

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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TODAY'S MOTOR VEHICLES is a B2B brand for people interested in manufacturing and design topics within the automotive, commercial truck, and off-highway equipment markets. Brand content includes news and industry coverage, in-depth technical articles, explanations of new technology, tracking of trends that influence vehicle design and manufacturing, and special features. The content of every issue is also available to subscribers globally via the online digital edition.

FIELD SERVED
TODAY'S MOTOR VEHICLES serves motor vehicle manufacturers, motor vehicle component manufacturers, motor vehicle engineers, contract manufacturers/job shops, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION
Qualified recipients include corporate management, engineering management, manufacturing/production engineering, design/development engineering, plant management, quality management, manufacturing/production management, purchasing and other job functions allied to the field.

CHANNELS

TODAY'S MOTOR VEHICLES MAGAZINE



4 issues in the period
29,777 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
TODAY'S MOTOR VEHICLES MAGAZINE Unique Total* (4 issues in the period)	29,777	-	29,777
a. Print	22,172	-	22,172
b. Digital	8,233	-	8,233
1. Requested	8,233	-	8,233
2. Non-Requested	-	-	-

*Unique Total represents unique recipients, not the sum of Print and Digital.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	1,255
Allocated for Trade Shows and Conventions	221
All Other	260
TOTAL	1,736

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	28,914	97.1	28,914	97.1	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	864	2.9	864	2.9	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	29,778	100.0	29,778	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Unique Total Qualified*
January/February	23,000	8,319	30,086
March	23,000	8,362	30,100
April	23,000	8,350	30,100
May/June	20,988	9,202	30,122

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2018 This issue is 1.6% or 460 copies above the average of the other 3 issues reported in Paragraph 2.

Business & Industry	Unique Total Qualified*	Percent of Total	Print	Digital	Corporate Management	Design / Development Engineering, Engineering Management	Manufacturing / Production Engineering, Plant Management, Manufacturing / Production Management (Note 1)	Purchasing	Other job functions allied to the field
Individuals or businesses involved in the design, manufacturing or production of motor vehicles or their parts:									
Yes (Note 2)	24,628	81.8	17,519	7,157	9,207	7,826	6,924	279	392
No (Note 3)	5,494	18.2	3,469	2,045	1,611	1,861	1,223	226	573
UNIQUE TOTAL QUALIFIED CIRCULATION*	30,122	100.0	20,988	9,202	10,818	9,687	8,147	505	965
PERCENT	100.0		69.7	30.5	35.9	32.2	27.0	1.7	3.2

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

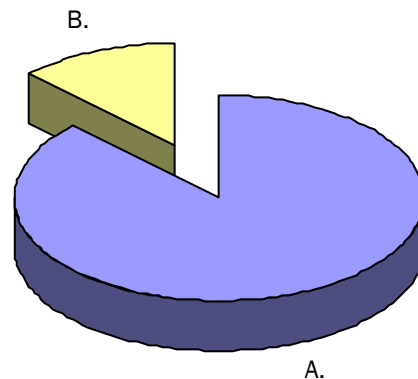
Note 1: Including other engineering titles and other management/supervisor titles.

Note 2: Including Motor Vehicles Manufacturer, Motor Vehicle Component Manufacturer, Motor Vehicle Engineer, and Contract Manufacturer/Job Shop

Note 3: Including other companies allied to the field.

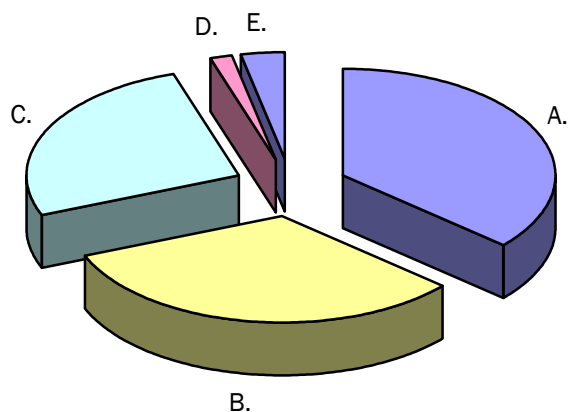
3a. Breakout of Qualified Circulation by Business and Industry

