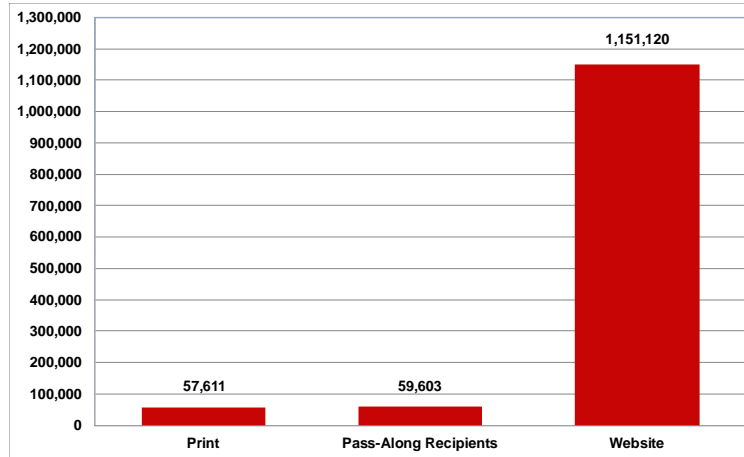


# Automotive News

**CONSOLIDATED  
MEDIA REPORT**  
Business Publication  
6 months ended December 31, 2016

**TOTAL GROSS CONTACTS: 1,268,334\***



## EXECUTIVE SUMMARY

PRODUCT	CONTACTS	PERIOD
<b>Automotive News-Print:</b> (See pages 2 - 5)	Qualified Paid Circulation: <b>57,611</b>	6 months ended December 31, 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>3,498,403</b> Unique Browsers: <b>1,151,120</b>	For the month of December 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



**CONSOLIDATED  
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## CHANNEL PROFILES

**PRINT**



Field Served: Automotive Industry.

Published by: Crain Communications, Inc.  
Frequency: Weekly

**TOTAL AVERAGE QUALIFIED PAID CIRCULATION 57,611**

1A AVERAGE QUALIFIED PAID CIRCULATION	
Print Only, See Explanatory . . . . .	32,457
Digital Only, See Explanatory . . . . .	22,484
<b>Total Individual . . . . .</b>	<b>54,941</b>
Sponsored Individually Addressed - Print Only, See Explanatory . . . . .	1,620
Sponsored Individually Addressed - Digital Only, See Explanatory . . . . .	489
<b>Total Sponsored Individually Addressed . . . . .</b>	<b>2,109</b>
Multi-Copy Same Addressee, See Explanatory . . . . .	532
Single Copy Sales, See Explanatory . . . . .	29
<b>Total Average Qualified Paid Circulation . . . . .</b>	<b>57,611</b>

**1B AVERAGE QUALIFIED NONPAID CIRCULATION** None Claimed

1C AVERAGE NONQUALIFIED CIRCULATION	
Allocated For Shows & Conventions . . . . .	347
Miscellaneous, Including Staff Copies, See Explanatory . . . . .	1,154
<b>Total Average Nonqualified Circulation . . . . .</b>	<b>1,501</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)
Jul 04	57,953	35,175	22,778		Oct 03	57,023	34,033	22,990	
Jul 11	58,122	35,335	22,787		Oct 10	57,087	34,075	23,012	
Jul 18	58,158	35,263	22,895		Oct 17	57,721	34,686	23,035	
Jul 25	58,229	35,319	22,910		Oct 24	57,176	34,130	23,046	
Aug 01	57,616	34,824	22,792		Oct 31	56,568	33,657	22,911	
Aug 08	57,702	34,893	22,809		Nov 07	56,956	34,017	22,939	
Aug 15	57,888	34,942	22,946		Nov 14	57,201	34,212	22,989	
Aug 22	58,041	35,048	22,993		Nov 21	57,514	34,428	23,086	
Aug 29	58,351	35,232	23,119		Nov 28	57,664	34,569	23,095	
Sep 05	57,670	34,729	22,941		Dec 05	57,174	34,216	22,958	
Sep 12	57,720	34,765	22,955		Dec 12	57,303	34,312	22,991	
Sep 19	57,800	34,802	22,998		Dec 19	57,570	34,461	23,109	
Sep 26	57,912	34,853	23,059		Dec 26	57,755	34,622	23,133	

**CONSOLIDATED  
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Business Publication  
6 months ended December 31, 2016

## CHANNEL PROFILES

**PRINT**

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE NOVEMBER 28, 2016 ISSUE IN WHICH QUALIFIED PAID CIRCULATION WAS 0.1% GREATER THAN THE PERIOD AVERAGE



