

# **Tow Times**

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## **PUBLICATION DESCRIPTION**

*TOW TIMES* is a monthly magazine aimed at towing and recovery business owners and operators who are interested in articles and other information about improving operations and increasing profitability. Editorial focus includes articles about industry trends, industry data and surveys, company profiles, legal updates and safety information as well as real recovery case studies. Each issue also has the latest in equipment, products and services related to the towing and recovery industry.

## **FIELD SERVED/DEFINITION OF RECIPIENT QUALIFICATION**

*TOW TIMES* serves the field of towing/recovery/transport services, road service, salvage, automotive parts, automotive recycling, automotive repair, garages, service centers, automotive body shops, service stations, repossession, law or regulatory enforcement, manufacturer/distributor-equipment/accessory, motor club, supplier-other products/services, auto dealership/leasing, industry association and others allied to the field.

Qualified recipients are titled and non-titled personnel in fields listed above.

## **AVERAGE MONTHLY CIRCULATION: JULY 1, 2015 – JUNE 30, 2016**

<b>QUALIFIED CIRCULATION</b>	<b>Non-Paid</b>	<b>Paid</b>	<b>Total</b>
Individual Subscription	115	6,884	6,999
Association/Group/Directory Lists	30,865	-	30,865
Rotated	-	-	-
Bulk Distribution	15	-	15
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,995</b>	<b>6,884</b>	<b>37,879</b>

<b>NON-QUALIFIED CIRCULATION</b>	<b>Non-Paid</b>	<b>Paid</b>	<b>Total</b>
Advertiser/Agency/Office/Sales/Other	1,908	-	1,908
Trade Show/Convention/Special Event	375	-	375
<b>TOTAL NON-QUALIFIED CIRCULATION</b>	<b>2,283</b>	<b>-</b>	<b>2,283</b>

<b>TOTAL PRINTED</b>	<b>40,162</b>
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Please see the following pages for Recipient Classification, Subscription Source, Geographical Distribution, Verification of Distribution Survey, Business/Industry and Job Title Classification, Qualified Circulation by Issue, Additions and Removals by Issue, Subscription Rates, Explanation, Audit of Internal Records, and Affidavit.

## RECIPIENT CLASSIFICATION

RECIPIENT	Non-Paid	Paid	Total	Percent
Individual by Name and Title and/or Company	30,508	6,595	37,103	99.6%
Individual by Name Only	11	84	95	0.3%
Title Only	-	-	-	-
Company Name Only	14	17	31	0.1%
Bulk Distribution	25	-	25	0.1%
<b>Total Qualified Circulation</b>	<b>30,558</b>	<b>6,696</b>	<b>37,254</b>	<b>100.0%</b>
Non-Qualified Circulation	1,778	-	1,778	
<b>TOTAL PRINTED</b>			<b>39,032</b>	

## SUBSCRIPTION SOURCE AND RECENCY OF RENEWAL

RECIPIENT	Non-Paid	Paid	Renewed, Requested, or Updated Within		Total	Percent
			1-3 Years	3+ Years*		
Direct Request from the Recipient	84	6,256	5,928	412	6,340	17.0%
Request from Recipient's Company	7	440	221	226	447	1.2%
Association/Group/Directory	30,442	-	26,980	3,462	30,442	81.7%
Bulk Distribution	25	-	N/A	N/A	25	0.1%
<b>Total Qualified Circulation</b>	<b>30,558</b>	<b>6,696</b>	<b>33,129</b>	<b>4,100</b>	<b>37,254</b>	<b>100.0%</b>
Non-Qualified Circulation	1,778	-			1,778	
<b>TOTAL PRINTED</b>					<b>39,032</b>	

\* Records older than 3 years include paid subscriptions.

**VERIFICATION OF DISTRIBUTION (NON-PAID CIRCULATION ONLY)**

**METHODOLOGY**

Verified Audit Circulation conducted a Verification of Distribution and Reader Survey for *Tow Times* in July 2016. Surveys were sent to 500 persons randomly chosen from the *Tow Times* June 2016 distribution list (only non-paid circulation was sampled). Each mailing contained a one-page questionnaire and a sample of a recent cover.

