

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
34,510 average circulation

AUTOMOTIVE DESIGN & PRODUCTION E-NEWSLETTERS



3 E-Newsletters in the period
34 total issued in the period
22,539 average per occurrence
22,168 average per occurrence
24,155 average per occurrence

AUTOMOTIVE DESIGN & PRODUCTION WEBSITE



26,623 average users

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)	34,510	-	34,510
AUTOMOTIVE DESIGN & PRODUCTION E-NEWSLETTERS			
a. AD&P Weekly (26 issued in the period)	22,539	-	22,539
b. AD&P Monthly (6 issued in the period)	22,168	-	22,168
c. AD&P Digital (2 issued in the period)	24,155	-	24,155
AUTOMOTIVE DESIGN & PRODUCTION WEBSITE (Monthly Users with 41,461 average Pageviews)	26,623	-	26,623

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	33
Advertiser and Agency	1,954
Allocated for Trade Shows and Conventions	275
All Other	885
TOTAL	3,147

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	34,510	100.0	34,510	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	34,510	100.0	34,510	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Total Qualified
August	34,851
September	34,877
October	35,115
November	33,199

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018

This issue is 5.0% or 1,749 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	12,447	37.5	4,416	4,165	3,155	270	359	82
SUPPLIER								
1. Parts, Components, Assemblies	10,622	32.0	3,911	2,981	2,958	359	343	70
2. Materials, Plant Equipment, Services	5,810	17.5	2,591	1,457	1,337	270	110	45
Subtotal: Suppliers	16,432	49.5	6,502	4,438	4,295	629	453	115
Others allied to the field	4,320	13.0	1,614	931	1,615	18	111	31
TOTAL QUALIFIED CIRCULATION	33,199	100.0	12,532	9,534	9,065	917	923	228
PERCENT	100.0		37.7	28.7	27.3	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 NOVEMBER 2018

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	20,165	8,535	-	28,700	86.4
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	4,499	-	-	4,499	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	24,664	8,535	-	33,199	100.0
PERCENT	74.3	25.7	-	100.0	

*See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	January – June 2016	July – December 2016	January – June 2017	July – December 2017	January – June 2018*	July – December 2018*
Total Audit Average Qualified:	37,645	38,008	37,680	36,988	34,526	34,510
Qualified Non-Paid:	37,645	38,008	37,680	36,988	34,526	34,510
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 2018 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 2018*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	101		Kentucky	487	
New Hampshire	166		Tennessee	719	
Vermont	57		Alabama	330	
Massachusetts	559		Mississippi	143	
Rhode Island	108		EAST SO. CENTRAL	1,679	5.1
Connecticut	445		Arkansas	189	
NEW ENGLAND	1,436	4.3	Louisiana	128	
New York	1,084		Oklahoma	257	
New Jersey	541		Texas	1,287	
Pennsylvania	1,463		WEST SO. CENTRAL	1,861	5.6
MIDDLE ATLANTIC	3,088	9.3	Montana	64	
Ohio	2,820		Idaho	105	
Indiana	1,529		Wyoming	27	
Illinois	2,336		Colorado	237	
Michigan	4,196		New Mexico	80	
Wisconsin	1,521		Arizona	385	
EAST NO. CENTRAL	12,402	37.3	Utah	181	
Minnesota	874		Nevada	109	
Iowa	521		MOUNTAIN	1,188	3.6
Missouri	696		Alaska	25	
North Dakota	98		Washington	400	
South Dakota	124		Oregon	325	
Nebraska	242		California	2,404	
Kansas	359		Hawaii	20	
WEST NO. CENTRAL	2,914	8.8	PACIFIC	3,174	9.6
Delaware	36		UNITED STATES	31,135	93.8
Maryland	223		U.S. Territories	12	
Washington, DC	12		Canada	1,898	
Virginia	367		Mexico	154	
West Virginia	83		Other International	-	
North Carolina	869		APO/FPO	-	
South Carolina	440				
Georgia	535				
Florida	828				
SOUTH ATLANTIC	3,393	10.2			
			TOTAL QUALIFIED CIRCULATION	33,199	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2018	AD&P Weekly	AD&P Monthly	AD&P Digital
JULY			
July 3	-	-	22,673
July 6	21,515	-	-
July 13	21,505	-	-
July 17	-	20,886	-
July 20	20,856	-	-
July 27	21,327	-	-
AUGUST			
August 3	21,221	-	-
August 10	21,161	-	-
August 17	21,115	-	-
August 21	-	21,073	-
August 24	21,020	-	-
August 31	20,967	-	-
SEPTEMBER			
September 7	20,933	-	-
September 14	20,860	-	-
September 18	-	20,822	-
September 21	20,796	-	-
September 28	20,785	-	-
OCTOBER			
October 5	20,713	-	-
October 12	20,671	-	-
October 16	-	20,668	-
October 19	25,801	-	-
October 26	24,548	-	-
NOVEMBER			
November 2	24,408	-	-
November 5	-	-	25,637
November 9	25,078	-	-
November 16	23,757	-	-
November 20	-	24,312	-
November 26	23,989	-	-
November 30	23,481	-	-
DECEMBER			
December 7	24,797	-	-
December 14	25,138	-	-
December 18	-	25,246	-
December 21	24,795	-	-
December 28	24,787	-	-
AVERAGE:	22,539	22,168	24,155

AD&P Weekly (26 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

2018	Pageviews	Sessions	Users	Average Session Duration
July	41,314	32,514	26,173	0:39
August	41,270	32,554	26,963	0:44
September	38,193	30,500	25,648	0:40
October	46,532	33,687	28,633	0:53
November	42,452	31,448	26,846	0:56
December	39,005	29,633	25,476	0:51
AVERAGE:	41,461	31,722	26,623	0:47

July - December 2018 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: PARAGRAPH 3b:

Communication from recipient or recipient's company (other than request) includes 4 sources of circulation for quantities of 639 copies or 1.9% to 1,821 copies or 5.5%.

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

State

County

Received by BPA Worldwide

Type

ID Number

January 25, 2019

Ohio

Hamilton

January 25, 2019

BD

A246B0D8

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.