AUTOMOTIVE POWERTRAIN TECHNOLOGY INTERNATIONAL

2024 MEDIA & ADVERTISING DATA

The world's only international publication dedicated to showcasing the latest technology, components and development tools for the design and development of automotive powertrains

www.automotivepowertraintechnologyinternational.com
Automotive Powertrain Technology International continues to be the industry's most widely read publication* dedicated to IC, electric, hybrid, fuel-cell and novel powertrain technologies. *Publisher’s statement

Automotive Powertrain Technology International is distributed to more than 10,000 industry professionals worldwide, while only senior personnel meet our subscription requirements. Readers of Powertrain Technology International include:

- Head of Powertrain
- Head of R&D
- Chief Powertrain Engineer
- Senior Powertrain Engineer
- Engine and emissions chief test engineer
- Managing Director
- President

ABC AUDIT

As one of the world’s largest transportation trade publishers, we consistently invest in the development of our circulation. Automotive Powertrain Technology International’s unique ABC audited circulation consists of powertrain professionals throughout the world’s OEMs and principal Tier 1 and Tier 2 suppliers. An average of 9,000 copies of each issue are mailed to an ABC-audited circulation in over 100 countries, with a further 8,000 key decision makers* subscribing to our fully interactive digital edition. *Publisher’s statement

ABC Average Net Circulation January 1, 2021, to December 31, 2022: 8,465

TECHNOLOGIES FEATURED

- Ignition & fuel systems
- Exhaust & emissions systems & strategies
- Materials and material testing
- Timing and valvetrain systems
- Manufacturing systems
- Powertrain electronics & management
- Powertrain & component test
- Charging infrastructure technologies
- Hydrogen combustion & fuel cell solutions
- Battery technologies
- Fluid systems

CIRCULATION BY REGION

North America 34%
Europe 48%
Asia Pacific 13%
Rest of World 5%

CIRCULATION BY JOB TITLE *

Consultants 4%
Project, development and design engineers 50%
MD, CEO, Director, VP 28%
Technical management 10%
Other management 8%

www.automotivepowertraininternational.com

A well-rounded, in-depth, appealing resource for engine engineers and executives.

Sandeep Sovani, Ph.D., Director - Global Automotive Industry, ANSYS Inc.

*Publisher's statement
As part of our open-door editorial policy, advertisers may be able to take advantage of technical editorial opportunities, dependent on availability. This provides a dedicated section within every edition of Automotive Powertrain Technology International for product launches, system updates, technical development articles and case studies, and in some instances, supplier interviews. This well-proven format provides the best combination of corporate sales message, technical information and reader response.

TRANSMISSION TECHNOLOGY INTERNATIONAL

A growing part of the Automotive Powertrain Technology International brand, this annual supplement highlights the growing importance of power transmission systems in the battle to lower emissions whilst fulfilling customer demands for increased performance and comfort.

Now published in September every year, Transmission Technology International is the only dedicated publication to showcase novel and mainstream transmission technologies to a global audience.

As well as a verified international circulation to the OE powertrain sector, we’ve established strong links with the world’s leading transmission development events worldwide. Transmission Technology International is the only magazine to benefit from bonus distribution to delegates and visitors at the following world-class conferences:

- CTI Transmission Symposium
  (Berlin, December 2024 and Shanghai 2024 and USA 2024)

These events have a combined attendance of over 5,000 key attendees – Transmission Technology International is the only way to access this kind of decision-making and purchasing power.

AUTOMOTIVE POWERTRAIN TECHNOLOGY INTERNATIONAL ANNUAL SHOWCASE

Compiled each Autumn, the Automotive Powertrain Technology International Annual Showcase provides our advertisers with the best editorial opportunity of the year.

Circulated to our entire verified database and with copies available throughout the year this high-profile publication gives advertisers a chance to demonstrate how their methods and technologies have helped customers to save money, streamline processes, develop products or increase customer satisfaction.

A digital version of the Automotive Powertrain Technology International Annual Showcase will also be available on www.automotivepowertraintechnologyinternational.com for an entire year.

