

automotive
testing
technology international

From the organiser of
**automotive
testingexpo**

From the publisher of
crashtest
technology international

MEDIA SCHEDULE &
ADVERTISING RATES

2018



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 on test and evaluation engineers, R&D managers, technical directors, heads of research and chief engineers, with a balanced blend of in-depth case study articles, expert interviews and groundbreaking technology profiles, all covering areas from impact and crash testing to vehicle refinement, from NVH to engine and emissions analysis. In fact, *Automotive Testing Technology International* magazine covers all aspects of automotive testing and evaluation.

DISTRIBUTION AND READERSHIP

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

The total distribution of 14,527* hard copies plus 49,000 digital copies per edition is sent to named automotive test and evaluation engineers and related industry professionals in over 70 countries worldwide.

*qualified and non-qualified circulation, December 2016 ABC Statement

DIGITAL CONTENT

The digital version of *Automotive Testing Technology International* magazine is hosted at www.AutomotiveTestingTechnologyInternational.com, and features weekly industry news updates, 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 directory 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.



From the organiser of

automotive
testing expo

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





PUBLISHING SCHEDULE

March 2018

- › Crash Testing
- › Engine & Emissions Testing
- › Aerodynamics Testing
- › Active Safety Testing
- › Automotive Testing Expo Korea 2019 Preview

June 2018

- › Automotive Testing Expo Europe 2018 Preview
- › Durability Testing
- › Tire Testing
- › Autonomous Vehicle Testing
- › Test Facility Design

September 2018

- › Automotive Testing Expo North America 2018 Preview
- › Simulation
- › Data Acquisition
- › Electric, Hybrid and Fuel Cell Vehicle Testing
- › Transmission Testing

November 2018

- › Automotive Testing Technology International Awards
- › Proving Grounds
- › NVH
- › Interiors Testing

2018 Advertisement Copy Deadlines

March issue – January 2018

June issue – March 2018

September issue – August 2018

November issue – October 2018

Editorial copy deadline is Six weeks prior to the advertisement deadline

2018 MAGAZINE ADVERTISING RATES

Number of insertions	Double-page spread	Full page	Half page
	£ sterling	£ sterling	£ sterling
1	8,400	4,800	3,450
2 (per insertion)	7,950	4,600	3,300
3 (per insertion)	7,700	4,500	3,200
4 (per insertion)	7,500	4,300	3,150

2018 Website Rates

(hosted for a 12-month period)

Head-of-page lead banner	£11,000
Base-of-page banner	£9,000
Junior banner	£6,750
Industry directory	£1,200

CONTACT DETAILS

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