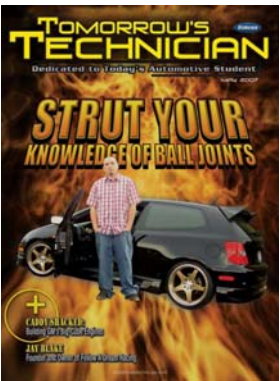
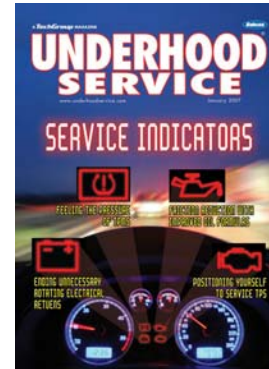
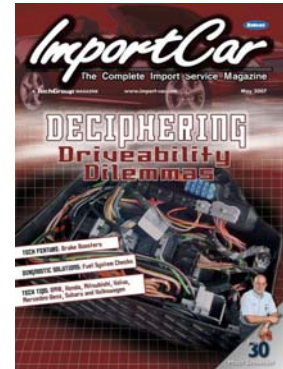
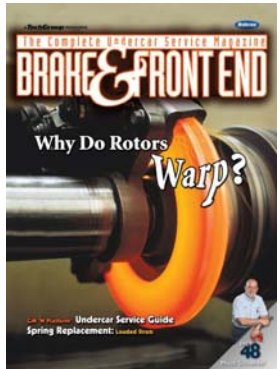
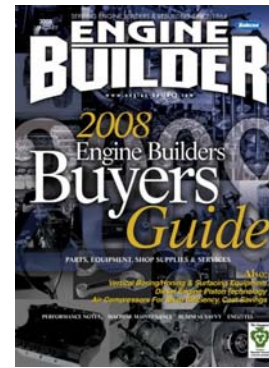


