

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

5 Issues in the period
37,680 average circulation

AUTOMOTIVE DESIGN & PRODUCTION E-NEWSLETTERS

3 E-Newsletters in the period
34 total issued in the period
23,072 average per occurrence
22,597 average per occurrence
11,111 average per occurrence

AUTOMOTIVE DESIGN & PRODUCTION WEBSITE

16,867 average users

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)	37,680	-	37,680
AUTOMOTIVE DESIGN & PRODUCTION E-NEWSLETTERS			
a. AD&P Weekly (26 issued in the period)	23,072	-	23,072
b. AD&P Monthly (7 issued in the period)	22,597	-	22,597
c. AD&P Digital (1 issued in the period)	11,111	-	11,111
AUTOMOTIVE DESIGN & PRODUCTION WEBSITE (Monthly Users with 36,700 average Pageviews)	16,867	-	16,867

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, process/manufacturing engineering, production, quality testing and research & development, purchasing, sales & marketing, company copies and other qualified personnel.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	-
Allocated for Trade Shows and Conventions	-
All Other	-
TOTAL	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	37,680	100.0	37,680	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	37,680	100.0	37,680	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Total Qualified
January	37,312
March	37,526
April	37,845
May	37,867
June	37,848

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017
This issue is 0.6% or 234 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	16,988	44.9	4,998	6,096	4,786	387	532	189
SUPPLIER								
1. Parts, Components, Assemblies	11,977	31.6	3,876	3,665	3,628	385	335	88
2. Materials, Plant Equipment, Services/Other	6,452	17.0	2,725	1,622	1,525	357	117	106
Subtotal: Suppliers	18,429	48.6	6,601	5,287	5,153	742	452	194
Others allied to the field	2,450	6.5	994	603	618	114	51	70
TOTAL QUALIFIED CIRCULATION	37,867	100.0	12,593	11,986	10,557	1,243	1,035	453
PERCENT	100.0		33.2	31.7	27.9	3.3	2.7	1.2

(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 N.E.C. includes titles not elsewhere classified.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	23,260	9,437	-	32,697	86.3
II. Request from recipient's company:	1	-	-	1	-
III. Membership Benefit:	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	3,523	-	-	3,523	9.3
V. TOTAL - Sources other than above (listed alphabetically):	1,646	-	-	1,646	4.4
Association rosters and directories	-	-	-	-	-
Business directories	1,581	-	-	1,581	4.2
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	65	-	-	65	0.2
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	28,430	9,437	-	37,867	100.0
PERCENT	75.1	24.9	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	37,826	99.9
Individuals by name only	41	0.1
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	37,867	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 2014	January – June 2015	July – December 2015	January – June 2016	July – December 2016	January – June 2017*
Total Audit Average Qualified:	37,805	37,627	37,596	37,645	38,008	37,680
Qualified Non-Paid:	37,805	37,627	37,596	37,645	38,008	37,680
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 2017 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 2017*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	112		Kentucky	605	
New Hampshire	167		Tennessee	870	
Vermont	65		Alabama	427	
Massachusetts	550		Mississippi	168	
Rhode Island	118		EAST SO. CENTRAL	2,070	5.5
Connecticut	512		Arkansas	243	
NEW ENGLAND	1,524	4.0	Louisiana	144	
New York	1,211		Oklahoma	287	
New Jersey	564		Texas	1,339	
Pennsylvania	1,531		WEST SO. CENTRAL	2,013	5.3
MIDDLE ATLANTIC	3,306	8.7	Montana	66	
Ohio	3,244		Idaho	89	
Indiana	1,980		Wyoming	21	
Illinois	2,577		Colorado	262	
Michigan	5,434		New Mexico	89	
Wisconsin	1,720		Arizona	391	
EAST NO. CENTRAL	14,955	39.5	Utah	216	
Minnesota	948		Nevada	124	
Iowa	655		MOUNTAIN	1,258	3.3
Missouri	739		Alaska	24	
North Dakota	123		Washington	495	
South Dakota	148		Oregon	356	
Nebraska	280		California	2,706	
Kansas	414		Hawaii	14	
WEST NO. CENTRAL	3,307	8.8	PACIFIC	3,595	9.5
Delaware	42		UNITED STATES	35,917	94.9
Maryland	288		U.S. Territories	26	
Washington, DC	19		Canada	1,832	
Virginia	429		Mexico	92	
West Virginia	88		Other International	-	
North Carolina	997		APO/FPO	-	
South Carolina	573				
Georgia	592				
Florida	861				
SOUTH ATLANTIC	3,889	10.3			
			TOTAL QUALIFIED CIRCULATION	37,867	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2017	AD&P Weekly	AD&P Monthly	AD&P Digital
JANUARY			
January 6	24,186	-	-
January 13	24,025	-	-
January 17	-	24,040	-
January 20	23,938	-	-
January 27	23,768	-	-
January 30	-	19,518	-
FEBRUARY			
February 3	23,678	-	-
February 10	23,607	-	-
February 17	23,736	-	-
February 20	-	-	11,111
February 22	-	23,708	-
February 24	23,573	-	-
MARCH			
March 3	23,543	-	-
March 10	23,457	-	-
March 17	23,282	-	-
March 21	-	23,126	-
March 24	23,031	-	-
March 31	22,965	-	-
APRIL			
April 7	22,906	-	-
April 14	22,752	-	-
April 19	-	22,857	-
April 21	22,742	-	-
April 28	22,707	-	-
MAY			
May 5	22,660	-	-
May 12	22,543	-	-
May 16	-	22,610	-
May 19	22,542	-	-
May 26	22,472	-	-
JUNE			
June 2	22,451	-	-
June 9	22,632	-	-
June 16	22,233	-	-
June 20	-	22,321	-
June 23	22,264	-	-
June 30	22,166	-	-
AVERAGE:	23,072	22,597	11,111

AD&P Weekly (26 issued in the period)
AD&P Monthly (7 issued in the period)
AD&P Digital (1 issued in the period)

WEBSITE CHANNEL

WWW.ADANDP.MEDIA

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	50,252	26,445	20,045	2:21
February	31,314	18,974	14,713	2:00
March	38,898	22,556	17,231	2:00
April	33,388	20,796	16,190	1:52
May	35,158	22,431	17,464	1:33
June	31,192	22,114	15,560	1:08
AVERAGE:	36,700	22,219	16,867	1:49

January – June 2017 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview 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.

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.

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

Average Session Duration: The 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

MAGAZINE

PARAGRAPH 3B:

Communication from Recipient or Recipient's Company (Other than Request) includes 6 sources of circulation for quantities of 28 copies or 0.1% to 1,730 copies or 4.6%.

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

July 31, 2017

State

Ohio

County

Hamilton

Received by BPA Worldwide

July 31, 2017

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.