

# AUTOMOTIVE **POWERTRAIN** technology international



## **2024** **MEDIA &** **ADVERTISING** **DATA**

The world's only international publication dedicated to showcasing the latest technology, components and development tools for the design and development of automotive powertrains

Publication  
schedule

Readership  
profile

Advertising  
rates

[www.automotivepowertraintechologyinternational.com](http://www.automotivepowertraintechologyinternational.com)

“

A well-rounded, in-depth, appealing resource for engine engineers and executives.

Sandeep Sovani, Ph.D., Director - Global Automotive Industry, ANSYS Inc.

”

*Automotive Powertrain Technology International* continues to be the industry's most widely read publication\* dedicated to IC, electric, hybrid, fuel-cell and novel powertrain technologies.

\*Publisher's statement

*Automotive Powertrain Technology International* is distributed to more than 10,000 industry professionals worldwide, while only senior personnel meet our subscription requirements. Readers of *Powertrain Technology International* include:

- Head of Powertrain
- Head of R&D
- Chief Powertrain Engineer
- Senior Powertrain Engineer
- Engine and emissions chief test engineer
- Managing Director
- President

## ABC AUDIT

As one of the world's largest transportation trade publishers, we consistently invest in the development of our circulation. *Automotive Powertrain Technology International's* unique ABC audited circulation consists of powertrain professionals throughout the world's OEMs and principal Tier 1 and Tier 2 suppliers. An average of **9,000 copies** of each issue are mailed to an ABC-audited circulation in over 100 countries, with a further 8,000 key decision makers\* subscribing to our fully interactive digital edition.

\*Publisher's statement

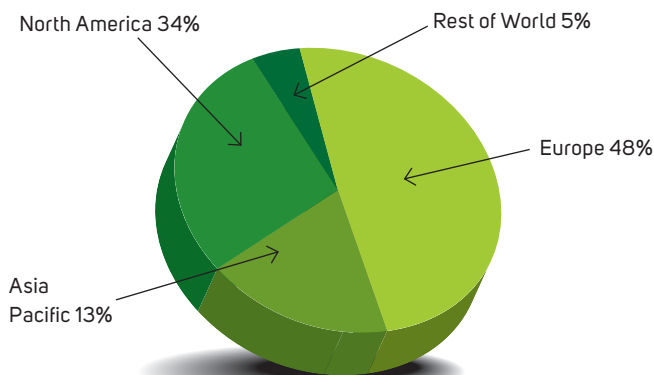
ABC Average Net Circulation January 1, 2021, to December 31, 2022: 8,465

## TECHNOLOGIES FEATURED

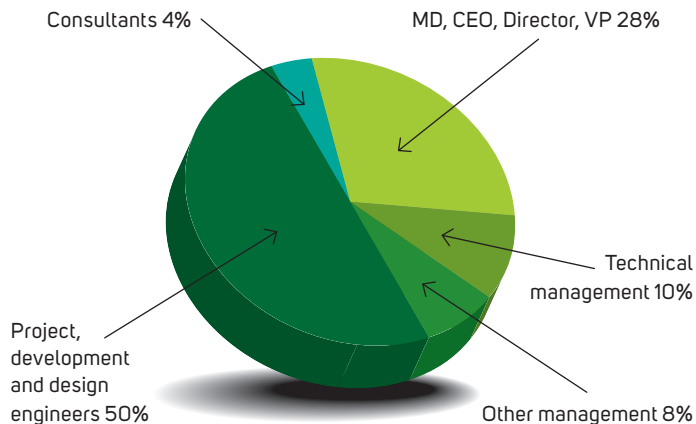
- Ignition & fuel systems
- Exhaust & emissions systems & strategies
  - Materials and material testing
  - Timing and valvetrain systems
  - Manufacturing systems
- Powertrain electronics & management
  - Powertrain & component test
- Charging infrastructure technologies
  - Hydrogen combustion & fuel cell solutions
- Battery technologies
- Fluid systems



## CIRCULATION BY REGION



## CIRCULATION BY JOB TITLE \*



\*Publisher's statement



## PRODUCTS & SERVICES

As part of our open-door editorial policy, advertisers may be able to take advantage of technical editorial opportunities, dependent on availability. This provides a dedicated section within every edition of *Automotive Powertrain Technology International* for product launches, system updates, technical development articles and case studies, and in some instances, supplier interviews. This well-proven format provides the best combination of corporate sales message, technical information and reader response.



