

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
21,261 average circulation

**F & I AND SHOWROOM
E-NEWSLETTER**



51 issued in the period
18,927 average per occurrence

**F & I AND SHOWROOM
WEBSITE**



36,475 average unique
browsers

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) | 21,248 | 13 | 21,261 |
| a. Print | 20,767 | 13 | 20,780 |
| b. Digital | 5,714 | 1 | 5,715 |
| 1. Requested | 5,714 | 1 | 5,715 |
| 2. Non-Requested | - | - | - |
| F & I AND SHOWROOM E-NEWSLETTER (51 issued in the period) | 18,927 | - | 18,927 |
| F & I AND SHOWROOM WEBSITE (Monthly Unique Browsers with 118,754 average Page Impressions) | 36,475 | - | 36,475 |

*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 | 2 |
| Advertiser and Agency Allocated for Trade Shows and Conventions | 670 |
| All Other | 11,229 |
| TOTAL | 11,901 |

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

| QUALIFIED CIRCULATION | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
|--|-----------------|--------------|--------------------|-------------|----------------|------------|
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual | 21,261 | 100.0 | 21,248 | 99.9 | 13 | 0.1 |
| Sponsored Individually Addressed | - | - | - | - | - | - |
| Membership Benefit | - | - | - | - | - | - |
| Multi-Copy Same Addressee | - | - | - | - | - | - |
| Single Copy Sales | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 21,261 | 100.0 | 21,248 | 99.9 | 13 | 0.1 |

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

| 2015 Issue | Print | Digital | Unique Total Qualified* |
|------------|--------|---------|----------------------------|
| January | 19,998 | 5,977 | 20,513 |
| February | 19,989 | 5,927 | 20,500 |
| March | 19,958 | 5,928 | 20,521 |
| April | 19,978 | 5,792 | 20,512 |
| May | 20,146 | 5,058 | 20,514 |
| June | 24,605 | 5,608 | 25,000 |

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015 This issue is 4.2% or 895 copies below 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 | 17,487 | 85.2 | 17,427 | 3,823 | 8,407 | 4,062 | 1,636 | 2,879 | 427 | 76 |
| Used Car and/or Truck Dealers | 2,225 | 10.8 | 2,213 | 672 | 1,261 | 340 | 293 | 269 | 55 | 7 |
| Captive (Factory) & Independent F & I Suppliers | 195 | 1.0 | 116 | 145 | 36 | 49 | 18 | 23 | 37 | 32 |
| Independent F & I Agents | 265 | 1.3 | 172 | 207 | 113 | 26 | 21 | 22 | 37 | 46 |
| Others related to the field | 342 | 1.7 | 218 | 211 | 134 | 59 | 27 | 32 | 39 | 51 |
| UNIQUE TOTAL QUALIFIED CIRCULATION* | 20,514 | 100.0 | 20,146 | 5,058 | 9,951 | 4,536 | 1,995 | 3,225 | 595 | 212 |
| PERCENT | 100.0 | | 98.2 | 24.7 | 48.5 | 22.1 | 9.7 | 15.7 | 2.9 | 1.1 |

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015

| QUALIFICATION SOURCE | Qualified Within | | | Print | Digital | Unique Total Qualified* | Percent |
|---|------------------|--------------|----------|---------------|--------------|-------------------------|--------------|
| | 1 Year | 2 Years | 3 Years | | | | |
| I. Direct Request: | 9,537 | 4,086 | - | 13,255 | 4,653 | 13,623 | 66.5 |
| II. Request from recipient's company: | 2 | 8 | - | 10 | 2 | 10 | - |
| III. Membership Benefit: | - | - | - | - | - | - | - |
| IV. Communication from recipient or recipient's company (other than request): | 2 | 8 | - | 10 | 4 | 10 | - |
| V. TOTAL – Sources other than above (listed alphabetically): | 6,871 | - | - | 6,871 | 399 | 6,871 | 33.5 |
| Association rosters and directories | - | - | - | - | - | - | - |
| Business directories | - | - | - | - | - | - | - |
| Manufacturer's, distributor's, and wholesaler's lists | - | - | - | - | - | - | - |
| **Other sources | 6,871 | - | - | 6,871 | 399 | 6,871 | 33.5 |
| VI. Single Copy Sales: | - | - | - | - | - | - | - |
| UNIQUE TOTAL QUALIFIED CIRCULATION* | 16,412 | 4,102 | - | 20,146 | 5,058 | 20,514 | 100.0 |
| PERCENT | 80.0 | 20.0 | - | 98.2 | 24.7 | 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 MAY 2015

