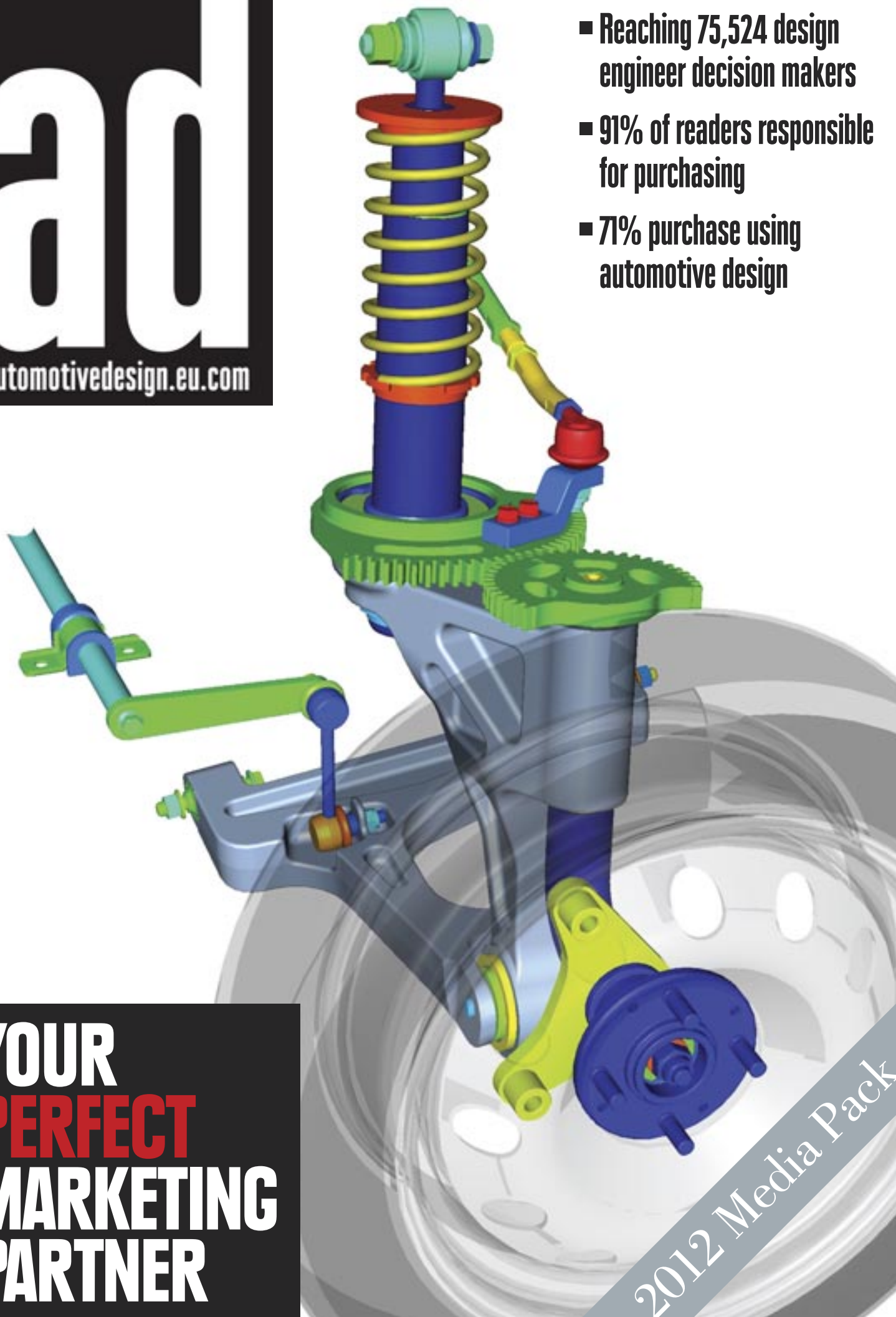


# ad

automotivedesign.eu.com

- Reaching 75,524 design engineer decision makers
- 91% of readers responsible for purchasing
- 71% purchase using automotive design



**YOUR  
PERFECT  
MARKETING  
PARTNER**

2012 Media Pack

# The right partner



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The design and engineering element within the automotive industry has never been more important, with a large part of its resurgence depending on the successful development of new, efficient and cost effective cars.

But in a time where costs have to be contained and return on investment is crucial, picking the correct partner to reach this important design audience is essential.

#### **The right audience**

Automotive Design provides you with a unique opportunity to promote your company to a proven audience of 74,325\* decision makers, with budgets to spend, the authority to spend and we know that they are guided by Automotive Design on where they spend. If your business is trying to reach, influence and sell to automotive design engineers then Automotive Design is a must have within your marketing schedule.

