

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.

Gardner Business Media, Inc.  
6915 Valley Avenue  
Cincinnati, OH 45244-3029  
Tel.: (513) 527-8800  
Fax: (513) 527-8801  
www.adandp.media  
JBall@gardnerweb.com

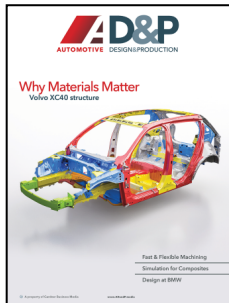
**AUTOMOTIVE DESIGN & PRODUCTION** is a business-to-business media brand that produces a print magazine, digital media, research and live events for automotive industry professionals involved in the design, manufacture and management of vehicles and vehicle components. Automotive Design & Production's 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  
34,526 average circulation

### AUTOMOTIVE DESIGN & PRODUCTION E-NEWSLETTERS



3 E-Newsletters in the period  
33 total issued in the period  
21,874 average per occurrence  
21,795 average per occurrence  
22,251 average per occurrence

### AUTOMOTIVE DESIGN & PRODUCTION WEBSITE



23,618 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> (5 issues in the period)	34,526	-	34,526
<b>AUTOMOTIVE DESIGN &amp; PRODUCTION E-NEWSLETTERS</b>			
a. AD&P Weekly (26 issued in the period)	21,874	-	21,874
b. AD&P Monthly (6 issued in the period)	21,795	-	21,795
c. AD&P Digital (1 issued in the period)	22,251	-	22,251
<b>AUTOMOTIVE DESIGN &amp; PRODUCTION WEBSITE</b> (Monthly Users with 41,034 average Pageviews)	23,618	-	23,618

**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	30
Advertiser and Agency	2,010
Allocated for Trade Shows and Conventions	430
All Other	788
<b>TOTAL</b>	<b>3,258</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	34,526	100.0	34,526	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>34,526</b>	<b>100.0</b>	<b>34,526</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2018 Issue	Total Qualified
January	34,611
March	34,522
April	34,494
May	34,434
June	34,569

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

This issue is 0.3% or 115 copies below 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,U)
OEM: Vehicle Assembly, Powertrain/Engine, Components, Design & Engineering	14,837	43.1	5,296	4,804	3,809	318	486	124
<b>SUPPLIER</b>								
1. Parts, Components, Assemblies	11,770	34.2	4,414	3,255	3,286	375	361	79
2. Materials, Plant Equipment, Services/Other	6,314	18.3	2,925	1,555	1,342	321	104	67
<b>Subtotal: Suppliers</b>	<b>18,084</b>	<b>52.5</b>	<b>7,339</b>	<b>4,810</b>	<b>4,628</b>	<b>696</b>	<b>465</b>	<b>146</b>
Others allied to the field	1,513	4.4	673	383	325	61	21	50
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>34,434</b>	<b>100.0</b>	<b>13,308</b>	<b>9,997</b>	<b>8,762</b>	<b>1,075</b>	<b>972</b>	<b>320</b>
<b>PERCENT</b>	<b>100.0</b>		<b>38.7</b>	<b>29.0</b>	<b>25.5</b>	<b>3.1</b>	<b>2.8</b>	<b>0.9</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, 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 2018**

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	<b>22,188</b>	<b>8,016</b>	-	<b>30,204</b>	<b>87.8</b>
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	<b>2,629</b>	-	-	<b>2,629</b>	<b>7.6</b>
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>1,601</b>	-	-	<b>1,601</b>	<b>4.6</b>
Association rosters and directories	-	-	-	-	-
Business directories	1,601	-	-	1,601	4.6
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>26,418</b>	<b>8,016</b>	-	<b>34,434</b>	<b>100.0</b>
<b>PERCENT</b>	<b>76.7</b>	<b>23.3</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	Audited Data	Circulation Claim
	July – December 2015	January – June 2016	July – December 2016	January – June 2017	July – December 2017	January – June 2018*
Total Audit Average Qualified:	37,596	37,645	38,008	37,680	36,988	34,526
Qualified Non-Paid:	37,596	37,645	38,008	37,680	36,988	34,526
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 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 MAY 2018\***