| MAILING ADDRESS | Print | Digital | Unique Total Qualified* | Percent |
|---|---------------|--------------|-------------------------|--------------|
| Individuals by name and title and/or function | 20,120 | 5,056 | 20,488 | 99.9 |
| Individuals by name only | 7 | - | 7 | - |
| Titles or functions only | 8 | 2 | 8 | - |
| Company names only | 11 | - | 11 | 0.1 |
| Multi-Copy Same Addressee copies | - | - | - | - |
| Single Copy Sales | - | - | - | - |
| UNIQUE TOTAL QUALIFIED CIRCULATION* | 20,146 | 5,058 | 20,514 | 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 | Audited Data | Circulation Claim |
|---|----------------------|---------------------|----------------------|---------------------|----------------------|----------------------|
| | July – December 2012 | January – June 2013 | July – December 2013 | January – June 2014 | July – December 2014 | January – June 2015* |
| Unique Total Audit Average Qualified***: | 20,500 | 20,500 | 20,511 | 20,504 | 20,667 | 21,261 |
| Unique Qualified Non-Paid***: | 20,500 | 20,496 | 20,506 | 20,504 | 20,652 | 21,248 |
| Print: | 19,959 | 19,848 | 19,913 | 20,045 | 20,155 | 20,767 |
| Digital: | 1,793 | 1,887 | 1,969 | 4,958 | 6,599 | 5,714 |
| Unique Qualified Paid***: | - | 4 | 5 | - | 15 | 13 |
| Print: | - | 4 | 5 | - | 15 | 13 |
| Digital: | - | - | - | - | 1 | 1 |
| 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 – June 2015 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 MAY 2015**

| State | Print | Digital | Unique Total Qualified* | Percent |
|--|---------------|--------------|-------------------------|--------------|
| Maine | 154 | 26 | 156 | |
| New Hampshire | 150 | 28 | 153 | |
| Vermont | 89 | 17 | 89 | |
| Massachusetts | 452 | 59 | 457 | |
| Rhode Island | 31 | 5 | 31 | |
| Connecticut | 311 | 38 | 312 | |
| NEW ENGLAND | 1,187 | 173 | 1,198 | 5.8 |
| New York | 821 | 221 | 837 | |
| New Jersey | 550 | 100 | 558 | |
| Pennsylvania | 785 | 211 | 796 | |
| MIDDLE ATLANTIC | 2,156 | 532 | 2,191 | 10.7 |
| Ohio | 965 | 264 | 978 | |
| Indiana | 556 | 144 | 562 | |
| Illinois | 905 | 242 | 919 | |
| Michigan | 761 | 239 | 781 | |
| Wisconsin | 513 | 134 | 519 | |
| EAST NO. CENTRAL | 3,700 | 1,023 | 3,759 | 18.3 |
| Minnesota | 423 | 112 | 430 | |
| Iowa | 340 | 94 | 341 | |
| Missouri | 507 | 139 | 514 | |
| North Dakota | 105 | 32 | 106 | |
| South Dakota | 124 | 37 | 126 | |
| Nebraska | 227 | 66 | 227 | |
| Kansas | 267 | 76 | 269 | |
| WEST NO. CENTRAL | 1,993 | 556 | 2,013 | 9.8 |
| Delaware | 57 | 12 | 58 | |
| Maryland | 337 | 82 | 340 | |
| Washington, DC | 1 | - | 1 | |
| Virginia | 542 | 115 | 548 | |
| West Virginia | 186 | 40 | 186 | |
| North Carolina | 806 | 191 | 810 | |
| South Carolina | 374 | 98 | 381 | |
| Georgia | 617 | 162 | 630 | |
| Florida | 1,074 | 298 | 1,100 | |
| SOUTH ATLANTIC | 3,994 | 998 | 4,054 | 19.8 |
| Kentucky | 353 | 87 | 356 | |
| Tennessee | 482 | 109 | 488 | |
| Alabama | 431 | 86 | 432 | |
| Mississippi | 266 | 57 | 266 | |
| EAST SO. CENTRAL | 1,532 | 339 | 1,542 | 7.5 |
| Arkansas | 260 | 69 | 262 | |
| Louisiana | 304 | 66 | 304 | |
| Oklahoma | 345 | 87 | 346 | |
| Texas | 1,545 | 359 | 1,569 | |
| WEST SO. CENTRAL | 2,454 | 581 | 2,481 | 12.1 |
| Montana | 118 | 29 | 119 | |
| Idaho | 98 | 31 | 101 | |
| Wyoming | 65 | 13 | 65 | |
| Colorado | 270 | 66 | 273 | |
| New Mexico | 116 | 23 | 116 | |
| Arizona | 267 | 69 | 273 | |
| Utah | 163 | 49 | 168 | |
| Nevada | 112 | 24 | 113 | |
| MOUNTAIN | 1,209 | 304 | 1,228 | 6.0 |
| Alaska | 25 | 3 | 25 | |
| Washington | 287 | 79 | 293 | |
| Oregon | 228 | 34 | 229 | |
| California | 1,321 | 321 | 1,350 | |
| Hawaii | 46 | 11 | 46 | |
| PACIFIC | 1,907 | 448 | 1,943 | 9.5 |
| UNITED STATES | 20,132 | 4,954 | 20,409 | 99.5 |
| U.S. Territories | 7 | 8 | 9 | |
| Canada | 7 | 68 | 68 | |
| Mexico | - | 1 | 1 | |
| Other International | - | 27 | 27 | |
| APO/FPO | - | - | - | |
| UNIQUE TOTAL QUALIFIED CIRCULATION* | 20,146 | 5,058 | 20,514 | 100.0 |

