**DISTRIBUTION BY PROVINCE**

- **Ontario** 43%
- **British Columbia** 7%
- **Quebec** 21%
- **Alberta** 7%
- **Newfoundland and Labrador, Prince Edward Island, New Brunswick & Nova Scotia** 5%
- **Northwest Territories, Saskatchewan & Manitoba** 7%
- **Outside of Canada** 10%

**TOTAL UNIQUE CIRCULATION**

12,891

**MAGAZINE AUDIENCE:**

- 9,972 Read the Print Edition
- 4,377 Read the Digital Edition

Approximately 1,310 of these readers receive both the print and digital edition.

**ONLINE VISITORS:**

- 218,774 Monthly Page Views
- 88,077 Monthly Unique Visitors

Monthly average Jan-July 2020

**PROFESSIONAL SERVICES/OTHERS**

38%

**OEMs/SUPPLIERS**

32%

**DEALERS**

30%

**Outside of Canada**