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# 2025 READERSHIP STUDY

**RATCHET  
+WRENCH™**

***MOTOR AGE®***

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# METHODOLOGY

The Ratchet+Wrench and Motor Age Readership Study was conducted online from May 20 to June 11, 2025. The sample was drawn from the qualified circulation of both publications, and the findings are based on responses from 123 participants.



# GO-TO SOURCES FOR SHOP DECISION MAKERS

98%

**OF** SHOP OPERATORS RELY ON ADVERTISEMENTS IN TRADE MEDIA TO HELP THEM STAY INFORMED ABOUT PRODUCTS OR SERVICES

**RATCHET  
+WRENCH™**

93%

OF THE INDUSTRY READS RATCHET+WRENCH

97%

OF READERS SAY RATCHET+WRENCH INFLUENCES THEIR SHOP

***MOTOR AGE®***

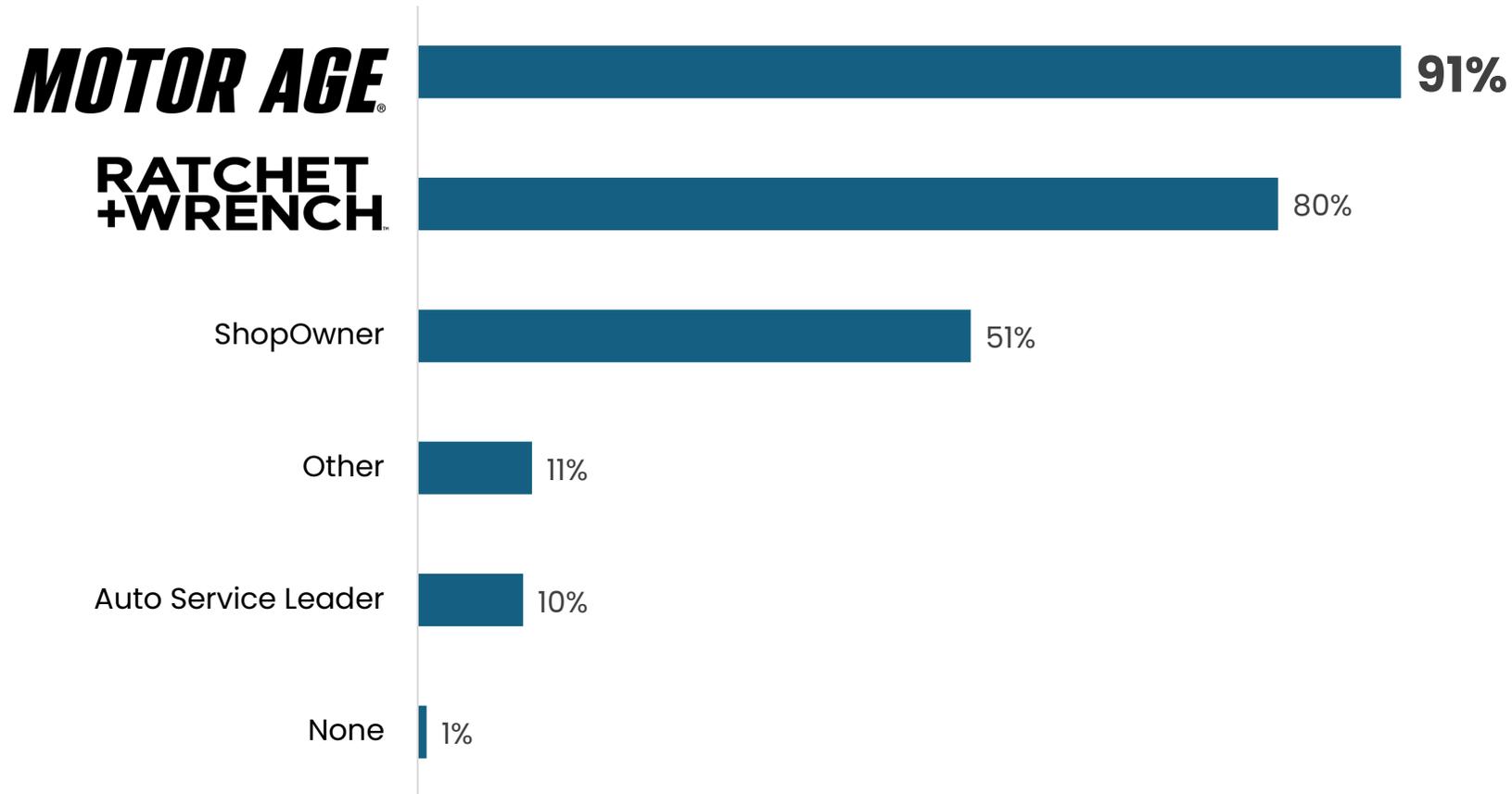
95%

OF THE INDUSTRY READS MOTOR AGE

98%

OF READERS SAY MOTOR AGE INFLUENCES THEIR SHOP

# READERS BELIEVE RATCHET+WRENCH AND MOTOR AGE PROVIDE THE MOST INTERESTING AND INFORMATIVE INDUSTRY PUBLICATIONS

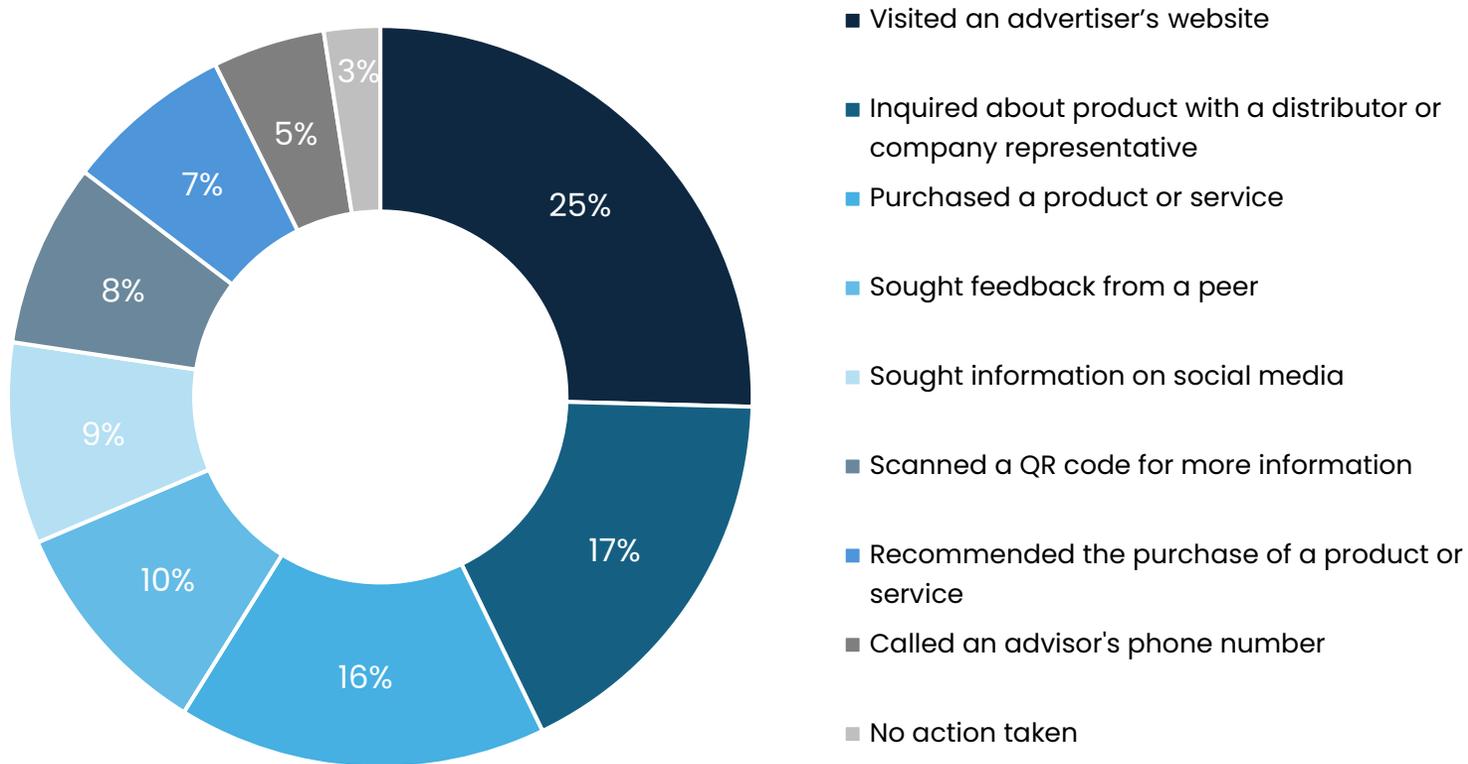


88%

OF READERS USE TRADE PUBLICATIONS TO STAY INFORMED ON THE INDUSTRY

# SHOP OPERATORS TAKE ACTION ON ADVERTISEMENTS THEY SEE IN TRADE MEDIA

IN THE LAST 12 MONTHS, WHAT ACTIONS HAVE YOU TAKEN AFTER SEEING ADVERTISEMENTS IN TRADE MEDIA? (CHECK ALL THAT APPLY)



