

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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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. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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SAE International
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FIELD SERVED

AUTOMOTIVE ENGINEERING INTERNATIONAL serves the automotive design field which consists of the following manufactures: passenger cars, light trucks/SUVs, minivans, heavy trucks/buses and other vehicles. It also serves their suppliers including gas/diesel/turbine and hybrid engines, systems, components and parts/accessories manufacturers, engineering materials, production & testing equipment, engineering design services as well as fleet operations, government, engineering education and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Recipients are qualified by their affiliations with the above businesses and by their titles in corporate management, administration, engineering and design, manufacturing and production, purchasing, sales and marketing and others allied to the field including libraries and company copies.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	109
Advertiser and Agency _____	1,351
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	1,495
Digital _____	-
All Other _____	1,356
TOTAL	4,311

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	30,786	42.8	29,658	41.2	1,128	1.6
Sponsored Individually Addressed _____	-	-	-	-	-	-
*Membership Benefit _____	41,062	57.1	8,476	11.8	32,586	45.3
Multi-Copy Same Addressee _____	77	0.1	-	-	77	0.1
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	71,925	100.0	38,134	53.0	33,791	47.0

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
July _____	1,272	1,543	61,000	13,467	74,467
September _____	2,441	2,241	60,375	13,892	74,267
October _____	6,088	1,369	60,111	9,437	69,548
November _____	1,411	1,281	59,853	9,565	69,418
TOTAL	11,212	6,434			

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	18,393	5,447	-	18,122	5,718	23,840	34.3
II. Request from recipient's company: _____	392	241	-	632	1	633	0.9
III. Membership Benefit: _____	36,505	4,051	-	36,711	3,845	40,556	58.4
IV. Communication from recipient or recipient's company (other than request): _____	2,252	15	-	2,266	1	2,267	3.3
V. TOTAL - Sources other than above (listed alphabetically): _____	915	1,207	-	2,122	-	2,122	3.1
Association rosters and directories _____	843	-	-	843	-	843	1.2
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	72	1,207	-	1,279	-	1,279	1.9
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	58,457	10,961	-	59,853	9,565	69,418	100.0
PERCENT	84.2	15.8	-	86.2	13.8	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	56,889	9,336	66,225	95.4
Individuals by name only _____	2,231	221	2,452	3.5
Titles or functions only _____	187	4	191	0.3
Company names only _____	467	4	471	0.7
Multi-Copy Same Addressee copies _____	79	-	79	0.1
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	59,853	9,565	69,418	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011

Regions	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	Regions	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
NEW ENGLAND	1,185	154	1,339	1.9	PACIFIC	4,024	637	4,661	6.7
MIDDLE ATLANTIC	3,142	375	3,517	5.1	UNITED STATES	42,269	6,891	49,160	70.8
EAST NO. CENTRAL	23,154	4,162	27,316	39.4	U.S. TERRITORIES	31	4	35	0.1
WEST NO. CENTRAL	2,516	353	2,869	4.1	CANADA	2,554	364	2,918	4.2
SOUTH ATLANTIC	3,896	573	4,469	6.4	MEXICO	351	133	484	0.7
EAST SO. CENTRAL	1,456	220	1,676	2.4	OTHER INTERNATIONAL	14,645	2,172	16,817	24.2
WEST SO. CENTRAL	1,683	222	1,905	2.8	APO/FPO	3	1	4	-
MOUNTAIN	1,213	195	1,408	2.0	TOTAL QUALIFIED CIRCULATION	59,853	9,565	69,418	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011

