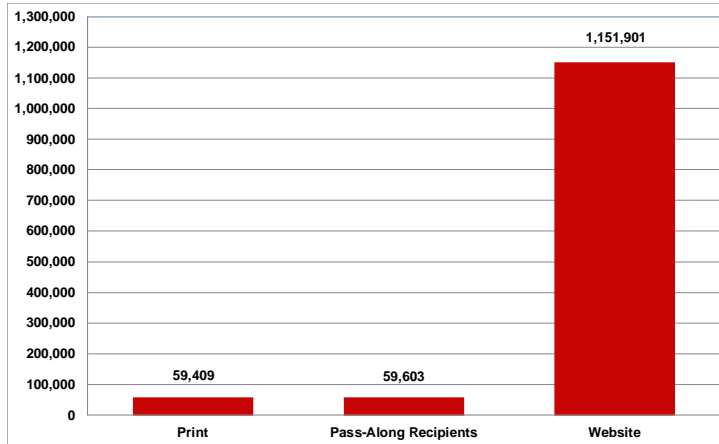


# Automotive News

**CONSOLIDATED MEDIA REPORT**  
Business Publication  
6 months ended June 30, 2016

**TOTAL GROSS CONTACTS: 1,270,913\***

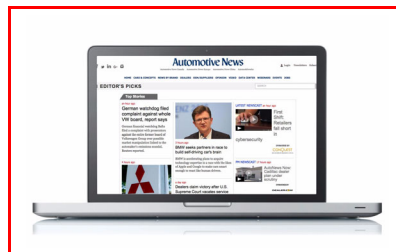


## EXECUTIVE SUMMARY

PRODUCT	CONTACTS	PERIOD
<b>Automotive News-Print:</b> (See pages 2 - 5)	Qualified Paid Circulation: <b>59,409</b>	6 months ended June 30, 2016 <i>Subject to Audit</i>
<b>Pass-Along:</b> (See page 6) Manufacturers of Motor Vehicles and Suppliers	Total Pass-Along Recipients: <b>27,465</b>	March 14, 2016 issue
New and Used Car and Truck Dealers Establishments	Total Pass-Along Recipients: <b>32,138</b>	March 14, 2016 issue
<b>Website<sup>A</sup></b> (See page 6) www.autonews.com	Page Impressions: <b>4,108,500</b> Unique Browsers: <b>1,151,901</b>	For the month of June 2016

\*Total Gross Contacts include Qualified Paid Circulation, Total Pass-Along Recipients and Unique Browsers.  
Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.

<sup>A</sup>SOURCE: AAM Digital Audit



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## CHANNEL PROFILES

**PRINT**

Field Served: Automotive Industry.

Published by: Crain Communications, Inc.  
Frequency: Weekly



### TOTAL AVERAGE QUALIFIED PAID CIRCULATION

**59,409**

#### 1A

#### AVERAGE QUALIFIED PAID CIRCULATION

Print Only, See Explanatory . . . . .	33,454
Digital Only, See Explanatory . . . . .	23,281
<b>Total Individual . . . . .</b>	<b>56,735</b>
Sponsored Individually Addressed - Print Only, See Explanatory . . . . .	1,630
Sponsored Individually Addressed - Digital Only, See Explanatory . . . . .	442
<b>Total Sponsored Individually Addressed . . . . .</b>	<b>2,072</b>
Multi-Copy Same Addressee, See Explanatory . . . . .	577
Single Copy Sales, See Explanatory . . . . .	25
<b>Total Average Qualified Paid Circulation . . . . .</b>	<b>59,409</b>

#### 1B

#### AVERAGE QUALIFIED NONPAID CIRCULATION

None Claimed

#### 1C

#### AVERAGE NONQUALIFIED CIRCULATION

Allocated For Shows & Conventions . . . . .	546
Miscellaneous, Including Staff Copies, See Explanatory . . . . .	1,423
<b>Total Average Nonqualified Circulation . . . . .</b>	<b>1,969</b>

