

MEDIA KIT

2023



AMERICAN TOWMAN



SUPPLIER RELATED perks & highlights

Contact your AT advertising sales representative for more info on perks, bonuses and upcoming editorial linking opportunities

SPECIAL ISSUES THROUGHOUT THE YEAR:



JANUARY

Towman of the Year

Readers find encouragement and incentive from industry players who've made their business or cause stand out and are recognized for their continuous influence in the towing industry. This issue gets a prime spot on many shelves each year.



FEBRUARY

Expo Recap

Features an extended recap of the American Towman Expo. In 2023 this means a close up view of the return of the AT Expo to Baltimore. From the Wrecker Pageant winners, to the March of the Heroes and more, readers will be exploring all the pics and recaps in these pages.



APRIL

Buyers Report

Company & product reviews always mean more coming from the end-users. AT's editors reach out to towers to get their opinions on the latest intel.



JUNE

Supplier Directory

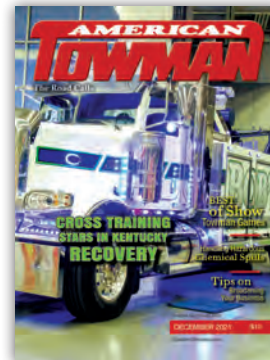
The most comprehensive buyers guide in the industry. Readers reference this issue all year long to keep tabs on the suppliers, services and equipment they need.



OCTOBER

Official AT Expo Program

Circulated to 43,000+ companies, this issue features coverage of the exhibits, seminars and events of the world's largest convention and trade show for the emergency road service industry.



DECEMBER

Product Gateway

This section highlights suppliers' products, websites or brochures and serves as a preview for the coming year, giving readers a taste of what's to come.

American Towman is the only publication that receives bonus circulation at the three American Towman Expositions - including the world's largest convention and trade show for the emergency road service industry in Baltimore.

Bonus Circulation Issues:

AT ShowPlace-Vegas: April & May • TowXpo Ft.Worth: May & June

AT Exposition Baltimore: October & November

WELCOME TO AMERICAN TOWMAN

First on the scene since 1977, American Towman is towing's premier magazine, spanning six decades covering America's captains of industry in emergency road service.



Known for its "hard news" approach, American Towman Magazine illuminates the challenges of the towing trade each month with its creative approach to issues critical to a towing operation.



- **LARGER THAN TOWING**

American Towman magazine (AT) is truly dedicated to the towing, recovery and emergency road service industry, and as such, has grown to be the leader in this industry, establishing trust and credibility among its readers. We are the foremost national trade magazine for the towing marketplace. 2023 marks our 47th year of publishing.

- **HIGHEST QUALIFIED PRINT CIRCULATION**

American Towman is the true business to business magazine and audited by Verified Audit to show proof that we deliver what we promise which is blanketing the marketplace monthly to over 30,000 qualified readers.

- **DIGITAL CIRCULATION**

We also go beyond the circulation in the mail and deliver our digital edition of the magazine to over 29,000 towing professionals. The current digital edition and archived issues are always available for readers at itowman.com. Inside our digital edition each advertiser receives a hyperlink to their website from their advertisement.

- **EDITORIAL EXPERIENCE**

American Towman's editors and contributors feature more than 300 years of combined experience in writing and reporting. When it comes to recovery, towing, transportation, repossession and anything else needed in the auto aftermarket, American Towman's staff and contributors cover what readers need to know in each issue. Our writers come from the trenches of running towing operations and a close look inside American Towman magazine will detect the depth of experience behind its editorial coverage.

- **RECOGNIZED BY THE WALL STREET JOURNAL**

American Towman Media was proudly featured on page 1 of The Wall Street Journal May 9, 2017.

WSJ reported on the many and varied ways American Towman covers and is engaged with the tow industry.

- **ATTV - AMERICAN TOWMAN TV**

The industry's first online TV program focusing on all aspects of the towing industry featured on TowIndustryWeek.com

When AT field writer George Nitti asked tower David Akins from Red River Wrecker Service, in Texarkana Fulton, Arkansas whether he heard of American Towman Magazine, he said "Are you kidding me? I read through each issue two or three times a month. It's the Bible of Towing."