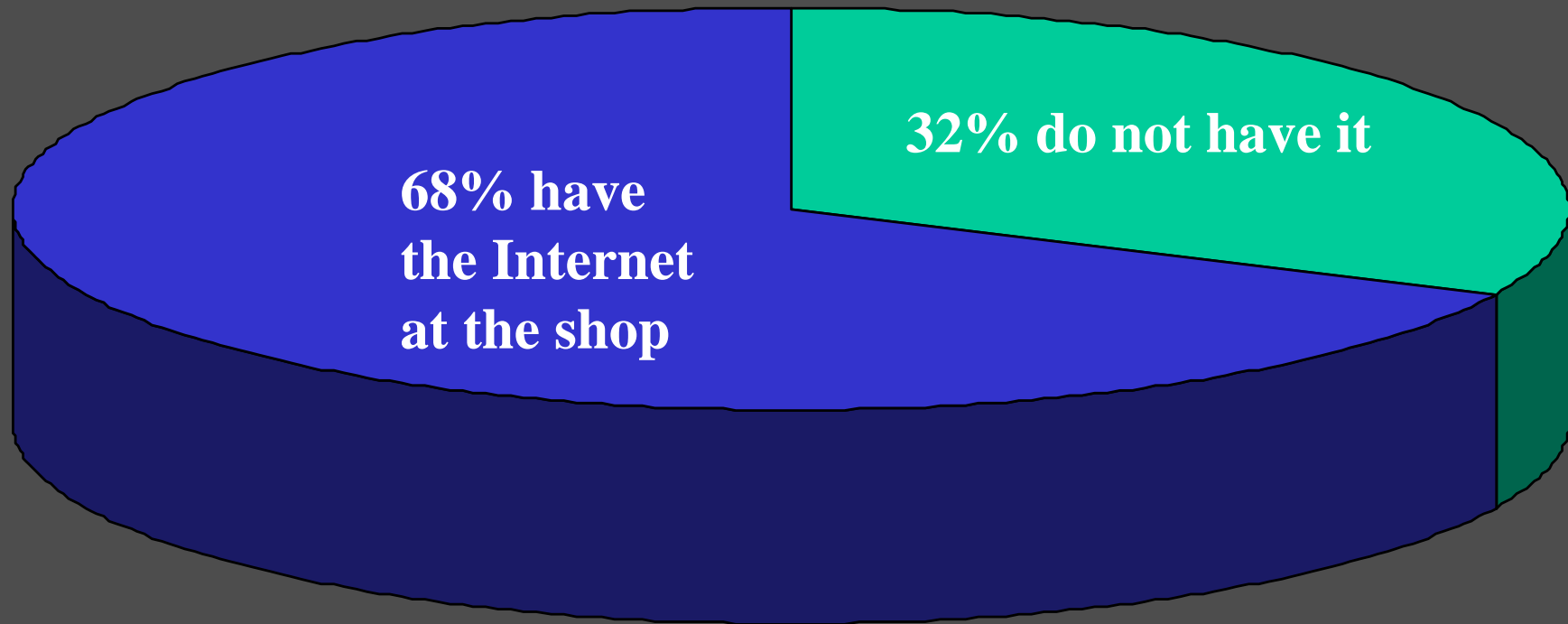
2010 ACC Meeting – Chicago

B2B Information Delivery Methods

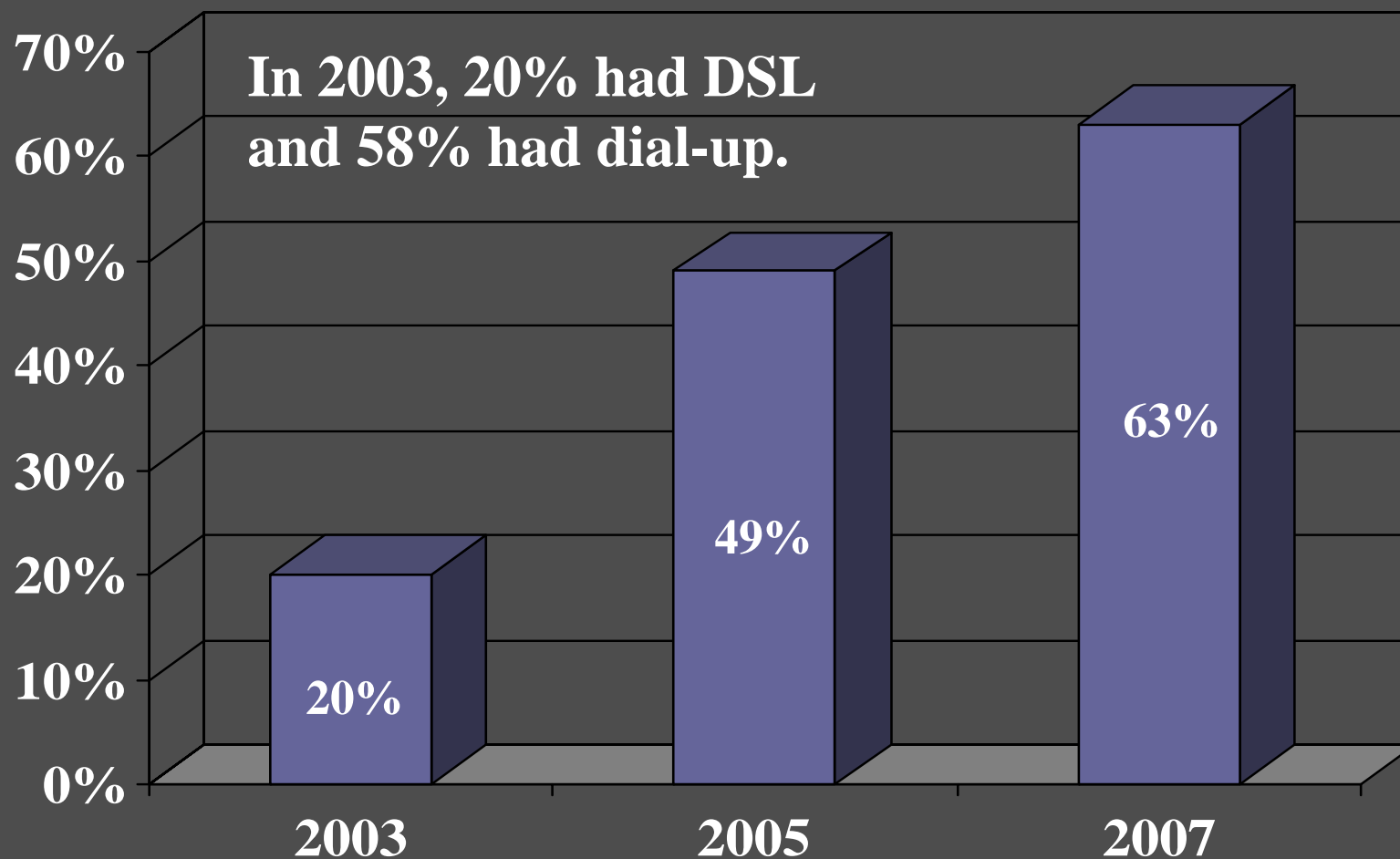




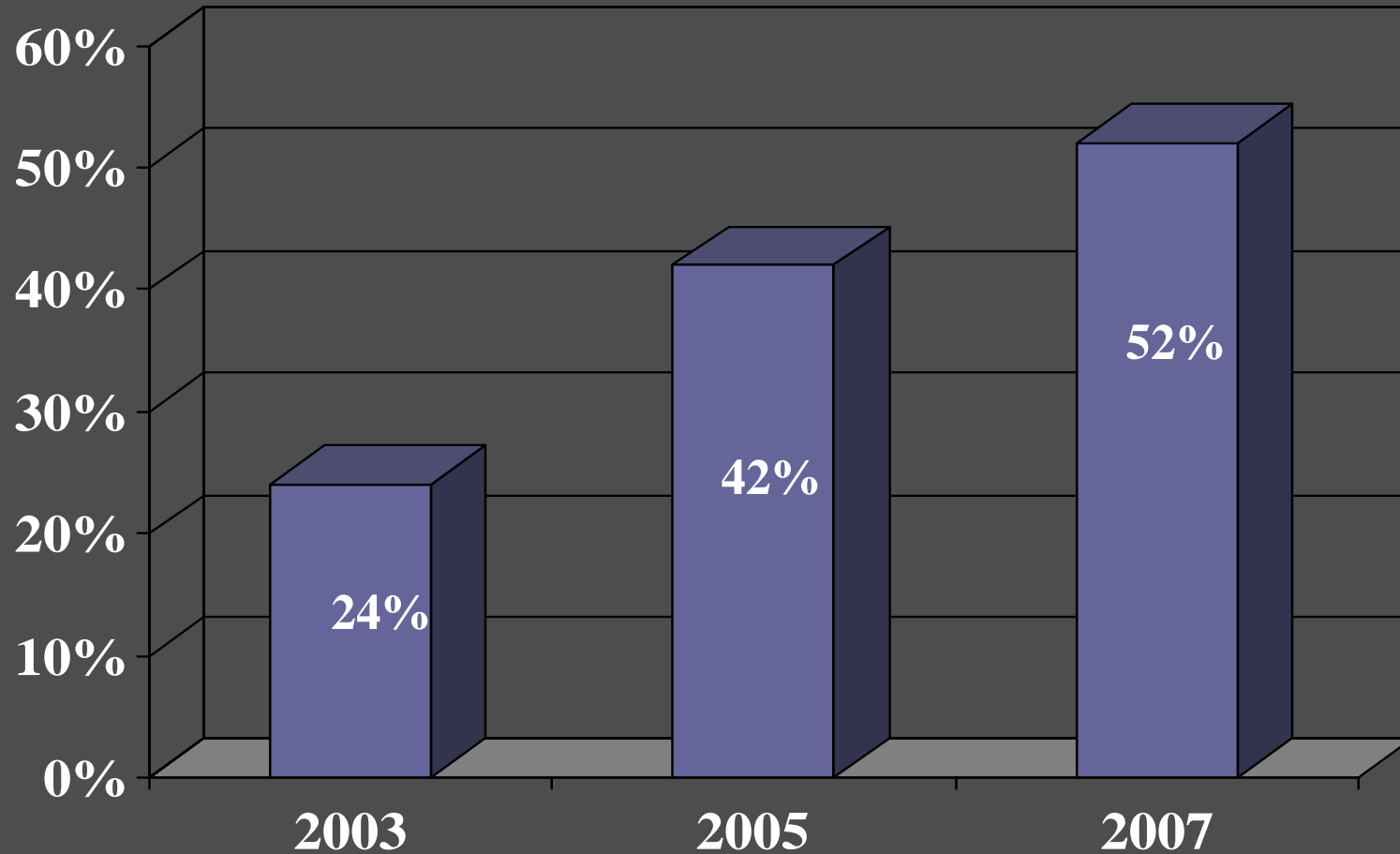
Internet Access at Work



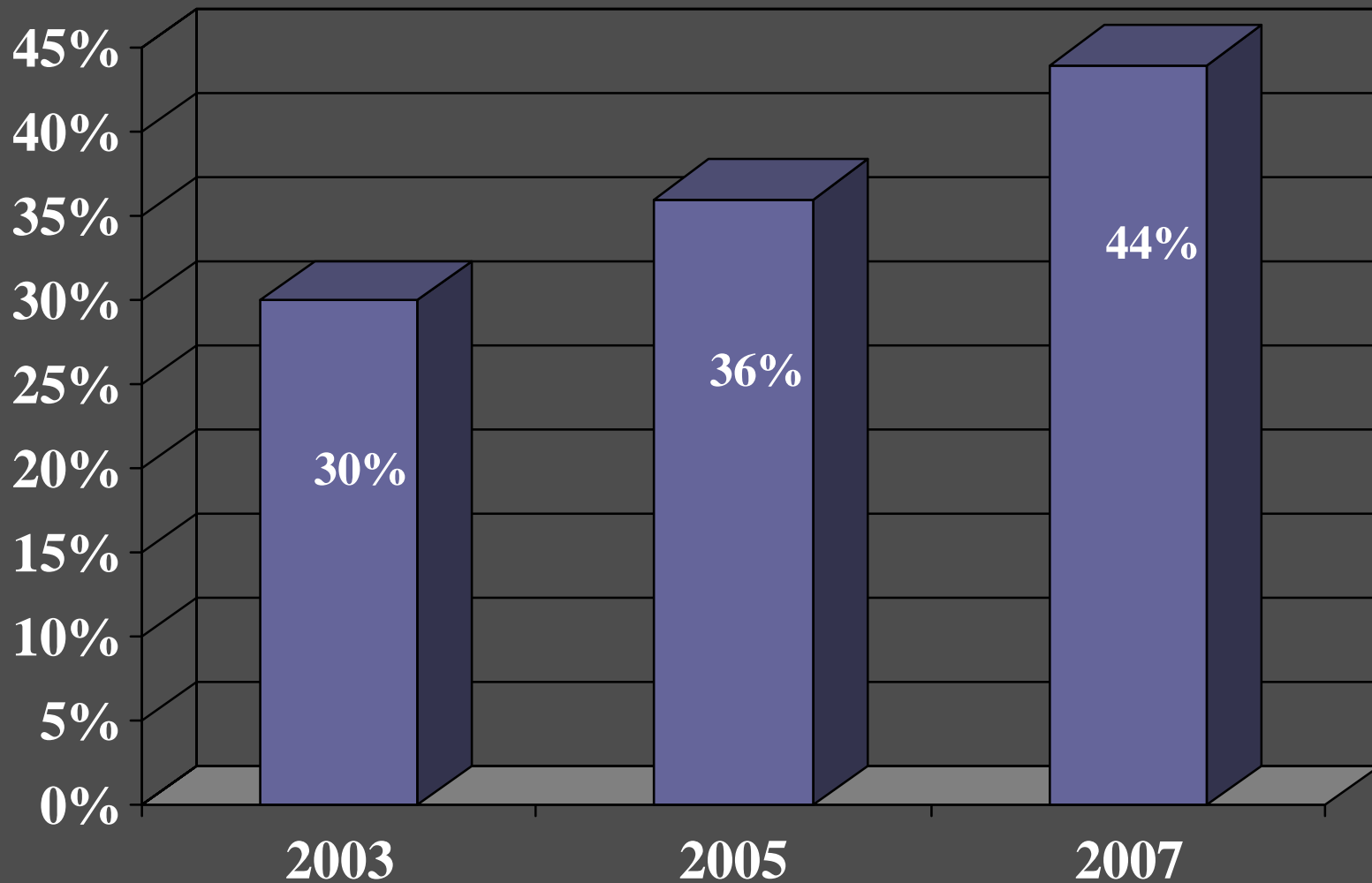
Shops with DSL Connection