There are just two package options available within our Annual Showcase publications - a half-page advertisement with a one-page technical editorial contribution or a full-page advertisement with a two-page editorial contribution.
**ADVERTISMENT RATES 2024**

**MAGAZINE ADVERTISING RATES***

<table>
<thead>
<tr>
<th>NUMBER OF INSERTIONS</th>
<th>FULL PAGE (INCHES)</th>
<th>HALF PAGE (INCHES)</th>
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<td>4</td>
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*SPECIAL POSITIONS AVAILABLE:*
- Inside front cover
- Inside back cover
- Outside back cover
- rates available upon request

All advertisers will receive a three-month free-of-charge Supplier Spotlight profile on our online directory: www.automotivepowertraintechnologyinternational.com

**MAGAZINE ADVERTISING DIMENSIONS**

**QUARTERLY ISSUES**

<table>
<thead>
<tr>
<th>ADVERT TYPE</th>
<th>MILLIMETERS</th>
<th>INCHES</th>
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**ANNUAL SHOWCASE**

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**NOTE:** When supplying a full-page or double-page spread advert, please add 3mm (0.1181in) of bleed on all sides of the artwork.

**MEDIA:** Adobe Acrobat PDF is the best format to use when supplying your advert. PDF files should be created at a resolution of 300dpi using CMYK color space.

Full details available at: www.ukimediaevents.com/guidelines/automotivepowertrain.php

**CONTACT US**

For all enquiries please contact:

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Email: Aboobaker.Tayub@ukimediaevents.com

**DIGITAL ADVERTISING**

**WEBSITE BANNER RATES**

Updated daily with mission-critical news compiled by our team of worldwide freelance reporters, www.automotivepowertraintechnologyinternational.com is the go-to website for automotive powertrain news, with over 25,000 monthly page views.

<table>
<thead>
<tr>
<th></th>
<th>3 MONTHS</th>
<th>6 MONTHS</th>
<th>12 MONTHS</th>
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<td>Junior Banner</td>
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**WEEKLY E-NEWSLETTER BANNER RATES**

Sent to more than 20,000 key industry professionals weekly, our e-newsletter keeps the automotive powertrain industry up to date with the latest industry news and developments.

<table>
<thead>
<tr>
<th></th>
<th>12 months</th>
<th>6 months</th>
<th>3 months</th>
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<tbody>
<tr>
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<td>£4,250</td>
<td></td>
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</tbody>
</table>

**EMAILERS**

Giving industry suppliers the opportunity to deliver information on their latest projects directly to the inboxes of over 20,000 key industry professionals.

Single emailer ................................... £3,350
For more than one mailer in a package please inquire

**PROMOTED CONTENT:**

In partnership with our editorial team, we can produce and publish "promoted" content (news, technology showcases, etc) on our website, relating to your innovation, service or product. Content included in weekly email newsletter.

RATES AVAILABLE UPON REQUEST
2024

PUBLISHING SCHEDULE

MARCH 2024


• EV focus: Power semiconductor advances (inverters and DC-DC)
• SPECIAL REPORT
• Hydrogen • Both FCEV and H2 ICE applications

JUNE 2024

Media partnership and distributed at The Battery Show North America 2024 and Hydrogen Technology Expo Europe 2024

• EV focus – Thermal management
• SPECIAL REPORT
• Simulation • Covering CFD, FEA, Multiphysics (hybrids etc) electro chemical, so will address both EV and Hybrids

SEPTEMBER 2024

Media partnership and distributed at Automotive Testing Expo North America 2024 and CTI Symposium Berlin 2024

• EV focus – Battery cooling
• SPECIAL REPORT
• Advanced manufacturing - latest advances in both ICE and EV manufacture. For example, additive manufacture of parts, motor winding technology etc.

JANUARY 2025 (ANNUAL SHOWCASE)

Sustainability Spotlight – What solutions are being developed to ensure the sustainability of passenger vehicles. Will the BEV of the future continue to rely on rare earth metals?

• EV focus: On board charger technology
• SPECIAL REPORT
• Sustainability• E-fuels• Rare earth free motors • Battery maintenance and recycling

For all enquiries please contact:
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