• TOWINDUSTRYWEEK.COM (TIW)

With over 57,000 monthly visitors of which over 44,000 are unique visits: towing industry's first and only weekly e-magazine Tow Industry Week is the most visited website in the towing industry.

The weekly format allows us to connect to towing professionals regularly with hard news and important industry information with fresh daily news content. TIW is available online 24/7/365 and is delivered each week to our email database of over 35,000 towing professionals.



AMERICAN TOWMAN CONTRIBUTES TO THE INDUSTRY LIKE NO OTHER

- American Towman created the first statue to the towing professional, the bronze Towman Monument - depicting a heroic scene (1999)
- American Towman commissioned first Mural dedicated to the tow professional "Lifelines" hand painted and spanning a city-block (2002)
- American Towman commissioned The Towman Chopper "Hero" - the first towing-themed motorcycle (2008)
- American Towman debuts the Towman Ballad "The Road Calls" - the first published song championing the everyday tower who rises to heroism (2015)
- American Towman co-funded The Spirit Ride, a non-profit initiative that successfully raised awareness by drawing media attention to the Slow Down Move Over Laws and the dangers all first responders face (2017)



TOWMAN
MONUMENT

• FACE-TO-FACE MARKETING: THE LARGEST TOWING EXPOSITIONS



American Towman produces the industry's premier Exposition each year— American Towman Exposition at the Baltimore Convention Center as well as TowXpo in Ft. Worth, Texas and The American Towman ShowPlace in Las Vegas

American Towman magazine is the only publication that receives bonus circulation to all attendees at our expositions.

AMERICAN TOWMAN RECOGNIZES THE TOWMAN LIKE NO OTHER

American Towman created the following recognition programs – all highlighting different contributions of the tow professional to the motoring public.

- **ACE Awards** - Recognizing service excellence: nominated by leading motor clubs and call providers (since 1993)
- **Towman Order** - Recognizing dedication to their communities and professionalism of the trade - nominated by Police Chiefs and Fire Chiefs (since 2011)
- **Towman Medal** - Honoring a towing professional's heroism, for risking their life in an endeavor to save another (since 1989)
- **Trust Award** - Rewarding towing operations for their demonstration of trust to their customers and towing industry partners (since 2019)

**AMERICAN
TOWMAN**

AT'S EDITORIAL STAFF the industry's creative leaders



Editor-in-Chief Steve Calitri has 30-plus years experience in the towing and trucking industries. Steve cofounded the national Spirit Ride campaign publicizing Move Over laws and tower safety to the motoring public, created the Towman Medal honoring towers for heroism and the Towman Monument. In 2003, Steve was inducted into the International Towing and Recovery Hall of Fame in Chattanooga, Tennessee, for his contribution to the towing industry.



Operations Editor Randall C. Resch is a 2014 inductee into the International Towing and Recovery Hall of Fame. He has been in the towing and recovery industry for more than 40 years as an owner, manager, consultant and trainer. He is a retired California police officer and also writes bi-weekly columns for TowIndustryWeek.com.



Contributing Editor Brian J. Riker is a third-generation towman who specializes in helping non-traditional fleets such as towing and repossession navigate the complex world of federal and state transportation regulatory compliance. With 25 years of experience in the ditch as a tow operator, Brian truly understands the unique needs and challenges faced by towing companies today.



Larry Oxenham is one of America's top asset protection experts, having helped thousands of professionals achieve financial peace of mind by teaching them how to properly structure their assets for lawsuit protection and tax reduction. He has authored and co-authored several articles and books on the subject including The Asset Protection Bible and How to Achieve Financial Peace of Mind through Asset Protection. Larry Oxenham is a nationally recognized speaker who has trained thousands of professionals at hundreds of conventions, conferences and seminars across the country.



Municipal Editor Bobby Tuttle has been involved in the towing and recovery industry since 1977 and worked at almost all job positions possible, from entry-level operator to field management and administration. A majority of his experience has been providing Traffic Incident Management response in San Antonio, Texas. He founded Complete Incident Response Training in 2003 to provide training and consulting services to both the towing industry and the first responder community. He also serves as the Incident Manager for the San Antonio Police Department towing contract.