Ordering Over Internet from Main Supplier



Shops with Websites



2007 Shop Productivity Study



Another 10% would like to have a website

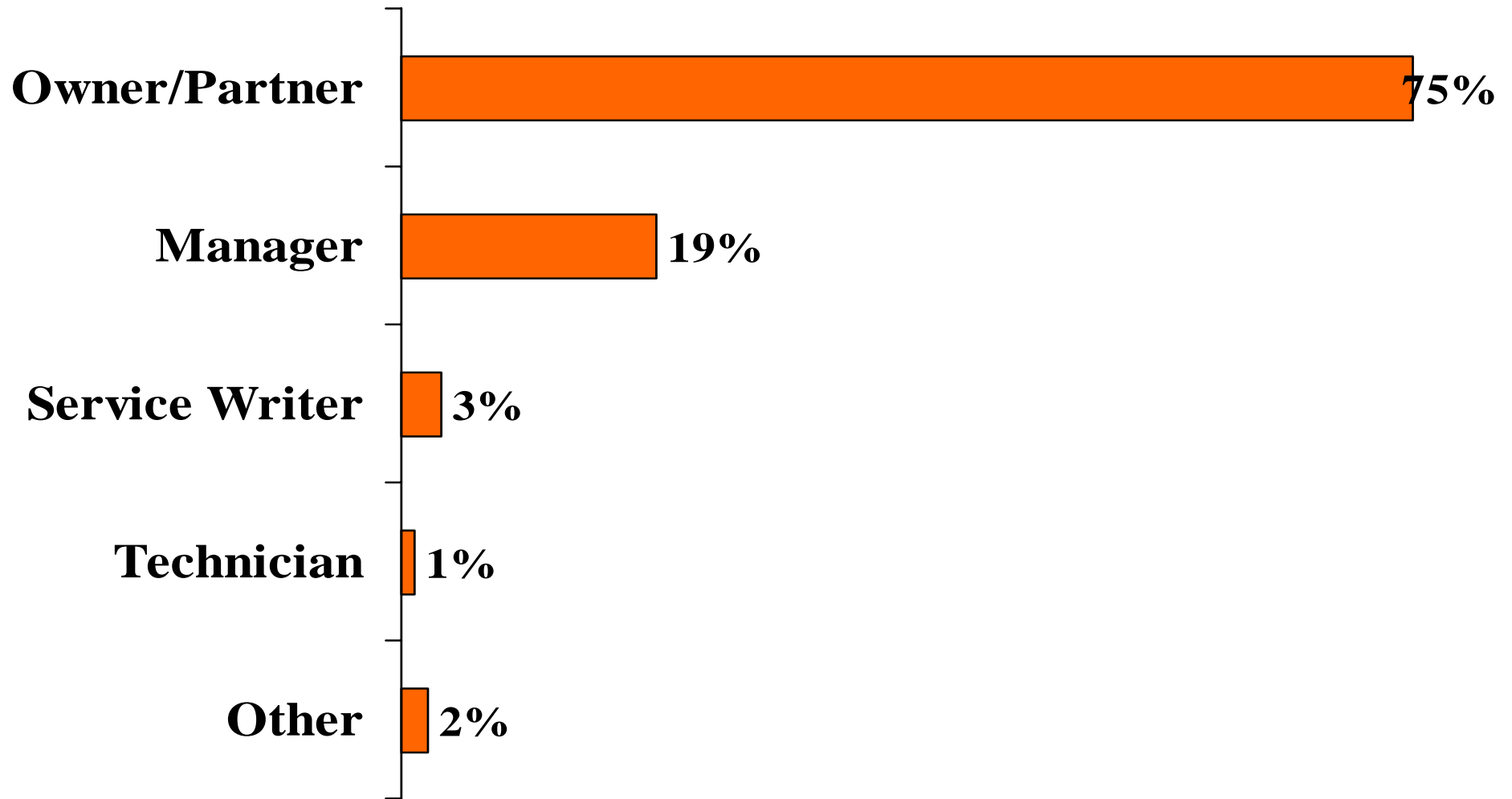
Methodology

In October 2009, Babcox Research conducted a facsimile survey titled “B2B Information Delivery Methods” across a random sample from each magazine audience. A total of 1,435 surveys were completed.

The following information was collected from 380 Babcox TechGroup (Brake & Front End, ImportCar, Underhood Service) magazine reader respondents.