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

**See Additional Data

E-NEWSLETTER CHANNEL

2015

F&I and Showroom eNews

| 2015 | | F&I and Showroom eNews |
|-----------------|--|------------------------|
| JANUARY | | |
| January 1 | | 19,093 |
| January 8 | | 19,060 |
| January 15 | | 19,081 |
| January 22 | | 19,052 |
| January 29 | | 19,045 |
| FEBRUARY | | |
| February 5 | | 19,031 |
| February 12 | | 18,905 |
| February 19 | | 19,017 |
| February 26 | | 19,015 |
| MARCH | | |
| March 5 | | 18,995 |
| March 12 | | 19,010 |
| March 19 | | 18,914 |
| March 26 | | 18,987 |
| APRIL | | |
| April 2 | | 18,979 |
| April 9 | | 18,982 |
| April 16 | | 19,011 |
| April 23 | | 18,964 |
| April 30 | | 18,909 |
| MAY | | |
| May 7 | | 18,849 |
| May 14 | | 18,867 |
| May 21 | | 18,904 |
| May 28 | | 18,890 |
| JUNE | | |
| June 4 | | 18,659 |
| June 11 | | 18,666 |
| June 18 | | 18,669 |
| June 25 | | 18,646 |
| AVERAGE | | 18,927 |

F&I and Showroom eNews (51 issued in the period)

WEBSITE CHANNEL

WWW.FI-MAGAZINE.COM

| 2015 | PAGE IMPRESSIONS | USER SESSIONS | UNIQUE BROWSERS | UNIQUE BROWSER FREQUENCY | PAGE DURATION | USER SESSION DURATION |
|-----------------|------------------|---------------|-----------------|--------------------------|---------------|-----------------------|
| January | 141,300 | 48,458 | 35,692 | 1.36 | 01:19 | 02:32 |
| February | 105,463 | 43,236 | 31,798 | 1.36 | 01:37 | 02:20 |
| March | 118,581 | 52,865 | 39,537 | 1.34 | 01:36 | 02:00 |
| April | 110,766 | 49,044 | 35,576 | 1.38 | 01:41 | 02:07 |
| May | 110,773 | 49,692 | 36,136 | 1.38 | 01:36 | 01:58 |
| June | 125,641 | 55,100 | 40,112 | 1.37 | 01:38 | 02:06 |
| AVERAGE: | 118,754 | 49,732 | 36,475 | 1.37 | 01:34 | 02:10 |

January - June 2015 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Page Impressions: A Page Impression 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.

User Sessions: A single continuous set of activity attributable to a cookie 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.

Unique Browsers: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Unique Browser Frequency: Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

Page Duration: The average time spent viewing any page on a web site.

User Session Duration: The average 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's 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 6,871 copies for 33.5%, including IHS Automotive.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter and Website is 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

Carlota Valle-Martinez, Audience Development Manager

(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 | July 27, 2015 |
| State | California |
| County | Los Angeles |
| Received by BPA Worldwide | July 27, 2015 |
| Type | BD |
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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.