

# automotive testing technology international

Official publication and media partner of Automotive Testing Expo

From the organizer of

automotive  
**testing**expo

From the publisher of

**crashtest**  
technology international

## MEDIA SCHEDULE & ADVERTISING RATES

**"ATTI is always an interesting read. It's good to get an insight into hot topics and technologies, with expert opinions"**

Paulo Pretto, principal researcher – human factors and driving simulator, Virtual Vehicle Research Center

**"As the only publication dedicated to automotive testing, ATTI is incredibly valuable. Even with my specific focus, I find useful information in every issue"**

Darrell Hancock, senior technical specialist of vehicle dynamics, Stellantis

# 2025

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

## MEDIA INFORMATION

*Automotive Testing Technology International* magazine is dedicated to the latest technologies and services within the world of automotive testing, evaluation and quality engineering.

Published four times a year, *Automotive Testing Technology International* magazine provides vital, detailed, technical information for test and evaluation engineers, R&D managers, technical directors, heads of research and chief engineers. A balanced blend of in-depth case study articles, expert interviews and groundbreaking technology profiles covers areas from impact/crash testing and vehicle refinement to NVH and engine/emissions analysis. In fact, *Automotive Testing Technology International* magazine covers all aspects of automotive testing and evaluation.



Advertisers may be able to take advantage of technical editorial opportunities, depending on availability

## DISTRIBUTION AND READERSHIP

Great efforts are made to guarantee that copies of the publication are received and read by the most appropriate executives worldwide.

The total distribution of **13,980\*** hard copies plus **52,000** digital copies per edition are sent to named automotive test and evaluation engineers and related industry professionals in more than 70 countries worldwide.



\*Average net circulation per issue January 1 to December 31, 2023

Further bonus distribution takes place at all the Automotive Testing Expos worldwide, for which *ATTI* is the official publication and media partner.

## DIGITAL CONTENT

An interactive, digital version of *Automotive Testing Technology International* is hosted at [www.AutomotiveTestingTechnologyInternational.com](http://www.AutomotiveTestingTechnologyInternational.com), which also features industry news, features, interviews, opinion, videos and a free-to-use archive of back issues.

The website also includes the opportunity for a small number of advertisers to secure one of the limited number of sponsorship banners for a 12-month period.

[www.AutomotiveTestingTechnologyInternational.com](http://www.AutomotiveTestingTechnologyInternational.com) also hosts the Supplier Spotlight Directory. This is a comprehensive listing of leading test and development industry suppliers, giving a 200- to 300-word profile, logo, images and contact details for each company.

ONLINE



**"A crucial tool for staying on top of your game in the testing industry"**

Alexandru-Mihai Tiron, team leader, vehicle dynamic sensors testing and reliability, Robert Bosch



## PUBLISHING SCHEDULE

### March 2025 issue

Copy deadline

- > EMC / electronics
- > Recalls
- > Tire testing
- > Durability analysis
- > [Automotive Testing Expo Europe 2025 preview](#)

Editorial: February  
Advertisement: March

### June 2025 issue

Copy deadline

- > AI in testing
- > Dynamometers
- > Aerodynamics analysis
- > Climatic testing
- > [Automotive Testing Technology International Awards 2025](#)

Editorial: April  
Advertisement: May

### September 2025 issue

Copy deadline

- > Software engineering
- > NVH / acoustics
- > Simulation / modeling / DIL
- > New-energy vehicle powertrain testing
- > [Automotive Testing Expo North America 2025 preview](#)

Editorial: August  
Advertisement: September

### November 2025 issue

Copy deadline

- > Proving grounds / test facilities
- > ADAS / AV development
- > Sensors

Editorial: October  
Advertisement: November

## 2025 MAGAZINE ADVERTISING RATES

### QUARTERLY EDITION

Ad sizes	x1	x2	x3	x4
Full page	£5,500	£5,250	£4,950	£4,650
Half page	£3,950	£3,750	£3,550	£3,350

