

Tow Times

Established 1983
Issues Per Year: 12
Issues This Report: 12

TT PUBLICATIONS INC.
203 West State Road 434
Winter Springs, FL 32708
(407) 327-4817 (407) 327-2603 FAX
circ@towtimesmag.com
www.towtimes.com

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, 2017 – JUNE 30, 2018

QUALIFIED CIRCULATION	Non-Paid	Paid	Total
Individual Subscription	56	4,432	4,488
Association/Group/Directory Lists	33,226	-	33,226
Digital	2,228	-	2,228
Bulk Distribution	-	-	-
Single Copy Sales	-	-	-
TOTAL QUALIFIED CIRCULATION	35,510	4,441	39,942

NON-QUALIFIED CIRCULATION	Non-Paid	Paid	Total
Advertiser/Agency/Office/Sales/Other	1,666	-	1,666
Trade Show/Convention/Special Event	308	-	308
TOTAL NON-QUALIFIED CIRCULATION	1,974	-	1,974

TOTAL PRINTED	41,916
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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.

DIGITAL CIRCULATION: JULY 1, 2017 – JUNE 30, 2018

DIGITAL QUALIFIED CIRCULATION	Non-Paid	Paid	Total
Individual Subscription	2,228	.	2,228
Association/Group/Directory Lists	-	-	-
Rotated	-	-	-
Bulk Distribution	-	-	-
Single Copy Sales	-	-	-
TOTAL QUALIFIED CIRCULATION	2,228	0	2,228

TOTAL DIGITAL	2,228
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RECIPIENT CLASSIFICATION

RECIPIENT	Non-Paid	Paid	Total	Percent
Individual by Name and Title and/or Company	27,024	4,172	31,196	87%
Individual by Name Only	27	91	118	0.5%
Title Only	4,413	135	4,548	12.0%
Company Name Only	36	72	108	0.5%
Total Qualified Circulation	31,500	4,470	35,970	100.0%
Non-Qualified Circulation	1,903	-	1,903	
TOTAL PRINTED			37,873	

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	135	4,022	3,836	321	4,157	11.6%
Request from Recipient's Company	12	385	264	133	397	1.1%
Association/Group/Directory	31,353	63	31,411	5	31,416	87.3%
Total Qualified Circulation	31,500	4,470	35,511	459	35,970	100.0%
Non-Qualified Circulation	1,903	-			1,903	
TOTAL PRINTED					37,873	

* 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 August 2018. Surveys were sent to 500 persons randomly chosen from the *Tow Times* June 2018 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: 95.8%

Based on Verification of Distribution and Reader Survey conducted August 2018. Twenty-one questionnaires (4.2% of the 500 mailed out) were returned by the U.S. Postal Service as non-deliverable.

RECEIVERSHIP / WISH TO CONTINUE RECEIVING

96.0% of the respondents stated that they regularly receive *Tow Times*.

66.7% of the respondents stated that they wish to continue receiving *Tow Times*.

Based on Verification of Distribution and Reader Survey conducted August 2018. Question regarding receivership was answered by 25 of all 27 respondents. Question regarding wish to continue receipt was answered by all 27 respondents.

BUSINESS CLASSIFICATION

CLASSIFICATION	Persons	Percent
Towing	12,966	41.2%
Auto Repair/Garage/Service Center	7,806	24.8%
Transport & Heavy Hauling	8,555	27.1%
Salvage/Auto Parts/Recycling	952	3.0%
Road Service	745	2.4%
Repossession	363	1.1%
Other	113	0.4%
TOTAL	31,500	100.0%

Classification based on publisher's June 2017 distribution lists. 74.1% of the respondents to the Verification of Distribution and Reader Survey conducted August 2018 stated that they had a correct business/industry classification.

JOB TITLE CLASSIFICATION

CLASSIFICATION	Persons	Percent
Owner/President/Co-Owner/Partner	26,311	83.5%
Manager	2,681	8.5%
Company Officer	1,075	3.4%
Supervisor or Administrator	114	0.4%
Other	1,319	4.2%
TOTAL	31,500	100.0%

Classification based on publisher's June 2017 distribution lists. 96.0% of the respondents to the Verification of Distribution and Reader Survey conducted August 2018 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.