## ANNUAL SHOWCASES

### TRANSMISSION TECHNOLOGY INTERNATIONAL

**transmission**  
TECHNOLOGY INTERNATIONAL

A growing part of the *Automotive Powertrain Technology International* brand, this annual supplement highlights the growing importance of power transmission systems in the battle to lower emissions whilst fulfilling customer demands for increased performance and comfort.

Now published in September every year, *Transmission Technology International* is the only dedicated publication to showcase novel and mainstream transmission technologies to a global audience.

As well as a verified international circulation to the OE powertrain sector, we've established strong links with the world's leading transmission development events worldwide. *Transmission Technology International* is the only magazine

to benefit from bonus distribution to delegates and visitors at the following world-class conferences:

- CTI Transmission Symposium (Berlin, December 2024 and Shanghai 2024 and USA 2024)

These events have a combined attendance of over 5,000 key attendees – *Transmission Technology International* is the only way to access this kind of decision-making and purchasing power.



### AUTOMOTIVE POWERTRAIN TECHNOLOGY INTERNATIONAL ANNUAL SHOWCASE

**POWERTRAIN**  
technology international

Compiled each Autumn, the *Automotive Powertrain Technology International Annual Showcase* provides our advertisers with the best editorial opportunity of the year.

Circulated to our entire verified database and with copies available throughout the year this high-profile publication gives advertisers a chance to demonstrate how their methods and technologies have helped customers to save money, streamline processes, develop products or increase customer satisfaction.

A digital version of the *Automotive Powertrain Technology International Annual Showcase* will also be available on [www.automotivepowertraintechologyinternational.com](http://www.automotivepowertraintechologyinternational.com) for an entire year.

There are just two package options available within our Annual Showcase publications - a half-page advertisement with a one-page technical editorial contribution or a full-page advertisement with a two-page editorial contribution.



## ADVERTISEMENT RATES 2024

### MAGAZINE ADVERTISING RATES\*

NUMBER OF INSERTIONS	FULL PAGE	HALF PAGE
1.....	£5,350 .....	£3,950
2.....	£4,850 .....	£3,550
3.....	£4,600 .....	£3,350
4.....	£4,350 .....	£3,200

\*PRICE PER INSERTION

### SPECIAL POSITIONS AVAILABLE:

- Inside front cover • Inside back cover • Outside back cover
- rates available upon request

All advertisers will receive a three-month free-of-charge Supplier Spotlight profile on our online directory:  
[www.automotivepowertraintechologyinternational.com](http://www.automotivepowertraintechologyinternational.com)

### MAGAZINE ADVERTISING DIMENSIONS

#### QUARTERLY ISSUES

ADVERT TYPE	MILLIMETERS	INCHES
<b>Full page (trim size)</b>	215 (w) x 275 (h)	8.4646 (w) x 10.8268 (h)
<b>Double-page spread (trim size)</b>	430 (w) x 275 (h)	16.9291 (w) x 10.8267 (h)
<b>Half page (horizontal)</b>	183 (w) x 115 (h)	7.2047 (w) x 4.5276 (h)
<b>Half page (vertical)</b>	90 (w) x 250 (h)	3.5433 (w) x 9.8425 (h)

#### ANNUAL SHOWCASE

ADVERT TYPE	MILLIMETERS	INCHES
<b>Full page (trim size)</b>	230 (w) x 300 (h)	9.0551 (w) x 11.8110 (h)
<b>Double-page spread (trim size)</b>	460 (w) x 300 (h)	18.1102 (w) x 11.8110 (h)
<b>Half page (horizontal)</b>	200 (w) x 132 (h)	7.8740 (w) x 5.1969 (h)
<b>Half page (vertical)</b>	100 (w) x 270 (h)	3.9370 (w) x 10.6299 (h)