**ACCURACY OF CIRCULATION LIST: 93.0%**

Based on Verification of Distribution and Reader Survey conducted July 2016. Thirty-five questionnaires (7.0% of the 500 mailed out) were returned by the U.S. Postal Service as non-deliverable.

**RECEIVERSHIP / WISH TO CONTINUE RECEIVING**

100.0% of the respondents stated that they regularly receive *Tow Times*.

57.7% of the respondents stated that they wish to continue receiving *Tow Times*.

Based on Verification of Distribution and Reader Survey conducted July 2016. Questions were answered by 26 of all 27 respondents.

**BUSINESS CLASSIFICATION**

CLASSIFICATION	Persons	Percent
Towing/Recovery	20,852	68.5%
Transport & Heavy Hauling	3,694	12.1%
Salvage/Auto Parts/Recycling	2,183	7.2%
Road Service	1,026	3.4%
Repossession	712	2.3%
Auto Repair/Garage/Service Center	206	0.7%
Other	1,769	5.8%
<b>TOTAL</b>	<b>30,442</b>	<b>100.0%</b>

Classification based on publisher's June 2016 distribution lists. 73.1% of the respondents to the Verification of Distribution and Reader Survey conducted July 2016 stated that they had a correct business/industry classification.

**JOB TITLE CLASSIFICATION**

CLASSIFICATION	Persons	Percent
Owner/President/Co-Owner/Partner	26,920	88.4%
Manager	2,614	8.6%
Company Officer	439	1.4%
Supervisor or Administrator	29	0.1%
Other	440	1.4%
<b>TOTAL</b>	<b>30,442</b>	<b>100.0%</b>

Classification based on publisher's June 2016 distribution lists. 84.0% of the respondents to the Verification of Distribution and Reader Survey conducted July 2016 stated that they had a correct job title classification.

Manager includes General Management, Division Manager, and management titled personnel. Company Officer includes Vice President, Treasurer, and other titled personnel. Other includes administration and other titled and non-titled personnel.

U.S. GEOGRAPHICAL DISTRIBUTION

REGION	Non-Paid	Paid	Total	Percent	REGION	Non-Paid	Paid	Total	Percent
Maine	147	45	192	0.5%	Kentucky	536	111	647	1.7%
New Hampshire	150	51	201	0.5%	Tennessee	837	132	969	2.6%
Vermont	106	31	137	0.4%	Alabama	586	92	678	1.8%
Massachusetts	550	191	741	2.0%	Mississippi	391	60	451	1.2%
Rhode Island	71	25	96	0.3%	<b>E. S. Central</b>	<b>2,350</b>	<b>395</b>	<b>2,745</b>	<b>7.4%</b>
Connecticut	323	108	431	1.2%	Arkansas	333	87	420	1.1%
<b>New England</b>	<b>1,347</b>	<b>451</b>	<b>1,798</b>	<b>4.8%</b>	Louisiana	448	89	537	1.4%
New York	1,191	355	1,546	4.1%	Oklahoma	391	83	474	1.3%
New Jersey	716	221	937	2.5%	Texas	2,108	346	2,454	6.6%
Pennsylvania	1,415	387	1,802	4.8%	<b>W. S. Central</b>	<b>3,280</b>	<b>605</b>	<b>3,885</b>	<b>10.4%</b>
<b>Mid Atlantic</b>	<b>3,322</b>	<b>963</b>	<b>4,285</b>	<b>11.5%</b>	Montana	134	48	182	0.5%
Delaware	81	25	106	0.3%	Idaho	183	30	213	0.6%
Maryland	585	112	697	1.9%	Wyoming	91	39	130	0.3%
D.C.	36	2	38	0.1%	Colorado	415	111	526	1.4%
Virginia	968	220	1,188	3.2%	New Mexico	206	38	244	0.7%
West Virginia	215	61	276	0.7%	Arizona	485	66	551	1.5%
North Carolina	1,226	218	1,444	3.9%	Utah	214	40	254	0.7%
South Carolina	779	106	885	2.4%	Nevada	143	26	169	0.5%
Georgia	1,151	172	1,323	3.6%	<b>Mountain</b>	<b>1,871</b>	<b>398</b>	<b>2,269</b>	<b>6.1%</b>
Florida	2,080	255	2,335	6.3%	Alaska	114	30	144	0.4%
<b>S. Atlantic</b>	<b>7,121</b>	<b>1,171</b>	<b>8,292</b>	<b>22.3%</b>	Washington	574	106	680	1.8%
Ohio	1,371	270	1,641	4.4%	Oregon	323	90	413	1.1%
Indiana	553	157	710	1.9%	California	3,159	387	3,546	9.5%
Illinois	1,187	370	1,557	4.2%	Hawaii	95	36	131	0.4%
Michigan	975	246	1,221	3.3%	<b>Pacific</b>	<b>4,265</b>	<b>649</b>	<b>4,914</b>	<b>13.2%</b>
Wisconsin	718	167	885	2.4%	U.S. Territories	-	6	6	-
<b>E. N. Central</b>	<b>4,804</b>	<b>1,210</b>	<b>6,014</b>	<b>16.1%</b>	<b>U.S. Total</b>	<b>30,548</b>	<b>6,433</b>	<b>36,981</b>	<b>99.3%</b>
Minnesota	495	136	631	1.7%	Canada	5	202	207	0.6%
Iowa	359	87	446	1.2%	Foreign	5	61	66	0.2%
Missouri	681	169	850	2.3%	<b>Foreign Total</b>	<b>10</b>	<b>263</b>	<b>273</b>	<b>0.7%</b>
North Dakota	100	32	132	0.4%					
South Dakota	80	35	115	0.3%					
Nebraska	172	63	235	0.6%	<b>Total Qualified</b>	<b>30,558</b>	<b>6,696</b>	<b>37,254</b>	<b>100.0%</b>
Kansas	301	63	364	1.0%	Total Non-Qualified	1,778	-	1,778	
<b>W. N. Central</b>	<b>2,188</b>	<b>585</b>	<b>2,773</b>	<b>7.4%</b>	<b>TOTAL PRINTED</b>			<b>39,032</b>	

