

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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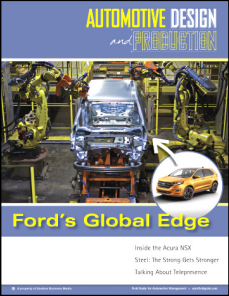
AUTOMOTIVE DESIGN & PRODUCTION is a business-to-business media brand that produces a print magazine, digital media, research and live events for automotive industry professionals involved in the design, manufacture and management of vehicles and vehicle components. Automotive Design & Production's editorial 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



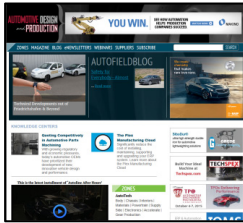
5 Issues in the period
37,627 average circulation

AUTOMOTIVE DESIGN & PRODUCTION E-NEWSLETTERS



3 E-Newsletters in the period
33 total issued in the period
18,615 average per occurrence
23,808 average per occurrence
31,963 average per occurrence

AUTOMOTIVE DESIGN & PRODUCTION WEBSITE



13,129 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)	37,627	-	37,627
AUTOMOTIVE DESIGN & PRODUCTION E-NEWSLETTERS			
a. autofieldguide blog (26 issued in the period)	18,615	-	18,615
b. autofieldguide e-newsletter (6 issued in the period)	23,808	-	23,808
c. ADP Digital Solution (1 issued in the period)	31,963	-	31,963
AUTOMOTIVE DESIGN & PRODUCTION WEBSITE (Monthly Unique Browsers with 35,422 average Page Impressions)	13,129	-	13,129

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	46
Advertiser and Agency	2,470
Allocated for Trade Shows and Conventions	410
All Other	784
TOTAL	3,710

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	37,627	100.0	37,627	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	37,627	100.0	37,627	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2015 Issue	Number Removed	Number Added	Total Qualified
February	128	34	37,434
March	77	45	37,402
April	76	54	37,380
May	38	649	37,991
June	108	43	37,926
TOTAL	427	825	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015

This issue is 1.2% or 455 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)
OEM: Vehicle Assembly, Powertrain/Engine, Components, Design & Engineering	16,070	42.3	3,781	7,006	4,263	316	493	211
SUPPLIER								
1. Parts, Components, Assemblies	13,328	35.1	3,980	4,960	3,484	384	393	127
2. Materials, Plant Equipment, Services/Other	6,177	16.2	2,073	2,166	1,440	272	101	125
Subtotal: Suppliers	19,505	51.3	6,053	7,126	4,924	656	494	252
Others allied to the field	2,416	6.4	1,019	631	568	73	46	79
TOTAL QUALIFIED CIRCULATION	37,991	100.0	10,853	14,763	9,755	1,045	1,033	542
PERCENT	100.0		28.6	38.8	25.7	2.8	2.7	1.4