#### **The right mix**

We are able create, through our design, web and production teams bespoke web and print products as well as traditional media opportunities for your business. Allowing you to be able to plan and tailor the perfect marketing campaign across our multi channel platform.

We provide you the right campaign, for the right audience, at the right price.

#### **The right partner**

Automotive Design. We look forward to working with you.

**Best regards,**

**Ed Tranter**, Executive Director, AD Media Europe Ltd

*\* 2011 reader survey conducted by Benchmark Research.*



ISSUE Copy date	Jan/Feb 11th Jan	March 12th March	April 2nd April	May/June 3rd May	July/August 11th July	September 5th September	October 3rd October	November/December 14th Nov
<b>FOCUS ON</b>	<b>Fuel Delivery Systems</b> Fuel delivery systems, increasing line pressures and alternative fuels-together with tighter packaging constraints in the car and under the bonnet-are placing increased demands on fuel delivery systems, fuel pumps and tanks. AD focuses on the latest and emerging solutions.	<b>Coatings and Paint Technology</b> Traditional gloss and metallic paints are now being joined by matt, pearlescent and other finishes as OEMs offer customers a wider choice. AD examines the challenges of producing a uniform finish over varying surfaces, metal, plastic and composites.	<b>Materials</b> As manufacturers strive to take weight out of their vehicles by using high-strength steels, aluminium, magnesium, plastic and composites, AD examines the virtues of these materials and their life cycle analysis.	<b>Interiors Part 1</b> Materials, finishes and structures designed to distinguish one marque from another whilst minimising weight and improving quality.	<b>Interiors Part 2</b> Electronics, instrumentation, heating, ventilation and air-conditioning (HVAC)	<b>Vehicle Electronics</b> Part 1: Safety systems and sensors; ABS, EPAS, suspension and traction control strategies.	<b>Vehicle Electronics</b> Part 2: Powertrain, including transmission, electronics for petrol and diesel engines.	<b>Vehicle Aerodynamics</b> As VMs search every solution to eke out fuel consumption AD looks at how shaping the airflow can reduce drag, improve stability and help reduce wind noise.
<b>FOCUS ON</b>	<b>Lubrication Technologies</b> How powertrain and driveline lubricants can eke a few percentage points out of drag to improve fuel consumption.	<b>Roof Systems</b> Roof systems, sunroofs, glazed roofs, fabric and metal folding tops.	<b>CAD/CAM/CAE</b> An analysis of the latest software to reduce vehicle development time and cost.	<b>Lighting Systems Exterior</b>	<b>Lighting Systems Interior</b>	<b>Driver Health Monitoring</b>	<b>Induction Systems</b> Induction systems, how tuning inlet systems can enhance engine characteristics.	<b>EPAS Throttle Control Brakes.</b> As more of the driver-vehicle interfaces are electrified (EPAS, throttle, transmission, eventually brakes) how do the VMs maintain a natural feel to the car's controls?
<b>FOCUS ON</b>	<b>Forced Induction - Supercharging</b>	<b>Forced Induction - Turbocharging</b>	<b>Forced Induction, the Alternatives</b>	<b>In Car Entertainment Systems</b>	<b>Hydrogen Storage</b>	<b>Vehicle Glazing</b>	<b>Exhaust and Emissions Systems</b>	<b>Wheels and Tyres</b>
<b>SPECIAL SUPPLEMENT</b>	<b>Concept Cars</b>		<b>UK Supplement</b> UK plc, what it has to offer European and global VMs and the supply chain.		<b>Top Suppliers</b>	<b>Truck and Bus</b>		<b>Outlook 2013</b>
<b>SHOW / BONUS CIRCULATION</b>	<b>Detroit Review</b>	<b>JEC Composites Paris Preview, Geneva Review</b>	<b>SAE Preview</b>			<b>Truck and Bus Hanover</b>	<b>Paris Salon Review IZB Show Preview Issue</b>	<b>CTI Transmissions Show issue IZB Review</b>

# Editorial

## AD production schedule 2012

	Copy date	Publication date
Jan/Feb	11 Jan	1 Feb
Mar	7 Mar	28 Mar
Apr	2 Apr	25 Apr
May/Jun	9 May	30 May
Jul/Aug	11 Jul	1 Aug
Sep	5 Sep	26 Sep
Oct	3 Oct	24 Oct
Nov/Dec	14 Nov	5 Dec

Every issue of *Automotive Design* has a mix of regular sections and one area of specific focus. We provide automotive design engineers with a practical applicable information resource in an exciting and compelling format.

The information within this section is by no means an exhaustive list of our editorial programme, but it gives a good cross section of the high value content our readers receive in every issue of *Automotive Design*.

