

(See Additional Data)

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.

SAE International
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AUTOMOTIVE ENGINEERING provides practical, in-depth vehicle engineering and technology information that reaches every segment of the automotive market. Every issue delivers comprehensive coverage of new vehicles and equipment, innovative new technology applications, useful components and systems, and management information.

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 ENGINEERING MAGAZINE



4 Issues in the period
68,133 average circulation

AUTOMOTIVE ENGINEERING E-NEWSLETTERS



6 E-Newsletters in the period
18 total issued in the period
See below for average per occurrence

Shared media channel,
See Note 1

AUTOMOTIVE ENGINEERING WEBSITE



441,109 average
unique browsers

Shared media channel,
See Note 2

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

	Non-Paid	Paid	Average
AUTOMOTIVE ENGINEERING MAGAZINE (4 issues in the period)	40,899	27,234	68,133
a. Print	30,0778	22,859	52,937
b. Digital	10,821	4,375	15,196
1. Requested	8,166	4,375	12,541
2. Non-Requested	2,655	-	2,655
AUTOMOTIVE ENGINEERING E-NEWSLETTERS	-	-	-
a. SAE Heavy Duty (4 issued in the period)	44,139	-	44,139
b. SAE Electronics & Connectivity (3 issued in the period)	40,305	-	40,305
c. SAE Hybrid & Electric Vehicle (2 issued in the period)	38,041	-	38,041
d. SAE Test & Measurement (3 issued in the period)	38,730	-	38,730
e. SAE Vehicle Engineering (3 issued in the period)	161,884	-	161,884
f. Automotive Engineering Powertrain (3 issued in the period)	41,341	-	41,341
AUTOMOTIVE ENGINEERING WEBSITE (Monthly Unique Browsers with 1,979,540 average Page Impressions)	441,109	-	441,109

Note 1: Shared media channels SAE Heavy Duty, SAE Electronics & Connectivity, SAE Hybrid & Electric Vehicle, SAE Test & Measurement and SAE Vehicle Engineering - serving both Automotive Engineering and SAE Off-Highway Engineering.

Note 2: Shared media channel www.sae.org - serving both Automotive Engineering and SAE Off-Highway Engineering.

Proud Partner of www.buysafemedia.com

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2014

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	19,792	7,668	-	19,717	7,743	27,460	40.1
II. Request from recipient's company:	1,133	810	-	1,375	568	1,943	2.9
III. Membership Benefit:	27,702	6,044	-	28,989	4,757	33,746	49.3
IV. Communication from recipient or recipient's company (other than request):	1,448	551	-	549	1,450	1,999	2.9
V. Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	2,082	1,219	-	1,061	2,240	3,301	4.8
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	52,157	16,292	-	51,691	16,758	68,449	100.0
PERCENT	76.2	23.8	-	75.5	24.5	100.0	

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2014*

Region	Print	Digital	Total Qualified	Percent	Region	Print	Digital	Total Qualified	Percent
NEW ENGLAND	1,235	292	1,527	2.2	UNITED STATES	37,052	11,508	48,560	70.9
MIDDLE ATLANTIC	2,985	657	3,642	5.3	U.S. Territories	25	10	35	0.1
EAST NO. CENTRAL	19,160	6,617	25,777	37.7	Canada	2,060	592	2,652	3.9
WEST NO. CENTRAL	2,287	679	2,966	4.3	Mexico	270	242	512	0.7
SOUTH ATLANTIC	3,615	984	4,599	6.7	Other International	12,282	4,406	16,688	24.4
EAST SO. CENTRAL	1,196	355	1,551	2.3	APO/FPO	2	-	2	-
WEST SO. CENTRAL	1,547	468	2,015	3.0	TOTAL QUALIFIED CIRCULATION	51,691	16,758	68,449	100.0
MOUNTAIN	1,218	313	1,531	2.2					
PACIFIC	3,809	1,143	4,952	7.2					

