

TowTimes PRINT, WEB & DIGITAL STATS

Third parties used for analytics certification: Google, Exact Metrics, AdRotate Pro for website ads

TOW TIMES MAGAZINE

MAILS: Monthly the last week of the prior month (for example September issue mails the last week of August).

CIRCULATION: Mails to an estimated 45,000 recipients annually with prospect lists changing quarterly: April, July, October, January.

AUDIENCE: Over 90% of recipients are owners, co-owners, officers and managers of companies with towing and recovery as primary income source.

Tow Times digital edition is sent to over 17,000 recipients (some print duplication).

Tow Times Facebook page continues to lead industry magazines with over 32,000 organic followers with a reach of 542,000.

DIGITAL ISSUE

JUNE 2023:

Unique visitors: 1,726
Number of visits: 2,581
Total pages: 24,829

JULY 2023:

Unique visitors: 2,302
Number of visits: 3,137
Total pages: 43,807

AUGUST 2023:

Unique visitors: 2,637
Number of visits: 3,482
Total pages: 62,081

SEPTEMBER 2023:

Unique visitors: 1,123
Number of visits: 1,813
Total pages: 38,918

TOWTIMES.COM

JULY 2023:

Unique website visitors: 7,467
Website pageviews: 13,682

AUGUST 2023:

Unique website visitors: 7,318
Website pageviews: 17,354

SEPTEMBER 2023:

Unique website visitors: 7,475
Website pageviews: 19,269

2023 BREAKDOWN: (Mar-Sep)

Unique website visitors: 53,179
Website pageviews: 107,090

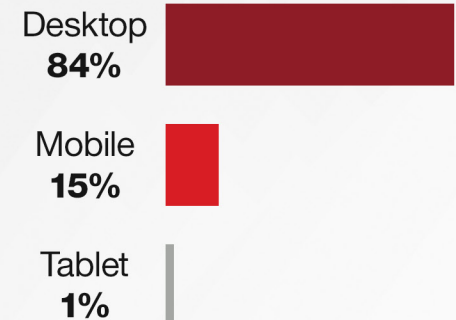
TOP PAGES:

1. Show Schedule
2. Home
3. Latest News
4. Towing Software Comparison Chart
5. Subscribe

EMAIL BLASTS

- 17k+ subscribers targeted by state
- 25% average open rate

DEVICE USAGE:



2023 BREAKDOWN: (Jan-Sep)

Unique visitors: 19,751
Number of visits: 27,424
Total pages: 327,148

TOP ISSUES:

1. February
2. August
3. January