Chassis Editor David A. Kolman is a multi-faceted trucking trade journalist with experience in print, online and broadcasting. David has hosted trucker television and radio programs, helped write trucking industry documentaries and video programs. David keeps readers up-to-date on the latest trends and developments coming from the OEMs, as well as maintenance tips and advice.



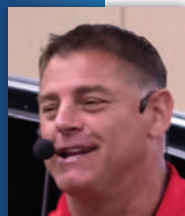
Steve Temple has many years of experience as an automotive photojournalist and editor of numerous magazines, both consumer and trade. He has a passion for diesel engines, and one of his personal rigs is a one-ton Dodge dually with an upgraded Cummins turbodiesel, often used for both towing and hauling.



American Towman Magazine Senior Editor Charles Duke has written and served as editor for trade, music and nonprofit publications. He also serves as the editor for AT's online sister publications Tow Industry Week and Tow Industry Today.



Field Editor (West) Terry Abejuela has 40 years of experience in towing and recovery, specializing in light-duty operations. After working as a light-duty tow operator for five years, he was hired as a Tow and Service Instructor by the Automobile Club of Southern California in 1982. He has been a light-duty Level 1 instructor for the California Tow Truck Association since 1998.



Contributing Editor Paul Stephens is a towing industry trainer with more than 34 years of towing experience. He has served as a consultant for many automobile manufacturers, equipment manufacturers, and companies for service provider education, towability and road service procedures.



Repo Run Editor Mark Lacek is a 35-year veteran of the asset-recovery industry. Mark was formerly the editor and co-founder of Professional Repossessor magazine. Mark covers the asset-recovery segment and repossession niche of the towing industry for American Towman Magazine. He instructs repo agents on proper techniques and procedures for the business, concentrating on real-life scenarios.



George L. Nitti has written for American Towman since 2009. He started out as a news writer and now writes a weekly feature on TowIndustryWeek.com, Tow Illustrated, which spotlights the tow truck graphics.

DEPARTMENTS hard news, tough management issues

TOW ENGINEER

Rapid Response

Swift Handling of a Portable Fire Extinguisher

By Terry Abejuela



A fire extinguisher is a portable fire-fighting device that may be used to extinguish or control small fires. It is a common safety item found in homes, businesses, and vehicles. The extinguisher shown in the image is a standard ABC type, which is designed to handle a wide range of fire types, including ordinary combustibles, flammable liquids, and electrical fires. It features a red handle and a black body, with a pressure gauge and a discharge hose. The extinguisher is shown in a close-up view, highlighting its components and design.

TOW ENGINEER

Primarily authored by Field Editor Terry Abejuela, this department focuses on tow truck operations and maintenance, and proper use of tools, equipment and new gear.

TOW BOSS

No Victims Left Behind

What's Underneath Those Airbags?

By Randall Rock



A tow truck is a vehicle designed to transport disabled or broken-down cars, trucks, and other vehicles from one place to another. The tow truck shown in the image is a modern, heavy-duty vehicle with a red and white color scheme. It features a large towing apparatus and a flatbed for carrying vehicles. The truck is shown in a close-up view, highlighting its components and design.

TOW BOSS

This column advises owners and managers on the best practices to keep operations running smoothly on the streets, in the yard and in the office. It covers management topics from a variety of angles and gives readers something to contemplate in each issue.

SAFETY

Risk Reduction Strategies

Minimizing a Towman's Work Hazards

By Chase & Hagg



A tow truck driver is responsible for the safe operation of the vehicle and the protection of the public. The driver shown in the image is wearing a seatbelt and holding the steering wheel, demonstrating proper safety practices. The driver is shown in a close-up view, highlighting their role in the operation of the tow truck.

SAFETY

Stay safe out there! From distracted drivers to hazmat scenarios and dangerous customers to complicated recoveries, our writers add tips and advice on what to look for as you keep your head on a swivel to return home safe every day.

WORKHORSE

Handle With Care

Exotic Cars Can be Lucrative, But Require Extra Precautions

By Randall C. Rock



A sports car is a vehicle designed for high performance and speed. The sports car shown in the image is a blue coupe with a black and white racing stripe. It features a sleek, aerodynamic design and high-performance components. The car is shown in a close-up view, highlighting its design and features.