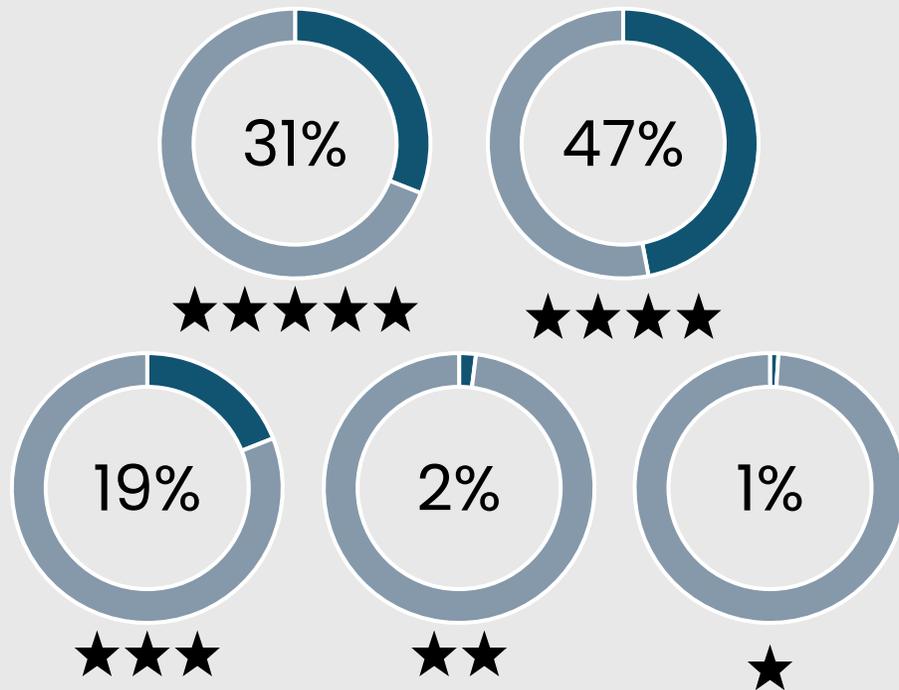
93%

OF SHOP OPERATORS  
HAVE TAKEN ACTION  
AFTER SEEING  
ADVERTISEMENTS IN  
TRADE MEDIA

# READERS RECOGNIZE THE VALUE OF RATCHET+WRENCH AND MOTOR AGE

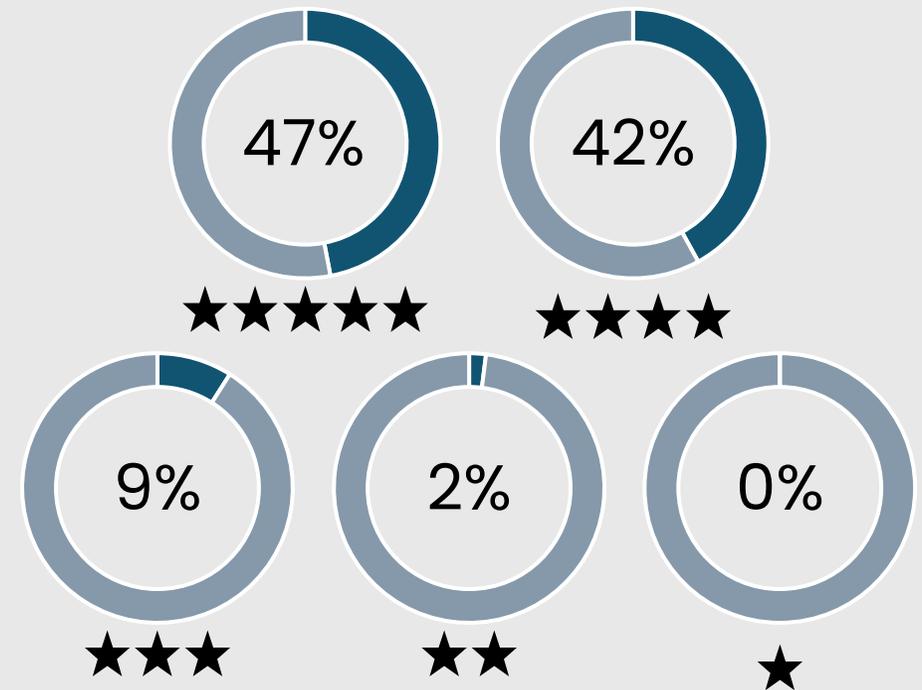
## RATCHET+WRENCH™

**78%** OF READERS RATE RATCHET+WRENCH 4 OR 5 OUT OF 5 STARS



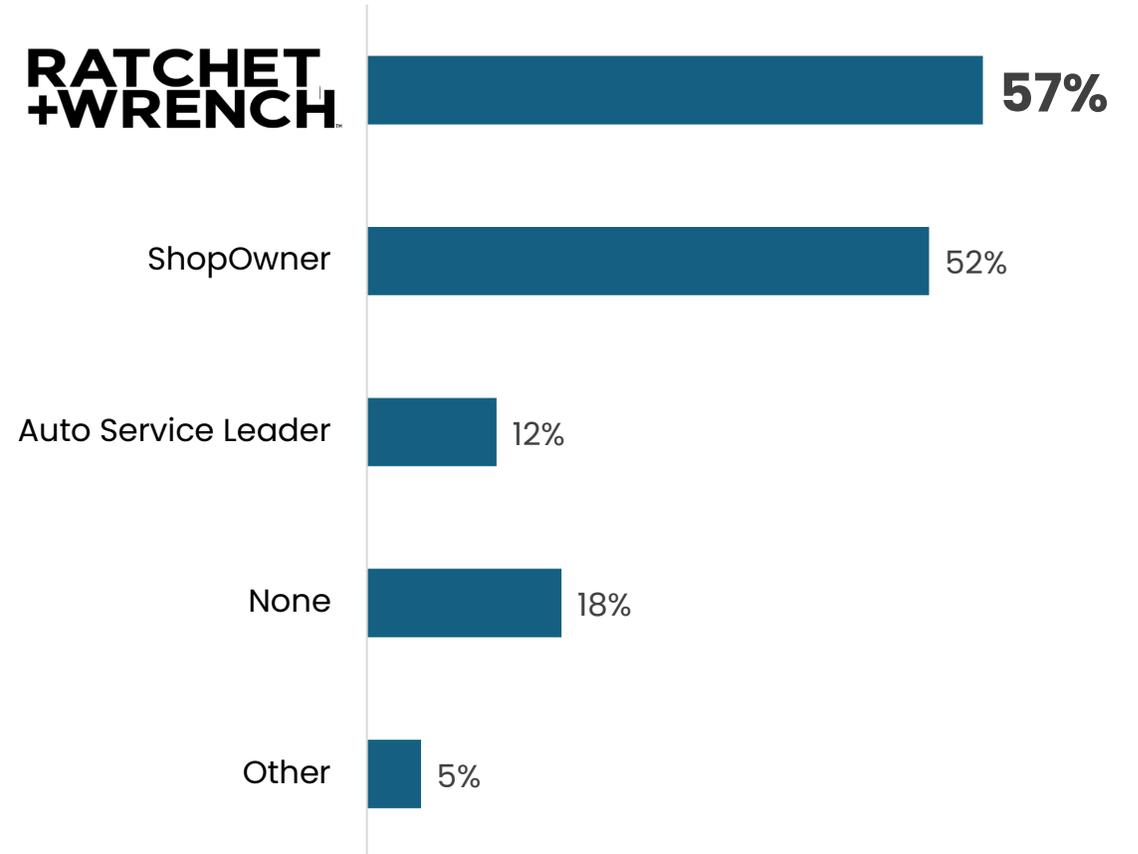
## ***MOTOR AGE®***

**89%** OF READERS RATE MOTOR AGE 4 OR 5 OUT OF 5 STARS



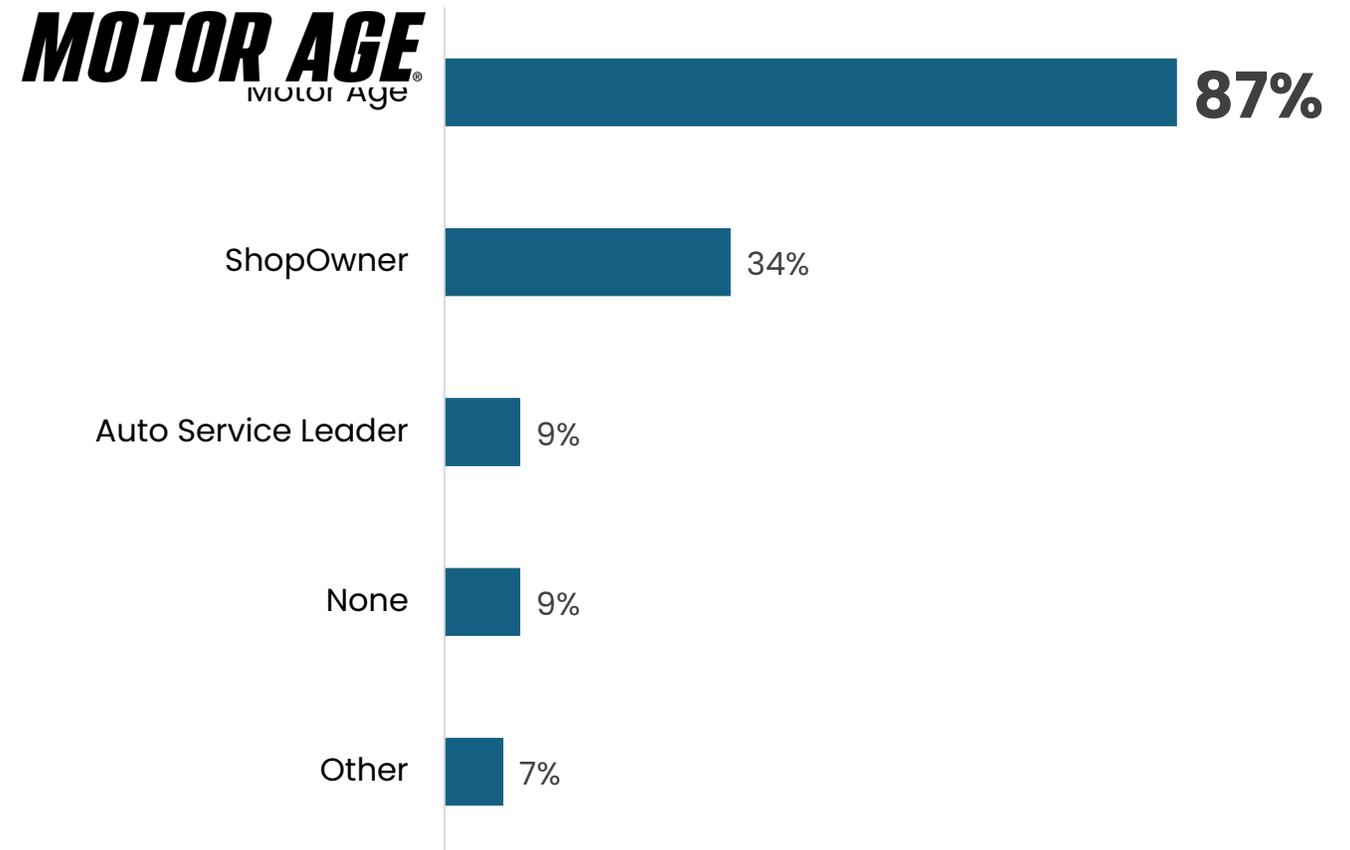
# RATCHET+WRENCH LEADS THE WAY FOR MANAGERIAL AND LEADERSHIP TACTICS

WHICH OF THE FOLLOWING TRADE MEDIA BRANDS DO YOU RELY ON FOR MANAGERIAL AND BUSINESS LEADERSHIP INFORMATION?  
(CHECK ALL THAT APPLY)



# MOTOR AGE LEADS THE WAY FOR TECHNICAL AND HOW-TO INFORMATION

WHICH OF THE FOLLOWING TRADE MEDIA BRANDS DO YOU RELY ON FOR TECHNICAL AND HOW-TO INFORMATION?  
