

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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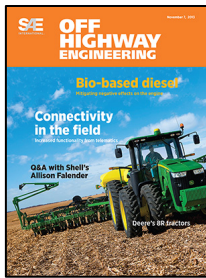
**OFF-HIGHWAY ENGINEERING** provides practical, in-depth vehicle engineering and technology information that reaches every segment of the off-highway market. Each issue delivers comprehensive coverage of new vehicles and equipment, innovative new technology applications, useful components and systems, 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

### OFF-HIGHWAY ENGINEERING MAGAZINE



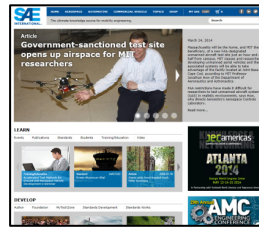
3 Issues in the period  
19,242 average circulation

### OFF-HIGHWAY ENGINEERING E-NEWSLETTERS



6 E-Newsletters in the period  
19 total issued in the period  
See below for average per occurrence  
Shared Media Channel,  
See Note 1

### OFF-HIGHWAY ENGINEERING WEBSITE



441,110 average unique browsers  
Shared media channel,  
See Note 2

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>OFF-HIGHWAY ENGINEERING MAGAZINE</b> (3 issues in the period)	14,193	5,049	19,242
a. Print	8,324	4,190	12,514
b. Digital	5,869	859	6,728
1. Requested	3,589	859	4,448
2. Non-Requested	2,280	-	2,280
<b>OFF-HIGHWAY ENGINEERING E-NEWSLETTERS</b>			
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. Off Highway Engineering (4 issued in the period)	29,546	-	29,546
<b>OFF-HIGHWAY ENGINEERING WEBSITE</b> (Monthly Unique Browsers with 1,979,540 average Page Impressions)	441,110	-	441,110

Note 1: Off-Highway Engineering shares the following newsletters with Automotive Engineering International: SAE Heavy Duty, SAE Electronics & Connectivity, SAE Hybrid & Electric Vehicle, SAE Test & Measurement and SAE Vehicle Engineering.

Note 2: Shared media channel SAE International – serving both Automotive Engineering International and SAE Off-Highway Engineering.

**FIELD SERVED**

**OFF-HIGHWAY ENGINEERING** serves the international off-highway design and manufacturing field which consists of producers of industrial/utility/ construction, agricultural, lawn and garden, forestry/logging, mining, heavy truck/bus, self-propelled recreational, engines/drivetrain/transmissions and other off-highway equipment. Also served are makers of parts, accessories and components and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are those who are affiliated with the above businesses and by their titles in corporate management, engineering management and design, manufacturing and production, purchasing, sales and marketing and other titled and non-titled personnel.

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere		Copies
Other Paid Circulation		5
Advertiser and Agency		520
Allocated for Trade Shows and Conventions		308
All Other		595
<b>TOTAL</b>		<b>1,428</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	14,446	75.1	13,946	72.5	500	2.6
Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	4,792	24.9	247	1.3	4,545	23.6
Multi-Copy Same Addressee	4	-	-	-	4	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>19,242</b>	<b>100.0</b>	<b>14,193</b>	<b>73.8</b>	<b>5,049</b>	<b>26.2</b>

\*See Additional Data

**1a. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - PRINT**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	8,546	68.3	8,102	64.7	444	3.6
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	3,964	31.7	222	1.8	3,742	29.9
Multi-Copy Same Addressee	4	-	-	-	4	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,514</b>	<b>100.0</b>	<b>8,324</b>	<b>66.5</b>	<b>4,190</b>	<b>33.5</b>

**1b. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - DIGITAL**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	5,900	87.7	5,844	86.9	56	0.8
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	828	12.3	25	0.4	803	11.9
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>6,728</b>	<b>100.0</b>	<b>5,869</b>	<b>87.3</b>	<b>859</b>	<b>12.7</b>

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

2014 Issue	Number Removed	Number Added	Print	Digital	Total Qualified
July	381	274	12,397	6,900	19,297
September	352	271	12,491	6,728	19,219
November	554	545	12,654	6,556	19,210
<b>TOTAL</b>	<b>1,287</b>	<b>1,090</b>			

