

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.

Gardner Business Media, Inc
6915 Valley Avenue
Cincinnati, OH 45244-3029
Tel.: (513) 527-8800
Fax: (513) 527-8801
Website: www.adandp.media
E-mail: JBall@gardnerweb.com

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

5 Issues in the period
37,645 average circulation

AUTOMOTIVE DESIGN & PRODUCTION E-NEWSLETTERS

3 E-Newsletters in the period
32 total issued in the period
23,409 average per occurrence
23,160 average per occurrence
22,822 average per occurrence

AUTOMOTIVE DESIGN & PRODUCTION WEBSITE

14,246 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 (5 issues in the period)	37,645	-	37,645
AUTOMOTIVE DESIGN & PRODUCTION E-NEWSLETTERS			
a. autofieldguide Blog (25 issued in the period)	23,409	-	23,409
b. autofieldguide e-newsletter (6 issued in the period)	23,160	-	23,160
c. ADP Digital Solicitation (1 issued in the period)	22,822	-	22,822
AUTOMOTIVE DESIGN & PRODUCTION WEBSITE (Monthly Unique Browsers with 32,956 average Page Impressions)	14,246	-	14,246

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	33
Advertiser and Agency	2,398
Allocated for Trade Shows and Conventions	290
All Other	754
TOTAL	3,475

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	37,645	100.0	37,645	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	37,645	100.0	37,645	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Total Qualified
January	37,216
March	37,793
April	37,750
May	37,742
June	37,722

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016
This issue is 0.3% or 122 copies above the average of the other 4 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	17,343	45.9	4,302	8,713	3,179	459	499	191
SUPPLIER								
1. Parts, Components, Assemblies	11,568	30.7	3,615	4,983	2,244	311	320	95
2. Materials, Plant Equipment, Services/Other	5,410	14.3	1,862	2,218	845	292	127	66
Subtotal: Suppliers	16,978	45.0	5,477	7,201	3,089	603	447	161
Others allied to the field	3,421	9.1	1,285	1,285	674	41	87	49
TOTAL QUALIFIED CIRCULATION	37,742	100.0	11,064	17,199	6,942	1,103	1,033	401
PERCENT	100.0		29.3	45.6	18.4	2.9	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: 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, CNC Programmer, 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 MAY 2016

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	24,845	7,242	-	32,087	85.0
II. Request from recipient's company:	41	-	-	41	0.1
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	3,463	-	-	3,463	9.2
V. TOTAL - Sources other than above (listed alphabetically):	2,151	-	-	2,151	5.7
Association rosters and directories	-	-	-	-	-
*Business directories	2,134	-	-	2,134	5.7
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	17	-	-	17	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,500	7,242	-	37,742	100.0
PERCENT	80.8	19.2	-	100.0	

*See Additional Data

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

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	37,728	100.0
Individuals by name only	14	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	37,742	100.0

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 2013	January – June 2014	July – December 2014	January – June 2015	July – December 2015	January – June 2016*
Total Audit Average Qualified:	37,640	37,532	37,805	37,627	37,596	37,645
Qualified Non-Paid:	37,640	37,532	37,805	37,627	37,596	37,645
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 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 MAY 2016*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	110		Kentucky	561	
New Hampshire	187		Tennessee	877	
Vermont	54		Alabama	440	
Massachusetts	569		Mississippi	179	
Rhode Island	115		EAST SO. CENTRAL	2,057	5.5
Connecticut	513		Arkansas	252	
NEW ENGLAND	1,548	4.1	Louisiana	148	
New York	1,236		Oklahoma	287	
New Jersey	567		Texas	1,366	
Pennsylvania	1,552		WEST SO. CENTRAL	2,053	5.4
MIDDLE ATLANTIC	3,355	8.9	Montana	65	
Ohio	3,363		Idaho	85	
Indiana	2,039		Wyoming	20	
Illinois	2,663		Colorado	269	
Michigan	5,315		New Mexico	88	
Wisconsin	1,759		Arizona	372	
EAST NO. CENTRAL	15,139	40.1	Utah	229	
Minnesota	1,012		Nevada	111	
Iowa	703		MOUNTAIN	1,239	3.3
Missouri	720		Alaska	19	
North Dakota	128		Washington	506	
South Dakota	141		Oregon	339	
Nebraska	297		California	2,709	
Kansas	407		Hawaii	14	
WEST NO. CENTRAL	3,408	9.0	PACIFIC	3,587	9.5
Delaware	36		UNITED STATES	36,305	96.2
Maryland	312		U.S. Territories	21	
Washington, DC	17		Canada	1,332	
Virginia	444		Mexico	84	
West Virginia	89		Other International	-	
North Carolina	991		APO/FPO	-	
South Carolina	558				
Georgia	601				
Florida	871				
SOUTH ATLANTIC	3,919	10.4			
			TOTAL QUALIFIED CIRCULATION	37,742	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2016	autofieldguide blog	autofieldguide e-newsletter	ADP Digital Solution
JANUARY			
January 8	22,359	-	-
January 15	22,302	-	-
January 22	22,404	-	-
January 27	-	22,266	-
January 29	22,313	-	-
FEBRUARY			
February 5	22,254	-	-
February 11	-	-	22,822
February 12	22,193	-	-
February 16	-	22,134	-
February 19	22,138	-	-
February 26	22,055	-	-
MARCH			
March 4	21,984	-	-
March 11	21,906	-	-
March 15	-	21,871	-
March 18	21,827	-	-
March 25	25,614	-	-
APRIL			
April 1	25,476	-	-
April 8	25,388	-	-
April 15	25,219	-	-
April 19	-	25,185	-
April 22	25,135	-	-
April 29	24,262	-	-
MAY			
May 6	24,146	-	-
May 13	23,590	-	-
May 17	-	23,993	-
May 20	23,898	-	-
May 27	23,790	-	-
JUNE			
June 3	23,772	-	-
June 10	23,699	-	-
June 17	23,645	-	-
June 21	-	23,508	-
June 24	23,857	-	-
AVERAGE:	23,409	23,160	22,822

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

WEBSITE CHANNEL

WWW.AUTOFIELDGUIDE.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	35,442	23,221	13,088	1.77	02:45	01:27
February	32,002	20,337	12,166	1.67	02:43	01:34
March	32,480	20,702	16,023	1.29	01:55	01:06
April	32,488	20,361	16,517	1.23	01:56	01:09
May	33,838	21,820	14,570	1.50	03:13	01:46
June	31,490	20,389	13,116	1.55	03:09	01:43
AVERAGE:	32,956	21,138	14,246	1.50	02:36	01:27

January - June 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:

Business directories include 1 source of circulation for a quantity of 2,134 copies or 5.7%.

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

July 5, 2016

State

Ohio

County

Hamilton

Received by BPA Worldwide

July 5, 2016

Type

BD

ID Number

A246B0J6

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.