

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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AUTOMOTIVE FLEET is dedicated to serving the needs of all fleets in all segments operating 15+ vehicles. Since 1961, considered one of the leading resources for this medium- to large-size fleet market. Editorial content covers the management of vehicles, fuel, remarketing, leasing, and vehicle maintenance for fleets operating class 1-5 vehicles.

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 FLEET MAGAZINE



7 Issues in the period
23,379 average circulation

AUTOMOTIVE FLEET E-NEWSLETTERS



2 E-Newsletter in the period
106 total issued in the period
17,339 average per occurrence
17,195 average per occurrence

AUTOMOTIVE FLEET WEBSITE



88,652 average unique browsers

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
AUTOMOTIVE FLEET MAGAZINE Unique Total* (7 issues in the period)	23,376	3	23,379
a. Print	20,001	3	20,004
b. Digital	11,119	-	11,119
1. Requested	8,091	-	8,091
2. Non-Requested	3,028	-	3,028
AUTOMOTIVE FLEET E-NEWSLETTERS			
a. Automotive Fleet eNews (104 issued in the period)	17,339	-	17,339
b. AF Breaking News (2 issued in the period)	17,195	-	17,195
AUTOMOTIVE FLEET WEBSITE (Monthly Unique Browsers with 253,276 average Page Impressions)	88,652	-	88,652

*Unique Total represents unique recipients, not the sum of Print and Digital.

FIELD SERVED

AUTOMOTIVE FLEET serves the passenger car fleet and light truck industry. This primarily includes firms in commercial, utility, government, fleet and retail leasing, vehicle rental and including manufacturers, remarketers, dealers, automotive industry suppliers and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are personnel who manage fleet operations including executive managers (owners, presidents, vice-presidents, etc), fleet and purchasing managers. Additional recipients related to the management and administration of fleet operations include operations managers, service/maintenance managers, sales/client service managers, other managers and titled and non-titled personnel including company copies.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere		Copies
Other Paid Circulation		21
Advertiser and Agency		1,054
Allocated for Trade Shows and Conventions		14
All Other		3,868
TOTAL		4,957

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	23,379	100.0	23,376	100.0	3	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	23,379	100.0	23,376	100.0	3	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Print	Digital	Unique Total Qualified*
January	20,024	11,480	23,754
February	20,000	11,354	23,554
March	20,000	11,263	23,406
April	20,000	11,184	23,353
Fleet	20,000	10,898	23,201
May	20,000	10,824	23,173
June	20,000	10,830	23,210

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

This issue is 1.0% or 240 copies below the average of the other 6 issues reported in Paragraph 2.

PRIMARY BUSINESS	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print	Digital	CLASSIFICATION BY TITLE (Note 1)
COMMERCIAL	15,885	68.5	14,361	5,992	15,885
FLEET MANAGEMENT (Note 2)	617	2.7	490	496	617
UTILITY	933	4.0	861	376	933
RENTAL	51	0.2	41	46	51
GOVERNMENT	3,605	15.6	3,089	2,151	3,605
Sub-Total	21,091	91.0	18,842	9,061	21,091
Includes manufacturers, remarketers, and dealers of cars and light trucks, car equipment, parts and supplies, and others allied to the field	2,082	9.0	1,158	1,763	2,082
*UNIQUE TOTAL QUALIFIED CIRCULATION	23,173	100.0	20,000	10,824	23,173
PERCENT	100.0		86.3	46.7	100.0

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

Note 1: CLASSIFICATION BY TITLE: Executive Managers including CEO, Chairman, President, Owner, Partner, Vice President and Controller. Fleet Managers, Purchasing Managers, Service/Maintenance Managers, Operations Managers, Sales/Client Service Managers, Other Managers and other titled and non-titled personnel including company copies.

Note 2: Fleet Leasing and Retail Leasing have been combined in Fleet Management.

ADDITIONAL DATA

PRIMARY BUSINESS	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	FLEET SIZE						INFORMATION NOT AVAILABLE
			Print	Digital	<25	25-99	100-499	500+	
COMMERCIAL	15,885	68.5	14,361	5,992	3,651	4,553	5,043	1,152	1,486
FLEET MANAGEMENT (Note 1)	617	2.7	490	496	72	21	39	282	203
UTILITY	933	4.0	861	376	124	189	427	168	25
RENTAL	51	0.2	41	46	9	9	9	21	3
GOVERNMENT	3,605	15.6	3,089	2,151	882	755	1,190	690	88
Sub-Total	21,091	91.0	18,842	9,061	4,738	5,527	6,708	2,313	1,805
Includes manufacturers, marketers, and dealers of cars and light trucks, car equipment, parts and supplies, and others allied to the field	2,082	9.0	1,158	1,763	694	261	198	229	700
*UNIQUE TOTAL QUALIFIED CIRCULATION	23,173	100.0	20,000	10,824	5,432	5,788	6,906	2,542	2,505
PERCENT	100.0		86.3	46.7	23.4	25.0	29.8	11.0	10.8

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

Note 1: Fleet Leasing and Retail Leasing have been combined in Fleet Management.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	9,180	2,852	-	10,491	8,022	12,032	51.9
II. Request from recipient's company:	2	-	-	2	2	2	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. **Communication from recipient or recipient's company (other than request):	1,246	1,847	-	1,479	2,426	3,093	13.4
V. TOTAL - Sources other than above (listed alphabetically):	8,046	-	-	8,028	374	8,046	34.7
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	8,046	-	-	8,028	374	8,046	34.7
VI. Single Copy Sales:	-	-	-	-	-	-	-
*UNIQUE TOTAL QUALIFIED CIRCULATION	18,474	4,699	-	20,000	10,824	23,173	100.0
PERCENT	79.7	20.3	-	86.3	46.7	100.0	