### Regular sections

**Cover stories** - these are four page features. These could cover an issue facing the industry as a whole, a launch of a new vehicle providing detailed design and engineering information, or a focus on a specific technology launch such as a revolutionary hybrid engine.

**Interviews** - A two page interview with a senior technical executive from either a key supplier or OEM will provide industry insight.

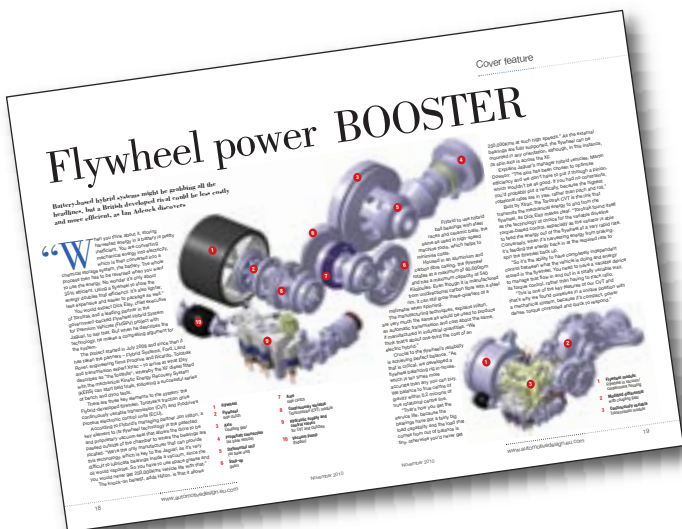
**Columnists** - A variety of highly experienced technical contributors offer their take on the sector as a whole or on specific technology issues facing the industry.

**Technology features** - ranging from two to four pages these features run throughout the magazine covering developments within technology and always with a practical application based bias.

**Automotive Design essential** - four pages covering the latest products and solutions coming from supplier R&D departments helping to make work of design engineers easier.

**Research and analysis** - Data and research on a specific relevant area from a variety of sources.

**60 second interview** - Facing the inside back cover, this section is a brief interview with one of our OEM design engineer readers from an OEM.



**Vertical sectors**

We understand that as well as a breadth of information across the automotive sector, design engineers need a deeper insight into specific areas or particular industry issues. To meet this need *Automotive Design* will run a separate section providing in depth analysis, dedicated features, technology information, product information and interviews on one specific area.

These sections will enable the reader to get the appropriate level of information on this engineering area without losing the cross section of coverage that *Automotive Design* provides.

**January – Concept Cars**

The Concept Car issue of *Automotive Design* allows suppliers to reveal how they are contributing to the modern vision of a concept car. We have devised a format that enables suppliers to provide specially prepared text alongside their advertisements describing the facilities and expertise they have to offer vehicle OEMs.



These pages will be in addition the high quality editorial features already being included covering the latest advances in concept car technology.

**July – Top Suppliers for Europe**

This specialist issue provides another dimension for *Automotive Design's* design engineer readers. There will be additional editorial focus within the issue, reviewing the top suppliers in Europe and providing a guide to their R&D facilities and activities.



The Top Suppliers for Europe issue provides a unique marketing opportunity, all rate card advertisers within the issue will also be entitled, free of charge, to a full page company profile. This editorial content will be to a fixed format but designed and edited by the magazine's regular team.

**November – Outlook 2013**

Outlook 2013 provides automotive design engineers with a series of high quality technical features provided by experts covering the developments and challenges for specific technology areas within the coming year. The features are written by market leading suppliers, together with contributions from the *Automotive Design* editorial team.



With only one feature per sector area, Outlook 2013 offers you a unique opportunity to be an exclusive educator and voice for your main area of business.



# Circulation

The readers of *Automotive Design* are managers and design engineers working within OEMs, Tier 1 suppliers and manufacturing sites with an automotive function throughout Europe. Our circulation is meticulously researched to provide the relevant penetration of this valuable market.

With its quality content and database of highly relevant potential customers *Automotive Design* is THE pan-European publication for design engineers and the companies trying to reach them.