WORKHORSE

From the front of the wrecker to the rear, it's important to know the specs and capabilities of your truck. Contributors and editors update readers on new models and upgraded specs in engines and transmissions, materials and more.

TOW MANAGER

Dream Team

Building A Better Group of Operators

By Brian J. Kilar



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TOW MANAGER

Managing operators. Managing training. Managing customers (and complaints). Managing budgets. Managing office staff and software. Managing HR concerns, pay, time-off requests, schedules, and more. Managing fleets and equipment. Everything that managers and owners oversee gets touched on regularly in American Towman.

MY BABY

Cream of the Crop

Elite Service's Rotator is a Top-Fight Truck

By Mike Grogan



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MY BABY

Towers spend lots of money, time and love on the appearance of their vehicles or trucks, from light to heavy, get the utmost attention to detail on paint and graphics, chrome, shiny wheels and tires for the street and shows. Each month features some of the best-looking wreckers out there, both new and old.

CASE CLOSED

Why We Sued the Highway Patrol

A Towing Company Stands Up for Its Rights

By Jack Brown, Esq.



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CASE CLOSED

Our "legal eagle" Josh Brown provides sharp-eyed, practical advice for tow operators on how to handle threatening lawsuits, contractual agreements, liability issues and other legal matters.

REPO RUN

Repo Liabilities

Legal Pitfalls to Avoid

By Mark Lack



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REPO RUN

Longtime asset-recovery veteran Mark Lack shares ideas and solutions (and the occasional "war story") for the problems repossession companies face on the street. He focuses on training, certification and safe practices to educate repo agents.

ROAD TOOLS

New Way to Carry Containers

Just a Touchup, Please

Talkin' on Sunshine!




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ROAD TOOLS

Truck-Mounted Attenuator

Crash Protection



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ROAD TOOLS & ZOOM IN

SOLID TEAMWORK

Recovering One Big Fracking Crane

By George J. Nitti



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RECOVERY FEATURES

American Towman and TowIndustryWeek.com feature the most articles showing the tough and complicated work towers are doing in the field. Whether it's semis in a median, planes off the runway, combines stuck in muck, cars in rushing rivers and more, AT has covered it all. Recoveries from our readers are a mainstay of what we share.

RATE CARD

advertising information

DISPLAY ADS

4 Color Rates	1x	3x	6x	12x
Full Page	3980	3870	3760	3540
1/2 Page Island	2490	2410	2360	2170
1/2 Page	2285	2225	2195	2015
1/3 Page	1640	1600	1540	1440
1/4 Page	1295	1265	1200	1135
1/6 Page	900	865	845	805

INSERTS CALL FOR QUOTES

Direct Response Card

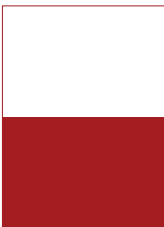
Tip-In

COVERS: 4 COLOR PROCESS ONLY

Rates	1x	3x	6x	12x
Cover 2	5390	5080	4800	4490
Cover 3	4660	4400	4150	3890
Cover 4	5950	5650	5390	5140


AD SPECIFICATIONS*:

1/2 Horizontal




7.125" x 4.75"

1/2 Island



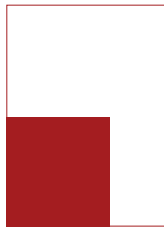
4.5" x 6.75"

1/2 Vertical




3.5" x 9.625"

1/3 Block



4.5" x 4.75"

Full Page with Bleed



8.375" x 11.125"


Important Full Page Specifications:

Live Area
7.125" x 9.625"

Trim Size
8.125" x 10.875"

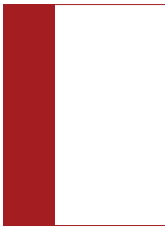
Bleed
.125" on all sides

1/3 Horizontal




7.125" x 3.25"

1/3 Vertical




2.25" x 9.625"

2/3 Horizontal



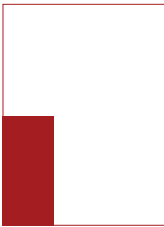
7.125" x 6.75"

2/3 Vertical




4.5" x 9.625"