(CHECK ALL THAT APPLY)



# TRUSTED BY THE INDUSTRY

WHICH OF THE FOLLOWING TRADE MEDIA BRANDS DO YOU RELY ON TO HELP ENHANCE AND STRENGTHEN YOUR BUSINESS?  
(CHECK ALL THAT APPLY)

***MOTOR AGE***

69%

**RATCHET  
+WRENCH**

68%

ShopOwner

47%

Auto Service Leader

7%

None

13%

Other

6%

# TOP SOURCES FOR INDUSTRY NEWS AND INSIGHTS

WHICH OF THE FOLLOWING TRADE MEDIA BRANDS DO YOU UTILIZE FOR INDUSTRY NEWS AND INFORMATION?

(CHECK ALL THAT APPLY)

***MOTOR AGE***

88%

**RATCHET +WRENCH**

79%

ShopOwner

49%

Auto Service Leader

8%

Other

9%

None

2%

# RATCHET+WRENCH: A MUST-READ FOR THE SHOP

RATCHET  
+WRENCH™

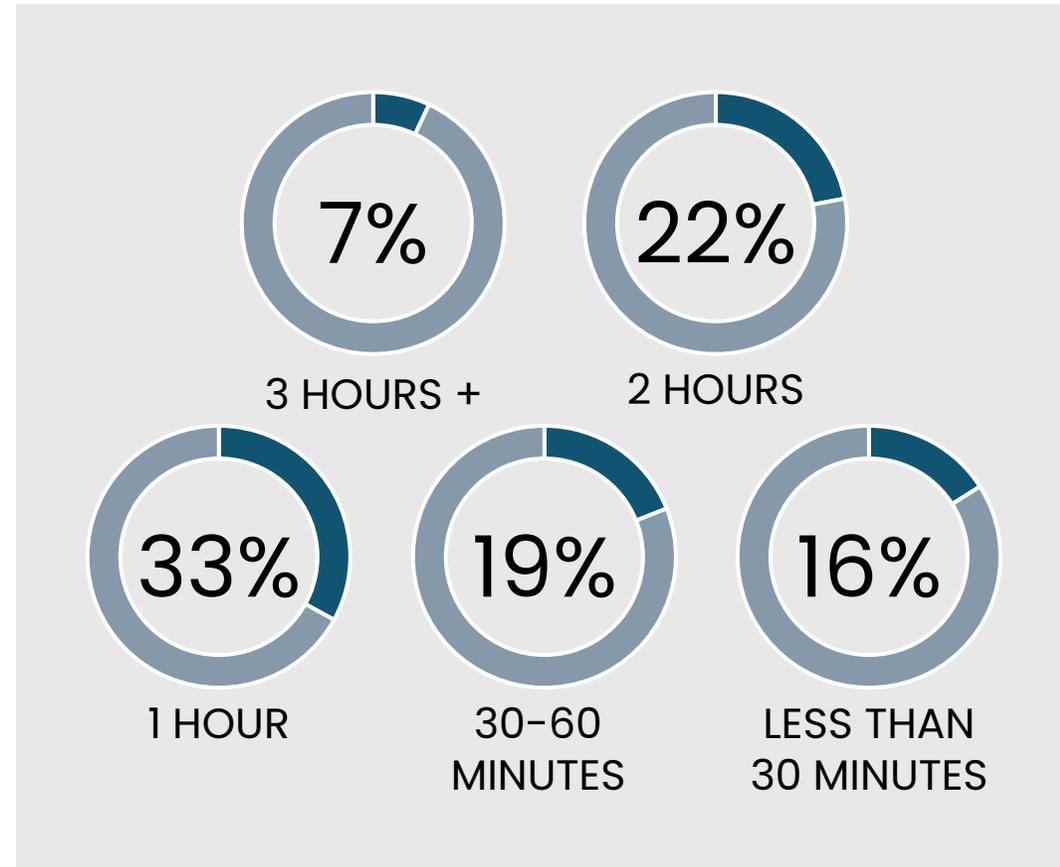
84%

OF READERS READ **AT LEAST HALF**  
OF RATCHET+WRENCH, WHILE

77%

HAVE READ AT LEAST **THREE** OF  
THE LAST FOUR ISSUES.