#### 1D

#### AVERAGE QUALIFIED PAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS

None

#### 2

#### QUALIFIED PAID CIRCULATION BY ISSUES

2016 Issue	Total Paid	Print Only	Digital Only	Print & Digital (Unduplicated)	2016 Issue	Total Paid	Print Only	Digital Only	Print & Digital (Unduplicated)
Jan 04	59,927	36,004	23,923		Apr 04	59,535	35,209	24,326	
Jan 11	60,097	36,103	23,994		Apr 11	60,158	35,658	24,500	
Jan 18	60,213	36,171	24,042		Apr 18	60,437	35,794	24,643	
Jan 25	60,344	36,238	24,106		Apr 25	60,575	35,887	24,688	
Feb 01	59,605	35,692	23,913		May 02	57,940	35,399	22,541	
Feb 08	60,112	35,841	24,271		May 09	58,204	35,496	22,708	
Feb 15	60,302	36,185	24,117		May 16	58,234	35,498	22,736	
Feb 22	60,297	35,922	24,375		May 23	58,437	35,585	22,852	
Feb 29	60,437	36,033	24,404		May 30	58,306	35,605	22,701	
Mar 07	59,283	35,084	24,199		Jun 06	57,497	34,954	22,543	
Mar 14	59,473	35,159	24,314		Jun 13	58,046	35,435	22,611	
Mar 21	59,793	35,432	24,361		Jun 20	58,415	35,692	22,723	
Mar 28	60,209	35,786	24,423		Jun 27	58,750	35,960	22,790	

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## CHANNEL PROFILES

**PRINT**

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE MAY 30, 2016 ISSUE IN WHICH:  
• QUALIFIED PAID CIRCULATION WAS 1.9% LESS THAN THE PERIOD AVERAGE



### 3A BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Total Paid	%	Print Only	Digital Only	Print & Digital (Unduplicated)
New vehicle dealers .....	13,811	23.7	11,035	2,776	
Used vehicle dealers .....	1,502	2.6	1,447	55	
Other Automotive Retailers .....	2,584	4.4	2,284	300	
Manufacturers of motor vehicles and suppliers .....	22,631	38.8	8,147	14,484	
Financial/Investment/Legal/Insurance Services .....	5,712	9.8	3,030	2,682	
Advertising/Marketing Services .....	1,751	3.0	1,401	350	
Media/Information Services .....	858	1.5	620	238	
Information Technology/Electronic Commerce Services .....	684	1.2	525	159	
Consulting Services .....	2,972	5.1	2,339	633	
Education/Organizations/Government Services .....	1,299	2.2	1,116	183	
Other Professional Services .....	2,230	3.8	1,857	373	
Other Paid Circulation					
Subscriptions .....	2,272	3.9	1,804	468	
Single Copy Sales .....					
<b>Total Qualified Paid Circulation .....</b>	<b>58,306</b>	<b>100.0</b>	<b>35,605</b>	<b>22,701</b>	

**3B AGE OF SOURCE DATA ANALYSIS** Reporting not required

**3C MAILING ADDRESS ANALYSIS** Reporting not required

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## CHANNEL PROFILES

**PRINT**

**4**

### GEOGRAPHIC ANALYSIS



State	Print Only	Digital Only	Print & Digital (Unduplicated)	Total Circulation
Alabama	365	54	419	
Arizona	561	170	731	
Arkansas	153	15	168	
California	3,735	1,906	5,641	
Colorado	476	181	657	
Connecticut	467	90	557	
Delaware	86	12	98	
District of Columbia	132	59	191	
Florida	2,128	1,087	3,215	
Georgia	976	403	1,379	
Idaho	100	13	113	
Illinois	1,717	420	2,137	
Indiana	784	172	956	
Iowa	283	26	309	
Kansas	227	58	285	
Kentucky	390	80	470	
Louisiana	220	47	267	
Maine	130	10	140	
Maryland	525	103	628	
Massachusetts	772	153	925	
Michigan	4,691	12,205	16,896	
Minnesota	530	77	607	
Mississippi	119	12	131	
Missouri	506	98	604	
Montana	73	5	78	
Nebraska	147	6	153	
Nevada	169	63	232	
New Hampshire	185	31	216	
New Jersey	1,263	223	1,486	
New Mexico	96	10	106	
New York	1,658	345	2,003	
North Carolina	825	110	935	
North Dakota	75	9	84	
Ohio	1,769	337	2,106	