1/6 Vertical



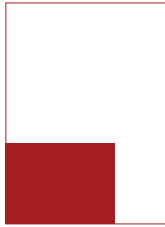
2.25" x 4.75"

1/6 Horizontal



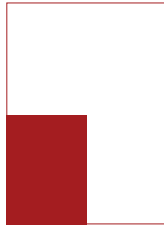
4.75" x 2.25"

1/4 Horizontal



4.75" x 3.5"

1/4 Vertical



3.5" x 4.75"

** Illustrations are for visual example. They are drawn to scale, but are not actual size.*

PRODUCTION DETAILS:

Printed Web Offset
Cover 80 lb.
Inside 40 lb.
Perfect Bound

Reproduction Requirements

DPI: 300 minimum
PDF: Hi-Res CMYK with font embedded
FTP: Call for instructions and permission

For Additional Production Information:

Anne Ruzsilla, Art Director
800-732-3869 ext. 215
anne@towman.com

CLASSIFIED ADS: TOWMAN'S MARKET

Rates

1"	\$125
2"	\$225
3"	\$325

- Classified ads must be prepaid
- Space reservation is due by the first of the preceeding month
- All classified rates are net

NOT ACTUAL SIZE

1" Classified Ad
2.25"W x 1"H

2" Classified Ad
2.25"W x 2"H

3" Classified Ad
2.25"W x 3"H

**AMERICAN
TOWMAN**

DEADLINES

advertising information

Issue Date	Space Close	Material Close	Mail Date
January	December 6	December 12	December 29
February	January 9	January 16	January 31
March	February 6	February 13	March 1
April	March 6	March 14	March 29
May	April 7	April 15	April 28
June	May 9	May 15	May 31
July	June 7	June 13	June 29
August	July 7	July 13	July 27
September	August 7	August 16	August 29
October	September 8	September 14	September 29
November	October 9	October 16	October 31
December	November 6	November 13	December 5

WHY ADVERTISE?

- American Towman is the true business to business magazine and audited by Verified Audit to show proof that we deliver what we promise which is blanketing the marketplace monthly to over 30,000 qualified readers.
- We also go beyond the circulation in the mail and deliver our digital edition of the magazine to over 35,000 towing professionals. The current digital edition and archived issues are always available for readers at itowman.com. Inside our digital edition each advertiser receives a hyperlink to their website from their advertisement.
- With over 57,000 monthly visitors of which over 44,000 are unique visits: towing industry's first and only weekly e-magazine Tow Industry Week is the most visited website in the towing industry.

ADVERTISING SALES

800-732-3869

Dennie Ortiz	ext. 213	dortiz@towman.com
Ellen Rosengart	ext. 203	erosengart@towman.com
Peggy Calabrese	ext. 202	peggy@towman.com

COMMISSIONS:

Recognized agencies receive a 15% commission on display advertising reserved through insertion order or contract when payment is made within 30 days of invoice date. No commission will be allowed after that date. Terms are net 30 days from date of invoice. No cash discounts are permitted. First time advertisers must pre-pay the initial month's ad. All classified rates are net.

800-READ-TOW
(800-732-3869)

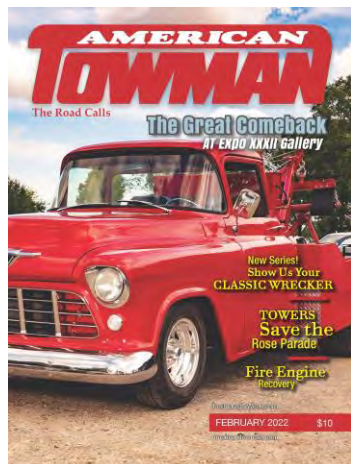
DIGITAL EDITION: ITOWMAN.COM

AMERICAN
TOWMAN



Established : 1977
Issues Per Year: 12
Issues This Report: 12

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www.towman.com



PUBLICATION DESCRIPTION

AMERICAN TOWMAN is a B to B brand intended for individuals with broad-based interest in the Towing/Recovery/Emergency Road Service Industry. Editorial scope of the publication includes news industry comment, in-depth articles and special features.