## QUALIFIED CIRCULATION BY ISSUE

ISSUE	Non-Paid	Paid	Total
July 2015	30,945	6,972	37,917
August 2015	31,379	6,948	38,327
September 2015	31,174	6,925	38,099
October 2015	31,169	6,934	38,103
November 2015	31,140	6,893	38,033
December 2015	31,120	6,852	37,972
January 2016	31,002	6,925	37,927
February 2016	30,933	6,920	37,853
March 2016	30,875	6,894	37,769
April 2016	30,832	6,864	37,696
May 2016	30,813	6,788	37,601
June 2016	30,558	6,696	37,254
<b>6 Month Average</b>	<b>31,155</b>	<b>6,921</b>	<b>38,075</b>
<b>12 Month Average</b>	<b>30,995</b>	<b>6,884</b>	<b>37,879</b>

## RECIPIENT LIST ADDITIONS AND REMOVALS BY ISSUE

ISSUE	Additions		Removals		Total Additions	Total Removals	Net
	Non-Paid	Paid	Non-Paid	Paid			
July 2015	6	86	168	62	92	230	(138)
August 2015	2,438	46	2,004	70	2,484	2,074	410
September 2015	7	52	212	75	59	287	(228)
October 2015	7	74	12	65	81	77	4
November 2015	4	74	33	115	78	148	(70)
December 2015	11	53	21	94	64	125	(61)
January 2016	1	138	119	65	139	184	(45)
February 2016	3	56	72	61	59	133	(74)
March 2016	-	51	58	77	51	135	(84)
April 2016	1	41	44	71	42	115	(73)
May 2016	2	57	21	133	59	154	(95)
June 2016	3	59	232	155	62	387	(325)
<b>6 Month Total</b>	<b>2,473</b>	<b>385</b>	<b>2,450</b>	<b>481</b>	<b>2,858</b>	<b>2,941</b>	<b>(83)</b>
<b>6 Month Average</b>	<b>412</b>	<b>64</b>	<b>408</b>	<b>80</b>	<b>476</b>	<b>490</b>	<b>(14)</b>
<b>12 Month Total</b>	<b>2,483</b>	<b>787</b>	<b>2,996</b>	<b>1,043</b>	<b>3,270</b>	<b>4,049</b>	<b>(779)</b>
<b>12 Month Average</b>	<b>207</b>	<b>66</b>	<b>250</b>	<b>87</b>	<b>273</b>	<b>337</b>	<b>(65)</b>

