 |
| Minnesota     | 2,016 |
| Mississippi   | 735   |
| Missouri      | 2,338 |
| Montana       | 465   |
| Nebraska      | 809   |
| Nevada        | 567   |

| State              | Total         |
|--------------------|---------------|
| New Hampshire      | 717           |
| New Jersey         | 2,461         |
| New Mexico         | 560           |
| New York           | 4,743         |
| North Carolina     | 3,156         |
| North Dakota       | 399           |
| Ohio               | 3,714         |
| Oklahoma           | 1,096         |
| Oregon             | 1,255         |
| Pennsylvania       | 5,180         |
| Rhode Island       | 362           |
| South Carolina     | 1,399         |
| South Dakota       | 386           |
| Tennessee          | 1,837         |
| Texas              | 6,423         |
| Utah               | 794           |
| Vermont            | 313           |
| Virginia           | 2,369         |
| Washington         | 1,735         |
| West Virginia      | 484           |
| Wisconsin          | 2,318         |
| Wyoming            | 254           |
| <b>Total</b>       | <b>91,000</b> |
| Northeast Total    | 22,906        |
| Midwest Total      | 24,553        |
| South Total        | 25,536        |
| West Total         | 18,005        |
| <b>Grand Total</b> | <b>91,000</b> |

## SUBSCRIBERS BY REGION

U.S. REGION BREAKOUT OF MAGAZINE SUBSCRIBERS



JULY 2024 - JUNE 2025

AVERAGE MONTHLY  
UNIQUE VISITORS



**13,500**

AVERAGE MONTHLY  
SESSIONS



**20,500**

AVERAGE MONTHLY  
PAGE VIEWS



**33,900**

AVERAGE MONTHLY VISITORS BY DEVICE

