

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.

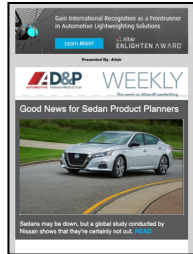
CHANNELS

AUTOMOTIVE DESIGN & PRODUCTION MAGAZINE



6 issues in the period
33,101 average circulation

AUTOMOTIVE DESIGN & PRODUCTION E-NEWSLETTERS



2 E-Newsletters in the period
32 total issued in the period
22,743 average per occurrence
22,879 average per occurrence

AUTOMOTIVE DESIGN & PRODUCTION WEBSITE



26,003 average users

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
AUTOMOTIVE DESIGN & PRODUCTION MAGAZINE (6 issues in the period)	33,101	-	33,101
AUTOMOTIVE DESIGN & PRODUCTION E-NEWSLETTERS			
a. AD&P Weekly (26 issued in the period)	22,743	-	22,743
b. AD&P Monthly (6 issued in the period)	22,879	-	22,879
AUTOMOTIVE DESIGN & PRODUCTION WEBSITE (Monthly Users with 42,329 average Pageviews)	26,003	-	26,003

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	23
Advertiser and Agency	1,866
Allocated for Trade Shows and Conventions	325
All Other	850
TOTAL	3,064

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	33,101	100.0	33,101	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	33,101	100.0	33,101	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Total Qualified
January	33,099
February	33,032
March	32,972
April	32,969
May	33,176
June	33,360

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019 This issue is 0.3% or 90 copies above the average of the other 5 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	12,873	38.8	4,511	4,338	3,285	297	356	86
SUPPLIER								
1. Parts, Components, Assemblies	12,650	38.1	4,755	3,307	3,765	356	402	65
2. Materials, Plant Equipment, Services	7,091	21.4	2,983	1,813	1,818	275	153	49
Subtotal: Suppliers	19,741	59.5	7,738	5,120	5,583	631	555	114
Others allied to the field	562	1.7	204	147	158	11	12	30
TOTAL QUALIFIED CIRCULATION	33,176	100.0	12,453	9,605	9,026	939	923	230
PERCENT	100.0		37.5	29.0	27.2	2.8	2.8	0.7

(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, 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, 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 2019

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	20,151	8,529	-	28,680	86.4
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	4,496	-	-	4,496	13.6
V. TOTAL - Sources other than above (listed alphabetically):	-	-	-	-	-
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	24,647	8,529	-	33,176	100.0
PERCENT	74.3	25.7	-	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	102		Kentucky	490	
New Hampshire	169		Tennessee	732	
Vermont	57		Alabama	334	
Massachusetts	551		Mississippi	143	
Rhode Island	110		EAST SO. CENTRAL	1,699	5.1
Connecticut	445		Arkansas	188	
NEW ENGLAND	1,434	4.3	Louisiana	128	
New York	1,069		Oklahoma	253	
New Jersey	539		Texas	1,284	
Pennsylvania	1,459		WEST SO. CENTRAL	1,853	5.6
MIDDLE ATLANTIC	3,067	9.2	Montana	62	
Ohio	2,801		Idaho	107	
Indiana	1,531		Wyoming	28	
Illinois	2,330		Colorado	240	
Michigan	4,230		New Mexico	80	
Wisconsin	1,523		Arizona	381	
EAST NO. CENTRAL	12,415	37.4	Utah	179	
Minnesota	874		Nevada	110	
Iowa	521		MOUNTAIN	1,187	3.6
Missouri	691		Alaska	24	
North Dakota	99		Washington	398	
South Dakota	125		Oregon	326	
Nebraska	242		California	2,369	
Kansas	356		Hawaii	20	
WEST NO. CENTRAL	2,908	8.8	PACIFIC	3,137	9.5
Delaware	36		UNITED STATES	31,113	93.8
Maryland	222		U.S. Territories	12	
Washington, DC	12		Canada	1,896	
Virginia	366		Mexico	155	
West Virginia	82		Other International	-	
North Carolina	871		APO/FPO	-	
South Carolina	446				
Georgia	547				
Florida	831				
SOUTH ATLANTIC	3,413	10.3			
			TOTAL QUALIFIED CIRCULATION	33,176	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2019	AD&P Weekly	AD&P Monthly
JANUARY		
January 4	24,122	-
January 11	24,757	-
January 15	-	24,938
January 18	24,287	-
January 25	24,340	-
FEBRUARY		
February 1	24,248	-
February 8	24,065	-
February 15	23,785	-
February 19	-	24,436
February 22	24,041	-
MARCH		
March 1	23,996	-
March 8	23,394	-
March 15	23,709	-
March 20	-	24,108
March 22	23,647	-
March 29	23,582	-
APRIL		
April 5	23,499	-
April 12	23,436	-
April 16	-	23,828
April 19	23,370	-
April 26	23,295	-
MAY		
May 3	23,239	-
May 10	23,168	-
May 17	19,814	-
May 21	-	20,087
May 24	19,700	-
May 31	19,558	-
JUNE		
June 7	19,512	-
June 14	19,491	-
June 18	-	19,879
June 21	21,884	-
June 28	19,386	-
AVERAGE:	22,743	22,879

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

WEBSITE CHANNEL

WWW.ADANDP.MEDIA

2019	Pageviews	Sessions	Users	Average Session Duration
January	51,661	38,160	32,711	0:49
February	51,443	35,756	31,026	0:57
March	51,275	35,457	30,351	1:00
April	38,381	27,575	23,519	0:51
May	34,650	25,507	21,789	0:47
June	26,569	19,427	16,624	0:47
AVERAGE:	42,329	30,313	26,003	0:51

January – June 2019 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.

ADDITIONAL DATA

MAGAZINE:

CHANGE IN FREQUENCY:

Effective with the January 2019 issue, AUTOMOTIVE DESIGN & PRODUCTION changed its frequency from 9 to 10 issues per year.

PARAGRAPH 3b:

Communication from recipient or recipient's company (other than request) includes 5 sources of circulation for quantities of 130 copies or 0.4% to 1,350 copies or 4.1%.

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 11, 2019

State

Ohio

County

Hamilton

Received by BPA Worldwide

July 11, 2019

Type

BD

ID Number

A246B0J9

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.