81% OF SHOP OPERATORS SPEND AT LEAST  
30 MINUTES READING EACH ISSUE



# RATCHET+WRENCH IS SAVED AS A LONG-TERM RESOURCE IN THE SHOP

**56%**

OF READERS SAVE RATCHET+WRENCH FOR FUTURE REFERENCE

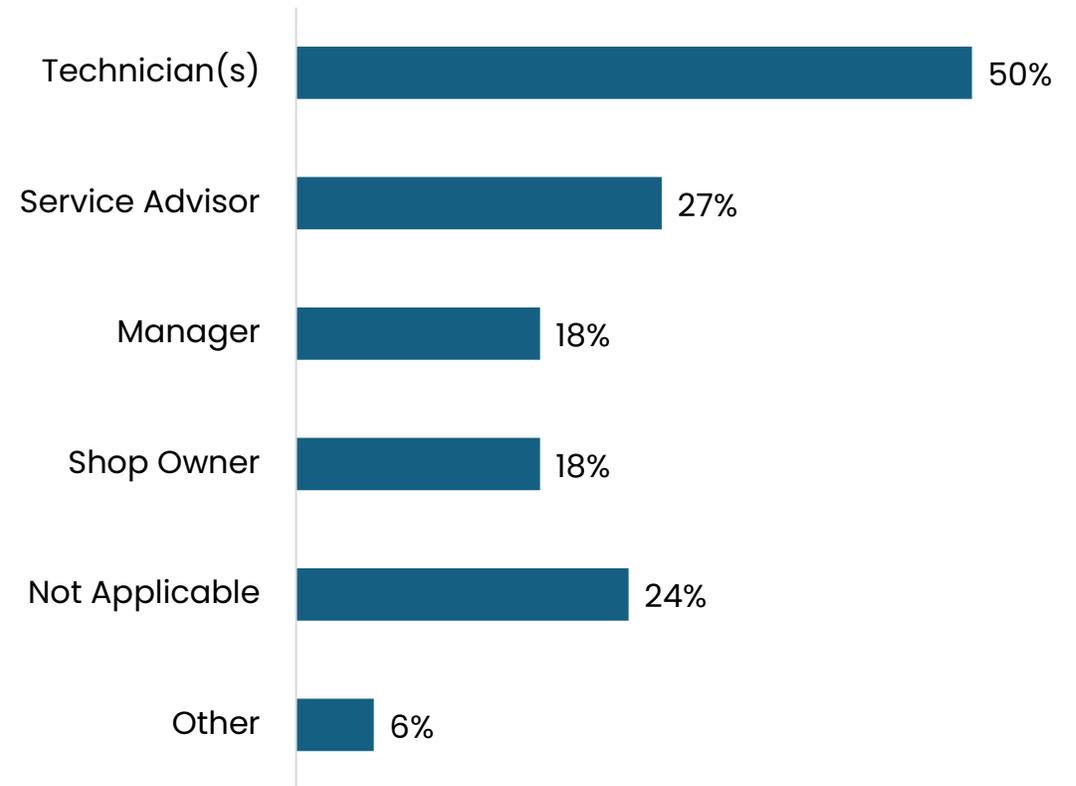
**246,500**

RATCHET+WRENCH REACH WITH PASSALONG READERSHIP

**91,000** subscribers with the average reader passing along to **1.71** additional readers

*Based on 2025 Audience Engagement Report | Publisher's Own Data*

## WHO IN YOUR SHOP DO YOU PASS YOUR COPY OF RATCHET+WRENCH ALONG TO?



# MOTOR AGE: A MUST-READ FOR THE SHOP

**MOTOR AGE**<sup>®</sup>

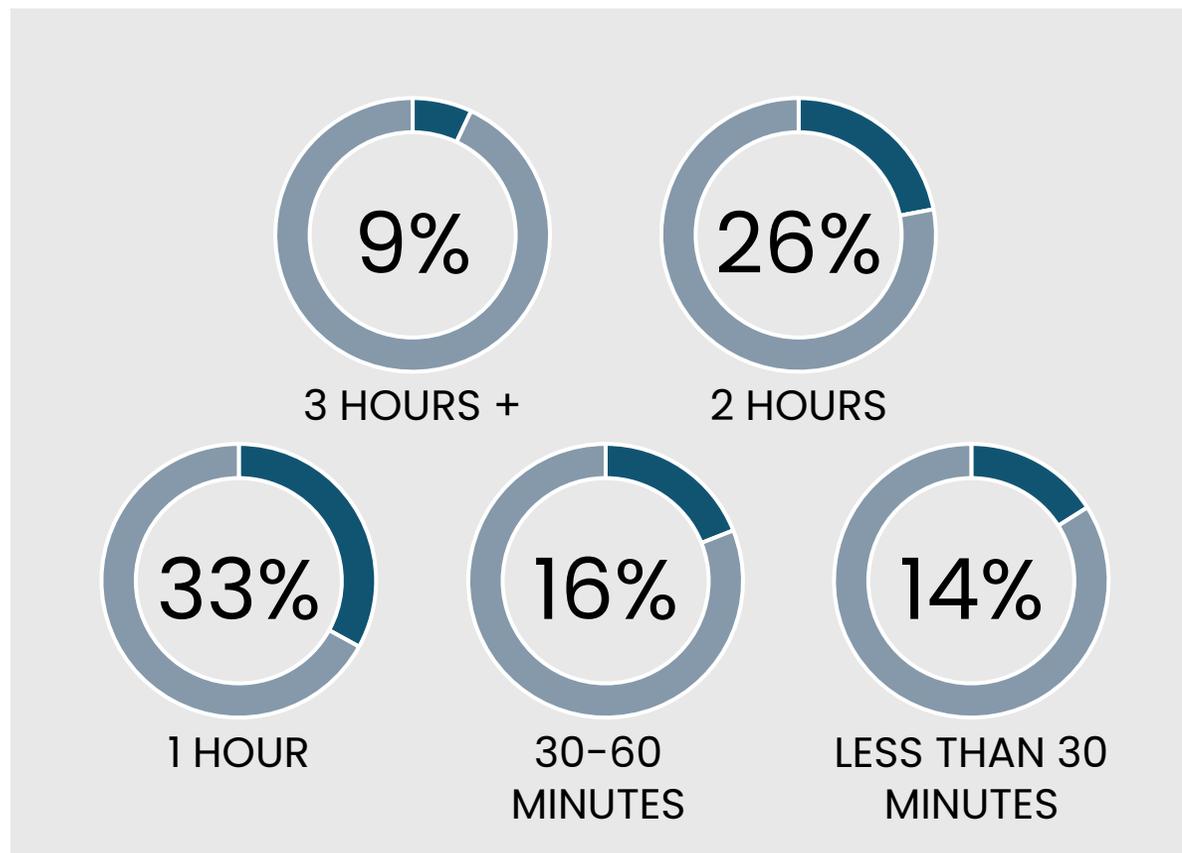
**89%**

OF READERS READ **AT LEAST HALF** OF MOTOR AGE, WHILE

**79%**

HAVE READ AT LEAST **THREE** OF THE LAST FOUR ISSUES.