FIELD SERVED/DEFINITION OF RECIPIENT QUALIFICATION

AMERICAN TOWMAN serves the following: Towing/Recovery, Emergency Road Service, Repair Service, Motor Club, Auto/Truck Repair, Auto Truck Dealerships, Salvage and Repossessions, Automobile Parts/Supplies/Wholesalers and Tire Dealers, related Transportation Services and other Industries that have Tow Trucks.

Qualified recipients include: Owners, Presidents, CO-Owners, Partners, Vice Presidents, Managers, Supervisors, Dispatchers, Drivers/Operators and other titled and non-titled personnel.

AVERAGE CIRCULATION: JANUARY 1, 2021 – DECEMBER 31, 2021

QUALIFIED CIRCULATION	Non-Paid Print	Paid Print	Non-Paid Digital	Paid Digital	Total Qualified
Individual Subscription	-	906	-	-	906
Association/Group/Directory	29,416	-	-	-	29,416
TOTAL QUALIFIED CIRCULATION	29,416	906	-	-	30,322

Please see the following pages for Recipient Classification, Subscription Source, Recency of Renewal, Business/Industry and Job Title Classification, U.S. Geographical Distribution, International Geographical Distribution, Qualified Circulation by Issue, Explanation, Audit of Internal Records, and Affidavit.

INITIAL AUDIT REPORT

AMERICAN TOWMAN

RECIPIENT CLASSIFICATION

RECIPIENT	Non-Paid Print	Paid Print	Total Qualified	Percent
Individual by Name and Title and/or Company	25,334	570	25,904	86.3%
Individual by Name Only	14	268	282	0.9%
Title Only	3,832	9	3,841	12.8%
Total Qualified Circulation	29,180	847	30,027	100.0%

Analysis conducted on November 2021 issue.

SUBSCRIPTION SOURCE AND RECENCY OF RENEWAL

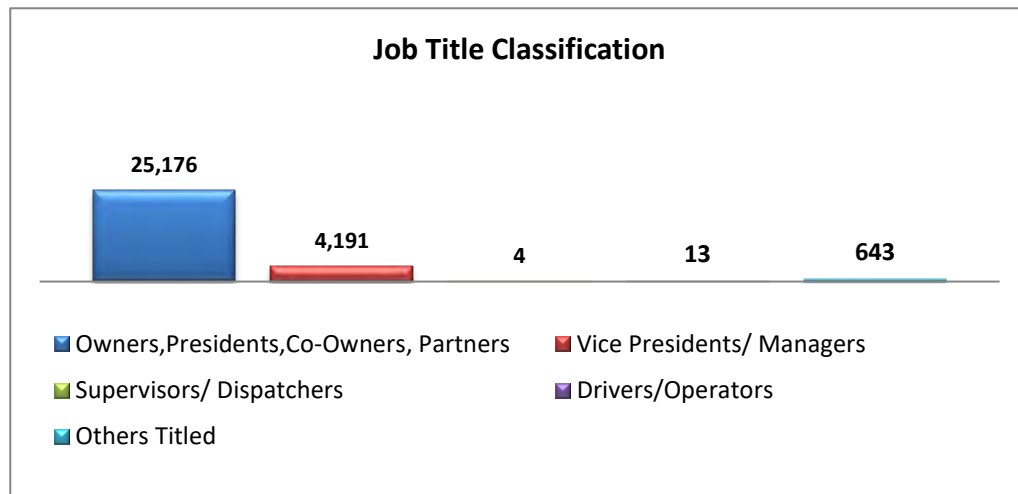
RECIPIENT	Non-Paid Print	Paid Print	Renewed, Requested, or Updated Within			Total Qualified	Percent
			1 year	2 Years	3 Years		
Direct Request from the Recipient	-	847	-	847	-	847	2.8%
Request from Recipient's Company	-	-	-	-	-	-	-
Association/Group/Directory Lists	29,180	-	29,077	-	102	29,180	97.2%
Total Qualified Circulation	29,180	847	29,077	847	102	30,027	100.0%

Analysis conducted on November 2021 issue.

