

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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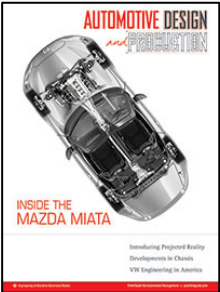
**AUTOMOTIVE DESIGN & PRODUCTION** is a business-to-business media brand that produces a print magazine, digital media, research and live events for automotive industry professionals involved in the design, manufacture and management of vehicles and vehicle components. Automotive Design & Production's editorial team and expert contributors produce information on new product technology, operational best practices, market intelligence and industry news.

### BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

## CHANNELS

**AUTOMOTIVE DESIGN & PRODUCTION MAGAZINE**




4 Issues in the period  
37,596 average circulation

**AUTOMOTIVE DESIGN & PRODUCTION E-NEWSLETTERS**



3 E-Newsletters in the period  
35 total issued in the period  
17,649 average per occurrence  
22,960 average per occurrence  
26,374 average per occurrence

**AUTOMOTIVE DESIGN & PRODUCTION WEBSITE**



13,030 average unique browsers

## EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
<b>AUTOMOTIVE DESIGN &amp; PRODUCTION MAGAZINE</b> (4 issues in the period)	37,596	-	37,596
<b>AUTOMOTIVE DESIGN &amp; PRODUCTION E-NEWSLETTERS</b>			
a. autofieldguide Blog (27 issued in the period)	17,649	-	17,649
b. autofieldguide e-newsletter (6 issued in the period)	22,960	-	22,960
c. ADP Digital Solicitation (2 issued in the period)	26,374	-	26,374
<b>AUTOMOTIVE DESIGN &amp; PRODUCTION WEBSITE</b> (Monthly Unique Browsers with 34,048 average Page Impressions)	13,030	-	13,030

**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, as well as 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 include corporate executives as well as company management, design/product engineering, manufacturing production, quality assurance and quality control and research & development engineering, purchasing, sales, company copies and other qualified personnel.

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	39
Advertiser and Agency	2,418
Allocated for Trade Shows and Conventions	288
All Other	1,312
<b>TOTAL</b>	<b>4,057</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	37,596	100.0	37,596	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>37,596</b>	<b>100.0</b>	<b>37,596</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2015 Issue	Total Qualified
August	37,867
September	37,598
October	37,662
November	37,256

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2015**  
This issue is 1.2% or 453 copies below the average of the other 3 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Company Management & Corporate Executive (B)	Design/ Product Engineering, R&D, Quality Testing (H,I,J,V,T,P,Q)	Process/ Manufacturing Engineering, Production (C,D,E,F,G,R,S)	Sales & Marketing (X,Z)	Purchasing (L)	Other Qual, N.E.C (A,N,U)
OEM: Vehicle Assembly, Powertrain/Engine, Components, Design & Engineering	17,391	46.7	4,400	8,709	3,140	474	477	191
<b>SUPPLIER</b>								
1. Parts, Components, Assemblies	11,766	31.6	3,618	5,152	2,226	338	350	82
2. Materials, Plant Equipment, Services/Other	5,111	13.7	1,764	2,115	802	260	110	60
<b>Subtotal: Suppliers</b>	<b>16,877</b>	<b>45.3</b>	<b>5,382</b>	<b>7,267</b>	<b>3,028</b>	<b>598</b>	<b>460</b>	<b>142</b>
Others allied to the field	2,988	8.0	1,224	1,070	523	46	86	39
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>37,256</b>	<b>100.0</b>	<b>11,006</b>	<b>17,046</b>	<b>6,691</b>	<b>1,118</b>	<b>1,023</b>	<b>372</b>
<b>PERCENT</b>	<b>100.0</b>	<b>-</b>	<b>29.5</b>	<b>45.8</b>	<b>18.0</b>	<b>3.0</b>	<b>2.7</b>	<b>1.0</b>

**(B) COMPANY MANAGEMENT & CORP EXECUTIVE:** Titles include President, Chairman, Owner, CEO, CFO, Partner, Vice President, General Manager, and other related qualified titles.  
**(H,I,J,V,T,P,Q) 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.  
**(C,D,E,F,G,R,S) 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.  
**(X,Z) SALES & MARKETING:** Titles include Regional Sales Director, National Sales Director, National Accounts Manager, Marketing Director, PR Director and other related qualified titles.  
**(L) PURCHASING:** Titles include Buyer, Procurement Chief and Purchasing Manager and other related qualified titles.  
**(A,N,U) Other NEC** includes titles not elsewhere classified.

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2015**

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	24,525	7,149	-	31,674	85.0
II. Request from recipient's company:	40	-	-	40	0.1
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	3,418	-	-	3,418	9.2
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>2,124</b>	<b>-</b>	<b>-</b>	<b>2,124</b>	<b>5.7</b>
Association rosters and directories	-	-	-	-	-
*Business directories	2,107	-	-	2,107	5.7
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	17	-	-	17	-
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,107</b>	<b>7,149</b>	<b>-</b>	<b>37,256</b>	<b>100.0</b>
<b>PERCENT</b>	<b>80.8</b>	<b>19.2</b>	<b>-</b>	<b>100.0</b>	

\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2015**

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	37,240	100.0
Individuals by name only	16	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>37,256</b>	<b>100.0</b>

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	January - June 2013	July - December 2013	January - June 2014	July - December 2014	January - June 2015*	July - December 2015*
Total Audit Average Qualified:	36,731	37,640	37,532	37,805	37,627	37,596
Qualified Non-Paid:	36,731	37,640	37,532	37,805	37,627	37,596
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 - December 2015 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2015\***

