

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
30,218 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)	30,218	-	30,218
a. Print	21,000	-	21,000
b. Digital	9,393	-	9,393
1. Requested	9,393	-	9,393
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	1,298
Allocated for Trade Shows and Conventions	512
All Other	388
TOTAL	2,198

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	29,402	97.3	29,402	97.3	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	816	2.7	816	2.7	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,218	100.0	30,218	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Print	Digital	Unique Total Qualified*
January/February	21,000	9,327	30,200
March	21,000	9,340	30,200
April	21,000	9,400	30,232
May/June	21,000	9,505	30,239

*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 2019 This issue is 0.1% or 28 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)	25,935	85.8	18,897	7,251	9,308	7,019	8,542	730	336
No (Note 3)	4,304	14.2	2,103	2,254	1,663	1,101	876	203	461
UNIQUE TOTAL QUALIFIED CIRCULATION*	30,239	100.0	21,000	9,505	10,971	8,120	9,418	933	797
PERCENT	100.0		69.4	31.4	36.3	26.9	31.1	3.1	2.6

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

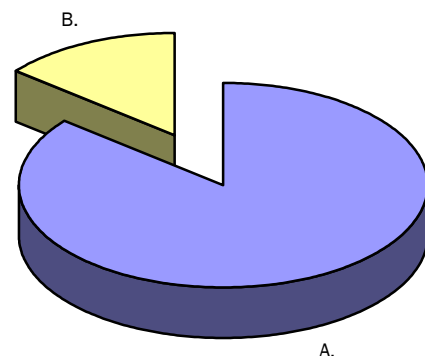
Note 1: Including other management/supervisor titles.

Note 2: Including motor vehicles manufacturers, motor vehicle component manufacturers, motor vehicle engineers, and contract manufacturers/job shops

Note 3: Including other companies allied to the field.

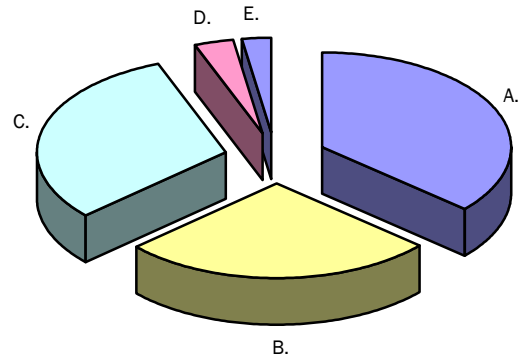
3a. Breakout of Qualified Circulation by Business and Industry

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	25,935	85.8
B No	4,304	14.2



3a. Breakout of Qualified Circulation by Function

Function	Total Qualified	Percent of Total
A Corporate Management	10,971	36.3
B Design/Development Engineering, Engineering Management	8,120	26.9
C Manufacturing/Production Engineering, Plant Management, Manufacturing/Production Management	9,418	31.1
D Purchasing	933	3.1
E Other job functions allied to the field	797	2.6



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2019

Qualification Source	Qualified Within				Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years					
I. Direct Request:	19,104	3,593	-	-	13,458	9,505	22,697	75.1
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):	7,542	-	-	-	7,542	-	7,542	24.9
Association rosters and directories	-	-	-	-	-	-	-	-
**Business directories	7,542	-	-	-	7,542	-	7,542	24.9
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION* PERCENT	26,646	3,593	-	-	21,000	9,505	30,239	100.0
	88.1	11.9	-	-	69.5	31.5	100.0	

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

**See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2019

Mailing Address	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	20,123	9,505	29,362	97.1
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	877	-	877	2.9
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	21,000	9,505	30,239	100.0

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

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2019

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	54	22	75		Kentucky	524	117	631	
New Hampshire	62	47	109		Tennessee	637	181	809	
Vermont	52	13	64		Alabama	358	85	438	
Massachusetts	231	190	415		Mississippi	162	43	203	
Rhode Island	49	41	90		EAST SO. CENTRAL	1,681	426	2,081	6.9
Connecticut	216	123	335		Arkansas	125	33	157	
NEW ENGLAND	664	436	1,088	3.6	Louisiana	141	46	185	
New York	616	322	929		Oklahoma	199	61	259	
New Jersey	305	193	493		Texas	992	433	1,410	
Pennsylvania	720	362	1,074		WEST SO. CENTRAL	1,457	573	2,011	6.7
MIDDLE ATLANTIC	1,641	877	2,496	8.2	Montana	53	17	70	
Ohio	1,546	721	2,245		Idaho	100	37	137	
Indiana	1,341	466	1,797		Wyoming	21	7	28	
Illinois	1,208	771	1,964		Colorado	196	95	289	
Michigan	2,658	861	3,489		New Mexico	55	23	77	
Wisconsin	736	379	1,107		Arizona	238	107	339	
EAST NO. CENTRAL	7,489	3,198	10,602	35.1	Utah	198	61	257	
Minnesota	413	241	647		Nevada	99	35	132	
Iowa	350	144	490		MOUNTAIN	960	382	1,329	4.4
Missouri	411	165	571		Alaska	20	18	38	
North Dakota	50	40	88		Washington	293	127	416	
South Dakota	85	23	107		Oregon	197	94	287	
Nebraska	181	42	222		California	1,699	934	2,604	
Kansas	185	58	243		Hawaii	22	10	31	
WEST NO. CENTRAL	1,675	713	2,368	7.8	PACIFIC	2,231	1,183	3,376	11.2
Delaware	22	15	37		UNITED STATES	20,548	8,974	29,265	96.8
Maryland	181	93	272		U.S. Territories	8	12	18	
Washington, DC	8	8	16		Canada	398	219	612	
Virginia	326	120	442		Mexico	16	183	197	
West Virginia	68	27	95		Other International	30	117	147	
North Carolina	638	239	872		APO/FPO	-	-	-	
South Carolina	460	166	622		UNIQUE TOTAL QUALIFIED CIRCULATION*	21,000	9,505	30,239	100.0
Georgia	408	208	615						
Florida	639	310	943						
SOUTH ATLANTIC	2,750	1,186	3,914	12.9					

*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 3,629 copies or 12.0% to 3,913 copies or 12.9%, including Pinpoint and Manufacturer's News Inc.

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

August 2, 2019

State

Ohio

City

Valley View

Received by BPA Worldwide

August 2, 2019

Type

BD

ID Number

T359B0J9

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.