BUSINESS/INDUSTRY AND JOB TITLE CLASSIFICATION

Business Description	Owners, Presidents, Co-owners, Partners	Vice Presidents/ Managers	Supervisors /Dispatchers	Drivers/Operator	Others Titled and Non-Titled	Total Qualified	Percent
Towing/Recovery, Emergency Road Service, Repair Service, Motor Club, Auto/Truck Repair, Auto/Truck Dealership, Salvage, and Repossession, Automobile Parts/Supplies/ Wholesalers and Tire Dealers and related Transportation Services other industries that have a Tow Truck	25,176	4,191	4	13	643	30,027	100.0%
Total Qualified Circulation	25,176	4,191	4	13	643	30,027	100.0%

Analysis conducted on June 2021 issue.



INITIAL AUDIT REPORT

AMERICAN TOWMAN

U.S. GEOGRAPHICAL DISTRIBUTION

REGION	Non-Paid Print	Paid Print	Total Qualified	Percent*	REGION	Non-Paid Print	Paid Print	Total Qualified	Percent*
Maine	167	9	176	0.6%	Kentucky	423	19	442	1.5%
New Hampshire	170	8	178	0.6%	Tennessee	656	4	660	2.2%
Vermont	128	8	136	0.5%	Alabama	360	14	374	1.2%
Massachusetts	551	22	573	1.9%	Mississippi	298	7	305	1.0%
Rhode Island	92	6	98	0.3%	E. S. Central	1,737	44	1,781	5.9%
Connecticut	332	14	346	1.2%	Arkansas	322	9	331	1.1%
New England	1,440	67	1,507	5.0%	Louisiana	460	12	472	1.6%
New York	1,478	72	1,550	5.2%	Oklahoma	448	7	455	1.5%
New Jersey	784	43	827	2.8%	Texas	3,852	56	3,908	13.0%
Pennsylvania	1,571	84	1,655	5.5%	W. S. Central	5,082	84	5,166	17.2%
Mid Atlantic	3,833	199	4,032	13.4%	Montana	161	9	170	0.6%
Delaware	88	5	93	0.3%	Idaho	185	1	186	0.6%
Maryland	553	23	576	1.9%	Wyoming	99	5	104	0.3%
D.C.	24	0	24	0.1%	Colorado	378	15	393	1.3%
Virginia	919	25	944	3.1%	New Mexico	209	5	214	0.7%
West Virginia	199	8	207	0.7%	Arizona	419	2	421	1.4%
North Carolina	913	8	921	3.1%	Utah	265	3	268	0.9%
South Carolina	621	26	647	2.2%	Nevada	151	9	160	0.5%
Georgia	679	12	691	2.3%	Mountain	1,867	49	1,916	6.4%
Florida	1,217	25	1,242	4.1%	Alaska	72	3	75	0.2%
S. Atlantic	5,213	132	5,345	17.8%	Washington	778	5	783	2.6%
Ohio	995	33	1,028	3.4%	Oregon	394	10	404	1.3%
Indiana	568	27	595	2.0%	California	2,813	38	2,851	9.5%
Illinois	998	19	1,017	3.4%	Hawaii	104	7	111	0.4%
Michigan	729	17	746	2.5%	Pacific	4,161	63	4,224	14.1%
Wisconsin	631	30	661	2.2%	U.S. Territories	-	2	2	-
E. N. Central	3,921	126	4,047	13.5%	U.S. Total	29,179	847	30,027	100.0%
Minnesota	403	16	419	1.4%	Canada	-	-	-	-
Iowa	335	16	351	1.2%	Foreign	-	-	-	-
Missouri	538	24	562	1.9%	Foreign Total	-	-	-	-
North Dakota	103	3	106	0.4%					
South Dakota	108	6	114	0.4%					
Nebraska	181	7	188	0.6%					
Kansas	257	9	266	0.9%					
W. N. Central	1,925	81	2,006	6.7%	Total Qualified	29,179	847	30,027	100.0%

Analysis conducted on November 2021 issue.

* Percentages rounded to the nearest tenth. Due to this rounding, percentages may not total to 100.0%.