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2014*

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
ASIA					Romania	52	21	73	
Bangladesh	3	-	3		Russian Federation	20	18	38	
China	167	334	501		Serbia	10	-	10	
Hong Kong - SAR	56	27	83		Slovakia	3	2	5	
India	3,993	840	4,833		Slovenia	6	-	6	
Indonesia	25	8	33		Spain	164	73	237	
Japan	625	434	1,059		Sweden	242	141	383	
Kazakhstan	-	1	1		Switzerland	58	15	73	
Korea, Republic Of	245	422	667		Turkey	131	83	214	
Macao	2	1	3		Ukraine	6	3	9	
Malaysia	94	25	119		United Kingdom	817	342	1,159	
Nepal	2	-	2		Subtotal	3,440	1,851	5,291	7.7
Pakistan	31	7	38		AFRICA				
Philippines	23	11	34		Algeria	9	1	10	
Singapore	51	34	85		Botswana	-	1	1	
Sri Lanka	60	2	62		Egypt	24	17	41	
Taiwan	65	42	107		Ethiopia	2	-	2	
Thailand	25	16	41		Ghana	7	1	8	
Uzbekistan	1	-	1		Kenya	1	-	1	
Vietnam	2	1	3		Mauritius	3	-	3	
Subtotal	5,470	2,205	7,675	11.2	Nigeria	56	7	63	
MIDDLE EAST					South Africa	25	17	42	
Bahrain	3	-	3		Tanzania	2	-	2	
Iran	-	2	2		Tunisia	2	-	2	
Israel	28	10	38		Uganda	-	1	1	
Jordan	1	1	2		Subtotal	131	45	176	0.3
Kuwait	1	3	4		NORTH AMERICA				
Lebanon	5	1	6		Canada	2,060	592	2,652	
Oman	3	-	3		Mexico	270	242	512	
Qatar	2	4	6		United States	37,052	11,508	48,560	
Saudi Arabia	15	11	26		unspecified North America	27	10	37	
United Arab Emirates	26	20	46		Subtotal	39,409	12,352	51,761	75.6
Subtotal	84	52	136	0.2	CARIBBEAN				
EUROPE					Bahamas	1	-	1	
Austria	72	26	98		Barbados	2	-	2	
Azores	-	1	1		Martinique	1	-	1	
Belarus	6	6	12		Trinidad and Tobago	1	-	1	
Belgium	79	39	118		Virgin Islands, British	1	-	1	
Bosnia and Herzegovina	1	1	2		Subtotal	6	-	6	-
Bulgaria	6	3	9		CENTRAL AMERICA				
Croatia	8	4	12		Belize	1	-	1	
Cyprus	5	2	7		Costa Rica	1	1	2	
Czech Republic	30	13	43		El Salvador	-	1	1	
Denmark	41	17	58		Guatemala	-	2	2	
Estonia	2	-	2		Nicaragua	1	-	1	
Finland	41	11	52		Panama	1	-	1	
France	244	146	390		Subtotal	4	4	8	-
Germany	763	438	1,201		SOUTH AMERICA				
Gibraltar	1	-	1		Argentina	88	33	121	
Greece	36	13	49		Bolivia	1	2	3	
Hungary	11	5	16		Brazil	2,396	81	2,477	
Iceland	3	1	4		Chile	15	2	17	
Ireland	20	3	23		Colombia	47	23	70	
Italy	347	337	684		Ecuador	8	5	13	
Latvia	3	-	3		Peru	13	5	18	
Liechtenstein	1	-	1		Uruguay	1	-	1	
Lithuania	4	-	4		Venezuela	3	5	8	
Luxembourg	17	4	21		Subtotal	2,572	156	2,728	4.0
Macedonia	2	1	3		ASIA PACIFIC				
Malta	6	3	9		Australia	531	88	619	
Monaco	1	-	1		New Zealand	43	5	48	
Montenegro	1	-	1		Papua New Guinea	1	-	1	
Netherlands	83	40	123		Subtotal	575	93	668	1.0
Norway	16	2	18		TOTAL QUALIFIED CIRCULATION	51,691	16,758	68,449	100.0
Poland	47	21	68						
Portugal	34	16	50						

