



# AEI 2010 Editorial Calendar

 Print: 8x frequency - 72,944 circulation<sup>1</sup>  
 Digital: 16x frequency - 80,000 circulation<sup>2</sup>

## EDITORIAL FOCUS

Month	Mail/Send date shown in box	Closing Dates*	Premium Value Added	EDITORIAL FOCUS								Show Coverage	
				Vehicle Development & Systems	Powertrain & Energy	Electronics	Interiors	Body & Chassis	Materials	Testing & Simulation	Show Coverage		
January	Digital 5	IO: Dec. 21 Art: Dec. 22	Electronics Text Link										LA Auto Show
	Print 19	IO: Dec. 21 Art: Dec. 23	Batteries & Energy Text Link, Hybrid Pkg, Hybrid Vehicle Distribution, Ad Study										
February	Digital 2	IO: Jan. 21 Art: Jan. 22	Hybrid Pkg, Hybrid/Electric Text Link										NAIAS
	Digital 16	IO: Feb. 4 Art: Feb. 5	SAE Vehicle Engineering Text Link										
March	Print 2	IO: Feb. 4 Art: Feb. 9	Powertrain Text Link Ad Study										SAE Congress
	Digital 16	IO: Mar. 4 Art: Mar. 5	ITS Text Link										Geneva Motor Show
April	Print 6	IO: Mar. 11 Art: Mar. 16	Materials Text Link, Congress Distribution, Event Guide Bonus										SAE Congress
	Digital 20	IO: Apr. 8 Art: Apr. 9	Electronics Text Link										NY Int'l Auto Show
May	Digital 4	IO: Apr. 22 Art: Apr. 23	Diesel Text Link										Beijing Auto Show
	Digital 18	IO: May 6 Art: May 7	SAE Vehicle Engineering Text Link										
June	Print 1	IO: May 6 Art: May 11	Electronics Text Link Ad Study										
	Digital 15	IO: June 3 Art: June 4	Batteries & Energy Text Link										
July	Digital 7	IO: June 24 Art: June 25	Testing & Simulation Text Link										
	Print 20	IO: June 25 Art: June 28	ITS Text Link, Profile										
August	Digital 3	IO: July 22 Art: July 23	Hybrid/Electric Text Link										
	Digital 17	IO: Aug. 5 Art: Aug. 5	Materials Text Link										
September	Print 7	IO: Aug. 12 Art: Aug. 17	Electronics Text Link, Ad Study										
	Digital 21	IO: Sep. 9 Art: Sep. 10	Powertrain Text Link										
October	Digital 5	IO: Sep. 23 Art: Sep. 24	Truck & Bus Text Link										IMTS IAA
	Print 14	IO: Sep. 17 Art: Sep. 22	Testing & Simulation Text Link, Convergence & ComVec Distribution, Event Guide Bonus										Convergence Paris Motor Show SAE Commercial Vehicle
November	Digital 2	IO: Oct. 21 Art: Oct. 22	Electronics Text Link										
	Digital 16	IO: Nov. 4 Art: Nov. 5	Materials Text Link										SEMA
December	Print 7	IO: Nov. 8 Art: Nov. 11	SAE Vehicle Engineering Text Link										
	Digital 21	IO: Dec. 9 Art: Dec. 10	Powertrain Text Link										

\*Artwork for digital ads with enhancements must be submitted 5 business days prior to the regular art deadline.

Send dates are noted below; order and ad deadlines are in parentheses.