**84%** OF SHOP OPERATORS SPEND AT LEAST 30 MINUTES READING EACH ISSUE



# MOTOR AGE IS SAVED AS A LONG-TERM RESOURCE IN THE SHOP

**67%**

OF READERS SAVE MOTOR AGE FOR FUTURE REFERENCE

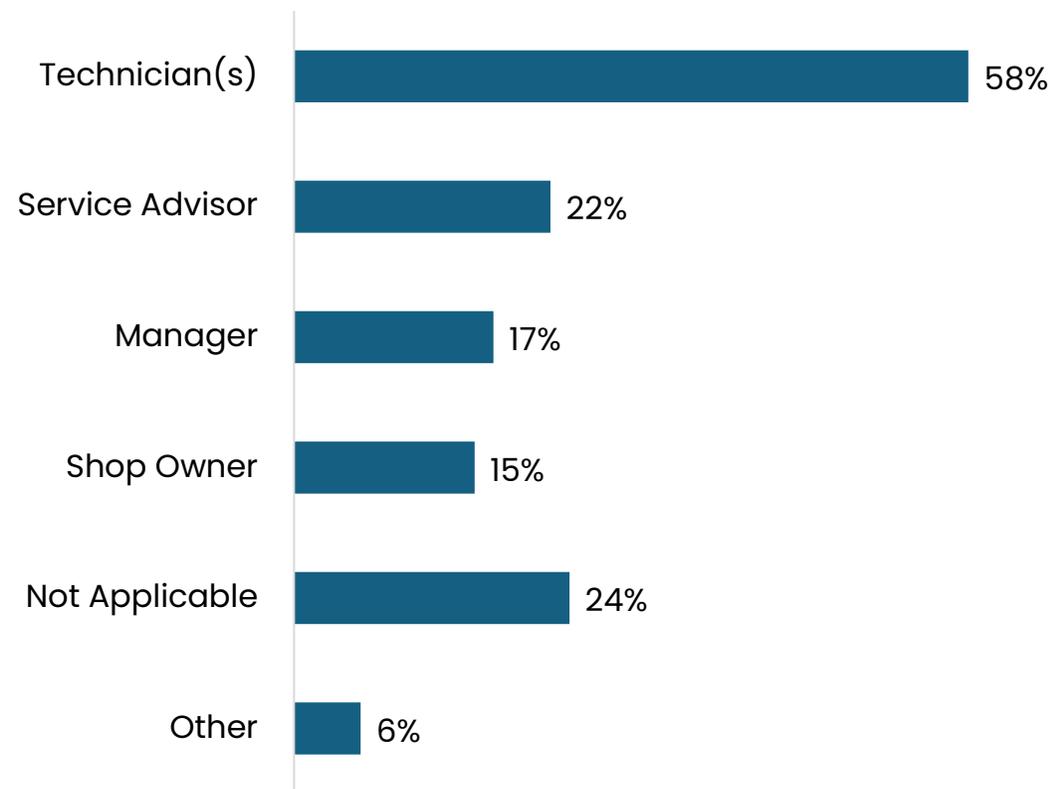
**300,200**

MOTOR AGE REACH WITH PASSALONG READERSHIP

**106,000** subscribers with the average reader passing along to **1.83** additional readers

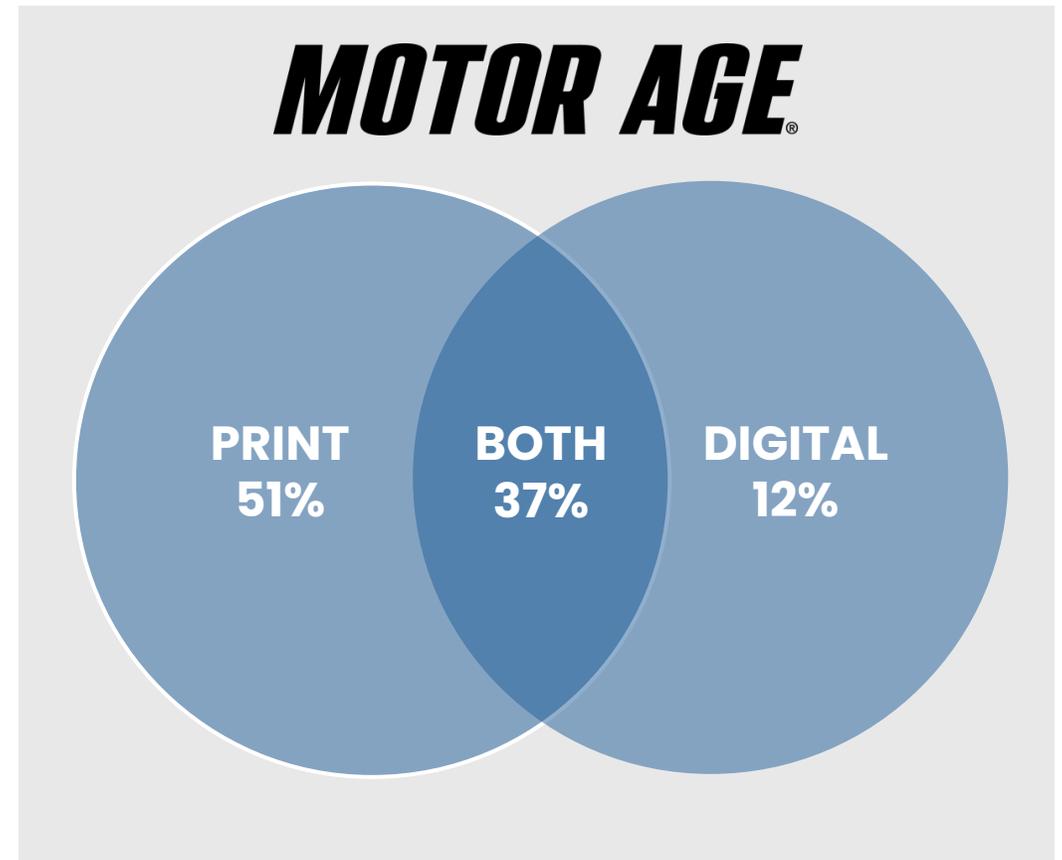
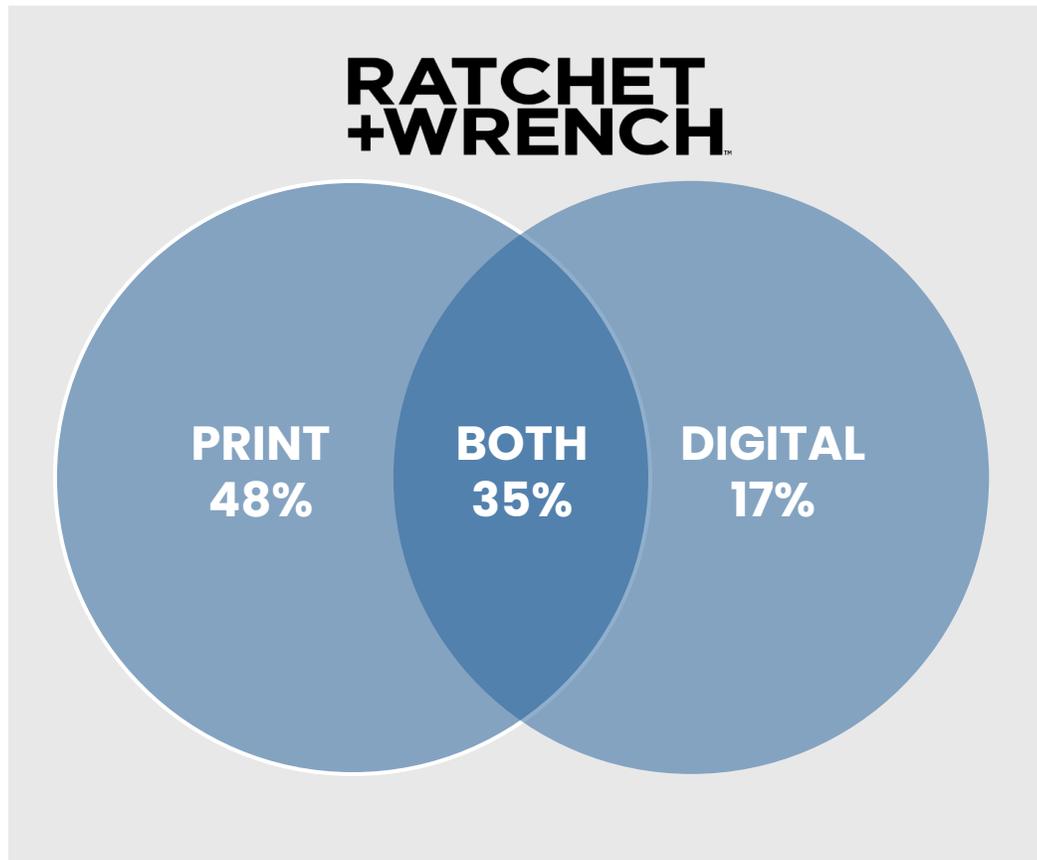
*Based on 2025 Audience Engagement Report | Publisher's Own Data*

