

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**

4 Issues in the period  
36,988 average circulation

**AUTOMOTIVE DESIGN & PRODUCTION E-NEWSLETTERS**

3 E-Newsletters in the period  
33 total issued in the period  
21,309 average per occurrence  
21,297 average per occurrence  
22,856 average per occurrence

**AUTOMOTIVE DESIGN & PRODUCTION WEBSITE**

18,813 average users

## EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
<b>AUTOMOTIVE DESIGN &amp; PRODUCTION MAGAZINE</b> (4 issues in the period)	36,988	-	36,988
<b>AUTOMOTIVE DESIGN &amp; PRODUCTION E-NEWSLETTERS</b>			
a. AD&P Weekly (25 issued in the period)	21,309	-	21,309
b. AD&P Monthly (6 issued in the period)	21,297	-	21,297
c. AD&P Digital (2 issued in the period)	22,856	-	22,856
<b>AUTOMOTIVE DESIGN &amp; PRODUCTION WEBSITE</b> (Monthly Users with 34,981 average Pageviews)	18,813	-	18,813

### 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	34
Advertiser and Agency	2,187
Allocated for Trade Shows and Conventions	256
All Other	825
<b>TOTAL</b>	<b>3,302</b>

### 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	36,988	100.0	36,988	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>36,988</b>	<b>100.0</b>	<b>36,988</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

### 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Total Qualified
August	38,048
September	38,493
October	36,689
November	34,722

### 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017

This issue is 8.0% or 3,021 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 (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	15,248	44.0	5,403	4,706	4,201	352	485	101
<b>SUPPLIER</b>								
1. Parts, Components, Assemblies	11,920	34.3	4,491	3,184	3,472	348	353	72
2. Materials, Plant Equipment, Services/Other	6,329	18.2	2,966	1,497	1,403	301	101	61
<b>Subtotal: Suppliers</b>	<b>18,249</b>	<b>52.5</b>	<b>7,457</b>	<b>4,681</b>	<b>4,875</b>	<b>649</b>	<b>454</b>	<b>133</b>
Others allied to the field	1,225	3.5	584	284	257	49	14	37
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>34,722</b>	<b>100.0</b>	<b>13,444</b>	<b>9,671</b>	<b>9,333</b>	<b>1,050</b>	<b>953</b>	<b>271</b>
<b>PERCENT</b>	<b>100.0</b>		<b>38.7</b>	<b>27.9</b>	<b>26.9</b>	<b>3.0</b>	<b>2.7</b>	<b>0.8</b>

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

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

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	22,374	8,083	-	30,457	87.8
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	2,651	-	-	2,651	7.6
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>1,614</b>	<b>-</b>	<b>-</b>	<b>1,614</b>	<b>4.6</b>
Association rosters and directories	-	-	-	-	-
Business directories	1,614	-	-	1,614	4.6
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>26,639</b>	<b>8,083</b>	<b>-</b>	<b>34,722</b>	<b>100.0</b>
<b>PERCENT</b>	<b>76.7</b>	<b>23.3</b>	<b>-</b>	<b>100.0</b>	

\*See Additional Data

**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 2015	July – December 2015	January – June 2016	July – December 2016	January – June 2017*	July – December 2017*
Total Audit Average Qualified:	37,627	37,596	37,645	38,008	37,680	36,988
Qualified Non-Paid:	37,627	37,596	37,645	38,008	37,680	36,988
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 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 NOVEMBER 2017\***