State	Print Only	Digital Only	Print & Digital (Unduplicated)	Total Circulation
Oklahoma	226	20	246	
Oregon	327	49	376	
Pennsylvania	1,420	143	1,563	
Rhode Island	122	14	136	
South Carolina	452	58	510	
South Dakota	80	13	93	
Tennessee	699	207	906	
Texas	1,908	860	2,768	
Utah	200	44	244	
Vermont	76	9	85	
Virginia	707	156	863	
Washington	412	120	532	
West Virginia	109	10	119	
Wisconsin	700	89	789	
Wyoming	44		44	
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>33,815</b>	<b>20,382</b>	<b>54,197</b>	
Alaska	31	4	35	
Hawaii	58	12	70	
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>89</b>	<b>16</b>	<b>105</b>	
Single Copy Sales U.S. Unclassified				
<b>TOTAL UNITED STATES</b>	<b>33,904</b>	<b>20,398</b>	<b>54,302</b>	
Poss. & Other Areas	58	12	70	
<b>U.S. &amp; POSS., etc.</b>	<b>33,962</b>	<b>20,410</b>	<b>54,372</b>	
Canada	972	564	1,536	
International	35	174	209	
Military or Civilian Personnel Overseas				
Other International	636	1,553	2,189	
<b>TOTAL INTERNATIONAL</b>	<b>1,643</b>	<b>2,291</b>	<b>3,934</b>	
E-Mail Address Only				
Other Unclassified				
<b>GRAND TOTAL</b>	<b>35,605</b>	<b>22,701</b>	<b>58,306</b>	

# Automotive News

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6 months ended June 30, 2016

## CHANNEL PROFILES

**PRINT**



### ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS Sold During 6 Month Period Ended June 30, 2016

#### 5 PRICE DATA See Explanatory

	Total Paid	Print Only	Digital Only	Print & Digital (Unduplicated)
Average Subscription Price (Net): Print, \$129.98; Digital, \$16.39				
Basic Prices: Subscriptions: U.S., 1 yr. \$159.00; 2 yrs. \$279.00.				
Canada, 1 yr. \$239.00; 2 yrs. \$429.00. International, 1 yr. \$395.00, 2 yrs. \$730.00. Digital, 1 yr. \$99.00.				
Single Copy: \$6.00				
Sales include Premium Values				
Basic & higher than basic: .....	7,790	6,156	1,634	None
75% - 99% of basic: .....	4,686	4,069	617	None
50% - 74% of basic: .....	6,080	5,603	477	None
25% - 49% of basic: .....	184	95	89	None
Less than 25% of basic: .....	13,305	459	12,846	None
<b>Total</b> .....	<b>32,045</b>	<b>16,382</b>	<b>15,663</b>	<b>None</b>

#### 6 TERM DATA Reporting not required

#### 7 SALES CHANNELS Reporting not required

#### 8 PREMIUM USAGE Reporting not required

### ADDITIONAL CIRCULATION INFORMATION

#### 9 POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION

Reporting not required

#### 10 RENEWAL ANALYSIS OF PAID CIRCULATION

	Print	Digital
Total expirations during 12 months November 1, 2014 thru October 31, 2015 .....	29,480	22,174
Total renewals of those expirations .....	21,638	18,371
Renewal percentage .....	73.4%	82.9%

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## CHANNEL PROFILES

### PASS-ALONG

PASS-ALONG AUDIENCE RESEARCH from the March 14, 2016 Issue

Manufacturers of Motor Vehicles and Suppliers

Total Pass-Along Recipients	Recipients Per Copy
27,465	4.9

New and Used Car and Truck Dealers Establishments

Total Pass-Along Recipients	Recipients Per Copy
32,138	3.4

### WEBSITE



www.autonews.com

MONTH OF JUNE 2016	Total	Daily Avg	Mon to Fri Avg	Sat & Sun Avg
Page Impressions	4,108,500	136,951	164,039	62,457
Unique Browsers	1,151,901	57,346	66,560	32,007

## EXPLANATORY

### Publication:

Audit Cycle: December Ending.

