

**RATCHET
+WRENCH™**

JANUARY-JUNE 2024

AUDIENCE ENGAGEMENT REPORT



ENDEAVOR
BUSINESS MEDIA™

Ratchet+Wrench — Audience Engagement Report



JANUARY-JUNE 2024

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

177,800



MAGAZINE REACH

91,000

Ratchet+Wrench Magazine Subscribers

246,500

Ratchet+Wrench Magazine Reach
Including Pass Along Readership

TOTAL RATCHET+WRENCH
NEWSLETTER REACH

56,200

Ratchet+Wrench Newsletter Reach

EMAIL MARKETING REACH

15,600

RW Email Marketing List

WEBSITE REACH

19,900

Average Monthly Sessions

12,000

Average Monthly Unique Visitors

35,600

Average Monthly Page Views

COMBINED SOCIAL REACH



10,700

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

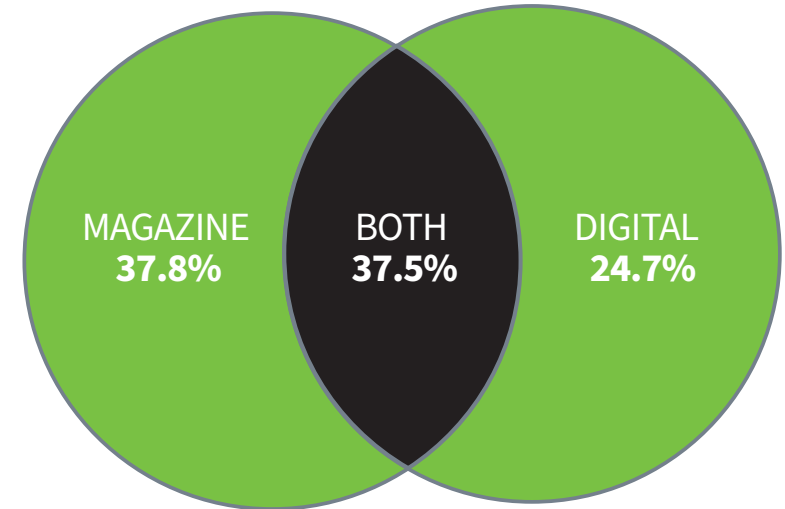


JANUARY-JUNE 2024

Decision Maker	%
Owner/Partner/Pres/VP	77.0%
Mgr/Shop Mgr/GM/Dir/Admin/Service Writer	21.4%
Shop Foreman/Shop Supervisor	1.0%
Other	0.6%

Primary Business	%
Independent/Franchise Automotive General Repair Shop	75.2%
Independent/Franchise Automotive Specialty Repair Shop	19.5%
Used Vehicle Dealer with Automotive Repair Shop	4.4%
Other	0.9%

MAGAZINE/DIGITAL OVERLAP*



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

JANUARY-JUNE 2024

RATCHET+WRENCH NEWSLETTERS

TOTAL NEWSLETTER REACH FOR PERIOD



56,200

AVERAGE TOTAL OPEN RATE FOR PERIOD



42.37%

AVERAGE TOTAL CTR FOR PERIOD



1.18%

	Average Monthly Reach	Average Total Open Rate	Average Total CTR
RW Insider	27,511	39.68%	1.04%
This Month in Ratchet+Wrench	28,642	45.05%	1.31%

RATCHET+WRENCH EMAIL MARKETING

EMAIL MARKETING LIST



15,600

AVERAGE TOTAL OPEN RATE



47.12%

JANUARY-JUNE 2024

TOP TOPICS



ADAS



Right to Repair



Repair Specialization



Hiring and Retention

TOP VIEWED ARTICLES*

- Silverstein: Maximizing Yield: The 300% Rule
- Numbers: How Auto Repair Shops Pay Technicians
- Podcast: Deconstructing Technician Pay Plans
- Numbers: Under the Hood
- Beat the Dealer
- The Increasing Disappearance of State Safety Inspections
- You Don't Know What You Don't Know
- The SOP: How to Fire an Underperforming Employee
- Bennett: Build a Better Shop: The Power of Covey's 7 Habits
- Silverstein: Do Your Words Confuse Your Customers?