*See Additional Data

2014	SAE Heavy Duty	SAE Electronics & Connectivity	SAE Hybrid & Electric Vehicle	SAE Test & Measurement	SAE Vehicle Engineering	AUTOMOTIVE ENGINEERING POWERTRAIN
JULY						
July 1	44,349	-	-	-	-	-
July 15	-	40,950	-	-	-	-
July 22	-	-	-	-	-	41,623
July 29	-	-	38,640	-	-	-
AUGUST						
August 5	-	-	-	-	162,295	-
August 20	-	-	-	39,124	-	-
August 26	44,469	-	-	-	-	-
SEPTEMBER						
September 9	-	41,039	-	-	-	-
September 30	-	-	-	-	-	41,319
OCTOBER						
October 7	-	-	-	-	161,791	-
October 14	43,983	-	-	-	-	-
October 21	-	-	37,442	-	-	-
October 29	-	-	-	38,281	-	-
NOVEMBER						
November 4	-	38,925	-	-	-	-
November 18	-	-	-	-	-	41,081
November 25	43,755	-	-	-	-	-
DECEMBER						
December 9	-	-	-	38,786	161,566	-
AVERAGE:	44,139	40,305	38,041	38,730	161,884	41,341

SAE Heavy Duty (4 issued in the period)

SAE Electronics & Connectivity (3 issued in the period)

SAE Hybrid & Electric Vehicle (2 issued in the period)

SAE Test & Measurement (3 issued in the period)

SAE Vehicle Engineering (3 issued in the period)

Automotive Engineering Powertrain (3 issued in the period)

*Shared media channels SAE Heavy Duty, SAE Electronics & Connectivity, SAE Hybrid & Electric Vehicle, SAE Test & Measurement and SAE Vehicle Engineering - serving both Automotive Engineering and SAE Off-Highway Engineering.

WEBSITE CHANNEL

WWW.SAE.ORG

2014	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	1,822,336	577,980	426,126	1.36	00:59	03:06
August	1,844,395	544,628	389,219	1.40	01:01	03:28
September	2,178,087	648,336	461,510	1.40	01:00	03:20
October	2,317,845	689,796	483,769	1.43	00:59	03:18
November	2,002,314	634,534	461,607	1.37	00:59	03:07
December	1,712,265	582,540	424,426	1.37	01:03	03:05
AVERAGE:	1,979,540	612,969	441,109	1.39	01:00	03:14

July - December 2014 data was provided by Webtrends. All website activity is audited by BPA Worldwide.

Shared media channel sae.org - serving both Automotive Engineering and SAE Off-Highway Engineering.

WEBSITE GLOSSARY

Page Impressions: A Page Impression 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.

User Sessions: A single continuous set of activity attributable to a cookie 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.

Unique Browsers: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Unique Browser Frequency: Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

Page Duration: The average time spent viewing any page on a web site.

User Session Duration: The average time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

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:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

CHANGE IN PUBLICATION NAME:

Effective with the January 2014 issue, Automotive Engineering International changed its name to Automotive Engineering.

MAGAZINE:

PARAGRAPH 1:

Qualified paid benefit of membership benefit subscriptions averaging 22,004 copies were sold to qualified recipients at the following subscription price: \$20. Subscription price is included in the dues and is non-deductible therefrom.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters and Website are not reported at the media owner's option.

AVERAGE ANNUAL ORDER PRICE = \$20.75

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 brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	February 20, 2015
State	Pennsylvania
County	Allegheny
Received by BPA Worldwide	February 20, 2015
Type	BJ
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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 for the latest audit reports, membership information and publishing and advertising industry news.

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	6
Advertiser and Agency	217
Allocated for Trade Shows and Conventions	718
All Other	1,842
TOTAL	2,782

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	33,726	49.5	32,846	48.2	880	1.3
Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	34,355	50.4	8,052	11.8	26,303	38.6
Multi-Copy Same Addressee	52	0.1	-	-	52	0.1
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	68,133	100.0	40,898	60.0	27,235	40.0

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2014 Issue	Print	Digital	Total Qualified
	July	55,644	14,745
September	52,051	14,699	66,750
October	52,360	14,583	66,943
November	51,691	16,758	68,449

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - PRINT

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	23,006	43.5	22,203	41.9	803	1.5
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	29,878	56.4	7,874	14.9	22,004	41.6
Multi-Copy Same Addressee	52	0.1	-	-	52	0.1
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	52,936	100.0	30,077	56.8	22,859	43.2

