

automotive testing technology international

Official publication and media partner of Automotive Testing Expo

From the organizer of

automotive
testingexpo

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

2026

**"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

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.



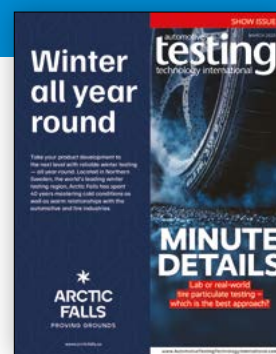
*Average net circulation per issue January 1 to December 31, 2023

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

DIGITAL EDITION

Each issue of *Automotive Testing Technology International* is also available in an interactive, digital format, sent directly to **52,000** individual subscribers. The digital issue opens up greater creative opportunities for advertisers to engage readers, such as integrating playable and interactive media into technical articles and display adverts. This includes videos, animations and even audio files. *ATTI* has its own in-house professional editorial video team that can work with magazine advertisers to create custom content and film exclusive interviews, etc, as required.





PUBLISHING SCHEDULE

March 2026 issue

- > EMC / electronics
- > Recalls
- > Tire testing
- > Durability analysis

Copy deadline

Editorial: February
Advertisement: March

June 2026 issue

- > AI in testing
- > Dynamometers
- > Aerodynamics analysis
- > Climatic testing
- > [Automotive Testing Expo Europe 2026 preview](#)

Copy deadline

Editorial: April
Advertisement: May

September 2026 issue

- > Software engineering
- > NVH / acoustics
- > Simulation / modeling / DIL
- > New-energy vehicle powertrain testing
- > [Automotive Testing Technology International Awards 2026](#)
- > [Automotive Testing Expo North America 2026 preview](#)

Copy deadline

Editorial: August
Advertisement: September

November 2026 issue

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

Copy deadline

Editorial: October
Advertisement: November

2026 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
Korea 2026](#)

Advertisement: March

[Automotive Testing Expo
Europe 2026](#)

Advertisement: May

[Testing Expo China
Automotive 2026](#)

Editorial: June
Advertisement: July

[Automotive Testing Expo
North America 2026](#)

Advertisement: September

automotive
testingexpo
KOREA

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 ATTI

DIGITAL ADVERTISING

www.automotivetestingtechnologyinternational.com

AUTOMOTIVE TESTING TECHNOLOGY

INTERNATIONAL PARTNER EMAILS

Worldwide circulation to 75,000
key industry professionals.
25% average opening rate
15% 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
18% 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**

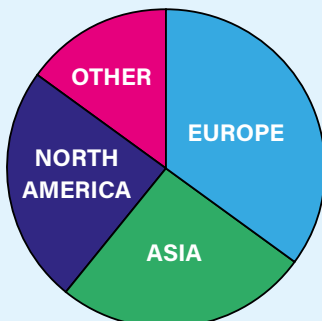
Banner unit – 2:1 (junior banner) – 300x150px **£500**

[Specifications and sizes link](#)

CONTACT US

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Continent
breakdown

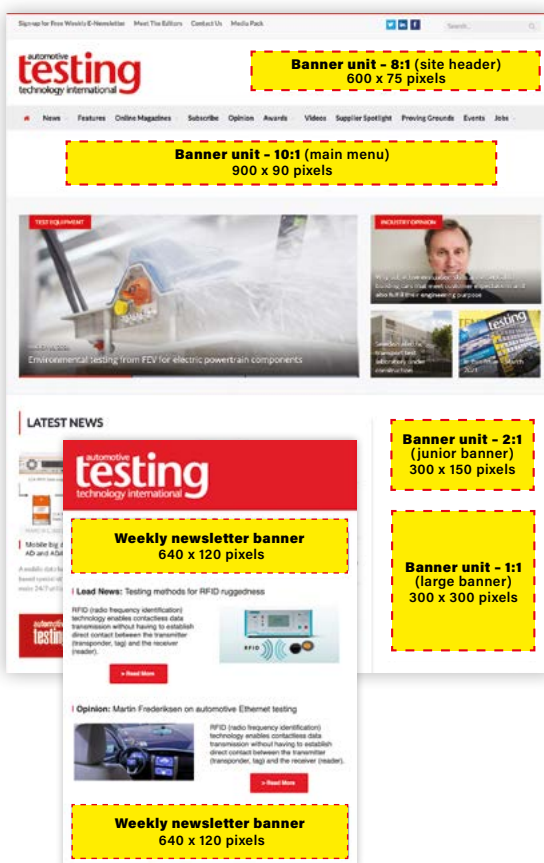
Delivered
75,000
Average open rate
25%
Average click through
15%

Database

Delivered
52,000
Average open rate
35%
Average click through
18%

Monthly page
views (2024 average)
22,000
Monthly unique visitors
(2024 average)
13,000

BANNER SIZES



VIDEO CONTENT

In partnership with our video and editorial teams, we can work with you to produce and publish unique video content (interviews, technology showcases, etc) on our website, and promoted on our weekly e-newsletter, socials, etc.

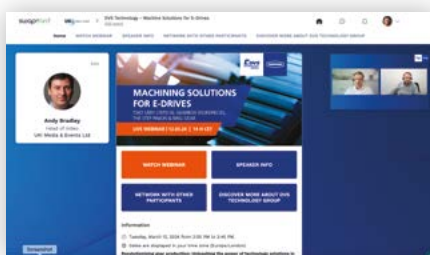
RATES AVAILABLE UPON REQUEST

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;

FROM £3,950


Take an ad in the official showguide – the on-site catalogue used by visitors to navigate the show;

FROM £2,000


Send a dedicated e-blast to the full magazine database (or selected segment) before (limited availability) or after the event;

FROM £2,950


Book an exclusive webinar (before or after the event) for highly targeted lead generation/brand awareness, with full e-newsletter/social media promotion included;

FROM £5,000


LIVE AT-SHOW PROMOTION

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;

FROM £2,500 (DISCOUNT AVAILABLE TO MAGAZINE ADVERTISERS)


Exclusive photo booth sponsorship. A custom-built photo booth featuring a human-scale perspex magazine cover and your logo, in prime position, presenting a fantastic, fun opportunity for visitors to stop and have their photo taken, for sharing on social media, etc;

£10,000 (INCLUDES ADVERT IN SHOWGUIDE)
