automotive testing technology international

MEDIA SCHEDULE & ADVERTISING RATES

2024

www.AutomotiveTestingTechnologyInternational.com

MEDIA INFORMATION

Automotive Testing Technology International **magazine is totally 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 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.

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 **13,971*** hard copies plus **41,000** digital copies per edition are sent to named automotive test and evaluation engineers and related industry professionals in more than 70 countries worldwide.

*qualified and non-qualified circulation, January 2024 ABC statement

Published by UKi Media Events

DIGITAL CONTENT

An interactive, digital version of *Automotive Testing Technology International* is hosted at **www.AutomotiveTestingTechnologyInternational.com**, which also features weekly industry news, blogs, recruitment advertisements, web-exclusive articles 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 also hosts the Supplier Spotlight Directory. This is a comprehensive listing of leading test and development industry suppliers, giving a 200- to 300-word company profile, logo, images and contact details for each company.

PUBLISHING SCHEDULE

March Issue 2024
Copy Deadline
› EMC / electronics
› Acoustics / NVH
› Crash / safety testing

Editorial: February
Advertisement: February

June Issue 2024
Copy Deadline
› Artificial intelligence
› Software
› Dynamometer technology
› Aerodynamics
› Automotive Testing Expo Europe 2024 preview

Editorial: March
Advertisement: March

September Issue 2024
Copy Deadline
› EV / battery testing
› Data
› Simulation / modeling
› Automotive Testing Expo, Novi, Michigan 2024 preview

Editorial: August
Advertisement: August

November Issue 2024
Copy Deadline
› Proving grounds
› Tire testing
› ADAS / AV development

Editorial: October
Advertisement: October

SHOWGUIDE SCHEDULE

Event

Automotive Testing Expo
Korea 2024
Advertisement: March

Automotive Testing Expo
Europe 2024
Advertisement: April

Testing Expo China
Automotive 2024
Editorial: June
Advertisement: July

Automotive Testing Expo,
Novi, Michigan 2024
Advertisement: September

2024 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

From the organizer of

automotive testing expo

· Five shows spanning the globe ·
· Almost 30,000 attendees every year! ·

automotive testing
technology international

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DIGITAL ADVERTISING

www.automotivetestingtechnologyinternational.com

AUTOMOTIVE TESTING TECHNOLOGY - PARTNER EMAILS

Worldwide circulation to 77,000 key industry professionals.
30% average opening rate
17% average CTR

Bulk bookings –
10% discount on 2 emails
15% discount on 3 emails
20% discount on 4 or more emails.

International emails are **£3,950 GBP per email**
Regional/expo emails for **£2,950 GBP per email**

Sample email link

Continent breakdown

OTHER
EUROPE
NORTH AMERICA
ASIA

Delivered
77,000
Average open rate
30%
Average click through
17%

Database

WEEKLY NEWSLETTER BANNERS

Sent to 50,000 professionals every Wednesday.
30% average opening rate
4% average CTR

12 months (50 weeks) **£12,500**
6 months (25 weeks) **£6,950**
3 months (12 weeks) **£3,950**

Weekly Newsletter link

Continent breakdown

OTHER
EUROPE
NORTH AMERICA
ASIA

Delivered
50,000
Average open rate
30%
Average click through
4%

AUTOMOTIVE TESTING TECHNOLOGY WEBSITE
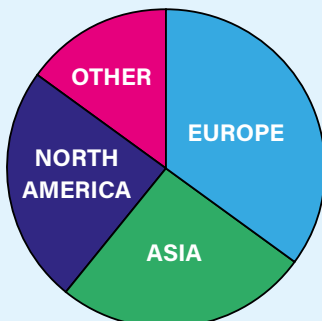
Average monthly Impressions 14,300

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**
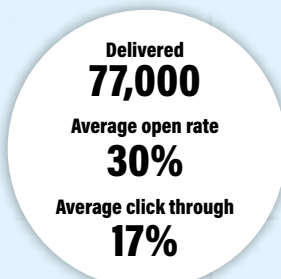
Specifications and sizes link

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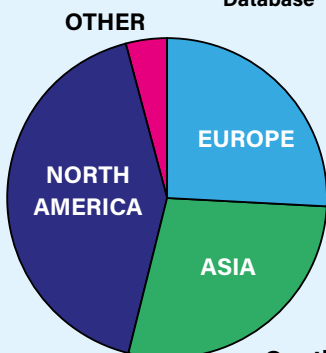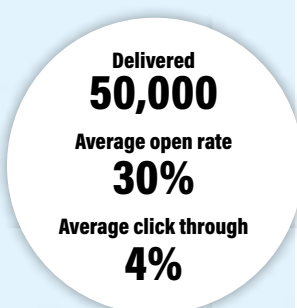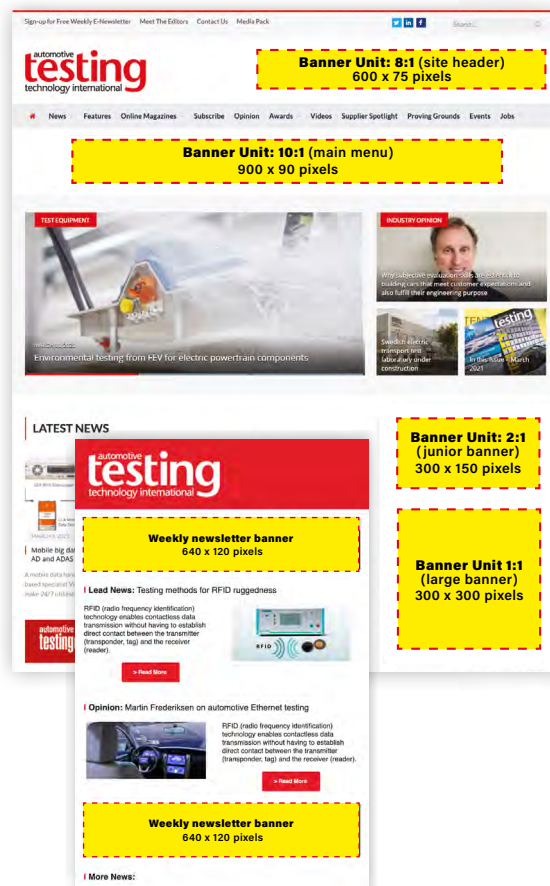Tel: +44 (0) 1306 743744

Banner Unit: 8:1 (site header)
600 x 75 pixels

Banner Unit: 10:1 (main menu)
900 x 90 pixels

Banner Unit: 2:1 (junior banner)
300 x 150 pixels

Weekly newsletter banner
640 x 120 pixels

Banner Unit 1:1 (large banner)
300 x 300 pixels

Weekly newsletter banner
640 x 120 pixels

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.

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