## WHO IN YOUR SHOP DO YOU PASS YOUR COPY OF MOTOR AGE ALONG TO?

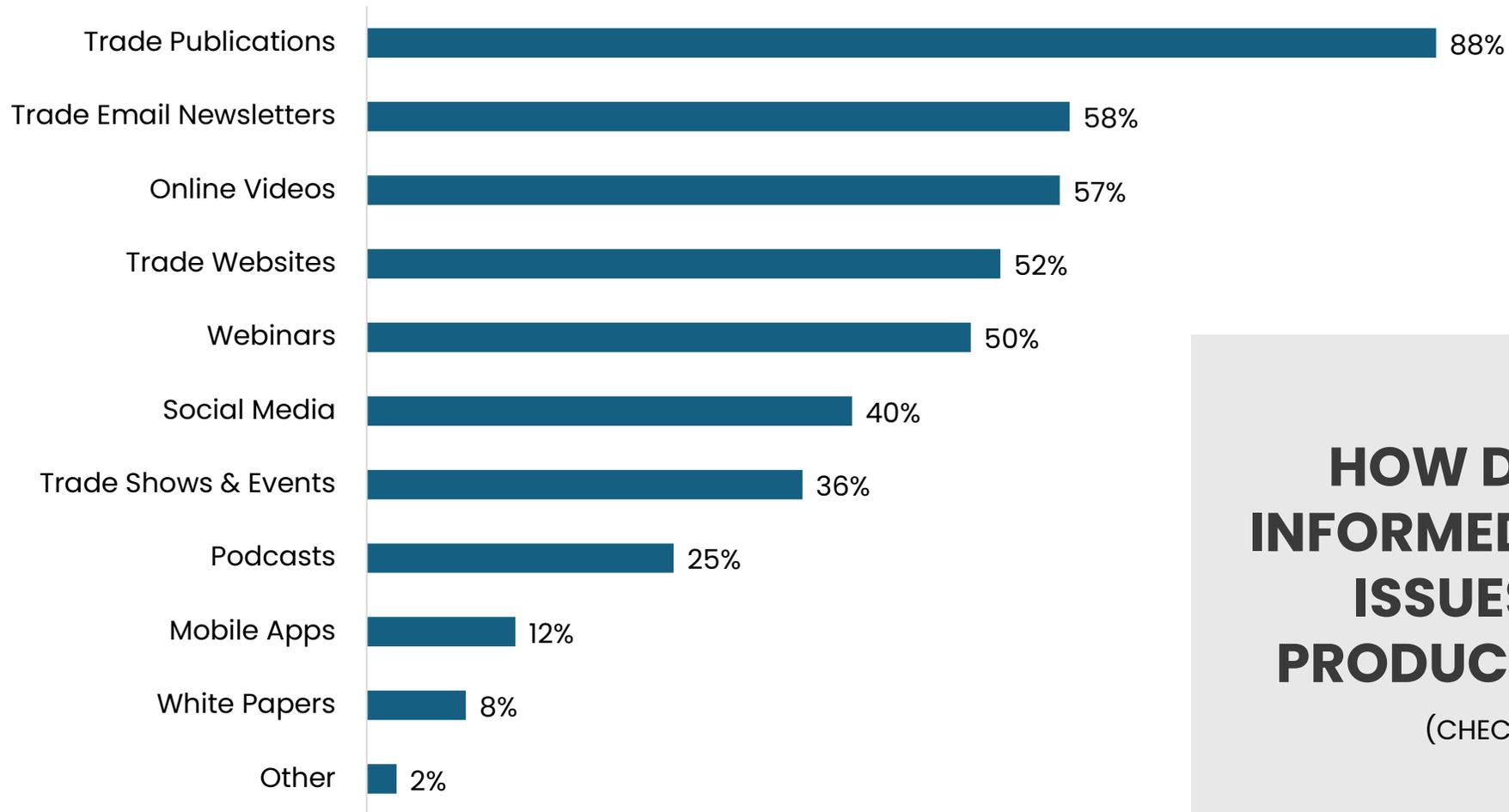


# PRINT LEADS, BUT READERS VALUE BOTH FORMATS

HOW DO YOU READ YOUR ISSUES OF RATCHET+WRENCH AND MOTOR AGE?



# TRADE PUBLICATIONS ARE THE LEADING SOURCE FOR INDUSTRY NEWS AND PRODUCT UPDATES

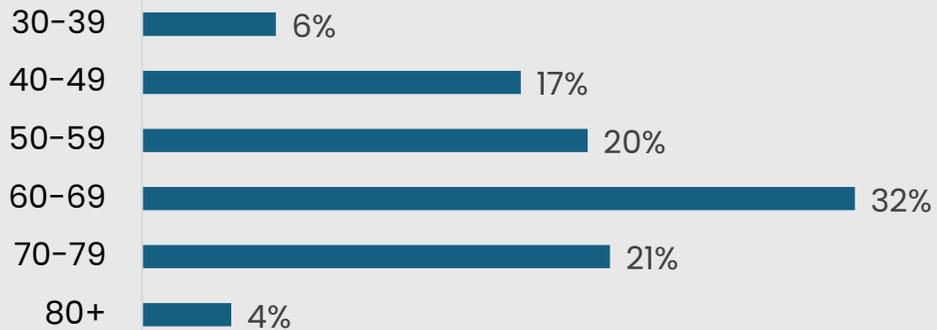


**HOW DO YOU KEEP INFORMED ON INDUSTRY ISSUES AND NEW PRODUCTS/SERVICES?**

(CHECK ALL THAT APPLY)

