

SAE 2012 AUTOMOTIVE MEDIA CALENDAR

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

- Print: 8x frequency - 74,196 circulation¹
- Digital: 10x frequency - 80,000 circulation²
- ★ Feature
- TR Technology Report
- ☆ Editorial Webcast Feature

Month	Mail/Send Date Shown in Circle	Closing Dates*	Value Added	AEI PRINT & DIGITAL MAGAZINE EDITORIAL FOCUS								TECHNOLOGY-FOCUSED DIGITAL MAGAZINES			TECHNOLOGY eNEWSLETTERS							INDUSTRY ENEWSLETTERS	Special Digital Opportunities				
				Vehicle Development & Systems	Powertrain & Energy	Electronics	Interiors	Body & Chassis	Materials	Testing & Simulation	Online Show Coverage (Highlights in Print & Digital Magazines)	SAE Vehicle Electrification	NEW! SAE Powertrain & Energy	NEW! SAE Electronics + Connectivity	AEI Electronics	AEI Powertrain	SAE Connected Vehicle	SAE Heavy Duty	SAE Hybrid & Electric Vehicles	NEW! SAE Efficiency & Emissions	SAE Test & Measurement	SAE Vehicle Engineering		NEW! SAE Asia	Automotive		
										6X 150,000	4X 10,000	4X 10,000	6X 44,000	6X 42,000	4X 22,000	6X 53,000	6X 37,500	4X 25,000	4X 45,500	12X 225,000	6X 10,000	12X 129,000					
Jan	17 Digital	IO: Jan 5 Art: Jan 6	eResponse		TR	★							January 25 [IO: January 13] [Art: January 16]			January 23 [January 13]			January 16 [January 6]			January 23 [January 13]	January 9 [December 22]		January 4 [December 21]		
Feb	7 Print	IO: Jan 12 Art: Jan 17	Hybrid distribution eResponse	★	☆ March Webcast	TR	TR	★	TR	TR			February 21 [IO: February 9] [Art: February 10]			February 20 [February 10]	February 13 [February 3]		February 27 [February 17]			February 27 [February 17]		February 6 [January 27]	February 20 [February 10]	February 1 [January 25]	Test & Measurement eShowcase Feb 9 [Jan 20]
March	6 Print	IO: Feb 9 Art: Feb 14	Advertiser study eResponse	TR	TR	★	★	TR	TR	★				March 1 [IO: February 20] [Art: February 21]			March 26 [March 16]		March 12 [March 2]					March 5 [February 24]		March 7 [February 29]	Electronics eShowcase Mar 8 [Feb 23] Materials eShowcase Mar 15 [Mar 1]
	20 Digital	IO: Mar 8 Art: Mar 9	eResponse			TR		★																			
April	3 Print	IO: Mar 8 Art: Mar 13	Congress distribution eResponse	★	★	★	TR	TR	TR	TR			April 18 [IO: April 5] [Art: April 9]	April 27 [IO: April 17] [Art: April 18]			April 30 [April 20]	April 9 [March 30]		April 16 [April 4]			April 30 [April 20]	April 2 [March 23]	April 16 [April 4]	April 4 [March 28]	Congress eDAILY April 24,25,26 [April 2] Batteries & Alt Power eShowcase April 11 [March 28]
	17 Digital	IO: Apr 4 Art: Apr 5	eResponse	TR			★																				
May	1 Digital	IO: Apr 19 Art: Apr 20	eResponse					TR		★				May 30 [IO: May 17] [Art: May 18]						May 14 [May 4]	May 21 [May 11]			May 7 [April 27]	May 2 [April 25]	Test & Measurement eShowcase May 10 [Apr 26]	
June	5 Print	IO: May 11 Art: May 16	eResponse	★	TR	TR	TR	★	★	TR			June 26 [IO: June 14] [Art: June 16] Advertiser study				June 11 [June 1]	June 25 [June 15]	June 18 [June 8]					June 4 [May 25]	June 18 [June 8]	June 6 [May 30]	Electronics eShowcase June 7 [May 24] Materials eShowcase June 14 [May 31]
	19 Digital	IO: June 7 Art: June 8	eResponse		TR		★																				
July	3 Print	IO: June 8 Art: June 13	Profile issue eResponse	☆ August Webcast	TR	★	TR	TR	★	TR				July 25 [IO: July 13] [Art: July 16]			July 30 [July 20]			July 9 [June 29]			July 23 [July 13]	July 2 [June 22]		July 11 [June 29]	Batteries & Alt Power eShowcase July 12 [June 28]
	17 Digital	IO: July 5 Art: July 6	eResponse		★				TR																		
Aug	7 Digital	IO: July 26 Art: July 27	eResponse	TR						★			August 21 [IO: August 9] [Art: August 10]			August 20 [August 10]	August 13 [August 3]		August 13 [August 3]			August 27 [August 17]		August 6 [July 27]	August 20 [August 10]	August 1 [July 25]	Test & Measurement eShowcase Aug 2 [July 19]
Sept	4 Print	IO: Aug 10 Art: Aug 15	Brake distribution eResponse	★	★	★	TR	TR	TR	TR				September 26 [IO: September 14] [Art: September 17]	September 5 [IO: August 23] [Art: August 24]			September 24 [September 14]		September 17 [September 7]				September 10 [August 31]		September 5 [August 29]	Electronics eShowcase Sept 6 [Aug 23] Batteries & Alt Power eShowcase Sept 12 [Aug 29]
	18 Digital	IO: Sept 6 Art: Sept 7	eResponse			TR	★																				
Oct	2 Print	IO: Sept 7 Art: Sept 12	Advertiser Study Convergence distribution eResponse	★	★	★	TR	TR	TR	TR			October 25 [IO: October 15] [Art: October 16]			October 29 [October 19]	October 8 [September 28]		October 15 [October 5]				October 22 [October 12]	October 1 [September 21]	October 15 [October 5]	October 3 [September 26]	Materials eShowcase October 4 [September 20]
	23 Digital	IO: Oct 4 Art: Oct 5	eResponse					TR		★																	
Nov	6 Print	IO: Oct 12 Art: Oct 17	DOD distribution eResponse	TR	★	TR	TR	★	★	TR				November 28 [IO: November 14] [Art: November 15]						November 12 [November 2]				November 5 [October 26]	November 19 [November 9]	November 7 [October 31]	
Dec	4 Digital	IO: Nov 20 Art: Nov 21	eResponse	★	TR								December 18 [IO: December 6] [Art: December 7]				December 10 [November 30]	December 17 [December 7]	December 17 [December 7]			December 10 [November 30]		December 3 [November 19]		December 5 [November 28]	

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

¹ June 2011 BPA Audit Statement ² Publisher's own data