QUALIFIED CIRCULATION BY ISSUE

ISSUE	Non-Paid Print	Paid Print	Non-Paid Digital	Paid Digital	Total Qualified Circulation
January 2021	36,219	987	-	-	37,206
February 2021	28,180	977	-	-	29,157
March 2021	28,279	949	-	-	29,228
April 2021	28,297	941	-	-	29,238
May 2021	28,363	919	-	-	29,282
June 2021	28,354	909	-	-	29,263
July 2021	28,379	891	-	-	29,270
August 2021	28,391	883	-	-	29,274
September 2021	28,410	869	-	-	29,279
October 2021	33,418	855	-	-	34,273
November 2021	28,332	847	-	-	29,179
December 2021	28,375	839	-	-	29,214
6 Month Average	29,615	947	-	-	30,562
12 Month Average	29,416	906	-	-	30,322

EXPLANATION

Publisher is not required to submit data for all paragraphs/tables. This report does not include an analysis of Additions and Removals by Issue.

Audit of Records and Affidavit

Verified has conducted an audit of printing, distribution, and financial records, as well other data to substantiate circulation data submitted to Verified. This audit followed guidelines prepared in conformity with generally accepted circulation auditing procedures involving records covering all distribution methods utilized for qualified circulation during the period(s) covered by the reports. The results of this audit warrant the issuance of this audit report as a true and accurate statement of the qualified circulation of the client publication.

Verified Audit Circulation swears that to the best of its knowledge, all statements contained in this report are true and accurate

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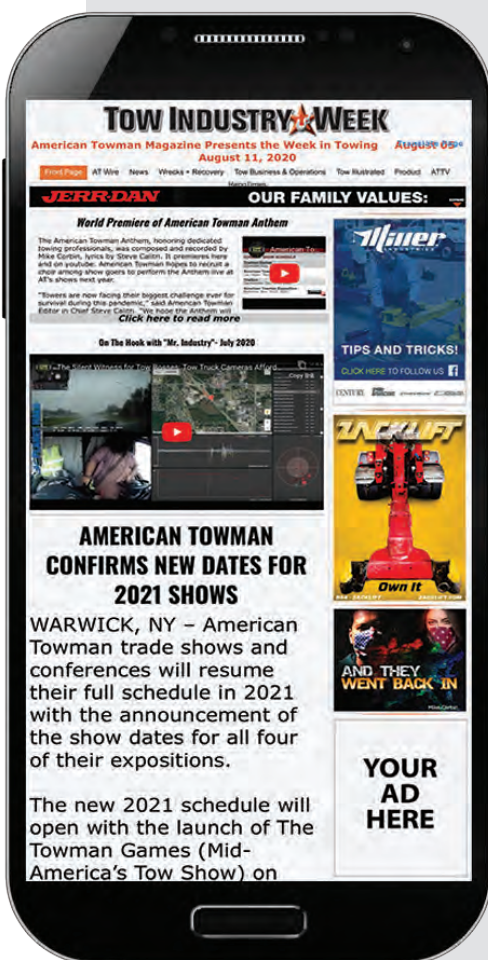
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Regular rate

4 weeks: \$250 per week

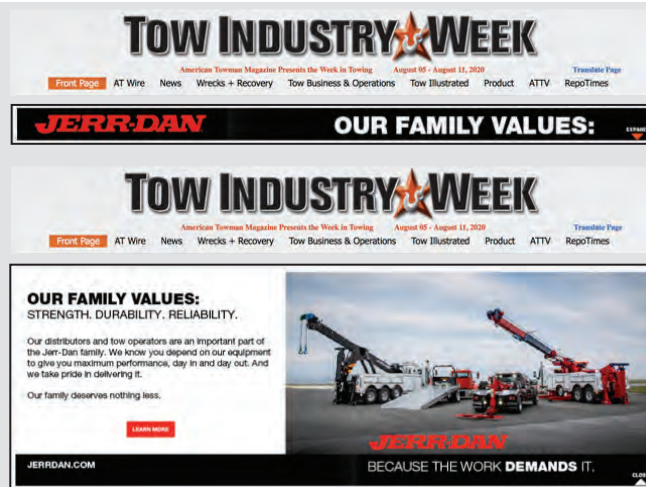
26 weeks: \$225 per week

52 weeks: \$200 per week



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Regular rate

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4 weeks: \$150 per week 26 weeks: \$125 per week 52 weeks: \$100 per week

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Regular rate

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