

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.

100 Beard Sawmill Road, Sixth Floor
Shelton, CT USA 06484-6150
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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AUTOMOTIVE DESIGN and PRODUCTION

Gardner Publications, Inc.
6915 Valley Avenue
Cincinnati, OH 45244-3029
Tel.: (513) 527-8800
Fax: (513) 527-8801
Website: www.autofieldguide.com
E-mail: 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 _____	75
Advertiser and Agency _____	2,195
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	300
Digital _____	-
All Other _____	-
TOTAL	2,570

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	36,878	100.0	36,878	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	36,878	100.0	36,878	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Number Removed	Number Added	Total Qualified
January/February _____	84	31	36,998
March/April _____	448	54	36,604
May/June _____	281	708	37,031
TOTAL	813	793	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011
This issue is 0.6% or 230 copies above the average of the other 2 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Company Management & Corporate Executive	Design/Product Engineering, R&D, Quality Testing	Process/Manufacturing Engineering, Production	Sales & Marketing	Purchasing
OEM: Vehicle Assembly, Powertrain/Engine, Components, Design & Engineering	16,849	45.5	3,726	8,217	4,042	211	653
SUPPLIER							
1. Parts, Components, Assemblies _____	13,406	36.2	3,376	5,985	3,349	200	496
2. Materials, Plant Equipment, Services/Other _____	5,015	13.5	1,461	1,903	1,342	188	121
Subtotal: Suppliers	18,421	49.7	4,837	7,888	4,691	388	617
Others allied to the field _____	1,761	4.8	938	460	270	35	58
TOTAL QUALIFIED CIRCULATION	37,031	100.0	9,501	16,565	9,003	634	1,328
PERCENT	100.0		25.7	44.7	24.3	1.7	3.6

COMPANY MANAGEMENT & CORP EXECUTIVE: Titles include President, Chairman, Owner, CEO, CFO, Partner, Vice President, General Manager, and other related qualified titles.

DESIGN/PRODUCT ENGINEERING; R&D, QUALITY TESTING: Titles include Director of Design Engineering, Manager of Product Engineering, Director of Research, Engineering Manager, Senior Project Engineer, Engineering Vice Pres, Engineering Director, Quality Control Director, Chief of Quality Engineering, Factory Automation Manager, Chief Factory Automation Engineer, and other related qualified titles.

PROCESS/MANUFACTURING ENGINEERING, PRODUCTION: Titles include Director Process Engineering, Process Engineer, Foreman, Department Supervisor, Manufacturing Supervisor, Master Mechanic, Plant Supervisor, Production Supervisor, Manager of Systems Design, Factory Manager, Machine Shop Manager, Manufacturing Manager, Manufacturing Production Manager and other related qualified titles.

SALES & MARKETING: Titles include Regional Sales Director, National Sales Director, National Accounts Manager, Marketing Director, PR Director and other related qualified titles.

PURCHASING: Titles include Buyer, Procurement Chief and Purchasing Manager and other related qualified titles.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	24,057	3,527	-	27,584	74.5
II. Request from recipient's company: _____	911	186	-	1,097	3.0
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	8,350	-	-	8,350	22.5
*Association rosters and directories _____	3,619	-	-	3,619	9.7
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	4,731	-	-	4,731	12.8
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	33,318	3,713	-	37,031	100.0
PERCENT	90.0	10.0	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	37,031	100.0
Individuals by name only _____	-	-
Titles or functions only _____	-	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	37,031	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011					
State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	82		Kentucky _____	713	
New Hampshire _____	147		Tennessee _____	925	
Vermont _____	63		Alabama _____	505	
Massachusetts _____	599		Mississippi _____	193	
Rhode Island _____	88		EAST SO. CENTRAL	2,336	6.3
Connecticut _____	502		Arkansas _____	289	
NEW ENGLAND	1,481	4.0	Louisiana _____	123	
New York _____	1,250		Oklahoma _____	280	
New Jersey _____	424		Texas _____	1,328	
Pennsylvania _____	1,433		WEST SO. CENTRAL	2,020	5.5
MIDDLE ATLANTIC	3,107	8.4	Montana _____	33	
Ohio _____	3,390		Idaho _____	79	
Indiana _____	2,202		Wyoming _____	12	
Illinois _____	2,452		Colorado _____	232	
Michigan _____	5,773		New Mexico _____	61	
Wisconsin _____	1,620		Arizona _____	413	
EAST NO. CENTRAL	15,437	41.7	Utah _____	194	
Minnesota _____	942		Nevada _____	66	
Iowa _____	578		MOUNTAIN	1,090	2.9
Missouri _____	752		Alaska _____	15	
North Dakota _____	89		Washington _____	434	
South Dakota _____	97		Oregon _____	348	
Nebraska _____	256		California _____	3,079	
Kansas _____	441		Hawaii _____	7	
WEST NO. CENTRAL	3,155	8.5	PACIFIC	3,883	10.5
Delaware _____	25		UNITED STATES	36,264	97.9
Maryland _____	264		U.S. Territories _____	5	
Washington, DC _____	3		Canada _____	630	
Virginia _____	473		Mexico _____	132	
West Virginia _____	72		Other International _____	-	
North Carolina _____	1,022		AP0/FPO _____	-	
South Carolina _____	624		TOTAL QUALIFIED CIRCULATION	37,031	100.0
Georgia _____	540				
Florida _____	732				
SOUTH ATLANTIC	3,755	10.1			

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010	January - June 2011*
Total Audit Average Qualified: _____	60,479	54,556	38,914	37,205	37,314	36,878
Qualified Non-Paid: ____	60,479	54,556	38,914	37,205	37,314	36,878
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation: __	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: January - June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

ADDITIONAL DATA

PARAGRAPH 3b:

Association rosters and directories include 3 sources of circulation for quantities of 875 copies or 2.4% to 1,657 copies or 4.5%. Other sources include 5 sources of circulation for quantities of 785 copies or 2.1% to 1,387 copies or 3.7%.

PUBLISHER'S AFFIDAVIT

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

P. Ross Jacobs, CCCP, Corporate Circulation Director

Michael Vohland, Publisher

(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 July 27, 2011

State Ohio

County Hamilton

Received by BPA Worldwide July 27, 2011

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