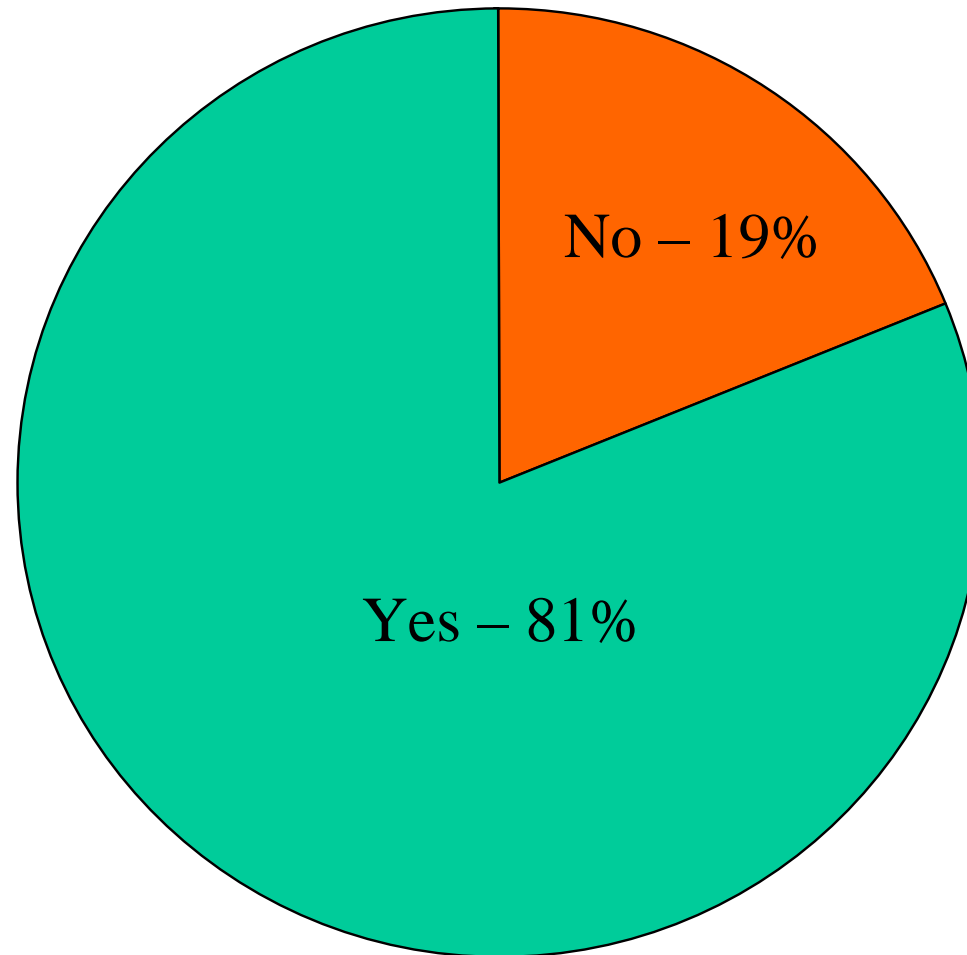


What Best Describes Your Position?



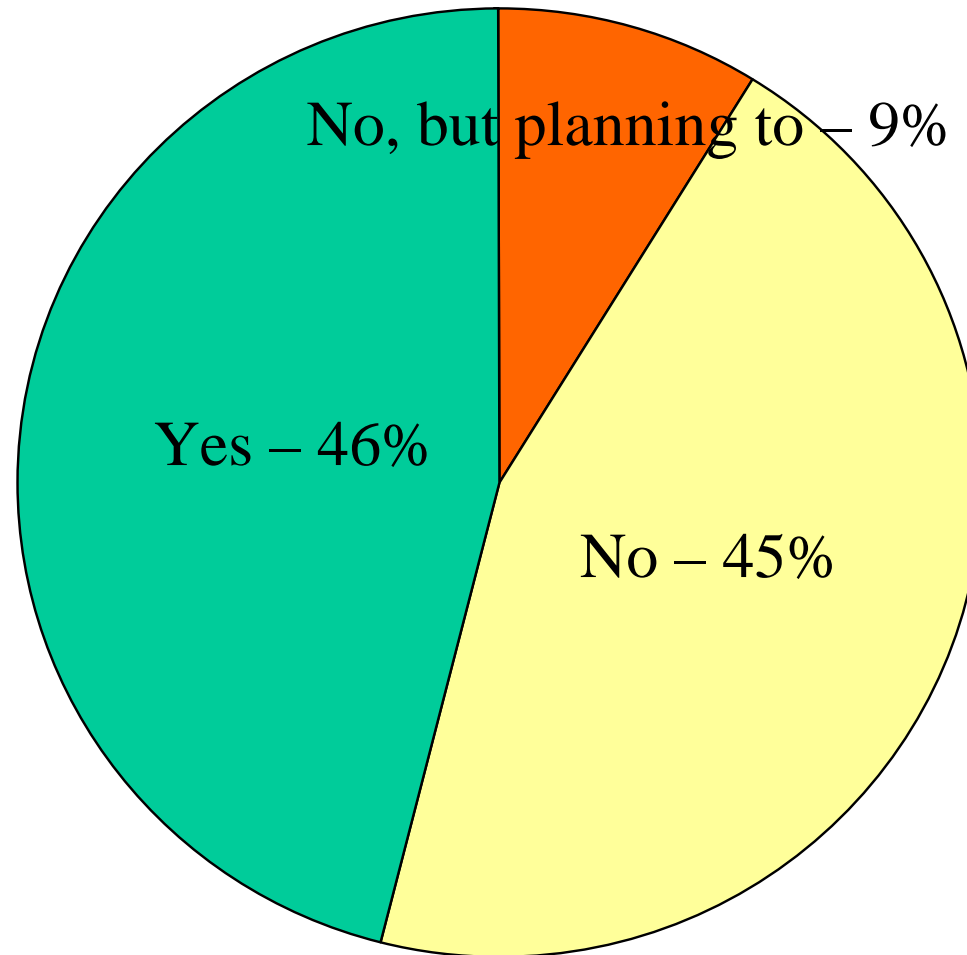
Source: Babcox Research

Do You Have Access to the Internet at Your Location?