Region/Country	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	Region/Country	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
ASIA					Russian Federation	22	11	33	
Bangladesh	5	-	5		Serbia	6	-	6	
China	168	69	237		Slovakia	3	-	3	
Hong Kong - SAR	62	18	80		Slovenia	7	1	8	
India	4,174	217	4,391		Spain	186	48	234	
Indonesia	22	6	28		Sweden	285	58	343	
Japan	739	197	936		Switzerland	59	7	66	
Korea, Republic Of	287	398	685		Turkey	108	22	130	
Macao	4	-	4		Ukraine	6	-	6	
Malaysia	124	25	149		United Kingdom	855	211	1,066	
Nepal	-	1	1		Subtotal	4,063	966	5,029	7.2
Pakistan	57	6	63		AFRICA				
Philippines	48	6	54		Algeria	1	-	1	
Singapore	83	18	101		Benin	1	-	1	
Sri Lanka	74	2	76		Botswana	1	1	2	
Taiwan	87	27	114		Burkina Faso	-	1	1	
Thailand	28	5	33		Egypt	28	5	33	
Uzbekistan	-	1	1		Ethiopia	-	2	2	
Vietnam	1	-	1		Ghana	10	2	12	
Subtotal	5,963	996	6,959	10.0	Kenya	5	-	5	
MIDDLE EAST					Mauritius	1	-	1	
Bahrain	3	-	3		Namibia	-	1	1	
Iran	4	1	5		Nigeria	70	3	73	
Israel	39	6	45		South Africa	31	12	43	
Jordan	1	2	3		Tanzania	2	-	2	
Kuwait	3	-	3		Togo	2	-	2	
Lebanon	4	1	5		Uganda	1	-	1	
Oman	2	1	3		Zambia	3	-	3	
Qatar	5	2	7		Subtotal	156	27	183	0.3
Saudi Arabia	12	5	17		NORTH AMERICA				
Yemen	16	6	22		Canada	2,554	364	2,918	
unspecified Middle East	1	-	1		United States	42,303	6,896	49,199	
Subtotal	90	24	114	0.2	Mexico	351	133	484	
EUROPE					Subtotal	45,208	7,393	52,601	75.8
Austria	76	15	91		CARIBBEAN				
Belarus	4	1	5		Barbados	1	-	1	
Belgium	97	26	123		Bermuda	2	-	2	
Bosnia and Herzegovina	-	1	1		Dominican Republic	1	1	2	
Bulgaria	6	2	8		Martinique	1	-	1	
Croatia	10	1	11		Netherlands Antilles	-	1	1	
Cyprus	9	-	9		Trinidad and Tobago	1	-	1	
Czech Republic	49	4	53		Virgin Islands, British	3	-	3	
Denmark	54	7	61		unspecified Caribbean	1	2	3	
Estonia	1	1	2		Subtotal	10	4	14	-
Faroe Islands	1	-	1		CENTRAL AMERICA				
Finland	47	12	59		Costa Rica	1	-	1	
France	288	88	376		El Salvador	1	-	1	
Germany	911	177	1,088		Guatemala	3	1	4	
Gibraltar	1	-	1		Honduras	1	-	1	
Greece	45	10	55		Nicaragua	1	-	1	
Hungary	10	4	14		Subtotal	7	1	8	-
Iceland	3	-	3		SOUTH AMERICA				
Italy	538	184	722		Argentina	186	26	212	
Latvia	4	1	5		Bolivia	3	1	4	
Liechtenstein	1	-	1		Brazil	3,316	43	3,359	
Lithuania	5	1	6		Chile	27	2	29	
Luxembourg	21	5	26		Colombia	36	11	47	
Macedonia	1	-	1		Ecuador	14	3	17	
Malta	4	1	5		Peru	29	6	35	
Monaco	1	-	1		Uruguay	4	-	4	
Montenegro	1	-	1		Venezuela	7	4	11	
Netherlands	110	21	131		Subtotal	3,622	96	3,718	5.4
Norway	18	2	20		ASIA PACIFIC				
Poland	66	16	82		Australia	698	51	749	
Portugal	51	8	59		New Zealand	36	7	43	
Ireland	24	3	27		Subtotal	734	58	792	1.1
Romania	69	17	86		TOTAL QUALIFIED CIRCULATION	59,853	9,565	69,418	100.0

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
	January-June 2009	July-December 2009	January-June 2010	July-December 2010	January-June 2011	July-December 2011*
Total Audit Average Qualified: _____	75,492	71,739	70,461	69,392	71,232	71,925
Qualified Non-Paid: _____	37,552	36,059	36,696	35,006	38,268	38,134
Print Version Only _____	37,552	33,218	33,383	31,508	33,403	32,605
Digital Version Only _____	-	2,841	3,313	3,498	4,865	5,529
Qualified Paid: _____	37,940	35,680	33,765	34,386	32,964	33,791
Print Version Only _____	37,940	30,774	29,549	33,063	28,898	27,730
Digital Version Only _____	-	4,906	4,216	1,323	4,066	6,061
Post Expire Copies included in Total Qualified Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	\$30.18	\$20.00	**NC	\$22.03	\$25.00	\$21.37

*NOTE: July – December 2011 data is unaudited. With each successive year, new data will be added until six 6-month periods are displayed.

**NC = None Claimed

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 who request the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Replica - Editorial and design are unchanged from the original print edition.