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	100		Kentucky	531	
New Hampshire	164		Tennessee	810	
Vermont	58		Alabama	382	
Massachusetts	503		Mississippi	169	
Rhode Island	117		<b>EAST SO. CENTRAL</b>	<b>1,892</b>	<b>5.5</b>
Connecticut	439		Arkansas	213	
<b>NEW ENGLAND</b>	<b>1,381</b>	<b>4.0</b>	Louisiana	156	
New York	1,119		Oklahoma	270	
New Jersey	527		Texas	1,278	
Pennsylvania	1,436		<b>WEST SO. CENTRAL</b>	<b>1,917</b>	<b>5.6</b>
<b>MIDDLE ATLANTIC</b>	<b>3,082</b>	<b>8.9</b>	Montana	69	
Ohio	2,861		Idaho	102	
Indiana	1,700		Wyoming	32	
Illinois	2,373		Colorado	246	
Michigan	4,526		New Mexico	82	
Wisconsin	1,573		Arizona	395	
<b>EAST NO. CENTRAL</b>	<b>13,033</b>	<b>37.8</b>	Utah	192	
Minnesota	865		Nevada	124	
Iowa	577		<b>MOUNTAIN</b>	<b>1,242</b>	<b>3.6</b>
Missouri	677		Alaska	25	
North Dakota	98		Washington	411	
South Dakota	138		Oregon	317	
Nebraska	249		California	2,465	
Kansas	380		Hawaii	16	
<b>WEST NO. CENTRAL</b>	<b>2,984</b>	<b>8.7</b>	<b>PACIFIC</b>	<b>3,234</b>	<b>9.4</b>
Delaware	37		<b>UNITED STATES</b>	<b>32,299</b>	<b>93.8</b>
Maryland	246		U.S. Territories	22	
Washington, DC	14		Canada	1,955	
Virginia	403		Mexico	158	
West Virginia	83		Other International	-	
North Carolina	885		APO/FPO	-	
South Carolina	482				
Georgia	552				
Florida	832				
<b>SOUTH ATLANTIC</b>	<b>3,534</b>	<b>10.3</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>34,434</b>	<b>100.0</b>

\*See Additional Data

# E-NEWSLETTER CHANNEL

2018	AD&P Weekly	AD&P Monthly	AD&P Digital
<b>JANUARY</b>			
January 5	20,188	-	-
January 12	19,627	-	-
January 16	-	19,797	-
January 19	20,053	-	-
January 26	20,409	-	-
February 2	22,945	-	-
February 6	-	-	22,251
February 9	22,749	-	-
February 16	22,719	-	-
February 20	-	22,705	-
February 23	22,539	-	-
March 2	22,478	-	-
March 9	22,341	-	-
March 16	22,323	-	-
March 20	-	22,316	-
March 22	22,219	-	-
March 30	22,475	-	-
April 6	21,816	-	-
April 13	22,365	-	-
April 17	-	22,125	-
April 20	22,172	-	-
April 27	22,194	-	-
May 4	22,138	-	-
May 11	21,929	-	-
May 15	-	22,077	-
May 18	22,071	-	-
May 25	21,997	-	-
June 1	21,932	-	-
June 8	21,911	-	-
June 15	21,777	-	-
June 19	-	21,751	-
June 22	21,708	-	-
June 29	21,659	-	-
<b>AVERAGE:</b>	<b>21,874</b>	<b>21,795</b>	<b>22,251</b>

AD&P Weekly (26 issued in the period)  
 AD&P Monthly (6 issued in the period)  
 AD&P Digital (1 issued in the period)

# WEBSITE CHANNEL

## WWW.ADANDP.MEDIA

2018	Pageviews	Sessions	Users	Average Session Duration
January	39,951	29,378	20,321	1:01
February	37,813	26,316	20,153	0:54
March	42,411	28,950	22,899	0:50
April	41,353	31,750	25,844	0:40
May	42,795	33,746	27,820	0:38
June	41,881	31,877	24,672	0:43
<b>AVERAGE:</b>	<b>41,034</b>	<b>30,336</b>	<b>23,618</b>	<b>0:47</b>

January - June 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 5 sources of circulation for quantities of 135 copies or 0.4% to 1,353 copies or 3.9%.

## 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 18, 2018

State

Ohio

County

Hamilton

Received by BPA Worldwide

July 18, 2018

Type

BD

ID Number

A246B0J8

### 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.