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - DIGITAL

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	10,719	70.5	10,642	70.0	77	0.5
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	4,476	29.5	178	1.2	4,298	28.3
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,195	100.0	10,820	71.2	4,375	28.8

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2014
This issue is 0.6% or 422 copies above the average of the other 3 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE											
			Print	Digital	Corporate Management (A)	Engineering & Design (C)		Manufacturing/ Production (D)	Purchasing (E)	Administrative Management/ Sales/ Marketing (B,F)	Education	Libraries, Company Copies & All Other		
						Engineering Mgmt (C)	Design Engineering (C)							
1. OEM MOTOR VEHICLE MANUFACTURERS														
a. Passenger Vehicles: Cars/Light Trucks/SUVs/ Minivans	14,140	20.7	9,143	4,997	318	3,898	7,968	1,084	159	299	55	359		
b. Heavy Vehicles: Trucks/Buses	6,044	8.8	4,390	1,654	212	1,952	3,020	459	102	142	12	145		
c. Other Vehicles	1,669	2.4	1,336	333	90	494	779	150	19	58	4	75		
Sub-Total: Motor Vehicle Manufacturers	21,853	31.9	14,869	6,984	620	6,344	11,767	1,693	280	499	71	579		
2. MOTOR VEHICLE SYSTEMS & COMPONENTS														
a. Powertrain: Gas/Diesel/Turbine/Hybrid Engines	2,658	3.9	2,072	586	137	893	1,167	271	33	90	22	45		
b. Systems, Components, Parts/Accessories	14,376	21.0	10,672	3,704	1,160	4,679	5,590	1,267	174	1,150	26	330		
Sub-Total: Motor Vehicle Systems and Components	17,034	24.9	12,744	4,290	1,297	5,572	6,757	1,538	207	1,240	48	375		
3. Engineering Design Services	8,306	12.1	6,914	1,392	533	1,828	3,975	229	20	293	1,136	292		
4. Production & Testing Equipment	2,284	3.3	1,757	527	239	752	779	319	26	148	2	19		
5. Engineering Materials	2,386	3.5	1,994	392	154	603	941	264	26	329	4	65		
6. OTHER RELATED INDUSTRIES														
Fleet Operations	366	0.5	306	60	46	71	63	88	4	43	4	47		
Government Officials	749	1.1	645	104	23	190	296	43	2	45	13	137		
Engineering Educators & Students	3,994	5.8	3,254	740	80	279	388	80	10	53	2,670	434		
Sub-Total: Other Related Industries	5,109	7.5	4,205	904	149	540	747	211	16	141	2,687	618		
7. Others Allied to the Field	11,477	16.8	9,208	2,269	625	1,166	2,142	368	46	494	88	6,548		
TOTAL QUALIFIED CIRCULATION	68,449	100.0	51,691	16,758	3,617	16,805	27,108	4,622	621	3,144	4,036	8,496		
PERCENT	100.0		75.5	24.5	5.3	24.6	39.6	6.8	0.9	4.6	5.9	12.4		

Note 1: Corporate Management titles include: Chairman of the Board, President, Division Manager, General manager, Managing Director.
 Note 2: Engineering & Design titles include: Vice President of Engineering, Chief Engineer, Designer, Stylist, Project Engineer, Metallurgist, Director of Research & Development, Evaluation Engineer, Other Engineering Personnel
 Note 3: Design Engineering Titles include: Engineering Consultant, CAD/CAM/CAE Engineer, and Personnel in System Design & Development.
 Note 4: 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, Other Production Personnel.
 Note 5: Purchasing titles include: Vice President of Purchasing, Director of Purchasing, Purchasing Agent, Buyer.
 Note 6: Administrative Management titles include: Comptroller, Treasurer, Personnel Manager, Data Processing Manager, and Assistants to Corporate Officials. Sales/Marketing/Communication titles include: Sales Manager, Marketing Manager, Advertising Manager, Merchandising Manager, Public Relations Manager, and Technical Representative.
 Note 7: Libraries, Company Copies & All Other Titles include: Consultant and Personnel in Information Technology.
 Note 8: Includes trucks/buses also includes agriculture, construction, industrial and military vehicles.