PARAGRAPH 1:

Qualified Paid Benefit of Membership subscriptions averaging 32,586 copies were sold to qualified recipients at the following subscription price: \$20.00. Subscription price is included in the dues and is non-deductible there from.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	25,305	41.9	24,248	40.2	1,057	1.7
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	34,953	57.0	8,357	13.9	26,596	44.1
Multi-Copy Same Addressee _____	77	0.1	-	-	77	0.1
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	60,335	100.0	32,605	54.1	27,730	46.9

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	5,481	47.3	5,410	46.7	71	0.6
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	6,109	52.7	119	1.0	5,990	51.7
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11,590	100.0	5,529	47.7	6,061	52.3

PUBLISHER'S AFFIDAVIT

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

Jodie Mohnkern, Circulation Manager

Scott Sward, 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 circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed January 10, 2012

State Pennsylvania

County Allegheny

Revised by BPA Worldwide January 10, 2012

Type PJ

ID Number A123P0D1

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011
 This issue is 4.6% or 3,343 copies below the average of the other 3 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	CLASSIFICATION BY TITLE							Libraries, Company Copies & All Other Personnel (Note 1)
					Corporate Management (A)	Engineering & Design (C)		Manufacturing/ Production (D)	Purchasing (E)	Administrative Management/ Sales/ Marketing/ Communications (B, F)	Education (Note 1)	
						Engineering Mgmt (Note 1)	Design Engineering (Note 1)					
1. OEM MOTOR VEHICLE MANUFACTURERS												
a. Passenger Vehicles: Cars/Light Trucks/SUVs/Minivans _____	14,126	20.3	11,681	2,445	434	3,974	6,705	1,297	239	757	80	640
b. Heavy Vehicles: Trucks/Buses _____	8,533	12.3	7,496	1,037	232	2,718	4,250	571	123	312	24	303
c. Other Vehicles _____	1,717	2.5	1,534	183	83	357	911	144	30	96	4	92
Sub-Total: Motor Vehicle Manufacturers	24,376	35.1	20,711	3,665	749	7,049	11,866	2,012	392	1,165	108	1,035
2. MOTOR VEHICLE SYSTEMS & COMPONENTS _____												
a. Powertrain: Gas/Diesel/Turbine/Hybrid Engines _____	4,085	5.9	3,487	598	122	1,098	2,097	360	42	157	55	154
b. Systems, Components, Parts/Accessories _____	13,331	19.2	11,256	2,075	914	3,807	5,114	1,340	261	1,356	35	504
Sub-Total: Motor Vehicle Systems and Components	17,416	25.1	14,743	2,673	1,036	4,905	7,211	1,700	303	1,513	90	658
3. Engineering Design Services _____	7,248	10.5	6,320	928	532	1,402	3,227	151	25	259	885	767
4. Production & Testing Equipment _____	3,075	4.4	2,572	503	227	839	1,157	422	41	271	4	114
5. Engineering Materials _____	3,712	5.4	3,096	616	185	959	1,357	399	64	535	17	196
6. OTHER RELATED INDUSTRIES (Note 1)												
Fleet Operations _____	376	0.5	351	25	37	35	67	105	2	81	2	47
Government Officials _____	996	1.4	883	113	31	217	454	79	4	84	7	120
Engineering Educators & Students _____	3,451	5.0	3,184	267	32	66	342	10	1	49	2,440	511
Sub-Total: Other Related Industries	4,823	6.9	4,418	405	100	318	863	194	7	214	2,449	678
7. Others Allied to the Field _____	8,768	12.6	7,993	775	337	541	806	133	23	474	90	6,364
TOTAL QUALIFIED CIRCULATION	69,418	100.0	59,853	9,565	3,166	16,013	26,487	5,011	855	4,431	3,643	9,812
PERCENT	100.0		86.2	13.8	4.6	23.1	38.2	7.2	1.2	6.4	5.2	14.1

(A) Corporate Management titles include: Chairman of the Board, President, Division Manager, General Manager, Managing Director.

(B) Administrative Management titles include: Comptroller, Treasurer, Personnel Manager, Data Processing Manager, and Assistants to Corporate Officials.

(C) Engineering & Design titles include: Vice President of Engineering, Chief Engineer, Designer, Stylist, Project Engineer, Metallurgist, Director of Research & Development, Evaluation Engineer, Other Engineering Personnel.

(D) Manufacturing/Production titles include: Vice President of Production, Vice President of Manufacturing, Production Manager, Plant Manager, Factory Manager, Works Manager, Superintendent, Foremen, Supervisor, Process Engineer, Industrial Engineer, and Other Production Personnel.

(E) Purchasing titles include: Vice President of Purchasing, Director of Purchasing, Purchasing Agent, Buyer.

(F) Sales/Marketing/Communications titles include: Sales Manager, Marketing Manager, Advertising Manager, Merchandising Manager, Public Relations Manager, and Technical Representative.

Note 1: Non-comparable additional data reported at the publisher's option.