

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
38,008 average circulation

AUTOMOTIVE DESIGN & PRODUCTION E-NEWSLETTERS

3 E-Newsletters in the period
34 total issued in the period
22,513 average per occurrence
22,512 average per occurrence
24,537 average per occurrence

AUTOMOTIVE DESIGN & PRODUCTION WEBSITE

14,608 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)	38,008	-	38,008
AUTOMOTIVE DESIGN & PRODUCTION E-NEWSLETTERS			
a. AD&P Weekly (26 issued in the period)	22,513	-	22,513
b. AD&P Monthly (6 issued in the period)	22,512	-	22,512
c. AD&P Digital (2 issued in the period)	24,537	-	24,537
AUTOMOTIVE DESIGN & PRODUCTION WEBSITE (Monthly Unique Browsers with 32,303 average Page Impressions)	14,608	-	14,608

FIELD SERVED

AUTOMOTIVE DESIGN & PRODUCTION serves the automotive industry, which includes automotive OEMs 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	32
Advertiser and Agency	2,363
Allocated for Trade Shows and Conventions	250
All Other	884
TOTAL	3,530

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	38,008	100.0	38,008	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	38,008	100.0	38,008	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

Issue	Total Qualified
2016 Issue	
August	37,830
September	38,243
October	38,538
November	37,419

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016
This issue is 2.1% or 785 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	16,424	43.9	4,500	5,737	5,122	371	523	171
SUPPLIER								
1. Parts, Components, Assemblies	11,560	30.9	3,582	3,607	3,655	331	301	84
2. Materials, Plant Equipment, Services/Other	6,403	17.1	2,643	1,537	1,653	349	118	103
Subtotal: Suppliers	17,963	48.0	6,225	5,144	5,308	680	419	187
Others allied to the field	3,032	8.1	1,395	627	764	131	55	60
TOTAL QUALIFIED CIRCULATION	37,419	100.0	12,120	11,508	11,194	1,182	997	418
PERCENT	100.0		32.4	30.7	29.9	3.2	2.7	1.1

(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; ENGINEERING: 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 and other related qualified titles.
(C,D,E,F,G,R,S) PROCESS/MANUFACTURING ENGINEERING, PRODUCTION; FACTORY AUTOMATION: Titles include Director Process Engineering, Process Engineer, Foreman, Department Supervisor, Manufacturing Supervisor, Master Mechanic, Plant Supervisor, Production Supervisor, Manager of Systems Design, CNC Programmer, Factory Manager, Machine Shop Manager, Manufacturing Manager, Manufacturing Production Manager, Factory Automation Manager, Chief Factory Automation Engineer 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 2016

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	22,985	9,325	-	32,310	86.3
II. Request from recipient's company:	1	-	-	1	-
III. Membership Benefit:	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	3,481	-	-	3,481	9.3
V. TOTAL - Sources other than above (listed alphabetically):	1,627	-	-	1,627	4.4
Association rosters and directories	-	-	-	-	-
Business directories	1,562	-	-	1,562	4.2
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	65	-	-	65	0.2
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	28,094	9,325	-	37,419	100.0
PERCENT	75.1	24.9	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	37,419	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	37,419	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 2014	July - December 2014	January - June 2015	July - December 2015	January - June 2016*	July - December 2016*
Total Audit Average Qualified:	37,532	37,805	37,627	37,596	37,645	38,008
Qualified Non-Paid:	37,532	37,805	37,627	37,596	37,645	38,008
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 2016 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 2016*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	112		Kentucky	594	
New Hampshire	172		Tennessee	854	
Vermont	61		Alabama	419	
Massachusetts	538		Mississippi	162	
Rhode Island	114		EAST SO. CENTRAL	2,029	5.4
Connecticut	505		Arkansas	238	
NEW ENGLAND	1,502	4.0	Louisiana	143	
New York	1,203		Oklahoma	281	
New Jersey	557		Texas	1,312	
Pennsylvania	1,527		WEST SO. CENTRAL	1,974	5.3
MIDDLE ATLANTIC	3,287	8.8	Montana	63	
Ohio	3,230		Idaho	84	
Indiana	1,969		Wyoming	21	
Illinois	2,548		Colorado	253	
Michigan	5,409		New Mexico	88	
Wisconsin	1,726		Arizona	383	
EAST NO. CENTRAL	14,882	39.8	Utah	205	
Minnesota	948		Nevada	119	
Iowa	640		MOUNTAIN	1,216	3.3
Missouri	727		Alaska	22	
North Dakota	117		Washington	490	
South Dakota	149		Oregon	354	
Nebraska	288		California	2,673	
Kansas	399		Hawaii	13	
WEST NO. CENTRAL	3,268	8.7	PACIFIC	3,552	9.5
Delaware	41		UNITED STATES	35,536	95.0
Maryland	279		U.S. Territories	26	
Washington, DC	19		Canada	1,773	
Virginia	418		Mexico	84	
West Virginia	85		Other International	-	
North Carolina	994		APO/FPO	-	
South Carolina	564				
Georgia	581				
Florida	845				
SOUTH ATLANTIC	3,826	10.2			
			TOTAL QUALIFIED CIRCULATION	37,419	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2016	AD&P Weekly	AD&P Monthly	AD&P Digital
JULY			
July 1	23,391	-	-
July 7	-	-	22,685
July 8	23,340	-	-
July 15	23,311	-	-
July 19	-	23,272	-
July 22	23,227	-	-
July 29	23,170	-	-
AUGUST			
August 5	23,113	-	-
August 12	23,047	-	-
August 16	-	22,966	-
August 19	22,923	-	-
August 26	22,900	-	-
SEPTEMBER			
September 2	22,791	-	-
September 9	22,747	-	-
September 16	22,641	-	-
September 20	-	22,619	-
September 23	22,565	-	-
September 30	22,515	-	-
OCTOBER			
October 7	22,451	-	-
October 14	22,343	-	-
October 18	-	22,381	-
October 21	22,297	-	-
October 28	22,264	-	-
NOVEMBER			
November 4	22,147	-	-
November 11	22,150	-	-
November 15	-	22,165	-
November 18	22,074	-	-
November 28	22,066	-	-
DECEMBER			
December 2	21,574	-	-
December 9	21,186	-	-
December 13	-	-	26,389
December 16	21,501	-	-
December 20	-	21,668	-
December 22	21,600	-	-
AVERAGE:	22,513	22,512	24,537

AD&P Weekly (26 issued in the period)
AD&P Monthly (6 issued in the period)
AD&P Digital (2 issued in the period)

WEBSITE CHANNEL

WWW.ADANP.MEDIA

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	31,523	19,877	12,611	1.58	02:56	01:43
August	33,282	21,378	14,768	1.45	02:43	01:31
September	32,379	20,385	15,067	1.35	02:38	01:33
October	34,097	19,783	15,939	1.24	03:11	02:18
November	32,805	19,488	15,311	1.27	03:28	02:22
December	29,732	17,847	13,953	1.28	03:41	02:27
AVERAGE:	32,303	19,793	14,608	1.36	03:06	01:59

July – December 2016 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 Cookie 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:

Communication from Recipient or Recipient's Company (Other than Request) includes 6 sources of circulation for quantities of 28 copies or 0.8% to 1,709 copies or 49.0%.

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, Audience Development 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

State

County

Received by BPA Worldwide

Type

ID Number

January 11, 2017

Ohio

Hamilton

January 11, 2017

BD

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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.