

# Automotive Engineering International 2008 Editorial Calendar

Issue	January	February	March	April	May	June	
<b>Ad Insertion Order Deadline</b>	12/12/2007	1/14/2008	2/13/2008	3/14/2008	4/11/2008	5/12/2008	
<b>Ad Materials Deadline</b>	12/14/2007	1/16/2008	2/15/2008	3/18/2008	4/15/2008	5/14/2008	
<b>Editorial Inquiry Deadline</b>	11/1/2007	12/1/2007	1/1/2008	2/1/2008	3/1/2008	4/1/2008	
<b>Editorial Focus</b>	<b>Electronics</b>		Human-Machine Interface		Sensors & Semiconductors	Diagnostics/Prognostics	Distributed/Embedded Systems
	<b>Powertrain</b>	Gasoline & Diesel Engines		Advanced Combustion	Hybrids	Alternative Fuels	Drivetrains
	<b>Body, Chassis, and Interior</b>	Seating			Lighting	Instrument Panels	
	<b>Materials &amp; Manufacturing</b>	Biomaterials			Nanotechnology		
	<b>Testing &amp; Simulation</b>		Digital Product Development	Testing & Simulation Special Report	Powertrain & Emissions	Aerodynamics	Crash
	<b>Vehicle &amp; Systems Engineering</b>	Design Meets Engineering	North American Auto Show Highlights	SAE 2008 World Congress Preview  Motorsports	Technology Trends at SAE 2008 World Congress  Best Engineered Vehicle of the Year	Geneva Motor Show Highlights	
	<b>Management &amp; Global Strategies</b>			Low-Cost Supply Chains	Global Architectures	Global Viewpoints: Americas	Global Viewpoints: Europe
	<b>New Products</b>	Powertrain		SAE 2008 World Congress "What's New"	SAE 2008 World Congress "What's New"  AEI SAE World Congress Tech 2008 Awards		Safety
<b>Marketing Extras</b>	Powertrain E-Mail Bonus  AD-Q Readership Study  Hybrid Vehicle Pre-Show E-Blast <b>NEW!</b>  Tech-Lit Files	Electronics E-Mail Bonus  New Product Technology Ads <b>NEW!</b>	Testing & Inspection E-Mail Bonus  Hybrid Vehicle Post-Show E-Blast <b>NEW!</b>  SAE 2008 World Congress - Booth Booster - Pre-Show E-Blast  Electronics Telephone/Webcast  Tech-Lit Files	Powertrain E-Mail Bonus  SAE 2008 World Congress - Booth Booster - Post-Show E-Blast  AD-Q Readership Study  Tech-Lit Files	Body, Chassis, & Interior E-Mail Bonus <b>NEW!</b>  New Product Technology Ads <b>NEW!</b>	Electronics E-Mail Bonus  AD-Q Readership Study  Tech-Lit Files	
<b>Bonus Distribution</b> Subject to change.	Autosport International 2008 January 10-13 Birmingham, England  North American International Auto Show January 19-27 Detroit, MI USA	SAE Hybrid Vehicle Technologies Symposium February 13-14 San Diego, CA USA  Defense Standardization March 4-6 Arlington, VA USA		SAE World Congress April 14-17, Detroit, MI USA  Open Challenges in Automotive Control Symposium April 18 Detroit, Michigan, USA  Auto China April 20-28 Beijing, China  Formula SAE VIR April 23-26, Virginia USA	SAE Government/Industry Meeting May 12-14 Washington, DC USA  Formula SAE May 14-17, Michigan USA	SAE Powertrains, Fuels & Lubricants Congress June 23-25, Shanghai, China  Automation on the Move: Driver Assist and Autonomous Vehicle Technologies Symposium June 4-6 Pittsburgh, Pennsylvania, USA  SAE Digital Human Modeling for Design June 17-19, Pittsburgh, PA USA  Formula SAE West June 24-29, California USA  SAE Alternative Refrigerant Systems Symposium June 10-12, Scottsdale, AZ USA  Bio Fuels: Specifications and Performance Symposium July 8-10, Paris, France	

