

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**

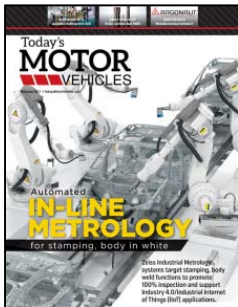
**TODAY'S MOTOR VEHICLES** serves motor vehicle manufacturers, motor vehicle component manufacturers, contract manufacturers/job shops, suppliers and others allied to the field.

**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  
30,268 average circulation

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>TODAY'S MOTOR VEHICLES MAGAZINE</b> Unique Total* (4 issues in the period)	30,268	-	30,268
a. Print	25,011	-	25,011
b. Digital	7,591	-	7,591
1. Requested	7,591	-	7,591
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	1,811
Allocated for Trade Shows and Conventions	275
All Other	266
<b>TOTAL</b>	<b>2,352</b>

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

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	29,390	97.1	29,390	97.1	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	878	2.9	878	2.9	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,268</b>	<b>100.0</b>	<b>30,268</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

2017 Issue	Print	Digital	Unique Total Qualified*
January/February	25,047	7,741	30,025
March	25,000	7,551	30,367
April	25,000	7,540	30,332
May/June	25,000	7,533	30,350

\*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 2017**

This issue is 0.4% or 109 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, Production Management (Note 1)	Purchasing and 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)	25,868	85.2	22,036	5,868	13,686	5,789	5,793	600
No (Note 3)	4,482	14.8	2,964	1,665	2,517	883	856	226
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>30,350</b>	<b>100.0</b>	<b>25,000</b>	<b>7,533</b>	<b>16,203</b>	<b>6,672</b>	<b>6,649</b>	<b>826</b>
<b>PERCENT</b>	<b>100.0</b>		<b>82.4</b>	<b>24.8</b>	<b>53.3</b>	<b>22.0</b>	<b>22.0</b>	<b>2.7</b>

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

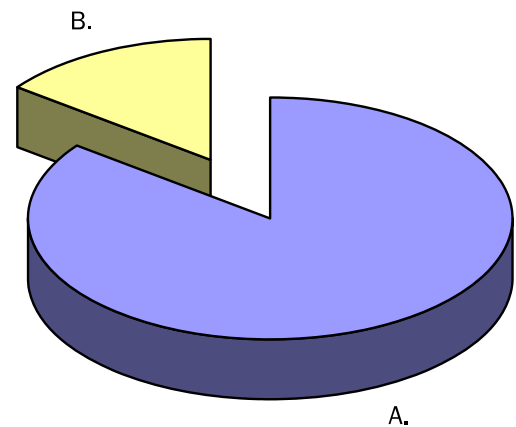
Note 1: Including other engineering titles and other management/supervisor titles. Manufacturing/Production Management contains management or supervisor titles including manufacturing, production, quality management, program and operations; Plant Management contains management or supervisor titles including shift, plant, facility or general manager.

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

Note 3: Including Suppliers and other companies allied to the field.

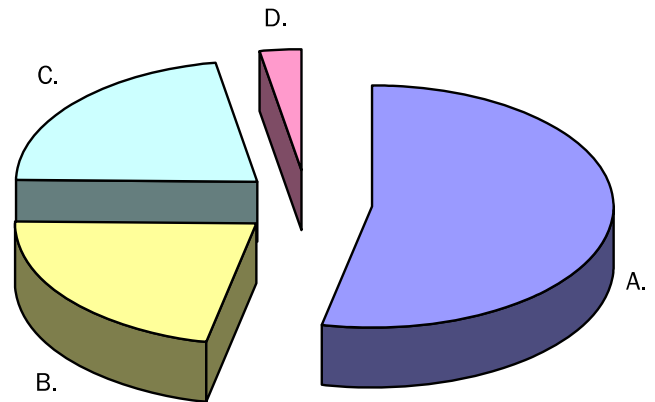
**3a. Breakout of Qualified Circulation by Business and Industry**

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	25,868	85.2
B No	4,482	14.8