Business and Industry	Total Qualified	Percent of Total
Individuals or businesses involved in the design, manufacturing or production of motor vehicles or their parts:		
A Yes	24,628	81.8
B No	5,494	18.2



3a. Breakout of Qualified Circulation by Function

Function	Total Qualified	Percent of Total
A Corporate Management	10,818	35.9
B Design/Development Engineering, Engineering Management	9,687	32.2
C Manufacturing/Production Engineering, Plant Management, Manufacturing/Production Management	8,147	27.0
D Purchasing	505	1.7
E Other job functions allied to the field	965	3.2



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2018

Qualification Source	Qualified Within					Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	15,753	5,322	-	11,941	9,202	21,075	70.0
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	9,047	-	-	9,047	-	9,047	30.0
Association rosters and directories	-	-	-	-	-	-	-
**Business directories	9,047	-	-	9,047	-	9,047	30.0
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	24,800	5,322	-	20,988	9,202	30,122	100.0
PERCENT	82.3	17.7	-	69.7	30.5	100.0	-

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2018

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	51	13	64		Kentucky	488	111	597	
New Hampshire	94	45	136		Tennessee	606	172	775	
Vermont	46	15	61		Alabama	293	76	369	
Massachusetts	280	178	457		Mississippi	140	34	174	
Rhode Island	44	45	89		EAST SO. CENTRAL	1,527	393	1,915	6.4
Connecticut	242	112	354		Arkansas	97	40	137	
NEW ENGLAND	757	408	1,161	3.9	Louisiana	114	48	161	
New York	798	327	1,124		Oklahoma	157	51	208	
New Jersey	434	181	612		Texas	1,051	371	1,416	
Pennsylvania	739	334	1,072		WEST SO. CENTRAL	1,419	510	1,922	6.4
MIDDLE ATLANTIC	1,971	842	2,808	9.3	Montana	58	13	71	
Ohio	1,519	728	2,244		Idaho	94	34	128	
Indiana	1,183	454	1,630		Wyoming	14	2	16	
Illinois	1,335	789	2,117		Colorado	212	90	302	
Michigan	2,533	906	3,437		New Mexico	55	22	77	
Wisconsin	708	432	1,136		Arizona	240	102	341	
EAST NO. CENTRAL	7,278	3,309	10,564	35.1	Utah	158	61	218	
Minnesota	405	239	641		Nevada	96	27	123	
Iowa	358	132	485		MOUNTAIN	927	351	1,276	4.2
Missouri	423	139	561		Alaska	19	9	28	
North Dakota	86	26	112		Washington	303	122	425	
South Dakota	78	28	106		Oregon	198	91	289	
Nebraska	136	43	179		California	1,949	863	2,810	
Kansas	185	56	241		Hawaii	40	4	44	
WEST NO. CENTRAL	1,671	663	2,325	7.7	PACIFIC	2,509	1,089	3,596	11.9
Delaware	35	9	44		UNITED STATES	20,836	8,685	29,456	97.8
Maryland	214	105	319		U.S. Territories	11	9	20	
Washington, DC	16	7	23		Canada	117	233	350	
Virginia	302	111	412		Mexico	17	166	180	
West Virginia	61	27	87		Other International	7	109	116	
North Carolina	589	220	807		APO/FPO	-	-	-	
South Carolina	450	154	604						
Georgia	421	190	608						
Florida	689	297	985						
SOUTH ATLANTIC	2,777	1,120	3,889	12.9					
					UNIQUE TOTAL QUALIFIED CIRCULATION*	20,988	9,202	30,122	100.0

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Replica Plus – If a print edition exists, “plus” is editorial that is retained from the original edition and is redesigned and/or supplemented. Each issue’s content is primarily taken (but not necessarily replicated in its entirety) from the original edition (whether in print or digital). Apart from minor updates, the content cannot change once the issue is made available.

PARAGRAPH 3b:

Business directories include 2 sources of circulation for quantities of 4,130 copies or 13.7% to 4,917 copies or 16.3%, including Pinpoint and InfoUSA.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Eric Oster, Audience Development Associate

Mike Difranco, Publisher

(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 15, 2018

State Ohio

County Cuyahoga

Received by BPA Worldwide July 15, 2018

Type BD

ID Number T359B0J8

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.