## SHOWGUIDE SCHEDULE

### Event

[Automotive Testing Expo India 2025](#)

Advertisement: March

[Automotive Testing Expo Europe 2025](#)

Advertisement: April

[Testing Expo China Automotive 2025](#)

Editorial: June  
Advertisement: July

[Automotive Testing Expo North America 2025](#)

Advertisement: September

automotive  
**testingexpo**  
INDIA

automotive  
**testingexpo**  
EUROPE

**Testing Expo**  
CHINA  
AUTOMOTIVE

automotive  
**testingexpo**  
NORTH AMERICA

## READER SURVEY\*

### READERSHIP

**65%** OEMs and Tier 1s

**65%** final decision makers or influencers

### QUALITY OF CONTENT

**92%** say it's good/very good/excellent

### RELEVANCE OF CONTENT

**79%** say the content is relevant to them and their role

### FORMAT

**70%** read the print magazine

**46%** read digital versions

### WEBSITE VISITORS

**84%** of readers visit at least monthly

**45%** visit more than fortnightly

**60%**

of readers share their copy with colleagues (on average 2-3)

**78%**

of readers find the magazine useful for sourcing new products

**54**

NET PROMOTER SCORE

\*Reader survey conducted April 2024, by the publisher of AT77



# automotive testing technology international

## DIGITAL ADVERTISING

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

### AUTOMOTIVE TESTING TECHNOLOGY

### INTERNATIONAL PARTNER EMAILS

Worldwide circulation to 41,500  
key industry professionals.  
35% average opening rate  
6% average click-through rate

### Bulk bookings

Discount available on request

International emails are **£3,950 per email**

Regional/expo emails are **£2,950 per email**

[Sample email link](#)

### WEEKLY NEWSLETTER BANNERS

Sent to 52,000 professionals  
every Wednesday.

35% average opening rate  
7% average click-through rate

12 months (50 weeks) **£12,500**

6 months (25 weeks) **£6,950**

3 months (12 weeks) **£3,950**

[Weekly newsletter link](#)

### AUTOMOTIVE TESTING TECHNOLOGY INTERNATIONAL WEBSITE

Average monthly impressions 17,500

Banner unit – 8:1 (site header) – 600x75px **£1,500**

Banner unit – 10:1 (main menu) – 900x90px **£1,250**

Banner unit – 1:1 (large banner) – 300x300px **£900**

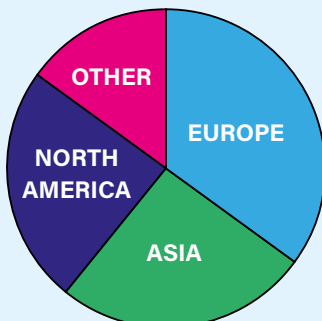
Banner unit – 2:1 (junior banner) – 300x150px **£500**

[Specifications and sizes link](#)

### CONTACT US

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Continent  
breakdown

Delivered  
**41,500**

Average open rate

**35%**

Average click through

**6%**

Database

Delivered  
**52,000**

Average open rate

**35%**

Average click through

**7%**

Monthly page  
views (2024 average)