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	102		Kentucky	548	
New Hampshire	162		Tennessee	806	
Vermont	59		Alabama	382	
Massachusetts	509		Mississippi	171	
Rhode Island	117		<b>EAST SO. CENTRAL</b>	<b>1,907</b>	<b>5.5</b>
Connecticut	445		Arkansas	214	
<b>NEW ENGLAND</b>	<b>1,394</b>	<b>4.0</b>	Louisiana	157	
New York	1,127		Oklahoma	270	
New Jersey	532		Texas	1,285	
Pennsylvania	1,431		<b>WEST SO. CENTRAL</b>	<b>1,926</b>	<b>5.5</b>
<b>MIDDLE ATLANTIC</b>	<b>3,090</b>	<b>8.9</b>	Montana	71	
Ohio	2,885		Idaho	102	
Indiana	1,729		Wyoming	30	
Illinois	2,395		Colorado	250	
Michigan	4,559		New Mexico	87	
Wisconsin	1,584		Arizona	395	
<b>EAST NO. CENTRAL</b>	<b>13,152</b>	<b>38.0</b>	Utah	194	
Minnesota	870		Nevada	124	
Iowa	586		<b>MOUNTAIN</b>	<b>1,253</b>	<b>3.6</b>
Missouri	690		Alaska	26	
North Dakota	98		Washington	419	
South Dakota	138		Oregon	321	
Nebraska	254		California	2,498	
Kansas	387		Hawaii	17	
<b>WEST NO. CENTRAL</b>	<b>3,023</b>	<b>8.7</b>	<b>PACIFIC</b>	<b>3,281</b>	<b>9.4</b>
Delaware	36		<b>UNITED STATES</b>	<b>32,585</b>	<b>93.8</b>
Maryland	249		U.S. Territories	22	
Washington, DC	14		Canada	1,962	
Virginia	405		Mexico	153	
West Virginia	83		Other International	-	
North Carolina	892		APO/FPO	-	
South Carolina	490				
Georgia	554				
Florida	836				
<b>SOUTH ATLANTIC</b>	<b>3,559</b>	<b>10.2</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>34,722</b>	<b>100.0</b>

\*See Additional Data

# E-NEWSLETTER CHANNEL

2017	AD&P Weekly	AD&P Monthly	AD&P Digital
<b>JULY</b>			
July 6	-	-	23,324
July 7	22,077	-	-
July 14	22,026	-	-
July 19	-	22,082	-
July 21	22,014	-	-
July 28	21,927	-	-
<b>AUGUST</b>			
August 4	21,886	-	-
August 11	21,741	-	-
August 18	21,595	-	-
August 22	-	21,669	-
August 25	21,602	-	-
<b>SEPTEMBER</b>			
September 1	21,536	-	-
September 8	21,552	-	-
September 15	21,433	-	-
September 19	-	21,485	-
September 22	21,415	-	-
September 29	21,377	-	-
<b>OCTOBER</b>			
October 6	21,335	-	-
October 13	21,211	-	-
October 17	-	21,237	-
October 20	21,171	-	-
October 27	21,102	-	-
<b>NOVEMBER</b>			
November 3	21,026	-	-
November 10	20,999	-	-
November 17	20,871	-	-
November 21	-	20,925	-
November 27	21,107	-	-
<b>DECEMBER</b>			
December 1	21,059	-	-
December 8	20,322	-	-
December 14	-	-	22,388
December 15	20,217	-	-
December 19	-	20,382	-
December 22	20,130	-	-
<b>AVERAGE:</b>	<b>21,309</b>	<b>21,297</b>	<b>22,856</b>

AD&P Weekly (25 issued in the period)  
 AD&P Monthly (6 issued in the period)  
 AD&P Digital (2 issued in the period)

# WEBSITE CHANNEL

## WWW.ADANDP.MEDIA

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
July	47,070	37,300	25,306	0:56
August	36,012	27,240	18,398	0:55
September	30,458	22,458	15,567	1:05
October	36,512	27,752	19,324	0:49
November	30,700	24,368	18,087	0:38
December	29,139	22,934	16,200	0:43
<b>AVERAGE:</b>	<b>34,981</b>	<b>27,008</b>	<b>18,813</b>	<b>0:51</b>

July - December 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](http://www.adicompli.com)

# ADDITIONAL DATA

## MAGAZINE PARAGRAPH 3b:

Communication from Recipient or Recipient's Company (Other than Request) includes 5 sources of circulation for quantities of 136 copies or 0.7% to 1,364 copies or 6.8%.

## 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

January 15, 2018

State

Ohio

County

Hamilton

Received by BPA Worldwide

January 15, 2018

Type

BD

ID Number

A246B0D7

### 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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.