



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED DECEMBER 2013



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.

CHANNELS

AUTOMOTIVE DESIGN & PRODUCTION MAGAZINE

4 Issues in the period
37,640 average circulation

AUTOMOTIVE DESIGN & PRODUCTION E-NEWSLETTERS

3 E-Newsletters in the period
33 total issued in the period
22,124 average per occurrence
21,515 average per occurrence
32,505 average per occurrence

AUTOMOTIVE DESIGN & PRODUCTION WEBSITE

15,838 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)	37,640	-	37,640
AUTOMOTIVE DESIGN & PRODUCTION E-NEWSLETTERS	-	-	-
a. autofieldguide e-newsletter (6 issued in the period)	22,124	-	22,124
b. autofieldguide Blog (26 issued in the period)	21,515	-	21,515
c. ADP Digital-Only July Issue (1 issued in the period)	32,505	-	32,505
AUTOMOTIVE DESIGN & PRODUCTION WEBSITE (Monthly Unique Browsers with 31,527 average Page Impressions – Note 1)	15,838	-	15,838

Note 1: Unique Browsers: See Website Glossary in Channel Profile.

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	74
Advertiser and Agency	2,524
Allocated for Trade Shows and Conventions	512
All Other	779
TOTAL	3,889

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	37,640	100.0	37,640	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	37,640	100.0	37,640	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2013 Issue	Number Removed	Number Added	Total Qualified
August	496	352	36,459
September	188	89	36,360
October	120	4,150	40,390
November/December	8,296	5,255	37,352
TOTAL	9,100	9,846	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2013
This issue is 1.0% or 384 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
OEM: Vehicle Assembly, Powertrain/Engine, Components, Design & Engineering	16,521	44.2	4,484	7,827	3,457	256	497
SUPPLIER							
1. Parts, Components, Assemblies	14,019	37.6	4,275	5,610	3,391	296	447
2. Materials, Plant Equipment, Services/Other	5,315	14.2	1,920	2,080	987	224	104
Subtotal: Suppliers	19,334	51.8	6,195	7,690	4,378	520	551
Others allied to the field	1,497	4.0	357	392	669	27	52
TOTAL QUALIFIED CIRCULATION	37,352	100.0	11,036	15,909	8,504	803	1,100
PERCENT	100.0		29.5	42.6	22.8	2.2	2.9

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.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2013

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	25,400	7,090	-	32,490	87.0
II. Request from recipient's company:	323	-	-	323	0.9
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	4,539	-	-	4,539	12.1
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	4,539	-	-	4,539	12.1
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,262	7,090	-	37,352	100.0
PERCENT	81.0	19.0	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2013

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	37,352	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	37,352	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 2011	July - December 2011	January - June 2012	July - December 2012	January - June 2013*	July - December 2013*
Total Audit Average Qualified:	36,878	36,948	37,340	37,949	36,731	37,640
Qualified Non-Paid:	36,878	36,948	37,340	37,949	36,731	37,640
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 2013 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 2013*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	134		Kentucky	600	
New Hampshire	177		Tennessee	908	
Vermont	61		Alabama	434	
Massachusetts	640		Mississippi	178	
Rhode Island	103		EAST SO. CENTRAL	2,120	5.7
Connecticut	517		Arkansas	270	
NEW ENGLAND	1,632	4.4	Louisiana	159	
New York	1,281		Oklahoma	273	
New Jersey	529		Texas	1,423	
Pennsylvania	1,521		WEST SO. CENTRAL	2,125	5.7
MIDDLE ATLANTIC	3,331	8.9	Montana	54	
Ohio	3,298		Idaho	92	
Indiana	1,972		Wyoming	21	
Illinois	2,514		Colorado	266	
Michigan	5,316		New Mexico	82	
Wisconsin	1,611		Arizona	353	
EAST NO. CENTRAL	14,711	39.4	Utah	240	
Minnesota	879		Nevada	84	
Iowa	611		MOUNTAIN	1,192	3.2
Missouri	774		Alaska	16	
North Dakota	91		Washington	547	
South Dakota	111		Oregon	365	
Nebraska	260		California	2,881	
Kansas	452		Hawaii	21	
WEST NO. CENTRAL	3,178	8.5	PACIFIC	3,830	10.2
Delaware	34		UNITED STATES	36,215	97.0
Maryland	290		U.S. Territories	17	
Washington, DC	13		Canada	1,025	
Virginia	514		Mexico	95	
West Virginia	93		Other International	-	
North Carolina	1,032		APO/FPO	-	
South Carolina	576				
Georgia	606				
Florida	938				
SOUTH ATLANTIC	4,096	11.0			
			TOTAL QUALIFIED CIRCULATION	37,352	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2013	autofieldguide e-newsletter	autofieldguide Blog	ADP Digital-Only July Issue
JULY			
July 1	-	-	32,505
July 4	-	21,906	-
July 12	-	21,960	-
July 16	22,495	-	-
July 19	-	21,935	-
July 26	-	21,935	-
AUGUST			
August 2	-	21,818	-
August 9	-	21,758	-
August 16	-	21,786	-
August 20	22,337	-	-
August 23	-	21,838	-
August 30	-	21,726	-
SEPTEMBER			
September 6	-	21,602	-
September 13	-	21,613	-
September 17	22,157	-	-
September 20	-	21,534	-
September 27	-	21,663	-
OCTOBER			
October 4	-	21,602	-
October 11	-	21,553	-
October 15	22,033	-	-
October 18	-	21,505	-
October 25	-	21,268	-
NOVEMBER			
November 1	-	21,306	-
November 8	-	21,321	-
November 15	-	21,262	-
November 19	21,956	-	-
November 22	-	21,247	-
November 27	-	21,148	-
DECEMBER			
December 6	-	21,163	-
December 13	-	21,151	-
December 17	21,766	-	-
December 20	-	21,037	-
December 27	-	20,747	-
AVERAGE:	22,124	21,515	32,505

autofieldguide e-newsletter (6 issued in the period)
autofieldguide Blog (26 issued in the period)
ADP Digital-Only July Issue (1 issued in the period)

WEBSITE CHANNEL *

2013	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	23,951	14,906	11,009	1.35	01:54	01:09
August	25,575	15,476	11,197	1.38	01:49	01:11
September	27,442	17,266	14,171	1.22	01:52	01:08
October	32,255	21,336	18,803	1.13	01:44	00:54
November	33,366	22,054	18,235	1.21	01:59	01:02
December	46,572	24,860	21,615	1.15	01:25	01:16
AVERAGE:	31,527	19,316	15,838	1.24	01:47	01:07

*See Additional Data

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.

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.

ADDITIONAL DATA

MAGAZINE:

PARAGRAPH 3b:

Other sources include 5 sources of circulation for quantities of 287 copies or 0.8% to 1,812 copies or 4.9%.

GEOGRAPHIC DISTRIBUTION:

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

WEBSITE ACTIVITY:

July - December 2013 data was provided by Google Analytics.

All website activity is audited by BPA Worldwide.

PUBLISHER'S AFFIDAVIT

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

Michael Vohland, Publisher

P. Ross Jacobs, Corporate Circulation Director

(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 4, 2014

State

Ohio

County

Hamilton

Received by BPA Worldwide

February 4, 2014

Type

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.