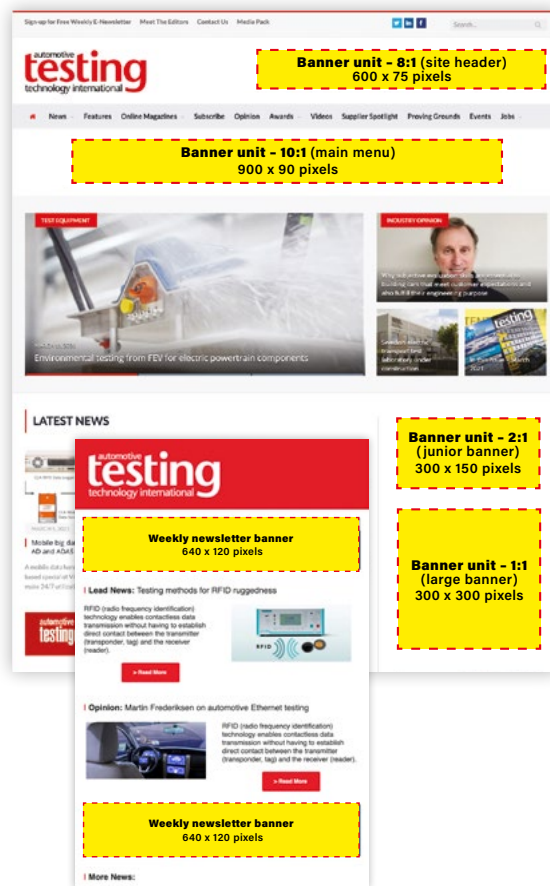
**22,000**

Monthly unique visitors  
(2024 average)

**13,000**

Automotive Testing  
Technology International  
FREE APP available

**DOWNLOAD NOW!**

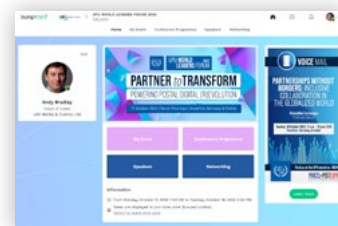


### WEBINARS

**Automotive Testing Technology International can run and host an end-to-end digital webinar service that includes:**

- Audience marketing and engagement
- Webinar delivery support
- Video and audio hosting (live and/or pre-recorded)
- Full lead generation and audience follow-up

Automotive Testing Technology International webinars are run on SwapCard, a robust and highly respected platform that combines the meaningful interactions of an in-person meeting with the international reach and scalability of a webinar, which can host product PDFs, case study documents and additional video content.





Novi, MI  
USA

October 21, 22 & 23, 2025  
Novi MI, USA

Stuttgart  
Germany

June 23, 24 & 25, 2026  
Stuttgart, Germany

Chennai  
India

April 20, 21 & 22, 2027  
Chennai, India

Shanghai  
China

August 27, 28 & 29, 2025  
Shanghai, China

Seoul  
Korea

March 18, 19 & 20, 2026  
Seoul, Korea

## Exhibiting or speaking at Automotive Testing Expo?

Promote your company's expertise to exhibition visitors and conference delegates – and the wider industry – before, during and after the event:

- Advertise and share your latest customer case study or technology innovation in an exclusive, accompanying article;
- Secure an exclusive interview (limited availability) in the first half of the pre-show or post-show magazine (with accompanying advert);
- All advertisers in the pre-show issue are also guaranteed inclusion in the dedicated event preview, used by visitors to decide which companies to see at the show;
- Advertisers also benefit from daily circulation of the pre-show issue throughout the event – with copies at every entrance, on the magazine's dedicated booth, booth drops throughout the hall, etc;
- Special cover positions available for advertisers to amplify brand awareness, new product launches and promote their booth number, etc;
- Take an ad in the official show guide – the on-site catalogue used by visitors to navigate the show;
- Send a dedicated e-blast to the full magazine database (or selected segment) before (limited availability) or after the event;
- Reserve a banner on the magazine website and/or e-newsletter before, during or after the event.
- Secure an on-site exclusive video interview (limited availability) with our editorial team, filmed by our expert video team for publication on the magazine website and promoted via the weekly e-newsletter, social channels, etc;
- Book an exclusive webinar (before or after the event) for highly targeted lead generation/brand awareness, with full e-newsletter/social media promotion included;

PROMOTE  
YOUR  
COMPANY  
HERE!



LIVE VIDEO  
INTERVIEWS

EXCLUSIVE  
EXHIBITOR  
AND SPEAKER  
INTERVIEWS

ADVERTISE  
IN THE  
SHOWGUIDE