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	107		Kentucky	556	
New Hampshire	176		Tennessee	857	
Vermont	51		Alabama	437	
Massachusetts	555		Mississippi	178	
Rhode Island	108		<b>EAST SO. CENTRAL</b>	<b>2,028</b>	<b>5.4</b>
Connecticut	488		Arkansas	248	
<b>NEW ENGLAND</b>	<b>1,485</b>	<b>4.0</b>	Louisiana	148	
New York	1,230		Oklahoma	284	
New Jersey	559		Texas	1,388	
Pennsylvania	1,520		<b>WEST SO. CENTRAL</b>	<b>2,068</b>	<b>5.5</b>
<b>MIDDLE ATLANTIC</b>	<b>3,309</b>	<b>8.9</b>	Montana	64	
Ohio	3,319		Idaho	84	
Indiana	2,008		Wyoming	19	
Illinois	2,699		Colorado	255	
Michigan	5,197		New Mexico	90	
Wisconsin	1,719		Arizona	367	
<b>EAST NO. CENTRAL</b>	<b>14,942</b>	<b>40.1</b>	Utah	227	
Minnesota	997		Nevada	109	
Iowa	715		<b>MOUNTAIN</b>	<b>1,215</b>	<b>3.3</b>
Missouri	719		Alaska	19	
North Dakota	130		Washington	494	
South Dakota	140		Oregon	330	
Nebraska	296		California	2,671	
Kansas	403		Hawaii	14	
<b>WEST NO. CENTRAL</b>	<b>3,400</b>	<b>9.1</b>	<b>PACIFIC</b>	<b>3,528</b>	<b>9.5</b>
Delaware	38		<b>UNITED STATES</b>	<b>35,807</b>	<b>96.1</b>
Maryland	308		U.S. Territories	21	
Washington, DC	18		Canada	1,355	
Virginia	436		Mexico	73	
West Virginia	89		Other International	-	
North Carolina	960		APO/FPO	-	
South Carolina	554				
Georgia	581				
Florida	848				
<b>SOUTH ATLANTIC</b>	<b>3,832</b>	<b>10.3</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>37,256</b>	<b>100.0</b>

\*See Additional Data

# E-NEWSLETTER CHANNEL

2015	autofieldguide blog	autofieldguide e-newsletter	ADP Digital Solution
<b>JULY</b>			
July 3	18,117	-	-
July 7	-	-	24,673
July 10	18,084	-	-
July 17	18,069	-	-
July 21	-	23,524	-
July 24	18,017	-	-
July 31	18,024	-	-
<b>AUGUST</b>			
August 7	17,939	-	-
August 14	17,904	-	-
August 18	-	23,247	-
August 21	17,856	-	-
August 28	17,851	-	-
<b>SEPTEMBER</b>			
September 4	17,807	-	-
September 11	17,780	-	-
September 15	-	23,074	-
September 18	17,731	-	-
September 25	17,680	-	-
<b>OCTOBER</b>			
October 2	17,661	-	-
October 9	17,587	-	-
October 16	17,566	-	-
October 20	-	22,839	-
October 23	17,532	-	-
October 30	17,488	-	-
<b>NOVEMBER</b>			
November 6	17,462	-	-
November 13	17,453	-	-
November 17	-	22,665	-
November 20	17,418	-	-
November 27	17,353	-	-
<b>DECEMBER</b>			
December 4	17,379	-	-
December 8	-	-	28,074
December 11	16,998	-	-
December 15	-	22,411	-
December 18	17,283	-	-
December 24	17,241	-	-
December 31	17,238	-	-
<b>AVERAGE:</b>	<b>17,649</b>	<b>22,960</b>	<b>26,374</b>

autofieldguide Blog (27 issued in the period)  
autofieldguide e-newsletter (6 issued in the period)  
ADP Digital Solicitation (2 issued in the period)

# WEBSITE CHANNEL

## WWW.AUTOFIELDGUIDE.COM

2015	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	32,517	20,975	12,209	1.72	03:24	01:52
August	31,804	20,088	12,034	1.67	03:38	02:07
September	30,089	19,547	12,240	1.60	03:23	01:49
October	35,166	21,960	13,684	1.60	03:24	02:03
November	41,615	23,430	15,841	1.48	02:43	02:07
December	33,097	20,132	12,175	1.65	02:21	01:31
<b>AVERAGE:</b>	<b>34,048</b>	<b>21,022</b>	<b>13,030</b>	<b>1.62</b>	<b>03:08</b>	<b>01:54</b>

July – December 2015 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

### WEBSITE GLOSSARY

**Page Impressions:** A Page Impression is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

**User Sessions:** A single continuous set of activity attributable to a cookie'd browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

**Unique Browsers:** An identified and unduplicated Cookie'd Browser that accesses Internet content or advertising during a measurement period.

**Unique Browser Frequency:** Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

**Page Duration:** The average time spent viewing any page on a web site.

**User Session Duration:** The average time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit [www.adicompli.com](http://www.adicompli.com)

# ADDITIONAL DATA

### PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 2,107 copies or 5.7%. Other sources include 1 source of circulation for a quantity of 17 copies or -%.

### GEOGRAPHIC DISTRIBUTION:

Geographic data for E-newsletters and Website are not reported at the media owner's option.

### PUBLISHER'S AFFIDAVIT

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

Michael Vohland, Publisher

Julie Ball, Circulation Manager

(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 brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

February 16, 2016

State

Ohio

County

Hamilton

Received by BPA Worldwide

February 16, 2016

Type

BD

ID Number

A246B0D5

### About BPA Worldwide:

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. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.