### 3A BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Total Paid	%	Print Only	Digital Only	Print & Digital (Unduplicated)
New vehicle dealers .....	13,413	23.3	10,825	2,588	
Used vehicle dealers .....	1,418	2.5	1,363	55	
Other Automotive Retailers .....	2,422	4.2	2,164	258	
Manufacturers of motor vehicles and suppliers .....	23,279	40.3	7,950	15,329	
Financial/Investment/Legal/Insurance Services .....	5,642	9.8	2,967	2,675	
Advertising/Marketing Services .....	1,628	2.8	1,301	327	
Media/Information Services .....	817	1.4	595	222	
Information Technology/Electronic Commerce Services .....	681	1.2	504	177	
Consulting Services .....	2,998	5.2	2,418	580	
Education/Organizations/Government Services .....	1,265	2.2	1,096	169	
Other Professional Services .....	2,247	3.9	1,909	338	
Other Paid Circulation					
Subscriptions .....	1,843	3.2	1,466	377	
Single Copy Sales .....	11		11		
<b>Total Qualified Paid Circulation .....</b>	<b>57,664</b>	<b>100.0</b>	<b>34,569</b>	<b>23,095</b>	

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

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

**CONSOLIDATED  
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6 months ended December 31, 2016

## CHANNEL PROFILES

**PRINT**

**4**

### GEOGRAPHIC ANALYSIS



State	Print Only	Digital Only	Print & Digital (Unduplicated)	Total Circulation
Alabama	344	48		392
Arizona	565	171		736
Arkansas	150	15		165
California	3,573	1,961		5,534
Colorado	471	181		652
Connecticut	451	85		536
Delaware	90	13		103
District of Columbia	138	56		194
Florida	2,164	1,057		3,221
Georgia	921	392		1,313
Idaho	97	9		106
Illinois	1,655	409		2,064
Indiana	768	179		947
Iowa	252	27		279
Kansas	221	54		275
Kentucky	378	73		451
Louisiana	214	50		264
Maine	121	9		130
Maryland	498	107		605
Massachusetts	755	140		895
Michigan	4,561	12,576		17,137
Minnesota	525	77		602
Mississippi	115	11		126
Missouri	490	100		590
Montana	71	5		76
Nebraska	147	10		157
Nevada	171	63		234
New Hampshire	173	32		205
New Jersey	1,240	226		1,466
New Mexico	100	8		108
New York	1,633	353		1,986
North Carolina	782	104		886
North Dakota	77	9		86
Ohio	1,666	349		2,015

State	Print Only	Digital Only	Print & Digital (Unduplicated)	Total Circulation
Oklahoma	221	18		239
Oregon	322	53		375
Pennsylvania	1,398	129		1,527
Rhode Island	113	9		122
South Carolina	434	56		490
South Dakota	77	10		87
Tennessee	674	209		883
Texas	1,899	893		2,792
Utah	189	42		231
Vermont	75	7		82
Virginia	700	147		847
Washington	389	117		506
West Virginia	109	12		121
Wisconsin	666	78		744
Wyoming	40			40
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>32,883</b>	<b>20,739</b>		<b>53,622</b>
Alaska	34	3		37
Hawaii	54	10		64
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>88</b>	<b>13</b>		<b>101</b>
Single Copy Sales	10			10
U.S. Unclassified				
<b>TOTAL UNITED STATES</b>	<b>32,981</b>	<b>20,752</b>		<b>53,733</b>
Poss. & Other Areas	57	12		69
<b>U.S. &amp; POSS., etc.</b>	<b>33,038</b>	<b>20,764</b>		<b>53,802</b>
Canada	915	530		1,445
International	616	1,801		2,417
Military or Civilian Personnel Overseas				
Other International				
<b>TOTAL INTERNATIONAL</b>	<b>1,531</b>	<b>2,331</b>		<b>3,862</b>
E-Mail Address Only				
Other Unclassified				
<b>GRAND TOTAL</b>	<b>34,569</b>	<b>23,095</b>		<b>57,664</b>

# Automotive News

**CONSOLIDATED MEDIA REPORT**  
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6 months ended December 31, 2016

## CHANNEL PROFILES

**PRINT**



### ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS Sold During 6 Month Period Ended December 31, 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: .....	5,154	5,152	2	None
75% - 99% of basic: .....	3,579	3,567	12	None
50% - 74% of basic: .....	8,074	5,961	2,113	None
25% - 49% of basic: .....	566	274	292	None
Less than 25% of basic: .....	15,370	59	15,311	None
<b>Total</b> .....	<b>32,743</b>	<b>15,013</b>	<b>17,730</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 May 1, 2015 thru April 30, 2016 .....	30,371	23,888
Total renewals of those expirations .....	21,899	20,530
Renewal percentage .....	72.1 %	85.9 %

**CONSOLIDATED  
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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 DECEMBER 2016	Total	Daily Avg	Mon to Fri Avg	Sat & Sun Avg
Page Impressions	3,498,403	112,851	136,042	56,164
Unique Browsers	1,151,120	52,897	61,778	31,191

## EXPLANATORY

### Publication:

Audit Cycle: December Ending.

- (a) Print Only Individual subscriptions, averaging 32,457 copies per issue, represent copies served to individuals receiving the print version only of AUTOMOTIVE NEWS.
- (b) Digital Only Individual subscriptions, averaging 22,484 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 1,620 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 489 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 532 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 29 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 136 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.	\$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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6 months ended June 30, 2016

## 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.

**KAREN RENTSCHLER**

Managing Director - Sales,  
Marketing and Events

**JASON STEIN**

Publisher

**Format:** Tabloid

**Established:** 1925

**AAM Member Since:** 1938

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