AEI 2011 Editorial Calendar

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

- Print: 8x frequency - 70,378 circulation[1]
- Digital: 10x frequency - 80,000 circulation[2]
- ★ Feature
- **TR** Technology Report

Mail/Send date shown in circle.		Closing Dates*	Value Added	EDITORIAL FOCUS: Vehicle Development & Systems	Powertrain & Energy	Electronics	Interiors	Body & Chassis	Materials	Testing & Simulation	Show Coverage (full coverage online)	TECHNOLOGY eNEWSLETTERS: AEI Electronics 6X 41,000	AEI Powertrain 6X 39,500	NEW! SAE Connected Vehicle 4X 20,000	NEW! SAE Heavy-Duty 6X 50,000	SAE Hybrid & Electric Vehicles 6X 35,500	SAE Materials 4X 23,500	SAE Testing & Simulation 4X 43,000	SAE Vehicle Engineering 12X 225,000	INDUSTRY eNewsletters: Automotive 12X 125,000	Special Digital Opportunities
January	18 Digital	IO: Jan. 6 Art: Jan. 7	Hybrid ad package		TR	★					• 2011 International Consumer Electronics Show, Jan. 6-9	**Jan. 24** *[Jan. 14]*				**Jan. 10** *[Dec. 30]*		**Jan. 17** *[Jan. 7]*	**Jan. 3** *[Dec. 22]*	**Jan. 5** *[Dec. 28]*	Hybrid Preview **Jan. 19** *[Jan. 12]*
February	1 Print	IO: Jan. 6 Art: Jan. 11	Hybrid ad package and bonus distribution	★	★	TR	TR	★	TR	TR	• North American International Auto Show, Jan. 10-23		**Feb. 14** *[Feb. 4]*		**Feb. 21** *[Feb. 11]*		**Feb. 28** *[Feb. 18]*		**Feb. 7** *[Jan. 28]*	**Feb. 2** *[Jan. 26]*	SAE Vehicle Electrification Supplement **Feb. 23** *[IO: Feb. 11 • Art: Feb. 14]*
March	1 Print	IO: Feb. 3 Art: Feb. 8	Advertiser study	TR	TR	★	★	TR	TR	★	• Preview: SAE 2011 World Congress, Apr. 12-14	**Mar. 21** *[Mar. 11]*		**Mar. 28** *[Mar. 18]*		**Mar. 14** *[Mar. 4]*			**Mar. 7** *[Feb. 25]*	**Mar. 2** *[Feb. 23]*	Hybrid Review **Mar. 3** *[Feb. 23]*
	15 Digital	IO: Mar. 3 Art: Mar. 4				TR	★				• Chicago Auto Show, Feb. 11-20										Congress Preview **Mar. 22** *[Mar. 15]*
April	5 Print	IO: Mar. 10 Art: Mar. 15	Congress Event Guide package and bonus distribution	★	★	★	TR	TR	TR	TR	• Show Issue: SAE 2011 World Congress, Apr. 12-14		**Apr. 18** *[Apr. 8]*		**Apr. 18** *[Apr. 8]*			**Apr. 25** *[Apr. 14]*	**Apr. 4** *[Mar. 25]*	**Apr. 6** *[Mar. 30]*	Congress eDAILY **Apr. 12, 13, 14** *[Mar. 31]*
	19 Digital	IO: Apr. 7 Art: Apr. 8		TR				★			• Seoul Motor Show 2011, Apr. 1-10										
May	3 Digital	IO: Apr. 20 Art: Apr. 21						TR		★		**May 16** *[May 6]*				**May 9** *[Apr. 29]*	**May 23** *[May 13]*		**May 2** *[Apr. 21]*	**May 4** *[Apr. 27]*	Congress Review **May 5** *[Apr. 28]* SAE Vehicle Electrification Supplement **May 25** *[IO: May 13 • Art: May 16]*
June	7 Print	IO: May 12 Art: May 17		★	TR	TR	TR	★	★	TR	• Auto Shanghai 2011, Apr. 21-28 • New York International Auto Show, Apr. 22- May 1		**Jun. 13** *[Jun. 3]*	**Jun. 27** *[Jun. 17]*	**Jun. 20** *[Jun. 10]*				**Jun. 6** *[May 26]*	**Jun. 1** *[May 25]*	
	21 Digital	IO: June 9 Art: June 10			TR		★														
July	5 Print	IO: June 9 Art: June 14	Profile issue	★	TR	★	TR	TR	★	TR		**Jul. 18** *[Jul. 8]*				**Jul. 11** *[Jun. 30]*		**Jul. 25** *[Jul. 15]*	**Jul. 6** *[Jun. 24]*	**Jul. 7** *[Jun. 29]*	
	19 Digital	IO: July 7 Art: July 8			★				TR												
August	2 Digital	IO: July 21 Art: July 22		TR						★			**Aug. 8** *[Jul. 29]*		**Aug. 15** *[Aug. 5]*		**Aug. 22** *[Aug. 12]*		**Aug. 1** *[Jul. 22]*	**Aug. 3** *[Jul. 27]*	ComVec Preview **Aug. 23** *[Aug. 16]* SAE Vehicle Electrification Supplement **Aug. 24** *[IO: Aug. 12 • Art: Aug. 15]*
September	6 Print	IO: Aug. 11 Art: Aug. 16	Event Guide package and bonus distribution: ComVec and Brake	★	★	★	TR	TR	TR		• SAE 2011 Commercial Vehicle Engineering Congress, Sept. 13-14	**Sept. 19** *[Sept. 9]*		**Sept. 26** *[Sept. 16]*		**Sept. 12** *[Sept. 2]*			**Sept. 6** *[Aug. 26]*	**Sept. 7** *[Aug. 30]*	
	20 Digital	IO: Sept. 8 Art: Sept. 9				TR	★														
October	4 Print	IO: Sept. 8 Art: Sept. 13	Advertiser Study	★	★	★	TR	TR	TR	TR	• Frankfurt Motor Show (IAA), Sept. 15-25		**Oct. 10** *[Sept. 30]*		**Oct. 17** *[Oct. 7]*			**Oct. 24** *[Oct. 14]*	**Oct. 3** *[Sept. 23]*	**Oct. 5** *[Sept. 28]*	ComVec Review **Oct. 6** *[Sept. 28]*
	18 Digital	IO: Oct. 6 Art: Oct. 7			★			TR													
November	1 Print	IO: Oct. 6 Art: Oct. 11		TR	★	TR	TR	★	★	TR		**Nov. 21** *[Nov. 11]*				**Nov. 14** *[Nov. 4]*	**Nov. 28** *[Nov. 17]*		**Nov. 7** *[Oct. 28]*	**Nov. 2** *[Oct. 26]*	SAE Vehicle Electrification Supplement **Nov. 30** *[IO: Nov. 16 • Art: Nov. 17]*
December	6 Digital	IO: Nov. 22 Art: Nov. 23		★	TR						• SEMA Show, Nov. 1-4 • LA Auto Show, Nov. 19-28		**Dec. 12** *[Dec. 2]*	**Dec. 19** *[Dec. 9]*	**Dec. 19** *[Dec. 9]*				**Dec. 5** *[Nov. 23]*	**Dec. 7** *[Nov. 29]*	

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

[1] June 2010 BPA Audit Statement [2] Publisher's own data