July	August	September	October	November	December
6/16/2008	7/10/2008	8/7/2008	9/5/2008	10/15/2008	11/11/2008
6/18/2008	7/14/2008	8/11/2008	9/9/2008	10/17/2008	11/13/2008
5/1/2008	6/1/2008	7/1/2008	8/1/2008	9/1/2008	10/1/2008
Convergence Preview	Convergence Update: Powertrain Management	Convergence Update: Active Safety	Convergence Update: Infotainment	Software Engineering	
Electric Motors & Energy Storage		Fuel Cells & Hydrogen		Emissions & Aftertreatment	
Chassis Integration	Interior Ergonomics		Interior Design & Styling		Body Engineering & Safety
Quality & Durability	Advanced Metals	Manufacturing Simulation Software		Robotics & Automation	Plastics & Composites
Testing & Engineering Services		NVH	Safety		
Engineering for Efficiency	Collaboration & Partnering		New Vehicle Highlights Special Report	Paris Motor Show Highlights	Performance Vehicle & Aftermarket Update Top Technologies & Products of the Year
	Global Viewpoints: Asia	Product Planning		Engineering Outsourcing	
	Testing & Simulation	Materials	Convergence "What's New"	Electronics	
Materials E-Mail Bonus Supplier Capabilities Issue New Product Technology Ads <b>NEW!</b>	Hybrid Engine E-Mail Bonus <b>NEW!</b> Powertrain Telephone/Webcast Tech-Lit Files	Alternative Fuels E-Mail Bonus <b>NEW!</b> Commercial Vehicle Pre-Show E-Blast Tech-Lit Files	Electronics E-Mail Bonus Convergence - Pre-Show E-Blast <b>NEW!</b> - Event Guide Ad Bonus <b>NEW!</b> DoD Maintenance Symposium - Pre-Show E-Blast Bonus <b>NEW!</b> - Event Guide Ad Bonus <b>NEW!</b> SAE Brake Colloquium - Pre-Show E-Blast <b>NEW!</b> - Event Guide Ad Bonus <b>NEW!</b> SAE Commercial Vehicle Congress - Post-Show E-Blast - Event Guide Ad Bonus <b>NEW!</b> 2009 AEI Concept Car Calendar Ads Tech-Lit Files	Emissions E-Mail Bonus Convergence Post-Show E-Blast <b>NEW!</b> DoD Maintenance Symposium Post-Show E-Blast <b>NEW!</b> Brake Colloquium Post-Show E-Blast <b>NEW!</b> AD-Q Readership Study Tech-Lit Files	Materials E-Mail Bonus Double-Your-Space Issue New Product Technology Ads
	CAR Management Briefing Seminar August 11-15 Traverse City, Michigan USA	SAE Small Engine October 1-3 Berlin, Germany  International Manufacturing Technology Show (IMTS) September 8-13 Chicago, IL USA  IAA Commercial Vehicles September 25-October 2 Hannover, Germany  SAE North American International Powertrain September 3-5 Chicago, IL USA  Korea Autoparts & Accessories Show (KOAA) September 17-20 Seoul, South Korea	Paris Motor Show October 4-19, Paris, France  SAE Commercial Vehicle Engineering Congress & Exhibition October 7-9, Rosemont, IL USA  SAE Powertrain & Fluid Systems Conference & Exhibition October 6-9, Rosemont, IL USA  SAE Brake Colloquium & Exhibition October 12-15, San Antonio, TX USA  Optimizing Powertrain: Achieving Efficiency and Flexibility Through Controls October 14-16, San Antonio, Texas, USA  Convergence October 20-22, Detroit, MI USA  Department of Defense Maintenance Symposium October 27-30, Denver, CO USA  Automotive Testing Expo North America October 22-24, Detroit, MI USA		
				<h3>AEI reaches design engineers</h3> <ul style="list-style-type: none"> <li>• Editorial: Industry trends in automotive engineering</li> <li>• Focus: Viewpoints from the SAE Executive VP</li> <li>• Global Vehicles: Car, light-truck, commercial vehicle, motorcycle technology analysis</li> <li>• Technology Report: Articles and briefs on innovations in powertrain, fuels/energy, electronics, testing, simulation, materials, interiors, bodies, chassis, performance/aftermarket, and manufacturing</li> <li>• Features: In-depth engineering/technology coverage</li> <li>• Product Briefs: New component reviews</li> <li>• Feedback: Reader comments</li> <li>• Regulations &amp; Standards: News on legislation and industry consensus-building</li> <li>• Insiders &amp; Insights: Interviews with industry's top product developers</li> <li>• Emerging Markets: News from developing regions</li> </ul>	