

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 comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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A Penton Media Publication
3000 Town Center
Southfield, MI 48075
Tel. No.: (248) 357-0800
FAX No.: (248) 357-0810
www.wardsauto.com

Official Publication of: None
Established: 1965
Issues Per Year: 12



FIELD SERVED

WARD'S AUTO WORLD serves the automotive engineering /design and manufacturing field consisting of the following manufacturers: passenger cars, light trucks, SUV's, minivans, heavy trucks and buses, and their suppliers, including engines, systems/components manufacturers and independent engineering/design services.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are corporate management, engineering/design, research and development, quality, testing and reliability, and senior and middle management manufacturing/production engineering, manufacturing/production operations, and purchasing executives.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	459
Advertiser and Agency _____	1,147
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	217
Digital _____	-
All Other _____	1,673
TOTAL	3,496

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	65,667	100.0	65,667	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	65,667	100.0	65,667	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2010 Issue	Number Removed	Number Added	Total Qualified
January _____	40	40	68,000
February _____	416	416	68,000
March _____	97	97	68,000
April _____	113	113	68,000
May _____	7,107	107	61,000
June _____	452	452	61,000
TOTAL	8,225	1,225	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010

This issue is 8.4% or 5,600 copies below the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Corporate Management (A)	Engineering/ Design; Research & Development ; Quality/Testing/ Reliability (B,C,D)	Manufacturing Production Engineering (E)	Manufacturing/ Production Operations (F)	Purchasing (G)
1. OEM MOTOR VEHICLE MANUFACTURERS:							
a. Light Vehicle Manufacturer: Passenger Car/Light Truck/ SUV/Minivan _____	15,316	25.1	3,905	8,425	1,320	1,036	630
b. Heavy Trucks or Buses _____	4,856	8.0	1,197	3,046	259	213	141
Sub-Total: OEM Motor Vehicle Manufacturers	20,172	33.1	5,102	11,471	1,579	1,249	771
2. SUPPLIERS:							
a. Systems/Components Manufacturer _____	34,070	55.9	9,025	18,979	2,861	1,986	1,219
b. Engine Manufacturer: Internal Combustion, Diesel and Gas _____	2,881	4.6	588	1,941	352	-	-
c. Independent Engineering/Design Services _____	3,877	6.4	-	3,877	-	-	-
Sub-Total: Suppliers	40,828	66.9	9,613	24,797	3,213	1,986	1,219
TOTAL QUALIFIED CIRCULATION	61,000	100.0	14,715	36,268	4,792	3,235	1,990
PERCENT	100.0		24.1	59.5	7.8	5.3	3.3

(A) Corporate Management Titles include: Chairman, President, CEO, Managing Director, General or Division Manager, Senior or VP; other Senior Management.

(B) Engineering/Design Titles include: All Engineering Titles, VP, Director, Manager, Chief Engineer, Design, Stylist, Project Engineer, Evaluation Engineer.

(C) Research & Development Titles include: VP, Director, Manager, Other R & D Titles.

(D) Quality, Testing, or Reliability Titles include: VP, Director, Manager, Engineer, Other Quality Titles.

(E) Manufacturing/Production Engineering titles include: VP, Director, Manager, Engineer, Supervisor, Other Manufacturing Titles.

(F) Manufacturing/Production Operations titles include: VP, Director, Manager, Plant Manager Superintendent, Supervisor, Other Manufacturing Titles.

(G) Purchasing Titles include: VP, Director, Manager, Buyer, Agent, Other Purchasing Titles

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	48,800	12,200	-	61,000	100.0
II. Request from recipient's company: _____	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	48,800	12,200	-	61,000	100.0
PERCENT	80.0	20.0	-	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	61,000	100.0
Individuals by name only _____	-	-
Titles or functions only _____	-	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	61,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	121		400-427 Kentucky _____	1,215	
030-038 New Hampshire _____	205		370-385 Tennessee _____	1,780	
050-059 Vermont _____	91		350-369 Alabama _____	834	
010-027 Massachusetts _____	767		386-397 Mississippi _____	279	
028-029 Rhode Island _____	116		EAST SO. CENTRAL	4,108	6.7
060-069 Connecticut _____	678		716-729 Arkansas _____	417	
NEW ENGLAND	1,978	3.2	700-714 Louisiana _____	248	
100-149 New York _____	2,045		730-749 Oklahoma _____	502	
070-089 New Jersey _____	790		750-799 Texas _____	2,274	
150-196 Pennsylvania _____	2,032		WEST SO. CENTRAL	3,441	5.6
MIDDLE ATLANTIC	4,867	8.0	590-599 Montana _____	64	
430-459 Ohio _____	5,618		832-838 Idaho _____	129	
460-479 Indiana _____	3,809		820-831 Wyoming _____	17	
600-629 Illinois _____	3,966		800-816 Colorado _____	417	
480-499 Michigan _____	13,408		870-884 New Mexico _____	130	
530-549 Wisconsin _____	2,513		850-865 Arizona _____	536	
EAST NO. CENTRAL	29,314	48.1	840-847 Utah _____	351	
550-567 Minnesota _____	1,117		889-898 Nevada _____	119	
500-528 Iowa _____	780		MOUNTAIN	1,763	3.0
630-658 Missouri _____	1,132		995-999 Alaska _____	62	
580-588 North Dakota _____	108		980-994 Washington _____	537	
570-577 South Dakota _____	143		970-979 Oregon _____	550	
680-693 Nebraska _____	374		900-961 California _____	3,864	
660-679 Kansas _____	505		967-968 Hawaii _____	50	
WEST NO. CENTRAL	4,159	6.8	PACIFIC	5,063	8.3
197-199 Delaware _____	89		UNITED STATES	60,987	100.0
206-219 Maryland _____	449		969 & 004-009 U.S. Territories _____	7	
200-205 Washington, DC _____	20		Canada _____	4	
220-246 Virginia _____	752		Mexico _____	-	
247-268 West Virginia _____	129		Other International _____	2	
270-289 North Carolina _____	1,622		APO/FPO _____	-	
290-299 South Carolina _____	1,107		TOTAL QUALIFIED CIRCULATION	61,000	100.0
300-319 Georgia _____	906				
320-349 Florida _____	1,220				
SOUTH ATLANTIC	6,294	10.3			

7. 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
	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009	January - June 2010*
Total Audit Average Qualified: _____	68,202	68,200	68,200	68,200	68,133	65,667
Qualified Non-Paid: _____	68,202	68,200	68,200	68,200	68,133	65,667
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: January - June 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. ADDITIONAL DATA

Paragraphs 3c and 7 are reported at the option of the publisher.

PUBLISHER'S AFFIDAVIT

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

Thomas W. Duncan, Group Publisher

Tyler Motsinger, Senior Audience Development Manager

(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 July 19, 2010

State Michigan

County Wayne

Received by BPA Worldwide July 19, 2010

Type PD

ID Number W004P0J0