

AUTOMOTIVE INTERIORS WORLD

The official publication of

automotive
interiors
EXPO * NORTH *
* AMERICA *

automotive
interiors
EXPO EUROPE

FEATURING:

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



MEDIA AND ADVERTISING DATA 2025

www.AutomotiveInteriorsWorld.com

AUTOMOTIVE INTERIORS WORLD

The official publication of
automotive interiors EXPO NORTH AMERICA
automotive interiors EXPO EUROPE

www.AutomotiveInteriorsWorld.com

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 in-depth 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 **5,620+** unique monthly visitors and a weekly e-newsletter sent to **14,000+** industry professionals (per individual request) 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 who register for our annual Automotive Interiors Expo events in Stuttgart, Germany, and Novi, Michigan, USA.

Reader survey ¹

READERSHIP

48% work for an OEM or Tier 1

80% are final decision makers or influencers

QUALITY OF WEBSITE

96% say it's good/very good/excellent

RELEVANCE OF CONTENT

75% say the content is relevant to them and their role

NEWSLETTER READERS

65% of respondents read the newsletter every week

94% rated the quality of the newsletter as good/very good/excellent

77%

of readers find the website and newsletter useful for sourcing new products or solutions

12

Net Promoter Score

¹ Reader survey conducted by publisher, February 2025

Contact details

Rob Knight, divisional sales director • rob.knight@ukimediaevents.com
 UKi Media & Events, Parsonage House, Parsonage Square, Dorking, Surrey, RH4 1UP, UK
 Tel: +44 1306 743744 • www.AutomotiveInteriorsWorld.com

Advertisement rates

WEBSITE BANNERS ▼

Site header banner	£1,200 GBP per month*
Main menu banner	£1,000 GBP per month*
Large banner	£900 GBP per month*
Junior banner	£650 GBP per month*
Supplier Spotlight Directory	£1,250 GBP

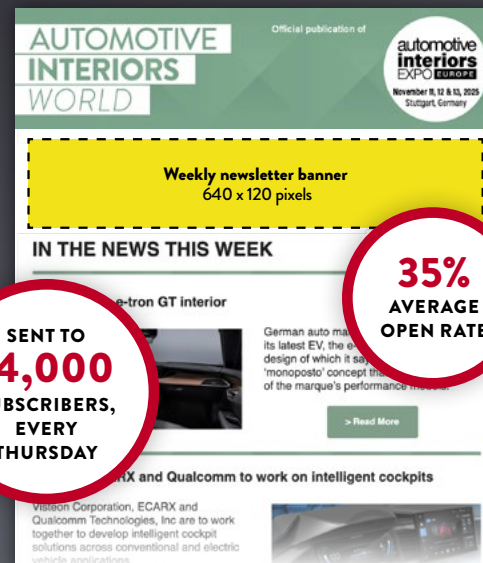
*minimum 3 months



WEEKLY NEWSLETTER BANNERS ▼

The week's leading news stories, product launches, features, videos, etc sent to an opt-in list of 10,000+ 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
----------------------	------------

www.AutomotiveInteriorsWorld.com

automotive interiors EXPO

★ NORTH ★
★ AMERICA ★

www.automotive-interiors-expo.com/usa

automotive interiors EXPO

EUROPE

www.automotive-interiors-expo.com

EXHIBITING OR SPEAKING AT AUTOMOTIVE INTERIORS EXPO EUROPE OR NORTH AMERICA?

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

- Share your latest customer case study or technology innovation in an exclusive sponsored article on our website;
- Secure an exclusive interview (limited availability) in the dedicated event preview published before the show;
- Take an ad in the official show guide - the on-site catalogue used by visitors to navigate the show - exclusive interviews also available (limited availability);
- 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.



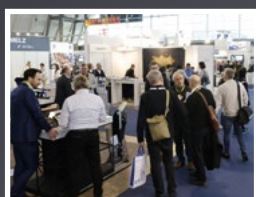
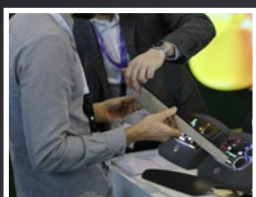
**PROMOTE
YOUR
COMPANY
HERE!**



**EXCLUSIVE
EXHIBITOR
AND SPEAKER
INTERVIEWS**



**LIVE VIDEO
INTERVIEWS**



**ADVERTISE
IN THE
SHOWGUIDE**