TECHNOLOGY eNEWSLETTERS										INDUSTRY eNewsletters	Special
SAE Vehicle Engineering	Diesel	Hybrid / Electric	Automotive Powertrain	Automotive Electronics	Automotive Testing & Simulation	Materials	Truck & Bus	<b>NEW!</b> Batteries & Energy	<b>NEW!</b> Intelligent Transportation Systems [ITS]	Automotive	eDaily and Preview / Review eBlasts
12X 225,000	6X 41,000	6X 35,500	6X 39,500	6X 41,000	4X 43,000	4X 23,500	4X 36,000	4X 14,000	4X 12,000	12X 125,000	
<b>Jan. 4</b> [Dec. 22]	<b>Jan. 25</b> [Jan. 15]			<b>Jan. 25</b> [Jan. 15]	<b>Jan. 11</b> [Dec. 30]		<b>Jan. 18</b> [Jan. 8]	<b>Jan. 11</b> [Dec. 30]		<b>Jan. 6</b> [Dec. 29]	Hybrid Preview <b>Jan. 26</b> [Jan. 19]
<b>Feb. 1</b> [Jan. 22]		<b>Feb. 8</b> [Jan. 29]	<b>Feb. 22</b> [Feb. 12]			<b>Feb. 15</b> [Feb. 5]				<b>Feb. 3</b> [Jan. 27]	
<b>Mar. 1</b> [Feb. 19]	<b>Mar. 15</b> [Mar. 5]			<b>Mar. 22</b> [Mar. 12]				<b>Mar. 29</b> [Mar. 19]	<b>Mar. 8</b> [Feb. 26]	<b>Mar. 3</b> [Feb. 24]	Hybrid Review <b>Mar. 12</b> [Mar. 5] Congress Preview <b>Mar. 30</b> [Mar. 23]
<b>Apr. 5</b> [Mar. 26]		<b>Apr. 19</b> [Apr. 9]	<b>Apr. 26</b> [Apr. 16]		<b>Apr. 12</b> [Apr. 1]		<b>Apr. 19</b> [Apr. 9]			<b>Apr. 7</b> [Mar. 31]	Congress eDAILY <b>Apr. 13,14,15</b> [Mar. 30]
<b>May 3</b> [Apr. 23]	<b>May 24</b> [May 14]			<b>May 10</b> [Apr. 30]		<b>May 17</b> [May 7]				<b>May 5</b> [Apr. 28]	Congress Review <b>May 13</b> [May 6]
<b>Jun. 7</b> [May 28]		<b>Jun. 14</b> [Jun. 4]	<b>Jun. 28</b> [Jun. 18]					<b>Jun. 1</b> [May 21]	<b>Jun. 21</b> [Jun. 11]	<b>Jun. 2</b> [May 26]	
<b>Jul. 6</b> [Jun. 25]	<b>Jul. 26</b> [Jul. 16]			<b>Jul. 12</b> [Jul. 1]	<b>Jul. 12</b> [Jul. 1]		<b>Jul. 19</b> [Jul. 9]			<b>Jul. 8</b> [Jun. 30]	
<b>Aug. 2</b> [Jul. 23]		<b>Aug. 16</b> [Aug. 6]	<b>Aug. 30</b> [Aug. 20]			<b>Aug. 9</b> [Jul. 30]			<b>Aug. 23</b> [Aug. 13]	<b>Aug. 4</b> [Jul. 28]	
<b>Sep. 7</b> [Aug. 27]	<b>Sep. 27</b> [Sep. 17]			<b>Sep. 13</b> [Sep. 3]				<b>Sep. 20</b> [Sep. 10]		<b>Sep. 8</b> [Sep. 1]	ComVec Preview <b>Sep. 28</b> [Sep. 21] Convergence Preview <b>Sep. 30</b> [Sep. 23]
<b>Oct. 4</b> [Sep. 24]		<b>Oct. 18</b> [Oct. 8]			<b>Oct. 25</b> [Oct. 15]		<b>Oct. 18</b> [Oct. 8]			<b>Oct. 6</b> [Sep. 29]	Convergence eDAILY <b>Oct. 19,20</b> [Oct. 4]
<b>Nov. 1</b> [Oct. 22]	<b>Nov. 29</b> [Nov. 19]		<b>Nov. 8</b> [Oct. 29]	<b>Nov. 1</b> [Oct. 22]		<b>Nov. 15</b> [Nov. 5]			<b>Nov. 22</b> [Nov. 12]	<b>Nov. 3</b> [Oct. 27]	Convergence Review <b>Nov. 19</b> [Nov. 12] ComVec Review <b>Nov. 11</b> [Nov. 4]
<b>Dec. 6</b> [Nov. 23]		<b>Dec. 13</b> [Dec. 3]	<b>Dec. 20</b> [Dec. 10]							<b>Dec. 1</b> [Nov. 23]	

<sup>1</sup>June 2009 BPA Audit Statement  
<sup>2</sup>Publisher's own data