### 3a. Breakout of Qualified Circulation by Title Function

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A Corporate Management	16,203	53.3
B Design/Development Engineering, Engineering Management	6,672	22.0
C Manufacturing/Production Engineering, Plant Management, Manufacturing/Production Management	6,649	22.0
D Purchasing and other job functions allied to the field	826	2.7



### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2017

Since this is a Brand Report following an Initial Audit Report, figures for this paragraph are not required. In lieu thereof, the publisher makes the following statement concerning the source of names on the qualified list:

- Direct request: Written
- Direct request: Telecommunication
- Direct request: Electronic
- Request from recipient's company: Telecommunication
- Business directories

### GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2017

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	104	11	112		Kentucky	490	115	579	
New Hampshire	123	30	146		Tennessee	528	154	644	
Vermont	66	17	78		Alabama	348	68	395	
Massachusetts	426	122	508		Mississippi	150	29	173	
Rhode Island	72	33	95		<b>EAST SO. CENTRAL</b>	<b>1,516</b>	<b>366</b>	<b>1,791</b>	<b>5.8</b>
Connecticut	276	88	339		Arkansas	185	32	211	
<b>NEW ENGLAND</b>	<b>1,067</b>	<b>301</b>	<b>1,278</b>	<b>4.2</b>	Louisiana	275	42	314	
New York	761	259	941		Oklahoma	293	36	325	
New Jersey	359	134	456		Texas	1,441	291	1,663	
Pennsylvania	958	271	1,147		<b>WEST SO. CENTRAL</b>	<b>2,194</b>	<b>401</b>	<b>2,513</b>	<b>8.3</b>
<b>MIDDLE ATLANTIC</b>	<b>2,078</b>	<b>664</b>	<b>2,544</b>	<b>8.4</b>	Montana	110	8	115	
Ohio	1,576	625	2,009		Idaho	131	26	154	
Indiana	1,057	408	1,336		Wyoming	60	2	61	
Illinois	1,499	741	1,958		Colorado	372	61	412	
Michigan	2,584	792	3,106		New Mexico	107	14	119	
Wisconsin	819	397	1,077		Arizona	281	84	344	
<b>EAST NO. CENTRAL</b>	<b>7,535</b>	<b>2,963</b>	<b>9,486</b>	<b>31.3</b>	Utah	176	44	211	
Minnesota	605	201	741		Nevada	116	20	131	
Iowa	428	132	517		<b>MOUNTAIN</b>	<b>1,353</b>	<b>259</b>	<b>1,547</b>	<b>5.1</b>
Missouri	481	124	574		Alaska	53	5	58	
North Dakota	128	25	147		Washington	384	86	450	
South Dakota	115	23	131		Oregon	296	69	349	
Nebraska	231	37	254		California	2,646	632	3,105	
Kansas	248	45	282		Hawaii	43	4	46	
<b>WEST NO. CENTRAL</b>	<b>2,236</b>	<b>587</b>	<b>2,646</b>	<b>8.7</b>	<b>PACIFIC</b>	<b>3,422</b>	<b>796</b>	<b>4,008</b>	<b>13.2</b>
Delaware	49	8	53		<b>UNITED STATES</b>	<b>24,802</b>	<b>7,125</b>	<b>29,806</b>	<b>98.2</b>
Maryland	240	64	292		U.S. Territories	7	3	8	
Washington, DC	11	6	16		Canada	167	217	327	
Virginia	325	91	388		Mexico	15	136	150	
West Virginia	79	17	89		Other International	9	52	59	
North Carolina	764	138	864		APO/FPO	-	-	-	
South Carolina	399	115	486						
Georgia	497	139	601						
Florida	1,037	210	1,204						
<b>SOUTH ATLANTIC</b>	<b>3,401</b>	<b>788</b>	<b>3,993</b>	<b>13.2</b>					
					<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>25,000</b>	<b>7,533</b>	<b>30,350</b>	<b>100.0</b>

\*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's 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.

### PUBLISHER'S AFFIDAVIT

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

Michael DiFranco, Publisher

Eric Oster, Audience Development Associate

(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 14, 2017

State Ohio

County Cuyahoga

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Type PD

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#### 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.