# AUDIENCE DEMOGRAPHICS

## WHAT IS YOUR AGE?



**77%**  
OF READERS ARE  
AT LEAST  
50 YEARS OF AGE

**91%**  
IDENTIFY AS  
MALE

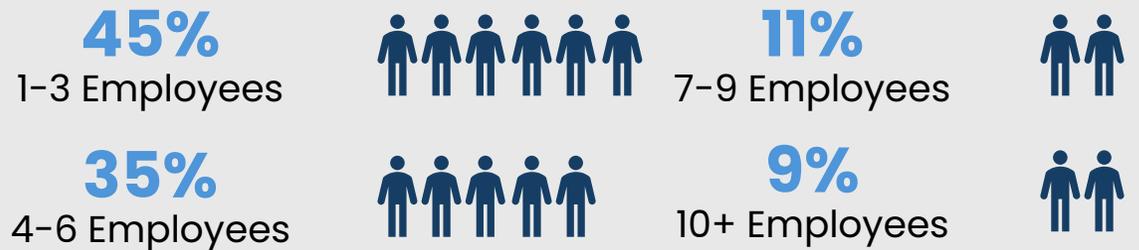


**7%**  
IDENTIFY AS  
FEMALE

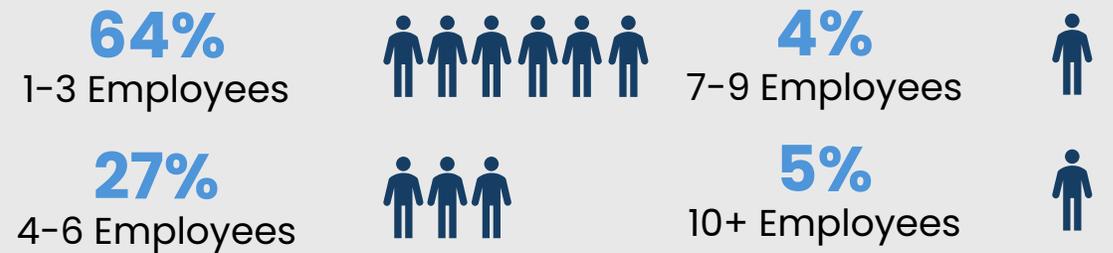


Not Shown: 2%

## HOW MANY EMPLOYEES WORK AT THIS LOCATION?



## HOW MANY TECHNICIANS WORK AT THIS LOCATION?



# AUDIENCE DEMOGRAPHICS

**59%**

**OF READERS GENERATE  
AN ANNUAL REVENUE  
OF \$500,000 OR MORE  
IN YEARLY SALES  
VOLUME**

## WHAT IS YOUR AVERAGE ANNUAL REVENUE?

Less than \$250,000	26%
\$250,000-\$499,999	15%
\$500,000-\$749,999	18%
\$750,000-\$999,999	17%
\$1 million-\$2.49 million	15%
\$2.5 million-\$4.99 million	7%
\$5 million-\$7.49 million	1%
\$7.5 million+	1%

# AUDIENCE DEMOGRAPHICS

## WHAT IS THE TOTAL SQUARE FOOTAGE OF YOUR SHOP?

**18%**

Less than 2,000  
Square Feet

**34%**

2,000-4,999  
Square Feet

**29%**

5,000-9,999  
Square Feet

**14%**

10,000-14,999  
Square Feet

**2%**

15,000-19,999  
Square Feet

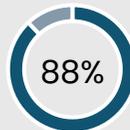
**2%**

20,000+  
Square Feet

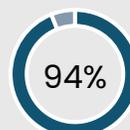
**89%**

OF READERS OPERATE A  
SINGLE LOCATION

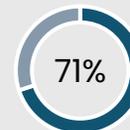
REPAIRERS SERVICE ALL  
TYPES OF VEHICLES



Asian

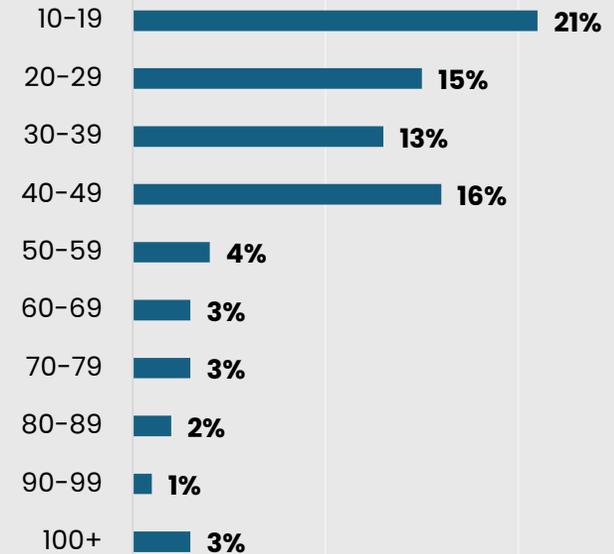


Domestic



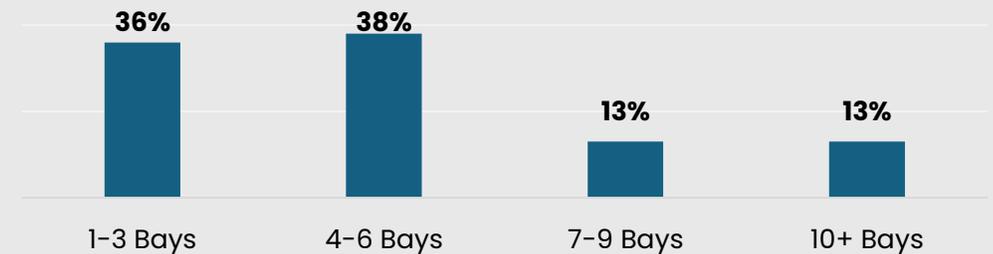
European

## WHAT IS THE AVERAGE NUMBER OF VEHICLES YOUR SHOP REPAIRS PER WEEK?

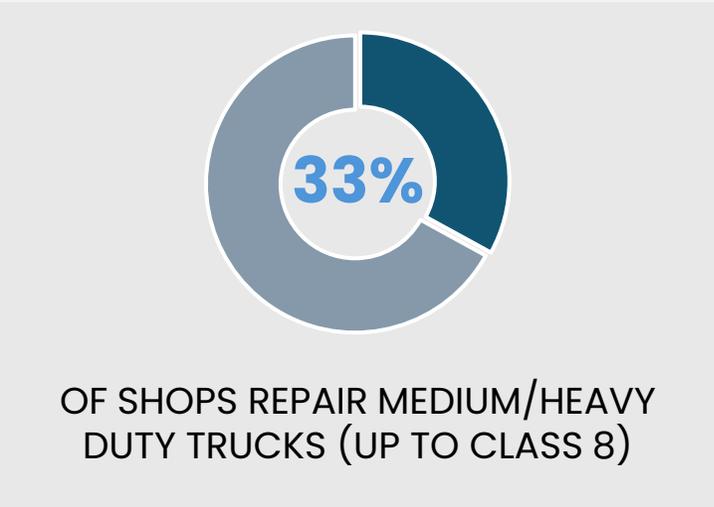
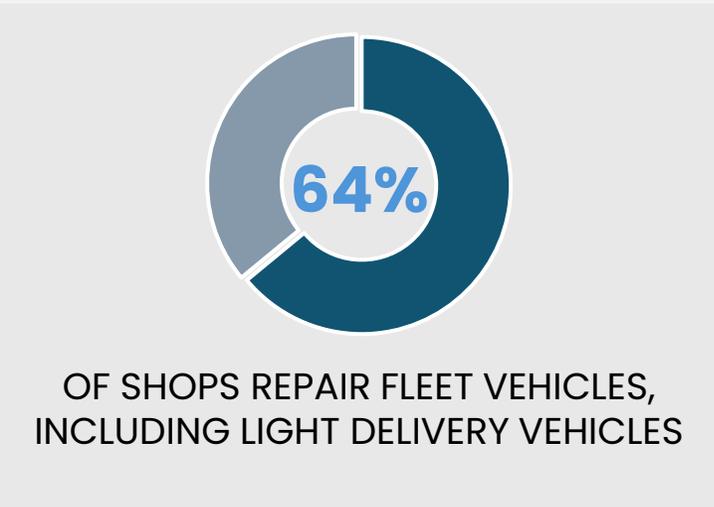
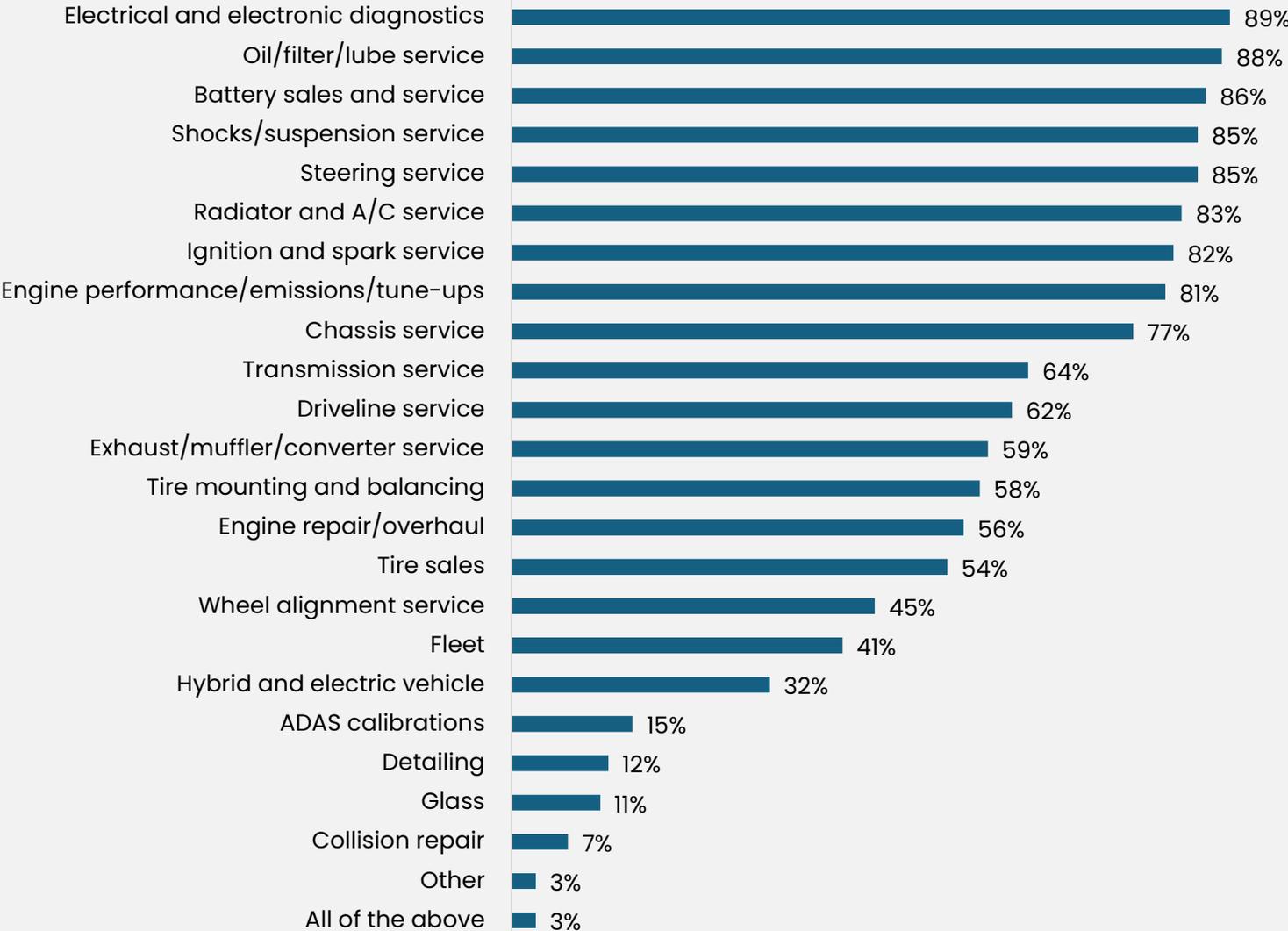