Industry	Sites	Readers
T1 Suppliers	5,599	13,855
OEMs Passenger cars	416	4,341
OEMs Commercial Vehicles	191	718
OEM's Others	406	794
OEM's Total	1,013	5,853
<b>Job function</b>		
		Readers
Design		15,786
Manufacturing		2,705
Purchasing		1,217
<b>Job Title</b>		
		Readers
Director		4,447
Manager		8,008
Engineer		7,253

Country	Sites	Readers
Austria	91	359
Belarus	2	3
Belgium	255	783
Bosnia & Herzegovina	1	1
Croatia	3	4
Cyprus	1	1
Czech Republic	114	194
Denmark	40	64
Estonia	2	11
Finland	33	67
France	1,320	4,393
Germany	1,580	5,959
Greece	14	16
Hungary	24	36
Ireland	47	99
Israel	3	4
Italy	552	1,457
Latvia	2	2
Liechtenstein	1	2
Lithuania	2	2
Luxembourg	12	74
Malta	3	24
Monaco	3	17
Netherlands	188	426
Norway	24	42
Poland	27	65
Portugal	75	153
Romania	18	26
Russia	2	2
San Marino	1	2
Serbia & Montenegro	1	5
Slovakia	7	8
Slovenia	3	5
Spain	572	1,582
Sweden	159	627
Switzerland	67	163
Turkey	29	171
United Kingdom	1,334	2,859
<b>Total</b>	<b>6,612</b>	<b>19,708</b>

# Ad rates & data

*Automotive Design* is an essential marketing component for any company trying to reach the design engineer decision makers of Europe's OEMs.

The opportunities below are just some of the options available to your company. If you have bespoke needs then please contact one of our team who will be delighted to help create the package to suit you.

## Print and Online

### Print

<b>Display</b>	(includes all colour charges)	
Double page spread		\$15,500
Full page		\$8500
Half page		\$5250

<b>Covers</b>		+25%
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<b>Advertorial</b>	(includes layout and page design)	
Full page		\$8300
Double page		\$15,200

Die-cut front cover		\$16,000
Barn door		\$11,000
Belly band		\$8000
(a full page ad will also need to be added to this cost)		

<b>Series discounts</b>		
3 advertisements =	15%	
6 advertisements =	25%	

### Packages

A variety of multi-platform packages are available to suit every budget

### Mechanical data (size, depth x width mm)

Double page spread	303 x 420
Full page	266 x 184
Half page horizontal	126 x 184
Half page vertical	266 x 88
Trim size	297 x 210
Bleed size	303 x 216

### Online

	per month
Banners	\$2600
Skyscrapers	\$2600
Buttons	\$1500
Sponsor news story	\$1250
White papers	\$1050
Videos	\$850
Page peels	\$3550

Explanations of these advertising types can be seen on the link below:

### E-zine

Banners	\$2250
Skyscrapers	\$2250
Buttons	\$1500
Sponsor new story	\$1100
White papers	\$1000
Videos	\$850

All figures quoted are gross rates

# Purchasing power

The results of *Automotive Design's* 2011 reader survey show that it has a unique audience with the authority to spend, the desire to spend, the budget to spend and the are guided by *Automotive Design* in how they spend it. Can you afford to miss out?

## Authority to spend:

- 91% of readers authorise or specify purchases
- 71% of readers have made purchasing decisions based on information they have seen within *Automotive Design*

## Budget to spend:

- 6% of readers have budgets in excess of \$16 million
- 3% have budgets of between \$8 million and \$16 million
- 14% have budgets of between \$1.6 million and \$8 million

## Unique audience:

- 20% of our audience never read *Automotive Engineer*
- 37% of our audience never read *ATZ*
- 33% of our audience never read *AEI*

## Committed audience:

- 62% of readers would choose *Automotive Design* if they could only read one automotive engineering design magazine
- 76% read over half the content in each issue
- 51% retain each issue for reference purposes
- 99% of readers find it relevant to their daily job



\*\*All data from the 2011 Automotive Design reader survey conducted by Benchmark Research.



# Online sponsorship



As well as banners, buttons and all manner of rich media, **www.automotivedesign.eu.com** offers a range of bespoke online sponsorships.

## Sponsored Education Channel

This education area allows your company to provide all of the content for your specialist area, an exclusive opportunity for one supplier to be the educator for its industry sector.

The Sponsored Education Channel enables you to post your news, product information, white papers, video content and a blog within a bespoke microsite created by *Automotive Design* for its audience of key design engineer decision makers. The site is managed in direct liaison with a content account manager within our team and will be promoted with its own dedicated Pay Per Click (PPC) campaign and series of e-newsletters.

## Sponsored Online Supplement

These custom created editorial sections will be promoted on the home page with additional traffic driven to them through their own e-newsletter and a print advertisement, all with the sponsors branding.

The editorial content can address any subject relevant to our design engineering audience, with features and content written to *Automotive Design* high standards. As a supplier, you can choose between advertising alongside this relevant content, or for a premium your company has the opportunity to be the exclusive sponsor, taking all advertising positions and providing a sponsor's introduction.

## Sponsored E-zines

*Automotive Design* can design, edit and mail a bespoke e-newsletter for your business, based on content provided by you. For an additional charge, the content can be produced from research and interviews undertaken by the *Automotive Design* editorial team.

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