(B) Company Management & Corp. Executive: titles include President, Chairman, Owner, CEO, CFO, Partner, Vice President, General Manager, and other related qualified titles.
(V,H,I,T,J,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,R,S,E,F,G) 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.
(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) Other Qualified, NEC: includes titles not elsewhere classified.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	23,896	9,155	-	33,051	87.0
II. Request from recipient's company:	608	-	-	608	1.6
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	1,824	-	-	1,824	4.8
V. TOTAL - Sources other than above (listed alphabetically):	2,508	-	-	2,508	6.6
Association rosters and directories	-	-	-	-	-
*Business directories	2,507	-	-	2,507	6.6
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	1	-	-	1	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	28,836	9,155	-	37,991	100.0
PERCENT	75.9	24.1	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	37,877	99.7
Individuals by name only	114	0.3
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	37,991	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
6-Month Period Ended:	July - December 2012	January - June 2013	July - December 2013	January - June 2014	July - December 2014	January - June 2015*
Total Audit Average Qualified:	37,949	36,731	37,640	37,532	37,805	37,627
Qualified Non-Paid:	37,949	36,731	37,640	37,532	37,805	37,627
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 2015 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 2015*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	107		Kentucky	603	
New Hampshire	166		Tennessee	880	
Vermont	62		Alabama	442	
Massachusetts	603		Mississippi	147	
Rhode Island	103		EAST SO. CENTRAL	2,072	5.4
Connecticut	510		Arkansas	234	
NEW ENGLAND	1,551	4.1	Louisiana	138	
New York	1,213		Oklahoma	246	
New Jersey	1,076		Texas	1,274	
Pennsylvania	1,478		WEST SO. CENTRAL	1,892	5.0
MIDDLE ATLANTIC	3,767	9.9	Montana	54	
Ohio	3,433		Idaho	78	
Indiana	2,050		Wyoming	20	
Illinois	2,596		Colorado	249	
Michigan	5,998		New Mexico	66	
Wisconsin	1,734		Arizona	334	
EAST NO. CENTRAL	15,811	41.6	Utah	213	
Minnesota	933		Nevada	84	
Iowa	591		MOUNTAIN	1,098	2.9
Missouri	938		Alaska	16	
North Dakota	86		Washington	487	
South Dakota	120		Oregon	327	
Nebraska	243		California	2,630	
Kansas	396		Hawaii	17	
WEST NO. CENTRAL	3,307	8.7	PACIFIC	3,477	9.2
Delaware	37		UNITED STATES	36,765	96.8
Maryland	234		U.S. Territories	20	
Washington, DC	10		Canada	1,113	
Virginia	476		Mexico	93	
West Virginia	81		Other International	-	
North Carolina	986		APO/FPO	-	
South Carolina	559				
Georgia	567				
Florida	840				
SOUTH ATLANTIC	3,790	10.0			
			TOTAL QUALIFIED CIRCULATION	37,991	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2015	autofieldguide blog	autofieldguide e-newsletter	ADP Digital Solution
JANUARY			
January 2	19,153	-	-
January 6	-	-	31,963
January 9	19,127	-	-
January 16	19,088	-	-
January 20	-	23,907	-
January 23	19,075	-	-
January 30	19,057	-	-
FEBRUARY			
February 6	18,978	-	-
February 13	18,944	-	-
February 19	-	23,749	-
February 20	18,940	-	-
February 27	18,752	-	-
MARCH			
March 6	18,607	-	-
March 13	18,728	-	-
March 17	-	23,383	-
March 20	18,658	-	-
March 27	18,584	-	-
APRIL			
April 3	18,551	-	-
April 10	18,491	-	-
April 17	18,478	-	-
April 21	-	24,161	-
April 24	18,443	-	-
MAY			
May 1	18,375	-	-
May 8	18,402	-	-
May 15	18,316	-	-
May 19	-	23,929	-
May 22	18,226	-	-
May 29	18,247	-	-
JUNE			
June 5	18,247	-	-
June 12	18,200	-	-
June 19	18,145	-	-
June 23	-	23,718	-
June 26	18,171	-	-
AVERAGE:	18,615	23,808	31,963

autofieldguide Blog (26 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

2015	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	36,962	22,448	13,459	1.67	02:30	01:37
February	32,717	20,147	12,337	1.63	02:44	01:42
March	39,801	23,775	14,890	1.60	02:40	01:48
April	37,321	23,159	13,436	1.72	02:33	01:34
May	33,820	21,370	12,616	1.69	02:51	01:40
June	31,914	20,079	12,038	1.67	02:50	01:40
AVERAGE:	35,422	21,829	13,129	1.66	02:41	01:40

January – June 2015 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 3 sources of circulation for quantities of 492 copies or 1.3% to 1,248 copies or 3.3%. Other sources include 1 source of circulation for a quantity of 1 copy 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.

Michael Vohland, Publisher

P. Ross Jacobs, 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

State

County

Received by BPA Worldwide

Type

ID Number

July 29, 2015

Ohio

Hamilton

July 29, 2015

BD

A246B0J5

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.