**64%**

OF REPAIR  
SHOPS HAVE 4  
OR MORE BAYS



# SERVICES PERFORMED BY OUR READERS



# WHAT DRIVES THEIR PURCHASING DECISIONS

98%

OF READERS EITHER  
AUTHORIZE OR  
RECOMMEND THE  
PURCHASE OF PARTS

92%

OF READERS REGULARLY  
ASSESS THEIR  
RELATIONSHIP WITH  
VENDORS

## WHAT ARE THE MOST IMPORTANT FACTORS IN CHOOSING YOUR PARTS SUPPLIER?



# OUR READERS HAVE BUYING POWER

98%

OF READERS EITHER  
AUTHORIZE OR RECOMMEND  
THE PURCHASE OF TOOLS &  
EQUIPMENT

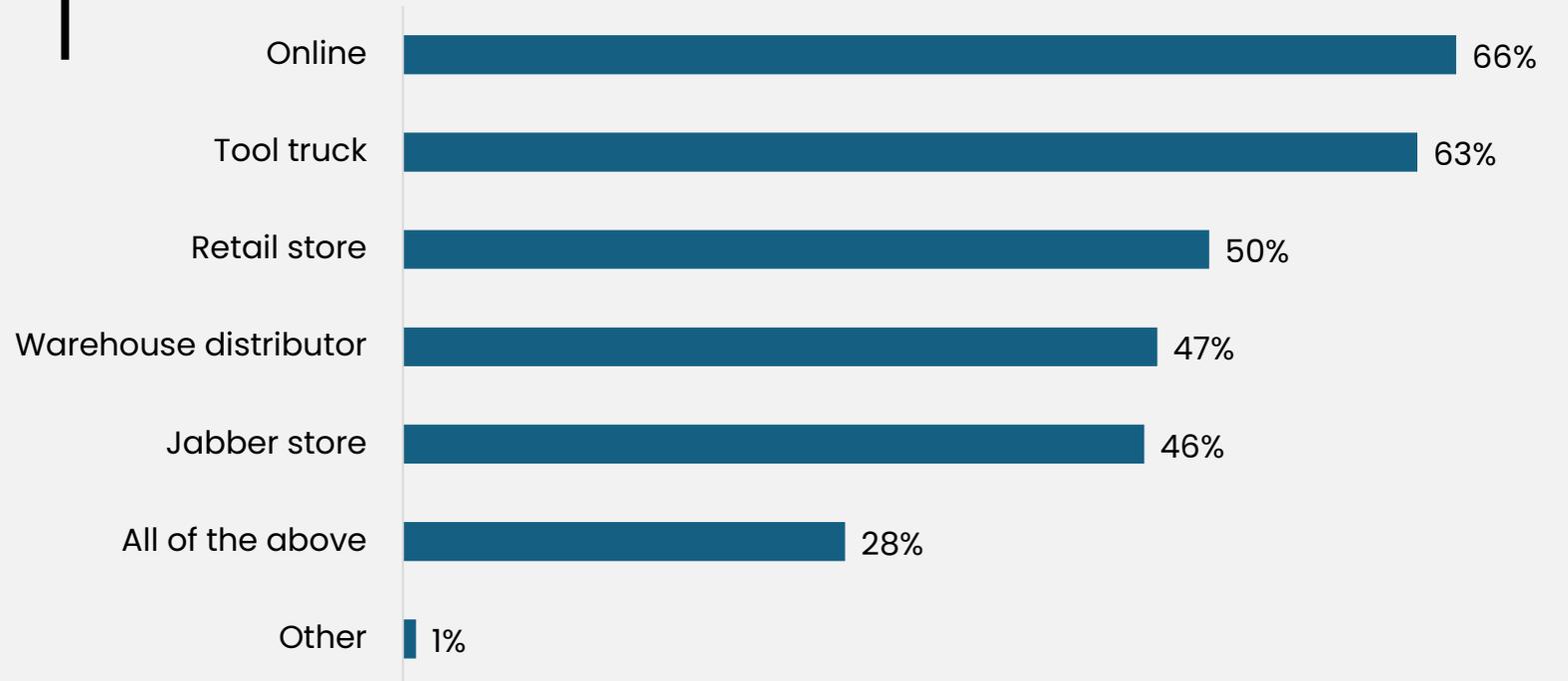
94%

OF READERS EITHER  
AUTHORIZE OR RECOMMEND  
THE PURCHASE OF BUSINESS  
PRODUCTS AND SERVICES

94%

OF READERS REGULARLY ENGAGE IN ONLINE  
CONTINUING EDUCATION OR TRAINING

## WHERE DO YOU PURCHASE TOOLS AND EQUIPMENT?



# TESTIMONIALS

"Great resources, fantastic information and relative information for the automotive service industry!"

"It's a solid, well written magazine with helpful information. It has helped me make some decisions in the past."

"From an automotive educator, thank you for supporting education and the future of our profession!"

"Keep doing a great job! Thanks"

"Excellent magazine to refer to"

"You're doing a great job!"

"Motor Age is the source for technical information, and for stirring my desire to learn more about my industry and my career."

"Motor Age and Ratchet+Wrench both helpful resources."

"Glad there is a magazine dedicated to the constant change and new equipment available for continuing profitable auto repairing."

"It is a good reference regarding upcoming trends in the industry. It helps us to try and stay ahead of upcoming shortages, new suppliers, and pending legislation affecting our industry."

"RW is my go to journal for keeping up with automotive service industry news and trends."

"All the content is very good. Informative. Helpful."

"Motor Age and Ratchet+Wrench are two of the most trusted voices in the automotive industry. Their content is not only timely and relevant, but also deeply insightful—covering everything from emerging technologies and repair trends to real-world shop management strategies. These publications consistently deliver value that helps our business stay informed, compliant, and ahead of the curve."