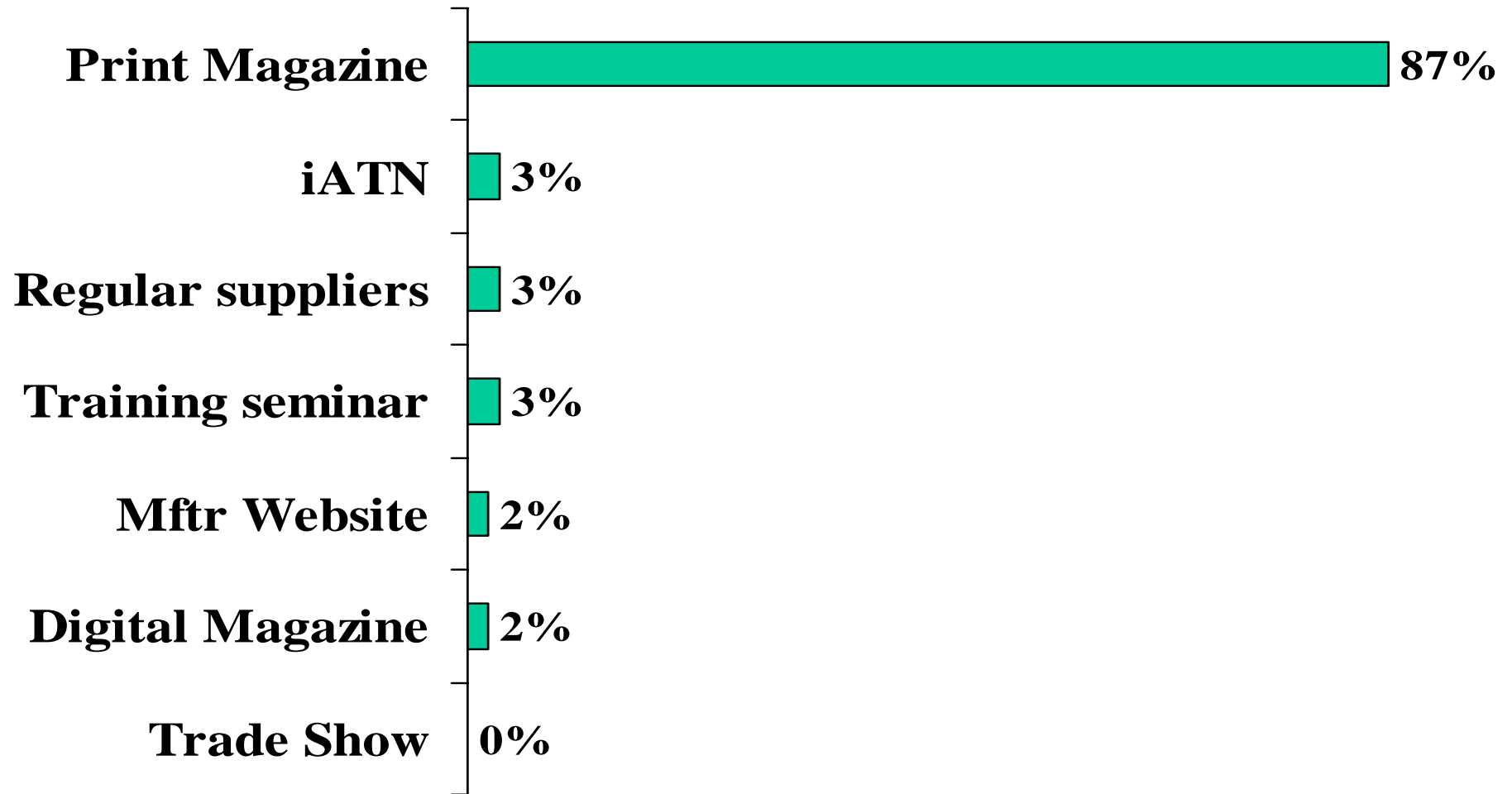
Source: Babcox Research

Do You Currently Have a Website For Your Business?



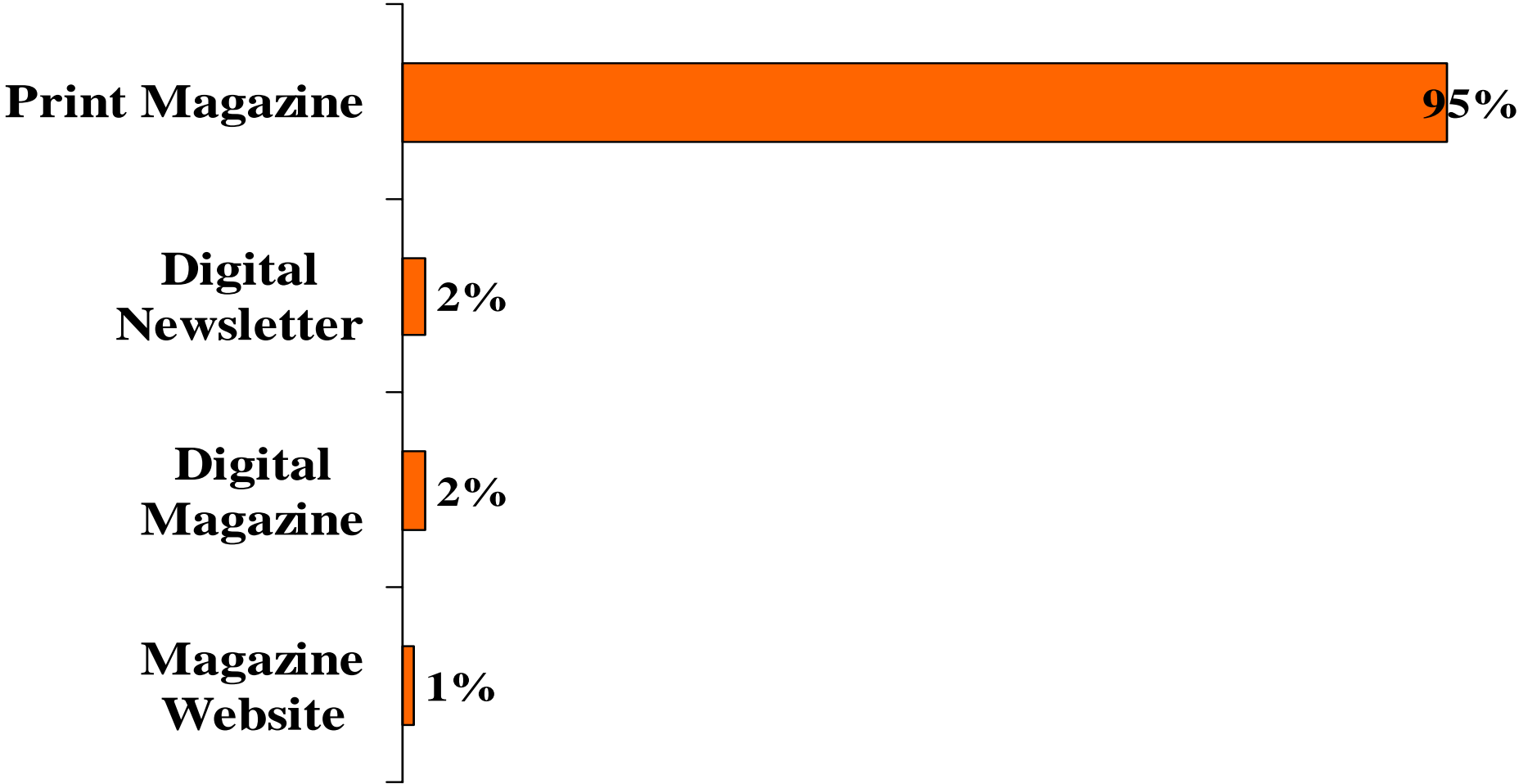
Source: Babcox Research

How Do You Prefer To Receive Technical Information?



