

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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F & I AND SHOWROOM is the new car & truck dealer industry's resource for the latest news, industry data, best practices and sales tips covering automotive finance, insurance, aftermarket products and special finance. The brand content and editorial scope targets all decision makers at new car & truck dealerships including dealer principals, owners, general managers and senior finance departments.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

F & I AND SHOWROOM MAGAZINE



6 Issues in the period
25,008 average circulation

F & I AND SHOWROOM E-NEWSLETTER



25 issued in the period
17,569 average per occurrence

F & I AND SHOWROOM WEBSITE



33,626 average users

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
F & I AND SHOWROOM MAGAZINE Unique Total* (6 issues in the period)	25,005	3	25,008
a. Print	24,449	3	24,452
b. Digital	3,685	2	3,687
1. Requested	3,181	2	3,183
2. Non-Requested	504	-	504
F & I AND SHOWROOM E-NEWSLETTER (25 issued in the period)	17,569	-	17,569
F & I AND SHOWROOM WEBSITE (Monthly Users with 86,505 average Pageviews)	33,626	-	33,626

*Unique Total represents unique recipients, not the sum of Print and Digital.

FIELD SERVED

F & I AND SHOWROOM serves New Car and/or Truck Dealers. Also served are Used Car and/or Truck Dealers, Captive (Factory), Independent F & I Suppliers, Independent F & I Agents and others allied to the field.

DEFINITION OF RECIPIENTS QUALIFICATION

Qualified recipients include Dealership Principals, Owners, President, F&I Managers, Financial Directors, Vice Presidents, General Managers, Other Corporate Officers, Controllers, Business Managers, Operations Managers, Service Managers, Other Department Managers/Directors, GSM/Sales Managers, Internet Managers, and other titled personnel in the field served.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	5
Advertiser and Agency	556
Allocated for Trade Shows and Conventions	-
All Other	880
TOTAL	1,441

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	25,008	100.0	25,005	100.0	3	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,008	100.0	25,005	100.0	3	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Unique Total Qualified*
July	24,267	4,174	25,009
August	24,367	3,856	25,004
September	24,377	3,795	25,007
October	24,512	3,616	25,011
November	24,595	3,350	25,010
December	24,589	3,329	25,002

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017

This issue is -% or 3 copies above the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print	Digital	Dealership Principals/ Owners/ President	Vice President/ General Manager/ Other Corporate Officer/ Controller	GSM/Sales Manager/ Internet Manager	F&I Manager or Financial Director	Business or Operations Manager/Service Manager/ Other Department Manager/Director	Others related to the trade
New Car and/or Truck Dealers	19,504	78.0	19,458	2,097	9,581	4,236	1,603	3,201	794	89
Used Car and/or Truck Dealers	3,186	12.7	3,181	422	1,848	450	391	339	125	33
Captive (Factory) & Independent F & I Suppliers	884	3.5	753	329	123	144	298	172	100	47
Independent F & I Agents	821	3.3	711	289	245	227	101	146	63	39
Others related to the field	615	2.5	492	213	177	88	63	28	113	146
UNIQUE TOTAL QUALIFIED CIRCULATION*	25,010	100.0	24,595	3,350	11,974	5,145	2,456	3,886	1,195	354
PERCENT	100.0		98.3	13.4	47.9	20.6	9.8	15.5	4.8	1.4

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	11,785	5,000	-	16,370	2,907	16,785	67.1
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	8,225	-	-	8,225	443	8,225	32.9
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	8,225	-	-	8,225	443	8,225	32.9
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	20,010	5,000	-	24,595	3,350	25,010	100.0
PERCENT	80.0	20.0	-	98.3	13.4	100.0	

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	24,554	3,337	24,959	99.8
Individuals by name only	38	13	48	0.2
Titles or functions only	3	-	3	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	24,595	3,350	25,010	100.0

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	January – June 2015	July – December 2015	January – June 2016	July – December 2016	January – June 2017*	July – December 2017*
Unique Total Audit Average Qualified***:	21,261	25,007	25,015	25,014	25,012	25,008
Unique Qualified Non-Paid***:	21,248	24,998	25,008	25,006	25,006	25,005
Print:	20,767	24,423	24,271	24,317	24,350	24,449
Digital:	5,714	5,580	5,554	4,842	4,065	3,685
Unique Qualified Paid***:	13	9	7	8	6	3
Print:	13	9	7	8	6	3
Digital:	1	1	2	2	1	2
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: January – December 2017 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

*** Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017**

State	Print	Digital	Unique Total Qualified*	Percent
Maine	167	19	167	
New Hampshire	173	26	178	
Vermont	100	8	100	
Massachusetts	456	61	460	
Rhode Island	70	4	70	
Connecticut	315	41	319	
NEW ENGLAND	1,281	159	1,294	5.2
New York	1,160	159	1,172	
New Jersey	598	90	606	
Pennsylvania	1,192	156	1,202	
MIDDLE ATLANTIC	2,950	405	2,980	11.9
Ohio	1,112	178	1,129	
Indiana	718	82	724	
Illinois	1,111	163	1,133	
Michigan	894	151	912	
Wisconsin	638	99	647	
EAST NO. CENTRAL	4,473	673	4,545	18.2
Minnesota	551	58	559	
Iowa	437	39	439	
Missouri	673	85	681	
North Dakota	121	19	121	
South Dakota	169	16	171	
Nebraska	262	28	264	
Kansas	333	50	333	
WEST NO. CENTRAL	2,546	295	2,568	10.2
Delaware	68	7	69	
Maryland	370	55	376	
Washington, DC	1	-	1	
Virginia	645	85	655	
West Virginia	209	19	209	
North Carolina	869	109	877	
South Carolina	406	40	407	
Georgia	743	104	751	
Florida	1,224	211	1,260	
SOUTH ATLANTIC	4,535	630	4,605	18.4
Kentucky	410	48	414	
Tennessee	629	75	636	
Alabama	469	38	471	
Mississippi	320	33	321	
EAST SO. CENTRAL	1,828	194	1,842	7.4
Arkansas	318	27	319	
Louisiana	356	49	357	
Oklahoma	424	34	425	
Texas	1,885	251	1,923	
WEST SO. CENTRAL	2,983	361	3,024	12.1
Montana	156	15	157	
Idaho	142	19	143	
Wyoming	83	11	83	
Colorado	404	53	409	
New Mexico	152	14	153	
Arizona	341	64	357	
Utah	186	23	188	
Nevada	126	15	131	
MOUNTAIN	1,590	214	1,621	6.5
Alaska	25	3	25	
Washington	437	46	443	
Oregon	288	27	291	
California	1,578	243	1,604	
Hawaii	67	6	69	
PACIFIC	2,395	325	2,432	9.7
UNITED STATES	24,581	3,256	24,911	99.6
U.S. Territories	14	9	14	
Canada	-	42	42	
Mexico	-	1	1	
Other International	-	42	42	
APO/FPO	-	-	-	
UNIQUE TOTAL QUALIFIED CIRCULATION*	24,595	3,350	25,010	100.0

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**See Additional Data

E-NEWSLETTER CHANNEL

2017		F&I and Showroom eNews
JULY		
July 6		17,545
July 13		17,564
July 20		17,606
July 27		17,576
AUGUST		
August 3		17,269
August 10		17,564
August 17		17,495
August 24		17,460
August 31		17,397
SEPTEMBER		
September 7		17,353
September 14		17,309
September 21		17,364
September 28		17,258
OCTOBER		
October 5		17,225
October 12		17,164
October 19		17,135
October 26		16,906
NOVEMBER		
November 2		17,476
November 9		18,113
November 16		18,102
November 30		18,073
DECEMBER		
December 7		18,238
December 14		18,053
December 21		17,938
December 28		18,040
		AVERAGE:
		17,569

F&I and Showroom eNews (25 issued in the period)

WEBSITE CHANNEL

WWW.FI-MAGAZINE.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
July	88,983	45,584	35,311	1:40
August	100,321	48,866	37,960	1:41
September	81,540	40,120	31,839	1:35
October	88,331	43,656	33,524	1:42
November	71,811	38,797	29,884	1:43
December	88,048	43,559	33,243	1:37
AVERAGE:	86,505	43,430	33,626	1:39

July – December 2017 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie'd browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie'd Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

MAGAZINE:

PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 8,225 copies or 32.9%, including InfoUSA.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter and Website are not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

David Gesualdo, Publisher

Kati Tucker, Director, Audience Development

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed January 19, 2018

State California

County Los Angeles

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Type BD

ID Number F187B0D7

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.