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2014**

This issue is 0.2% or 48 copies below the average of the other 2 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	Corporate Management (Note 1)	Engineering Management and Design (Note 2)	Manufacturing and Production (Note 3)	Purchasing (Note 4)	Sales and Marketing (Note 5)	Other Titled and Non-Titled Personnel (Note 6)
Industrial/Utility/Construction Equipment Manufacturers	4,704	24.5	2,914	1,790	238	3,781	354	82	176	73
Agricultural Equipment Manufacturers	1,841	9.6	1,298	543	103	1,486	124	35	70	23
Lawn and Garden Equipment Manufacturers	252	1.3	190	62	12	195	28	6	7	4
Forestry/Logging Equipment Manufacturers	98	0.5	73	25	6	80	8	-	3	1
Mining Equipment Manufacturers	513	2.7	355	158	20	410	51	12	15	5
Heavy Truck/Bus Manufacturers	2,947	15.4	1,322	1,625	110	2,596	144	25	60	12
Self-Propelled Recreational Equipment Manufacturers	489	2.5	332	157	33	392	45	5	7	7
Other Off-Highway Equipment Manufacturers	1,686	8.8	1,128	558	98	1,365	126	15	65	17
Engines/Drivetrain/Transmission Manufacturers	3,676	19.1	2,583	1,093	222	2,905	251	27	217	54
Parts Accessories & Components	1,056	5.5	885	171	114	647	45	3	187	60
Others Allied to the Field	1,948	10.1	1,574	374	113	644	99	15	147	930
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>19,210</b>	<b>100.0</b>	<b>12,654</b>	<b>6,556</b>	<b>1,069</b>	<b>14,501</b>	<b>1,275</b>	<b>225</b>	<b>954</b>	<b>1,186</b>
<b>PERCENT</b>	<b>100.0</b>		<b>65.9</b>	<b>34.1</b>	<b>5.6</b>	<b>75.5</b>	<b>6.6</b>	<b>1.2</b>	<b>4.9</b>	<b>6.2</b>

Note 1: Corporate Management including: Chairman of the Board, Chief Executive Officer, President, Partner, Owner, Managing Director, General Manager, and Vice President.  
 Note 2: Engineering Management and Design including: Chief Engineer, Project Engineer, Deputy Director, Product Development Manager, Design Engineer, Platform and Program Management, CAD/CAM/CAE Engineer, Testing Engineer, Testing Manager, Research and Development Engineer, Research and Development Manager, Information Technology.  
 Note 3: Manufacturing and Production including: Plant Manager, Production Manager, Production Manager, Factory Manager, Maintenance Manager, Maintenance Engineer  
 Note 4: Purchasing including: Buyer, Purchasing Agent, Value Analyst, and Expeditor.  
 Note 5: Sales and Marketing including: Market Analyst, Sales Manager, Regional Sales, Administrative Management  
 Note 6: Other Titled and Non-Titled Personnel including: Consultant

**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:	7,864	3,827	-	8,202	3,489	11,691	60.8
II. Request from recipient's company:	138	27	-	144	21	165	0.9
III. Membership Benefit:	3,617	1,196	-	3,970	843	4,813	25.1
IV. Communication from recipient or recipient's company (other than request):	677	494	-	132	1,039	1,171	6.1
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	351	1,019	-	206	1,164	1,370	7.1
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,647</b>	<b>6,563</b>	<b>-</b>	<b>12,654</b>	<b>6,556</b>	<b>19,210</b>	<b>100.0</b>
<b>PERCENT</b>	<b>65.8</b>	<b>34.2</b>	<b>-</b>	<b>65.9</b>	<b>34.1</b>	<b>100.0</b>	

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2014\***

Region	Print	Digital	Total Qualified	Percent	Region	Print	Digital	Total Qualified	Percent
NEW ENGLAND	199	73	272	1.4	UNITED STATES	10,461	4,749	15,210	79.2
MIDDLE ATLANTIC	672	209	881	4.6	U.S. Territories	3	-	3	-
EAST NO. CENTRAL	5,219	2,642	7,861	40.9	Canada	508	284	792	4.1
WEST NO. CENTRAL	1,627	578	2,205	11.5	Mexico	32	74	106	0.6
SOUTH ATLANTIC	1,002	391	1,393	7.2	Other International	1,650	1,449	3,099	16.1
EAST SO. CENTRAL	257	112	369	1.9	APO/FPO	-	-	-	-
WEST SO. CENTRAL	461	224	685	3.6					
MOUNTAIN	272	103	375	2.0					
PACIFIC	752	417	1,169	6.1					
					<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,654</b>	<b>6,556</b>	<b>19,210</b>	<b>100.0</b>