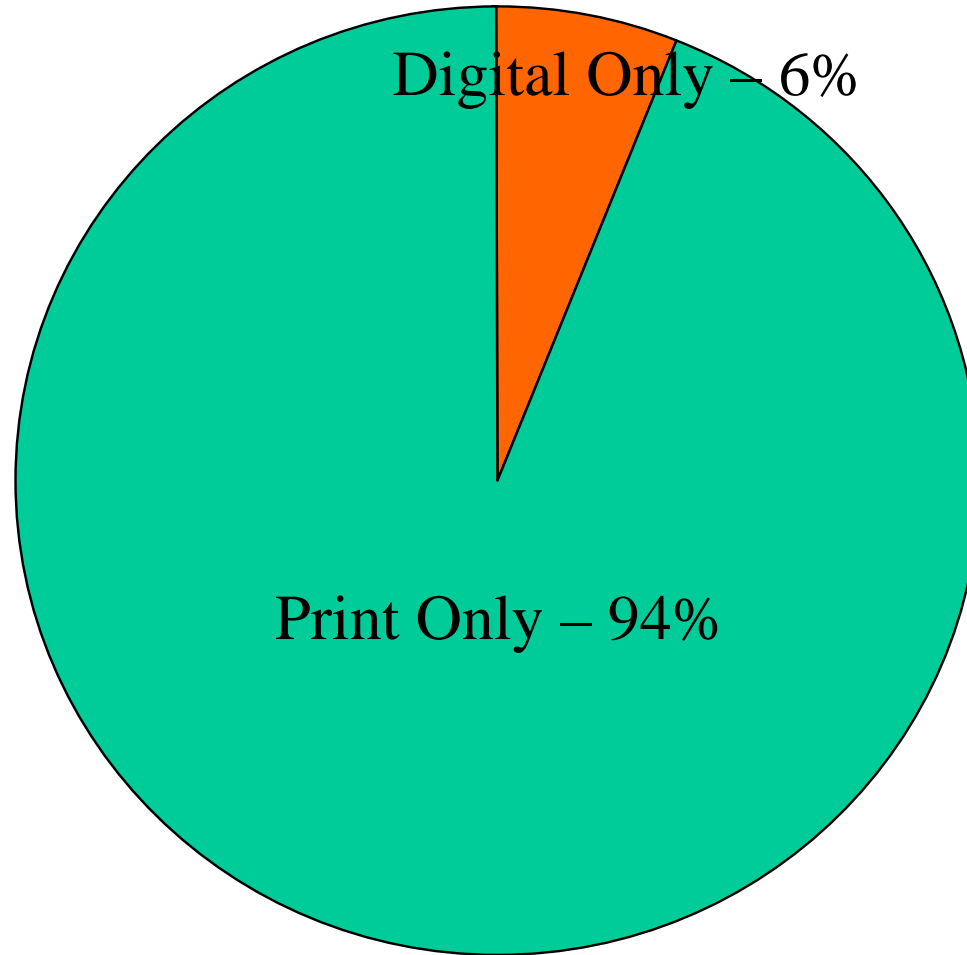
Source: Babcox Research

How Do You Prefer To Receive Industry News?



Source: Babcox Research

If You Could Receive Only One Version of a Magazine, Which One Would You Choose?



Source: Babcox Research

Do you currently use any social media in your business efforts?