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	19,977	10,776	23,117	99.8
Individuals by name only	19	45	51	0.2
Titles or functions only	-	-	-	-
Company names only	4	3	5	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
*UNIQUE TOTAL QUALIFIED CIRCULATION	20,000	10,824	23,173	100.0

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
6-Month Period Ended:	July – December 2013	January – June 2014	July - December 2014	January – June 2015	July - December 2015	January – June 2016*
Unique Total Audit Average Qualified: ***	20,447	21,180	21,071	23,768	23,315	23,379
Unique Qualified Non-Paid Total:***	20,447	21,180	21,071	23,768	23,315	23,376
Print:	19,642	20,002	20,002	20,042	20,009	20,001
Digital:	2,002	9,614	6,809	12,608	12,384	11,119
Unique Qualified Paid Total:***	-	-	-	-	-	3
Print:	-	-	-	-	-	3
Digital:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

****NC = None Claimed.**

***Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016**

State	Print	Digital	Unique Total Qualified*	Percent
Maine	67	54	83	
New Hampshire	122	65	135	
Vermont	49	24	55	
Massachusetts	318	162	363	
Rhode Island	47	29	54	
Connecticut	207	139	249	
NEW ENGLAND	810	473	939	4.1
New York	872	478	1,003	
New Jersey	773	414	886	
Pennsylvania	788	413	910	
MIDDLE ATLANTIC	2,433	1,305	2,799	12.1
Ohio	1,078	538	1,219	
Indiana	602	331	696	
Illinois	1,057	625	1,220	
Michigan	681	462	826	
Wisconsin	596	287	670	
EAST NO. CENTRAL	4,014	2,243	4,631	20.0
Minnesota	710	334	799	
Iowa	403	188	458	
Missouri	387	236	460	
North Dakota	148	59	164	
South Dakota	106	43	116	
Nebraska	172	98	202	
Kansas	146	115	191	
WEST NO. CENTRAL	2,072	1,073	2,390	10.3
Delaware	66	38	74	
Maryland	388	257	466	
Washington, DC	47	35	59	
Virginia	511	229	578	
West Virginia	86	55	104	
North Carolina	582	324	683	
South Carolina	220	121	256	
Georgia	601	406	711	
Florida	967	574	1,119	
SOUTH ATLANTIC	3,468	2,039	4,050	17.5

State	Print	Digital	Unique Total Qualified*	Percent
Kentucky	300	161	351	
Tennessee	298	184	349	
Alabama	249	117	280	
Mississippi	103	78	129	
EAST SO. CENTRAL	950	540	1,109	4.8
Arkansas	116	76	143	
Louisiana	342	129	372	
Oklahoma	304	131	344	
Texas	1,275	694	1,514	
WEST SO. CENTRAL	2,037	1,030	2,373	10.2
Montana	82	40	93	
Idaho	164	77	184	
Wyoming	95	33	103	
Colorado	373	184	444	
New Mexico	144	37	154	
Arizona	337	186	406	
Utah	188	121	216	
Nevada	113	57	135	
MOUNTAIN	1,496	735	1,735	7.5
Alaska	61	21	69	
Washington	336	237	416	
Oregon	229	126	272	
California	2,023	958	2,306	
Hawaii	53	21	59	
PACIFIC	2,702	1,363	3,122	13.5
UNITED STATES	19,982	10,801	23,148	99.9
U.S. Territories	17	21	23	
Canada	-	-	-	
Mexico	-	-	-	
Other International	-	-	-	
APQ/FPO	1	2	2	

UNIQUE TOTAL QUALIFIED CIRCULATION*	20,000	10,824	23,173	100.0
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*Unique Total represents unique recipients, not the sum of Print and Digital.

****See Additional Data**

E-NEWSLETTER CHANNEL

2016	Automotive Fleet eNews	AF Breaking News
JANUARY		
January 1	18,584	-
FEBRUARY		
February 1	17,628	-
February 17	-	17,428
MARCH		
March 1	17,103	-
APRIL		
April 1	16,943	-
April 19	-	16,961
MAY		
May 1	16,962	-
JUNE		
June 1	16,931	-
AVERAGE:	17,339	17,195

Automotive Fleet eNews (104 issued in the period)
AF Breaking News (2 issued in the period)

WEBSITE CHANNEL

WWW.AUTOMOTIVE-FLEET.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	265,578	123,777	96,752	1.28	01:16	01:28
February	272,032	125,651	98,288	1.28	01:16	01:29
March	248,365	113,987	91,630	1.24	01:13	01:26
April	257,023	101,507	82,791	1.23	00:58	01:29
May	241,725	100,949	80,938	1.25	01:03	01:28
June	234,934	100,163	81,515	1.23	01:04	01:26
AVERAGE:	253,276	111,005	88,652	1.25	01:08	01:27

January – June 2016 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

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'd 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'd 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.

MAGAZINE:

PARAGRAPH 3b:

Communication from Recipient or Recipient's Company (Other than Request) includes 17 sources of circulation for quantities of 1 copy or -% to 1,321 copies or 5.7%, including Work Truck Magazine.

Other sources include 1 source of circulation for a quantity of 8,046 copies or 34.7%, including IHS Automotive, driven by Polk.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter 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.

Sherb Brown, Vice-President & Group Publisher

Tony Napoleone, Director, Audience Development

(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 July 18, 2016

State California

County Los Angeles

Received by BPA Worldwide July 18, 2016

Type BD

ID Number A125B0J6

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.