WEBINAR - ENGAGEMENT

	Average
Estimated registrants from typical webinar	112
Median Attendee Conversion Rate	31.6%
Total webinar registrants YTD	749

TOP WEBINARS OF 2024

- 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
- Driving Transformation: The Role of AI in Automotive Marketing and Communication

* Top viewed articles from the Ratchet+Wrench Newsletters

Ratchet+Wrench – Magazine Audience



JANUARY-JUNE 2024

QUALIFIED CIRCULATION BY ISSUE

2024 Issues	Total Qualified
January	91,000
February	91,000
March	91,000
April	91,000
May	91,000
June	91,000
Average Total Qualified Circulation	91,000

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	71,130	78.2%	54,926	15,749	455
Independent/Franchise Automotive Specialty Repair Shop	16,784	18.4%	12,654	4,043	87
Used Vehicle Dealer with Automotive Repair Shop	3,086	3.4%	1,854	1,188	44
Total	91,000	100.0%	69,434	20,980	586
% of Total			76.3%	23.1%	0.6%

We hereby make oath and say that all data set forth in this statement are true. | June 2024 | Chris Messer, VP/Group Publisher - Vehicle Repair Group | Debbie Dumke, Audience Development Manager

Ratchet+Wrench — Magazine Audience by State

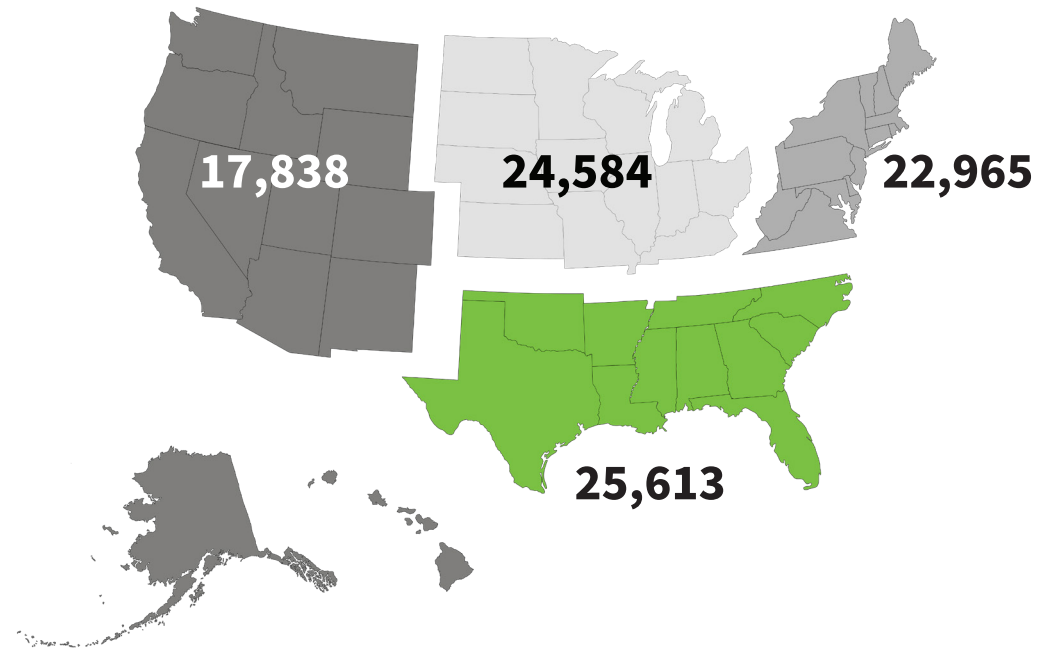
JANUARY-JUNE 2024

State	Total
Alabama	1,366
Alaska	161
Arizona	1,299
Arkansas	810
California	8,418
Colorado	1,659
Connecticut	1,294
D. C.	25
Delaware	245
Florida	5,010
Georgia	2,811
Hawaii	161
Idaho	613
Illinois	3,847
Indiana	2,062
Iowa	1,340
Kansas	1,180
Kentucky	1,178
Louisiana	945
Maine	614
Maryland	1,830
Massachusetts	2,225
Michigan	3,010
Minnesota	1,995
Mississippi	750
Missouri	2,354
Montana	473
Nebraska	784
Nevada	557

State	Total
New Hampshire	701
New Jersey	2,399
New Mexico	558
New York	4,808
North Carolina	3,213
North Dakota	408
Ohio	3,752
Oklahoma	1,048
Oregon	1,252
Pennsylvania	5,252
Rhode Island	376
South Carolina	1,433
South Dakota	380
Tennessee	1,830
Texas	6,397
Utah	753
Vermont	325
Virginia	2,371
Washington	1,692
West Virginia	500
Wisconsin	2,294
Wyoming	242
Total	91,000
Northeast Total	22,965
Midwest Total	24,584
South Total	25,613
West Total	17,838
Grand Total	91,000

SUBSCRIBERS BY REGION

U.S. REGION BREAKOUT OF MAGAZINE SUBSCRIBERS



JANUARY-JUNE 2024

AVERAGE MONTHLY
UNIQUE VISITORS



12,000

AVERAGE MONTHLY
SESSIONS



19,900

AVERAGE MONTHLY
PAGE VIEWS



35,600

AVERAGE MONTHLY VISITORS BY DEVICE

