

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media as well as more than 2,600 advertiser and agency members.

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AUTOMOTIVE DESIGN & PRODUCTION

Gardner Publications
6915 Valley Avenue
Cincinnati, OH 45244-3029,
UNITED STATES
Tel: (513) 527-8800
FAX: (513) 527-8801
www.autofieldguide.com
RJacobs@gardnerweb.com

Official Publication of: None
Established: 1934
Issues Per Year: 6

FIELD SERVED

AUTOMOTIVE DESIGN & PRODUCTION serves the automotive industry, which includes automotive OEM's and supplier companies. These facilities are defined as those manufacturing products and/or components that are used in automobile, light trucks, other land-based vehicles. And other non-manufacturing industries. Also qualified are a limited number of engineering firms and federal government industries (transportation equipment).

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are companies and their administrative, production, engineering, product design, research and development, quality assurance/control, factory automation, sales and marketing, and purchasing personnel as indicated in Paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	82
Advertiser and Agency _____	2,220
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	192
Digital _____	-
All Other _____	788
TOTAL	3,282

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	37,205	100.0	37,205	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	37,205	100.0	37,205	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD					
2010 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
Jan/Feb _____	-	-	37,421	-	37,421
March/April _____	616	334	37,139	-	37,139
May/June _____	528	443	37,054	-	37,054
TOTAL	1,144	777			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2010

This issue is 0.6% or 226 copies below the average of the other 2 issues reported in Paragraph two.

Business & Industry	TOTAL QUALIFIED	PERCENT OF TOTAL	Company Management & Corporate Executive	Design/Product Engineering, R&D, Quality Testing	Process/Manufacturing Engineering, Production	Sales & Marketing	Purchasing	Qualified Personnel N.E.C.
OEM								
A Light Vehicle Assembly _____	3,908	10.5	1,754	1,364	593	19	178	-
B Heavy Vehicle Assembly _____	3,085	8.3	755	1,520	555	17	238	-
C Engines _____	1,542	4.2	331	779	346	8	78	-
D Components _____	4,359	11.8	1,105	1,932	1,033	37	252	-
E Design & Engineering _____	2,588	7.0	518	1,654	316	13	87	-
Subtotal: Original Equipment Mfg	15,482	41.8	4,463	7,249	2,843	94	833	-
SUPPLIER								
F Parts, Components, Assemblies _____	16,073	43.4	5,216	6,803	3,114	162	778	-
G Materials _____	1,156	3.1	360	480	232	41	43	-
H Plant Equipment _____	1,595	4.3	439	773	268	70	45	-
I Services/Other _____	1,550	4.2	655	563	238	38	56	-
Subtotal: Suppliers	20,374	55.0	6,670	8,619	3,852	311	922	-
No Answer/Unknown/Other N.E.C. _____	1,198	3.2	172	459	477	22	68	-
TOTAL QUALIFIED CIRCULATION	37,054	100.0	11,305	16,327	7,172	427	1,823	-
PERCENT	100.0	-	30.5	44.1	19.4	1.2	4.9	-

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2010

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. Direct request: _____	14,437	14,562	-	-	-	28,999	78.3
II. Request from recipient's company: _____	385	-	-	-	-	385	1.0
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	7,670	-	-	-	-	7,670	20.7
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	3,705	-	-	-	-	3,705	10.0
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	3,965	-	-	-	-	3,965	10.7
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,492	14,562	-	-	-	37,054	100.0
PERCENT	60.7	39.3	-	-	-	100.0	-

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2010

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			37,054	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			37,054	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2010							
State & Zip Code		Total Qualified	Percent	State & Zip Code		Total Qualified	Percent
039-049 Maine _____		75		400-427 Kentucky _____		862	
030-038 New Hampshire _____		101		370-385 Tennessee _____		1,067	
050-059 Vermont _____		63		350-369 Alabama _____		569	
010-027 Massachusetts _____		460		386-397 Mississippi _____		209	
028-029 Rhode Island _____		74		EAST SO. CENTRAL		2,707	7.3
060-069 Connecticut _____		474		716-729 Arkansas _____		264	
NEW ENGLAND		1,247	3.4	700-714 Louisiana _____		139	
100-149 New York _____		1,141		730-749 Oklahoma _____		307	
070-089 New Jersey _____		376		750-799 Texas _____		1,182	
150-196 Pennsylvania _____		1,422		WEST SO. CENTRAL		1,892	5.1
MIDDLE ATLANTIC		2,939	7.9	590-599 Montana _____		32	
430-459 Ohio _____		3,614		832-838 Idaho _____		74	
460-479 Indiana _____		2,338		820-831 Wyoming _____		12	
600-629 Illinois _____		2,548		800-816 Colorado _____		173	
480-499 Michigan _____		6,281		870-884 New Mexico _____		42	
530-549 Wisconsin _____		1,581		850-865 Arizona _____		271	
EAST NO. CENTRAL		16,362	44.2	840-847 Utah _____		197	
550-567 Minnesota _____		804		889-898 Nevada _____		72	
500-528 Iowa _____		684		MOUNTAIN		873	2.4
630-658 Missouri _____		754		995-999 Alaska _____		6	
580-588 North Dakota _____		70		980-994 Washington _____		391	
570-577 South Dakota _____		97		970-979 Oregon _____		375	
680-693 Nebraska _____		256		900-961 California _____		2,568	
660-679 Kansas _____		403		967-968 Hawaii _____		11	
WEST NO. CENTRAL		3,068	8.3	PACIFIC		3,351	9.0
197-199 Delaware _____		32		UNITED STATES		36,213	97.7
206-219 Maryland _____		219		969 & 004-009 U.S. Territories _____		5	
200-205 Washington, DC _____		2		Canada _____		665	
220-246 Virginia _____		434		Mexico _____		171	
247-268 West Virginia _____		61		Other International _____		-	
270-289 North Carolina _____		1,086		APO/FPO _____		-	
290-299 South Carolina _____		707		Email Only _____		-	
300-319 Georgia _____		556		TOTAL QUALIFIED CIRCULATION		37,054	100.0
320-349 Florida _____		677					
SOUTH ATLANTIC		3,774	10.2				

7. AVERAGE AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
6 Month Period Ended:	2007	June 2008	December 2008	June 2009	December 2009	June 2010*
Total Audit Average Qualified	60,344	60,052	60,479	54,556	38,914	37,205
Qualified Non-Paid	60,344	60,052	60,479	54,556	38,914	37,205
Print Only _____	60,344	60,052	60,479	54,556	38,914	37,205
Digital Only _____	-	-	-	-	-	-
Qualified Paid	-	-	-	-	-	-
Print Only _____	-	-	-	-	-	-
Digital Only _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

* NOTE: January 2010 - June 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

8. ADDITIONAL DATA

CHANGE IN FREQUENCY

Effective with the July/August 2009 issue, Automotive Design & Production changed its frequency from 12 to 6 issues per year.

PARAGRAPH 3B:

Business directories include 2 sources of circulation for quantities of 1,247 copies or 3.4% to 2,458 copies or 6.6%. Other Sources include 4 sources of circulation for quantities of 652 copies or 1.8% to 2,197 copies or 5.9%. Paragraphs 3c and 7 are reported at the option of the publisher.

PUBLISHER'S AFFIDAVIT

We hereby make oath and testify that all data set forth in this statement are true.

Michael Vohland, Publisher

P. Ross Jacobs, CCCP, Corporate Circulation Director

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed August 03, 2010

State Ohio

County Hamilton

Received by BPA Worldwide August 03, 2010

Type PD

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