\*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
<b>ASIA</b>					<b>AFRICA</b>				
Bangladesh	1	-	1		Slovenia	1	-	1	
China	41	71	112		Spain	24	17	41	
Hong Kong - SAR	4	2	6		Sweden	65	77	142	
India	383	361	744		Switzerland	11	6	17	
Indonesia	3	2	5		Turkey	42	38	80	
Japan	80	92	172		Ukraine	4	1	5	
Korea, Republic Of	33	73	106		United Kingdom	172	146	318	
Malaysia	7	3	10		Subtotal	738	615	1,353	7.0
Pakistan	6	5	11		<b>AFRICA</b>				
Philippines	4	6	10		Egypt	3	2	5	
Singapore	16	12	28		Ethiopia	-	1	1	
Sri Lanka	14	5	19		Kenya	1	-	1	
Taiwan	7	7	14		Nigeria	14	5	19	
Thailand	3	-	3		South Africa	5	9	14	
Subtotal	602	639	1,241	6.5	Tunisia	2	-	2	
<b>MIDDLE EAST</b>					Zambia	1	-	1	
Bahrain	1	-	1		Subtotal	26	17	43	0.2
Israel	3	8	11		<b>NORTH AMERICA</b>				
Jordan	-	1	1		Canada	508	284	792	
Oman	-	1	1		Mexico	32	74	106	
Qatar	1	2	3		United States	10,461	4,749	15,210	
Saudi Arabia	3	1	4		unspecified North	3	-	3	
United Arab Emirates	9	3	12		Subtotal	11,004	5,107	16,111	83.9
Subtotal	17	16	33	0.2	<b>CARIBBEAN</b>				
<b>EUROPE</b>					Bahamas	1	-	1	
Austria	16	10	26		Barbados	1	-	1	
Belarus	3	1	4		Dominican Republic	1	-	1	
Belgium	24	9	33		Trinidad and Tobago	1	-	1	
Bulgaria	-	2	2		Subtotal	4	-	4	-
Croatia	2	-	2		<b>CENTRAL AMERICA</b>				
Cyprus	2	-	2		Panama	1	-	1	
Czech Republic	5	2	7		Subtotal	1	-	1	-
Denmark	11	3	14		<b>SOUTH AMERICA</b>				
Finland	26	13	39		Argentina	31	16	47	
France	46	47	93		Bolivia	-	1	1	
Germany	133	123	256		Brazil	77	70	147	
Greece	6	2	8		Chile	7	2	9	
Hungary	1	2	3		Colombia	12	7	19	
Iceland	1	1	2		Ecuador	3	4	7	
Ireland	6	3	9		Peru	10	4	14	
Italy	79	56	135		Uruguay	-	1	1	
Luxembourg	-	2	2		Venezuela	2	2	4	
Netherlands	25	19	44		Subtotal	142	107	249	1.3
Poland	3	8	11		<b>ASIA PACIFIC</b>				
Portugal	6	7	13		Australia	113	52	165	
Romania	13	8	21		New Zealand	7	3	10	
Russian Federation	8	11	19		Subtotal	120	55	175	0.9
Serbia	1	1	2		<b>TOTAL QUALIFIED CIRCULATION</b>				
Slovakia	2	-	2			12,654	6,556	19,210	100.0

\*See Additional Data

## E-NEWSLETTER CHANNEL

2014	SAE Heavy Duty	SAE Electronics & Connectivity	SAE Hybrid & Electric Vehicle	SAE Test & Measurement	SAE Vehicle Engineering	Off Highway Engineering
<b>JULY</b>						
July 1	44,349	-	-	-	-	-
July 15	-	40,950	-	-	-	-
July 29	-	-	38,640	-	-	29,772
<b>AUGUST</b>						
August 5	-	-	-	-	162,295	-
August 20	-	-	-	39,124	-	-
August 26	44,469	-	-	-	-	-
<b>SEPTEMBER</b>						
September 9	-	41,039	-	-	-	-
September 17	-	-	-	-	-	29,669
<b>OCTOBER</b>						
October 7	-	-	-	-	161,791	-
October 14	43,983	-	-	-	-	-
October 21	-	-	37,442	-	-	-
October 29	-	-	-	38,281	-	-
<b>NOVEMBER</b>						
November 4	-	38,925	-	-	-	-
November 11	-	-	-	-	-	29,465
November 25	43,755	-	-	-	-	-
<b>DECEMBER</b>						
December 9	-	-	-	38,786	161,566	-
December 16	-	-	-	-	-	29,279
<b>AVERAGE:</b>	<b>44,139</b>	<b>40,305</b>	<b>38,041</b>	<b>38,730</b>	<b>161,884</b>	<b>29,546</b>

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)  
 Off Highway Engineering (4 issued in the period)  
 SAE Heavy Duty (4 issued in the period)

## 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
<b>AVERAGE:</b>	<b>1,979,540</b>	<b>612,969</b>	<b>441,110</b>	<b>1.39</b>	<b>01:00</b>	<b>03:14</b>

July - December 2014 data was provided by Webtrends. All website activity is audited by BPA Worldwide.  
 Shared media channel SAE International - serving both Automotive Engineering International 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](http://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.

### MAGAZINE:

#### PARAGRAPH 1:

Qualified paid benefit of memberships averaging 4,545 copies were sold to qualified recipients at the following subscriptions price: \$20. Subscription price is included in the dues and is non-deductible therefrom.

#### PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 29 copies or 0.1%. Other sources include 3 sources of circulation for quantities of 77 copies or 0.4% to 1,077 copies or 5.3%.

**AVERAGE ANNUAL ORDER PRICE = \$19.63**

### GEOGRAPHIC DISTRIBUTION:

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

### 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
ID Number	0082B0D4

#### 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.