

AUTOMOTIVE INTERIORS WORLD

The official publication of

automotive
interiors
EXPO *NOVI*
MICHIGAN

automotive
interiors
EXPO EUROPE

www.AutomotiveInteriorsWorld.com

FEATURING:

HMI | Displays | Infotainment | Connectivity | Seating | Lighting | Materials | Electronics | Concepts | Colour & Trim | Comfort



Media and Advertising Data 2023

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From the latest developments in smart surfaces and cutting-edge materials, through to the best user experiences and HMI innovations, *Automotive Interiors World* is the industry's leading digital publication exclusively focused on current and future technologies relevant to the automotive interiors sector. Discover the new approaches, innovations, products and solutions set to shape next-generation vehicles, as well as the opportunities and challenges offered by increased vehicle autonomy and ever more sophisticated consumers, via exclusive features, the latest news, opinion and indepth analysis of key industry trends.

FEATURING: New HMI approaches • infotainment • electronics • connectivity • comfort • new materials and surface treatments • future concepts • seating • lighting • and more!

PROMOTE YOUR COMPANY, PRODUCT OR SERVICE:

In partnership with our editorial team we can produce, publish and promote custom content in the form of **interviews**, **features** or **news exclusives** that promote your latest innovation, service or product, highlighted in our weekly e-newsletter, and via our social channels.

WWW.AUTOMOTIVEINTERIORSWORLD.COM continues to grow, with an average of **5,127+** unique monthly visitors and a weekly e-newsletter sent to **15,000+** industry professionals around the globe, including chief designers, engineers, product directors, brand managers, purchasing directors, project coordinators, consultants and decision makers within the world's automotive Tier 1, Tier 2 and Tier 3 suppliers and car manufacturers. Our circulation data is continually refreshed via active research, and includes all those that register for our annual Automotive Interiors Expo events in Stuttgart, Germany, and Novi, Michigan, USA, as well as our exclusive, online Automotive Interiors Virtual 'Live' conferences.

Website advertisement rates

Banner Unit: 8:1 (site header)	£1,200 GBP per month (minimum 3 months)
Banner Unit: 10:1 (header menu)	£1,000 GBP per month (minimum 3 months)
Banner Unit: 1:1 (large banner)	£900 GBP per month (minimum 3 months)
Banner Unit: 2:1 (junior banner)	£650 GBP per month (minimum 3 months)
Supplier Spotlight Directory	£1,250 GBP

Weekly newsletter banner rates

The weeks leading news stories, product launches, features, videos, etc sent to an opt-in list of 19,000+ subscribers

12 months (50 emails)	£12,500 GBP
6 months (25 emails)	£6,950 GBP
3 months (13 emails)	£3,950 GBP

Emailer

Mailshot to database	£3,500 GBP
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Banner dimensions

WEBSITE ▾

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

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

5,127 AVERAGE UNIQUE VISITORS
 Source: Google Analytics, 1 Aug - 31 Dec 2022

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

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

8,323 AVERAGE TOTAL PAGE VIEWS
 Source: Google Analytics, 1 Aug - 31 Dec 2022

Weekly newsletter banner 640 x 120 pixels

Weekly newsletter banner 640 x 120 pixels

WEEKLY NEWSLETTER ▾

AUTOMOTIVE INTERIORS WORLD Official publication of

automotive interiors EXPO MICHIGAN, October 24-26, 2023, Novi, Michigan, USA

automotive interiors EXPO EUROPE, December 5-7, 2023, Stuttgart, Germany

Weekly newsletter banner 640 x 120 pixels

IN THE NEWS THIS WEEK

Audi reveals e-tron GT interior
 German auto maker Audi recently launched its latest EV, the e-tron GT, the interior design of which it says is driven by the 'monoposto' concept that runs through all of the marque's performance models.
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Visteon, ECARX and Qualcomm to work on intelligent cockpits
 Visteon Corporation, ECARX and Qualcomm Technologies, Inc are to work together to develop intelligent cockpit solutions across conventional and electric vehicle applications.
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