Twitter

Facebook

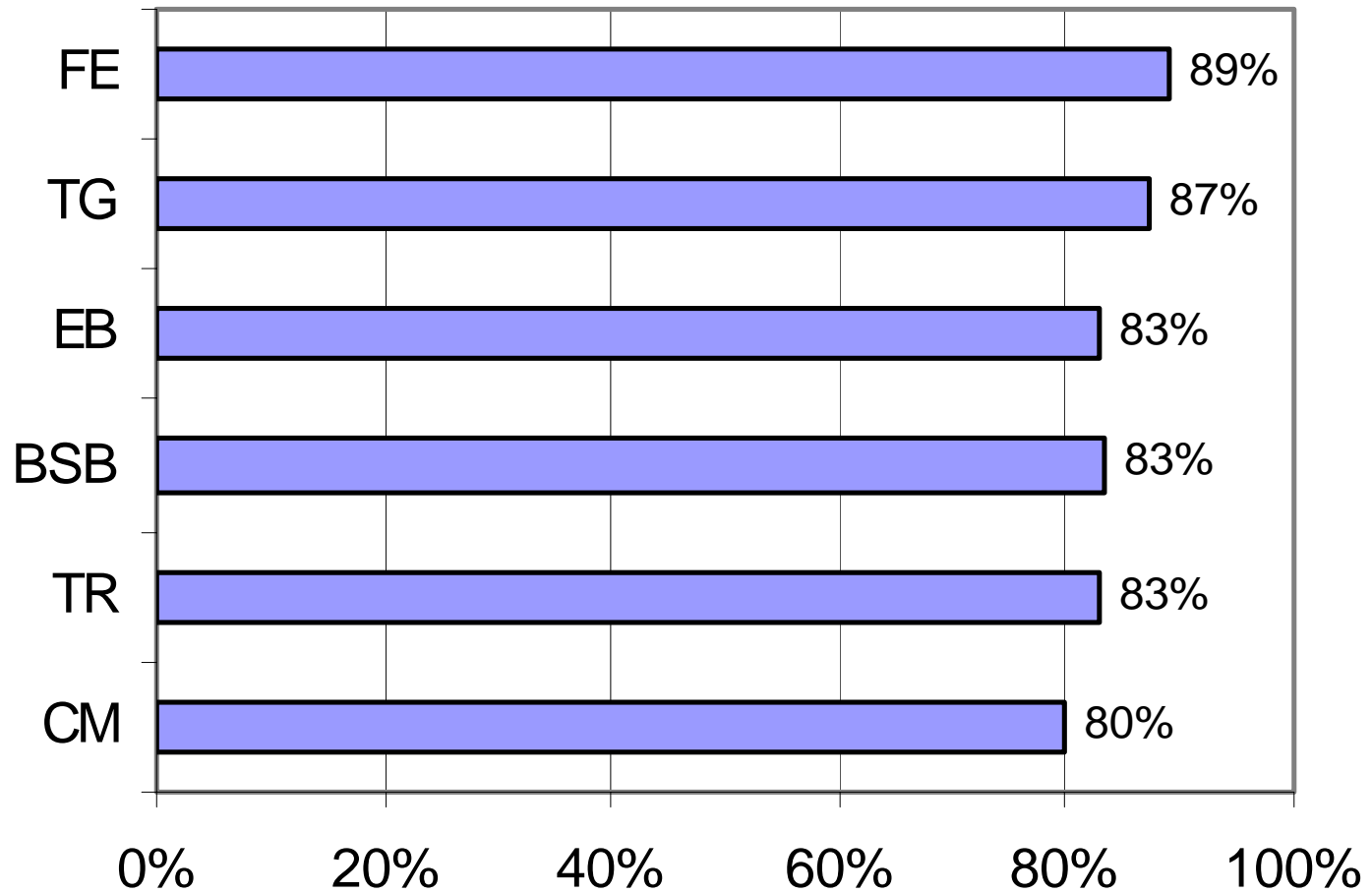
MySpace

LinkedIn

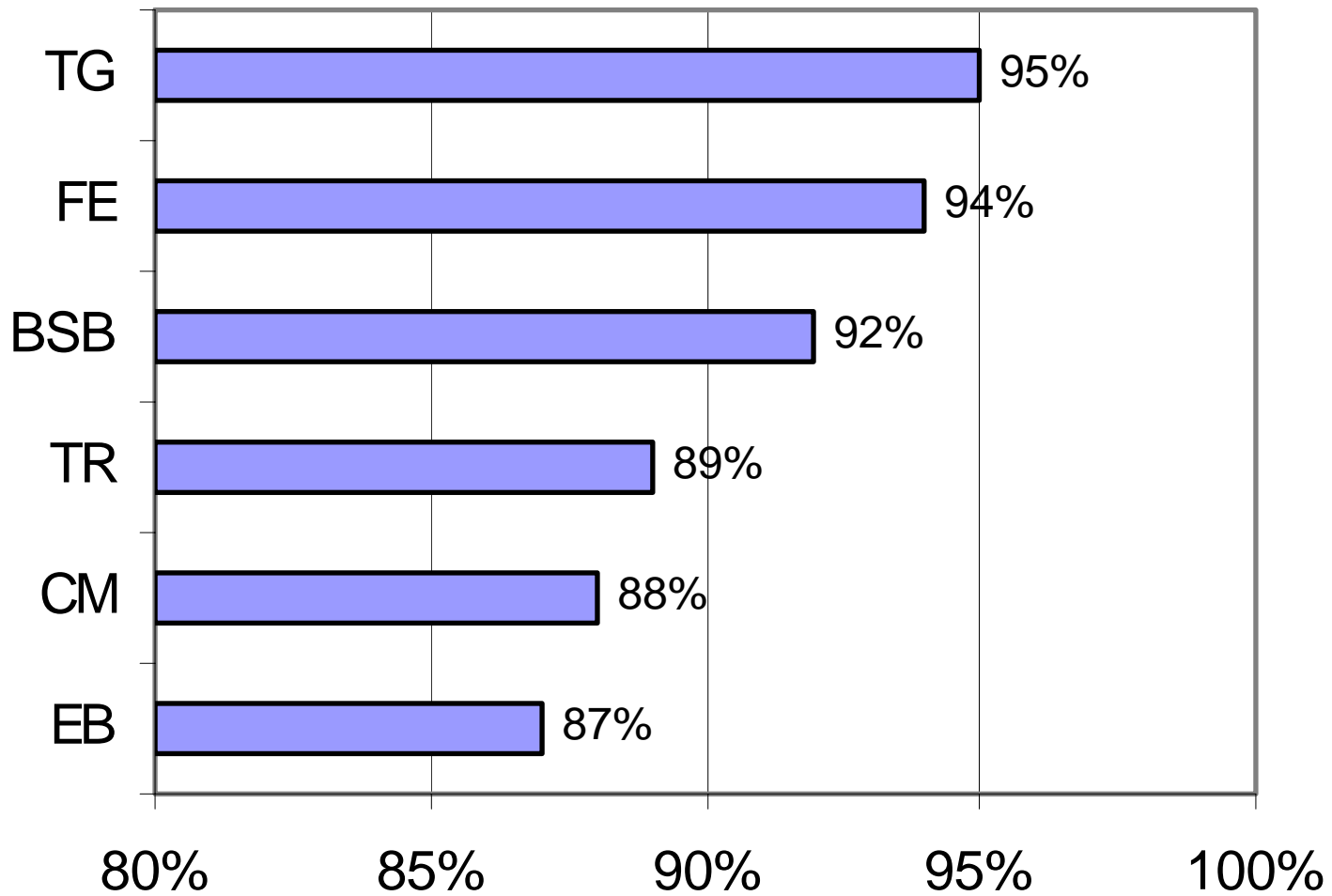
Not using any social media 90%+



**How do you prefer to receive technical information?
(those responding "print magazines")**



**How do you prefer to receive industry news?
(those responding "print magazines")**



**If you could receive just one version, which one would you choose?
(those responding "print only")**

