

SAE 2015 AUTOMOTIVE MEDIA CALENDAR

- Print: 8x frequency - 70,559 circulation¹
- Digital: 4x frequency - 62,000 circulation²
- ★ Feature
- TR Technology Report
- ★ Editorial Webcast Feature

AUTOMOTIVE ENGINEERING PRINT & DIGITAL MAGAZINE EDITORIAL FOCUS*

Month	Mail/Send Date Shown in Circle	Closing Dates ³	Value Added	Vehicle Development & Systems Engineering	Powertrain & Subsystems	Energy & Environment	Electronics	Body & Chassis	Interiors	Materials	Testing & Simulation	Design for Manufacturing	Special Product Spotlight
January	6 Digital	IO: Dec 22 Art: Dec 23	eResponse	TR	TR				★ March Webcast: Infotainment				Sensors
February	3 Print	IO: Jan 9 Art: Jan 14	Hybrid distribution eResponse	TR	★ All-wheel Drive Trends	TR	★ Body & Chassis			★ April Webcast: Light-weighting	TR	TR	Data Acquisition
March	3 Print	IO: Feb 6 Art: Feb 11	Advertiser Study eResponse	★ Motorsports Technology Transfer	TR		TR		TR	TR	★ Aerodynamics	★ Simulation	Software
April	7 Print	IO: Mar 12 Art: Mar 17	Congress distribution eResponse	★ State of Engineering Management	★ June Webcast: Powertrain Friction Reduction	★ Batteries	TR	TR	TR		TR		Semiconductors
May	5 Digital	IO: Apr 23 Art: Apr 24	Profile Issue eResponse	TR	★ Hybrid Drive Technologies		TR						Composites
June	2 Print	IO: May 7 Art: May 12	eResponse	TR	★ Advanced Combustion/ Aftertreatment		★ Sensors/Cameras	TR	TR	★ Metals		TR	CAD/CAM/CAE
July	7 Print	IO: Jun 11 Art: Jun 16	Profile Issue eResponse	★ Global Viewpoints	TR	TR	TR		★ Human/Machine Interface	TR	★ Cybersecurity		Electrical Components
August	4 Digital	IO: Jul 23 Art: Jul 24	eResponse	TR	TR		★ Powertrain Management/ Controllers						Test Equipment
September	1 Print	IO: Aug 6 Art: Aug 11	eResponse	TR	★ Electric Drives	TR	TR	TR			★ November Webcast: Crash Testing	★ Joining/Fastening	Metals
October	6 Print	IO: Sep 10 Art: Sep 16	Advertiser Study ComVec distribution eResponse	★ New Vehicle Technology	TR	TR	★ December Webcast: Advanced Driver Assistance Systems		★ Seating	TR		TR	Noise, Vibration, Harshness
November	3 Print	IO: Oct 9 Art: Oct 14	eResponse	TR	TR		TR	★ Aerodynamics	TR	★ Composites	★ Testing Facilities		Product Lifecycle Management
December	1 Digital	IO: Nov 17 Art: Nov 18	eResponse	TR		★ Fuel Cells		TR					Engine Components

*Contact us at auto@sae.org or 724-772-8509 for editorial consideration at least three months prior to issue date. See <http://www.sae.org/magazines/submission.htm> for guidelines.

¹June 2014 BPA Audit Statement

²Publisher's own data

³Artwork for digital ads with enhancements must be submitted 7 business days prior to the published art deadline.

Send/Mail date in bold (Order/Material deadline in parenthesis).

	TECHNOLOGY eNEWSLETTERS				INDUSTRY eNEWSLETTER	ENGINEERING E-SOURCE - 'Main': 12x to 100,000 - Automotive: 6x to 60,000 - Sensors/Test & Measurement: 12x to 75,000 - Electronics: 4x to 65,000
	Automotive Engineering	Electronics (All markets)	Heavy Duty (On- and off-highway)	Vehicle Engineering (All markets)	Automotive	
	12x 45,000	6x 30,000	6x 40,000	6x 145,000	12x 100,000	
January	Jan 20 [Jan 8]	Jan 13 [Jan 2]	Jan 27 [Jan 15]		Jan 14 [Jan 7]	'Main' Jan 21 [Jan 7] Sensors/T&M Jan 23 [Jan 9] Automotive Jan 30 [Jan 16]
February	Feb 17 [Feb 5]			Feb 24 [Feb 12]	Feb 4 [Jan 28]	Electronics Feb 6 [Jan 23] 'Main' Feb 18 [Feb 4] Sensors/T&M Feb 20 [Feb 6]
March	Mar 17 [Mar 5]	Mar 10 [Feb 26]	Mar 31 [Mar 19]		Mar 4 [Feb 25]	'Main' Mar 18 [Mar 4] Sensors/T&M Mar 23 [Mar 9] Automotive Mar 30 [Mar 16]
April	Apr 21 [Apr 9]			Apr 28 [Apr 16]	Apr 1 [Mar 25]	'Main' Apr 17 [Apr 2] Sensors/T&M Apr 24 [Apr 10]
May	May 19 [May 7]	May 12 [Apr 30]	May 26 [May 14]		May 6 [Apr 29]	Electronics May 6 [Apr 22] 'Main' May 15 [May 1] Sensors/T&M May 18 [May 4] Automotive May 20 [May 6]
June	Jun 16 [Jun 4]			Jun 30 [Jun 18]	Jun 3 [May 27]	'Main' Jun 15 [Jun 1] Sensors/T&M Jun 19 [Jun 5]
July	Jul 21 [Jul 9]	Jul 14 [Jul 1]	Jul 28 [Jul 16]		Jul 1 [Jun 24]	'Main' Jul 20 [Jul 6] Sensors/T&M Jul 23 [Jul 9] Automotive Jul 29 [Jul 15]
August	Aug 18 [Aug 6]			Aug 25 [Aug 13]	Aug 5 [Jul 29]	Electronics Aug 10 [Jul 27] 'Main' Aug 17 [Aug 3] Sensors/T&M Aug 24 [Aug 10]
September	Sep 15 [Sep 3]	Sep 8 [Aug 27]	Sep 29 [Sep 17]		Sep 2 [Aug 26]	'Main' Sep 16 [Sep 2] Sensors/T&M Sep 21 [Sep 4] Automotive Sep 28 [Sep 14]
October	Oct 20 [Oct 8]			Oct 27 [Oct 15]	Oct 7 [Sep 30]	Electronics Oct 7 [Sep 23] 'Main' Oct 16 [Oct 2] Sensors/T&M Oct 23 [Oct 9]
November	Nov 17 [Nov 5]	Nov 10 [Oct 29]	Nov 24 [Nov 12]		Nov 4 [Oct 28]	'Main' Nov 13 [Oct 30] Sensors/T&M Nov 18 [Nov 4] Automotive Nov 30 [Nov 16]
December	Dec 15 [Dec 3]			Dec 15 [Dec 3]	Dec 2 [Nov 25]	'Main' Dec 7 [Nov 23] Sensors/T&M Dec 11 [Nov 25]