**NOTE:** When supplying a full-page or double-page spread advert, please add 3mm (0.1181in) of bleed on all sides of the artwork

**MEDIA:** Adobe Acrobat PDF is the best format to use when supplying your advert. PDF files should be created at a resolution of 300dpi using CMYK color space

Full details available at:

[www.ukimediaevents.com/guidelines/automotivepowertrain.php](http://www.ukimediaevents.com/guidelines/automotivepowertrain.php)

### CONTACT US

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[www.automotivepowertraintechologyinternational.com](http://www.automotivepowertraintechologyinternational.com)

## DIGITAL ADVERTISING

The screenshot shows the website layout with several banner ad positions highlighted:

- Lead Banner** (Banner Unit: 10:1) 900 x 90 pixels
- Head Page Banner** (Banner Unit: 8:1) 600 x 75 pixels
- Large Banner** (Banner Unit: 1:1) 300 x 300 pixels
- Junior Banner** (Banner Unit: 2:1) 300 x 150 pixels

### WEBSITE BANNER RATES

Updated daily with mission-critical news compiled by our team of worldwide freelance reporters, [www.automotivepowertraintechologyinternational.com](http://www.automotivepowertraintechologyinternational.com) is the go-to website for automotive powertrain news, with over 25,000 monthly page views.

	3 MONTHS	6 MONTHS	12 MONTHS
Head Page Banner.....	£2,625 .....	£5,250 .....	£10,475
Lead Banner .....	£2,425 .....	£4,850 .....	£8,475
Large Banner.....	£2,150 .....	£3,950 .....	£7,875
Junior Banner.....	£2,050 .....	£3,250 .....	£6,475

### WEEKLY E-NEWSLETTER BANNER RATES

Sent to more than 20,000 key industry professionals weekly, our e-newsletter keeps the automotive powertrain industry up to date with the latest industry news and developments.

12 months .....	£8,500
6 months .....	£6,350
3 months .....	£4,250

### EMAILERS

Giving industry suppliers the opportunity to deliver information on their latest projects directly to the inboxes of over 20,000 key industry professionals.

Single emailer..... **£3,350**  
 For more than one mailer in a package please inquire

### PROMOTED CONTENT:

In partnership with our editorial team, we can produce and publish 'promoted' content (news, technology showcases, etc) on our website, relating to your innovation, service or product. Content included in weekly email newsletter.

RATES AVAILABLE UPON REQUEST

# 2024

## PUBLISHING SCHEDULE

1

### MARCH 2024

*Media partnership and distributed at Battery Cells and Systems Expo & Vehicle Electrification Expo, Automotive Testing Expo Stuttgart 2024, The Battery Show North America 2024 and Hydrogen Technology Expo Europe 2024*

- EV focus: Power semiconductor advances (inverters and DC-DC)
- **SPECIAL REPORT**
- Hydrogen • Both FCEV and H2 ICE applications

2

### JUNE 2024

*Media partnership and distributed at The Battery Show North America 2024 and Hydrogen Technology Expo Europe 2024*

- EV focus – Thermal management
- **SPECIAL REPORT**
- Simulation • Covering CFD, FEA, Multiphysics (hybrids etc) electro chemical, so will address both EV and Hybrids



3

### SEPTEMBER 2024

*Media partnership and distributed at Automotive Testing Expo North America 2024 and CTI Symposium Berlin 2024*

- EV focus – Battery cooling
- **SPECIAL REPORT**
- Advanced manufacturing - latest advances in both ICE and EV manufacture. For example, additive manufacture of parts, motor winding technology etc.

4

### JANUARY 2025 (ANNUAL SHOWCASE)

**Sustainability Spotlight** – What solutions are being developed to ensure the sustainability of passenger vehicles. Will the BEV of the future continue to rely on rare earth metals?

- EV focus: On board charger technology
- **SPECIAL REPORT**
- Sustainability • E-fuels • Rare earth free motors • Battery maintenance and recycling

For all enquiries please contact:

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