

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
37,805 average circulation

AUTOMOTIVE DESIGN & PRODUCTION E-NEWSLETTERS

3 E-Newsletters in the period
32 total issued in the period
26,327 average per occurrence
28,446 average per occurrence
13,659 average per occurrence

AUTOMOTIVE DESIGN & PRODUCTION WEBSITE

13,659 average unique browsers

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
AUTOMOTIVE DESIGN & PRODUCTION MAGAZINE (4 issues in the period)	37,805	-	37,805
AUTOMOTIVE DESIGN & PRODUCTION E-NEWSLETTERS	-	-	-
a. autofieldguide e-newsletter (6 issued in the period)	26,327	-	26,327
b. autofieldguide Blog (25 issued in the period)	20,706	-	20,706
c. ADP Digital Solution (1 issued in the period)	28,446	-	28,446
AUTOMOTIVE DESIGN & PRODUCTION WEBSITE (Monthly Unique Browsers with 33,779 average Page Impressions)	13,659	-	13,659

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 corporate executives as well as personnel in company management, design/product engineering, R&D, quality testing, process/manufacturing engineering, production, sales & marketing and purchasing.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	78
Advertiser and Agency	2,502
Allocated for Trade Shows and Conventions	288
All Other	826
TOTAL	3,694

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	37,805	100.0	37,805	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	37,805	100.0	37,805	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2014 Issue	Number Removed	Number Added	Total Qualified
August	225	60	37,960
September	100	61	37,921
October	154	44	37,811
November/ December	7,568	7,285	37,528
TOTAL	8,047	7,450	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2014
This issue is 1.0% or 369 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	Design/ Product Engineering, R&D, Quality Testing	Process/ Manufacturing Engineering, Production	Sales & Marketing	Purchasing	Other Qual,N.E.C.
OEM: Vehicle Assembly, Powertrain/Engine, Components, Design & Engineering	16,141	43.0	3,842	6,977	4,295	330	488	209
SUPPLIER								
1. Parts, Components, Assemblies	13,727	36.6	4,147	5,055	3,618	363	403	141
2. Materials, Plant Equipment, Services/Other	6,095	16.2	2,059	2,124	1,426	260	102	124
Subtotal: Suppliers	19,822	52.8	6,206	7,179	5,044	623	505	265
Others allied to the field	1,565	4.2	605	481	363	25	37	54
TOTAL QUALIFIED CIRCULATION	37,528	100.0	10,653	14,637	9,702	978	1,030	528
PERCENT	100.0		28.4	39.0	25.9	2.6	2.7	1.4

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.
OTHER NEC: includes titles not elsewhere classified.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2014

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	23,608	9,042	-	32,650	87.0
II. Request from recipient's company:	593	-	-	593	1.6
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	1,821	-	-	1,821	4.8
V. TOTAL - Sources other than above (listed alphabetically):	2,464	-	-	2,464	6.6
*Association rosters and directories	2,462	-	-	2,462	6.6
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	2	-	-	2	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	28,486	9,042	-	37,528	100.0
PERCENT	75.9	24.1	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2014

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	37,389	99.6
Individuals by name only	124	0.3
Titles or functions only	-	-
Company names only	15	0.1
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	37,528	100.0

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 2012	July - December 2012	January - June 2013	July - December 2013	January - June 2014*	July - December 2014*
Total Audit Average Qualified:	37,340	37,949	36,731	37,640	37,532	37,805
Qualified Non-Paid:	37,340	37,949	36,731	37,640	37,532	37,805
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 2014 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/DECEMBER 2014*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	107		Kentucky	597	
New Hampshire	164		Tennessee	878	
Vermont	59		Alabama	436	
Massachusetts	597		Mississippi	147	
Rhode Island	99		EAST SO. CENTRAL	2,058	5.5
Connecticut	482		Arkansas	234	
NEW ENGLAND	1,508	4.0	Louisiana	136	
New York	1,198		Oklahoma	245	
New Jersey	1,045		Texas	1,251	
Pennsylvania	1,451		WEST SO. CENTRAL	1,866	5.0
MIDDLE ATLANTIC	3,694	9.8	Montana	52	
Ohio	3,412		Idaho	76	
Indiana	2,061		Wyoming	18	
Illinois	2,567		Colorado	246	
Michigan	5,947		New Mexico	62	
Wisconsin	1,728		Arizona	334	
EAST NO. CENTRAL	15,715	41.9	Utah	211	
Minnesota	914		Nevada	84	
Iowa	599		MOUNTAIN	1,083	2.9
Missouri	931		Alaska	16	
North Dakota	85		Washington	474	
South Dakota	118		Oregon	321	
Nebraska	239		California	2,557	
Kansas	391		Hawaii	17	
WEST NO. CENTRAL	3,277	8.7	PACIFIC	3,385	9.0
Delaware	33		UNITED STATES	36,323	96.8
Maryland	225		U.S. Territories	20	
Washington, DC	8		Canada	1,091	
Virginia	451		Mexico	94	
West Virginia	79		Other International	-	
North Carolina	986		APO/FPO	-	
South Carolina	554				
Georgia	566				
Florida	835				
SOUTH ATLANTIC	3,737	10.0			
			TOTAL QUALIFIED CIRCULATION	37,528	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2014	autofieldguide e-newsletter	autofieldguide Blog	ADP Digital Solution
July 3	-	21,098	-
July 7	-	-	28,446
July 8	-	21,049	-
July 15	28,148	-	-
July 18	-	21,106	-
July 25	-	20,982	-
August 1	-	20,955	-
August 8	-	20,922	-
August 15	-	20,883	-
August 19	26,336	-	-
August 22	-	20,857	-
August 29	-	20,834	-
September 5	-	20,783	-
September 12	-	20,733	-
September 16	26,194	-	-
September 19	-	20,708	-
September 26	-	20,683	-
October 3	-	20,653	-
October 10	-	20,639	-
October 17	-	20,626	-
October 21	25,940	-	-
October 24	-	20,579	-
October 31	-	20,653	-
November 7	-	20,511	-
November 14	-	20,487	-
November 18	25,804	-	-
November 21	-	20,455	-
November 28	-	20,408	-
December 5	-	20,384	-
December 12	-	20,346	-
December 17	25,538	-	-
December 19	-	20,306	-
AVERAGE:	26,327	20,706	28,446

autofieldguide e-newsletter (6 issued in the period)
autofieldguide Blog (25 issued in the period)
ADP Digital Solicitation (1 issued in the period)

WEBSITE CHANNEL

WWW.AUTOFIELDGUIDE.COM

2014	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	31,736	21,844	17,760	1.23	2:06	0:57
August	34,108	21,503	13,337	1.61	3:15	1:55
September	31,307	20,237	12,669	1.60	3:37	1:59
October	32,124	19,993	12,643	1.58	2:48	1:42
November	40,860	21,492	13,840	1.55	1:56	1:44
December	32,539	19,279	11,709	1.65	2:27	1:41
AVERAGE:	33,779	20,724	13,659	1.54	2:41	1:39

July - December 2014 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 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 Cookied 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

ADDITIONAL DATA

PARAGRAPH 3b:

Association rosters and directories include 3 sources of circulation for quantities of 492 copies or 1.3% to 1,249 copies or 3.3%. Other sources include 1 source of circulation for a quantity of 2 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.

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

Date signed

January 29, 2015

State

Ohio

County

Hamilton

Received by BPA Worldwide

January 29, 2015

Type

BD

ID Number

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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 for the latest audit reports, membership information and publishing and advertising industry news.