- (a) Print Only Individual subscriptions, averaging 33,454 copies per issue, represent copies served to individuals receiving the print version only of AUTOMOTIVE NEWS.
- (b) Digital Only Individual subscriptions, averaging 23,281 copies per issue, represent copies served to individuals receiving the digital version only. The digital version of AUTOMOTIVE NEWS is made available to subscribers through a password secure website wherein an e-mail notice is sent to recipients notifying them of the availability of each issue.
- (c) Sponsored Individually Addressed - Print Only subscriptions, averaging 1,630 copies per issue, represent copies sold in quantities of 2 or more to business concerns at prices shown in Par. 5. Copies were mailed to names and addresses furnished by the purchaser.
- (d) Sponsored Individually Addressed - Digital Only subscriptions, averaging 442 copies per issue, represent copies sold to individuals and business concerns receiving the digital version only at prices shown in Par. 5. The digital version of AUTOMOTIVE NEWS is made available to subscribers through a password secure website wherein an e-mail notice is sent to recipients notifying them of the availability of each issue.
- (e) Multi-Copy Same Addressee subscriptions, averaging 577 copies per issue, represent copies served in quantities of 2 to 134 to business concerns at 1 yr. \$150.00.
- (f) Single Copy Sales, averaging 25 copies per issue, represent copies sold by the publisher and through newsdealers at \$2.00 or \$6.00 per copy.
- (g) Miscellaneous includes checking and promotion copies, averaging 333 copies per issue, served to advertisers and agencies.
- (h) Authorized prices with 5% or more of total subscription sales:

1 yr.	\$79.00	1 yr.	\$109.00	1 yr.	\$139.00	1 yr.	\$159.00	56 issues	\$159.00
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- (i) It is the practice of the publisher to expire all subscriptions on a monthly basis and therefore, some new subscribers may receive from one to four more issues than entitled to, but no offer of this kind is made to subscribers.

**CONSOLIDATED  
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## EXPLANATORY (Continued)

### **Definition of Recipient Qualification:**

Qualified recipients are: new and used vehicle dealers, other automotive retailers, manufacturers of motor vehicles and suppliers, financial/investment/legal/insurance services, advertising/marketing services, media/information services, information technology/electronic commerce services, consulting services, education/organizations/government services, other professional services, and others allied to the field.

### **Pass-Along:**

Summary of Pass-Along Questionnaire Mailings, Receipts and Valid Responses:  
Number mailed - 1,500. Received by Recipients - 586. Completed Returns - 569.

### **Website:**

#### AAM Digital Services Definitions:

Domains included in website traffic: www.autonews.com.

This site uses the cookie-based method to measure Unique Browsers. If cookies are not accepted, then IP address & user-agent in combination based method is used to measure Unique Browsers.

Note: The Total number of Unique Browsers is adjusted to remove duplicate visits by the same browser. In other words, regardless of the number of times that a browser visited the site, they were considered a single Unique Browser for the period.

The Daily average represents the number of Unique Browsers that visited the site each day added together and then divided by the number of days in the period. The Mon. to Fri. and the Sat. & Sun. averages are calculated in the same manner as the Daily average but limited to weekdays and weekends respectively.

Page Impressions: The combination of one or more files presented to a viewer as a single document as a result of a single request received by the server.

Unique Browser: A unique and valid identifier. Sites may use (i) IP+User-Agent and/or (ii) Cookie. This metric measures each browser, it does not measure a person. Counting of Unique Browsers may overstate or understate the number of individual devices concerned due to factors such as dynamic IP address allocation, significant levels of uniformity in IP and browser combinations operating through a proxy, cookie blocking and deletion.

This publisher also receives a monthly website activity audit. See separate report for details.

**We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.**

Parent Company: Crain Communications, Inc.

**JAMIE TUNISON**

Business Analyst

**JASON STEIN**

Publisher

**Format:** Tabloid

**Established:** 1925

**AAM Member Since:** 1938

**Member No.** 06-0165-0

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