



readership/circulation

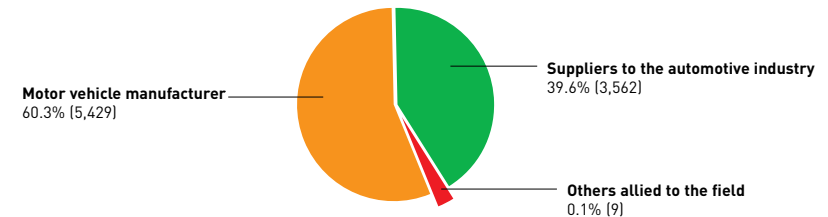
Reaching automotive manufacturing decision makers globally

Readership facts and figures:

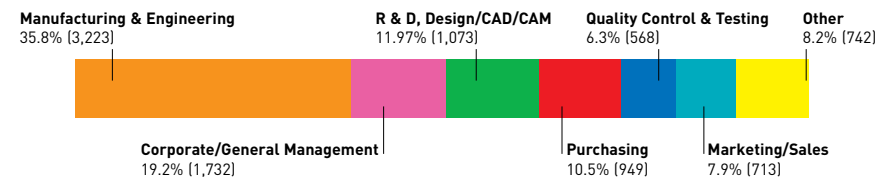
- ➔ Distributed in over 70 countries worldwide*
- ➔ 100% directly requested*
- ➔ 60.3% of our subscribers are car manufacturers and 39.7% suppliers*
- ➔ Total readership of AMS magazine is 36,900** – representing the single largest international automotive manufacturing audience you can address (This number is excluding universities where a single copy is read by between 30-150 people)
- ➔ 47.9% of our subscribers state that an article or advertisement featured in AMS magazine has directly or partially influenced the purchase of a service or product.
- ➔ 88.3% of our subscribers recommend, specify or authorise the purchase of services and/or equipment.
- ➔ 95.7% of our subscribers rate the editorial content as useful.
- ➔ 84.6% of our subscribers read AMS magazine on a regular basis – which indicates the importance of the magazine as a source to help them in their job

Circulation facts and figures:

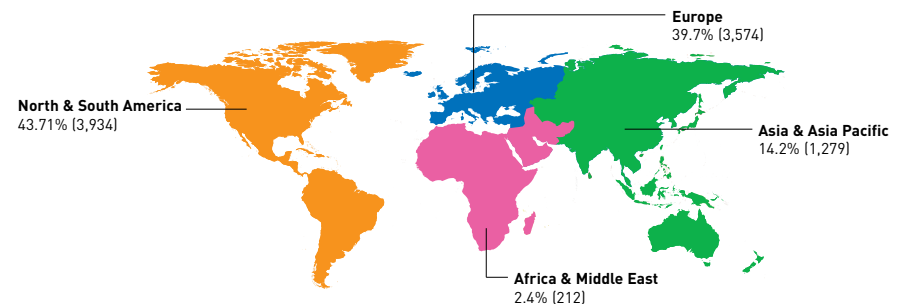
Business and industry breakdown



Job title breakdown



Geographic breakdown



BPA International Information

BPA International audits Automotive Manufacturing Solutions' circulation. Go to BPA's searchable website at www.bpai.com to use the following resources – and much more:

- View the rigorous bylaws and rules that must be adhered to in order to become a BPA member and to pass a BPA audit
- View and print our current and archived BPA Circulation Statements
- View and print other BPA-audited publications' Circulation Statements within this industry and many other industries you might be interested in
- Sign up to receive automatic e-mail notifications when newly updated Circulation Statements or Audit Reports are available in BPA's on-line

Reports Library • Use the invaluable search engine to perform keyword searches through dozens of media and publishing websites. If you haven't already done so, you will need to create your user name and password to access the Reports Library. Go to www.bpai.com, click on the "First Time Visitor" link, scroll to the bottom of the page and click on the "agree" button, fill out and submit the form. You only have to go through this process once, and then you will have unlimited free access to BPA's Reports Library.



Publisher's own survey - Research methodology

Ultima Media Ltd used SNAP software to distribute the questionnaire by email, and allowed for the completion of the AMS readership questionnaire on a web server. The survey was emailed to a sample of 3,011 readers located across the world. The fieldwork for the research took place during August 2006. Having alerted the sample to the survey, the onus was on the respondent to complete the questionnaire online. Please note that respondents were anonymous.

*Source: BPA International Circulation statement June 2006 **Publishers own data