

ADAS & Autonomous Vehicle

INTERNATIONAL

THE INTERNATIONAL
REVIEW OF AUTONOMOUS
VEHICLE TECHNOLOGIES:
FROM CONCEPTION
TO MANUFACTURE TO
IMPLEMENTATION

2025

MEDIA AND
ADVERTISING
DATA

**"GREAT MAGAZINE
WITH A GOOD MIX
OF CONTENT"**

*Roy Johansson, lead HW design engineer,
Volvo Autonomous Solutions*

**"A VERY GOOD AND
RELIABLE SOURCE
OF INFORMATION
FOR MY JOB"**

*Cristin Paun, manager of advanced
engineering, Daimler Trucks*

**"ALWAYS LOOK
FORWARD TO READING
AND SHARING WITH
MY COLLEAGUES"**

Arvind Srivastav, software engineer, Zoox

OFFICIAL PUBLICATION AND MEDIA PARTNER FOR:

ADAS
& AUTONOMOUS VEHICLE
TECHNOLOGY EXPO | EUROPE

ADAS
& AUTONOMOUS VEHICLE
TECHNOLOGY SUMMIT
★ NORTH AMERICA ★

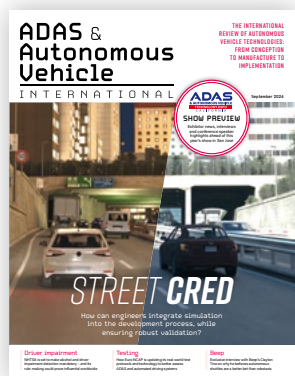
www.autonomousvehicleinternational.com

ADAS & Autonomous Vehicle

INTERNATIONAL

ADAS & AUTONOMOUS VEHICLE INTERNATIONAL

Published by the organizer of ADAS & Autonomous Vehicle Technology Expo and Conference in Stuttgart, Germany, *ADAS & Autonomous Vehicle International* presents the latest technologies, innovations and case studies from the fast-moving world of connected and autonomous vehicles, including the latest developments in ADAS and road safety.



Distributed free of charge to an international circulation of **40,000** engineers and decision makers (per individual request) from vehicle OEMs, 'big tech' and Tier 1 and Tier 2 manufacturers, the magazine is available in both print and digital format. The digital edition enables readers to opt to 'listen' to content, as well as view embedded video, etc.

With a strong focus on automotive, mass mobility, commercial, off-highway and last-mile delivery applications, advertisers enjoy access to all of the fastest-growing autonomous markets, as well as those driving ADAS innovation and road safety developments.

ADAS & AUTONOMOUS VEHICLE INTERNATIONAL

FREE APP AVAILABLE

download now!

SEARCH ADAS & AUTONOMOUS VEHICLE INTERNATIONAL IN YOUR APP STORE

Available on the App Store

GET IT ON Google Play

READER SURVEY¹

READERSHIP

58% work for an OEM or Tier 1

80% are final decision makers or influencers

NEWSLETTER READERS

76% of respondents subscribe to the weekly newsletter

Of which **89%** rated the newsletter as good/very good/excellent

QUALITY OF CONTENT

98% say it's good/very good/excellent

64% of readers share their copy with colleagues (on average 2-3)

PUBLISHING SCHEDULE

April 2025

ADAS & AUTONOMOUS VEHICLE TECHNOLOGY EXPO EUROPE PREVIEW ISSUE

• Sensors/sensor fusion • Semiconductors/SoCs



September 2025

ADAS & AUTONOMOUS VEHICLE TECHNOLOGY SUMMIT NORTH AMERICA PREVIEW ISSUE

• Simulation • Testing • Proving grounds



January 2026*

CES 2026, LAS VEGAS SPECIAL EDITION

• Driver monitoring systems

• Software/AI • V2X (5G, etc) • Mapping

• Legislation/regulation (safety/testing standards)

*Published November 2025

ADVERTISING RATES (£ STERLING)

Number of insertions	Covers	Front 25 pages		Remaining pages	
	Full page	Double-page spread	Full page	Full page	Half page
1	£5,250	£6,250	£4,250	£3,500	£2,950
2	£5,000	£5,950	£4,050	£3,325	£2,500
3	£4,750	£5,650	£3,825	£3,150	£2,650

Prices are per edition.

Magazine advertising dimensions are available online: www.ukimediaevents.com/guidelines.

PRODUCTS & SERVICES

As part of our open-door editorial policy, advertisers may be able to take advantage of technical editorial opportunities, depending on availability. There is a dedicated section within every edition of *ADAS & Autonomous Vehicle International* for product launches, updates, technical development articles, 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.



FORMAT

58% read the print magazine

42% prefer to read the digital version

RELEVANCE OF CONTENT

90% say the content is relevant to them and their role

79%

of readers find the magazine useful for sourcing new products

42

Net Promoter Score

¹ Reader survey conducted by publisher, October 2024

ADAS & Autonomous Vehicle

INTERNATIONAL



www.autonomousvehicleinternational.com

ADAS & AUTONOMOUS VEHICLE TECHNOLOGY INTERNATIONAL ONLINE

www.autonomousvehicleinternational.com hosts a fully interactive version of *ADAS & Autonomous Vehicle International* magazine

www.autonomousvehicleinternational.com is the leading news platform for the ADAS and autonomous driving sector, and the only portal where you can read the very latest issue of *ADAS & Autonomous Vehicle International* – with online readers able to access the issue at least two weeks before the print version is circulated.

The online version features interactive advertisements and articles that link straight through to advertisers' featured websites, as well as the option for readers to listen to content, view embedded video, etc.

www.autonomousvehicleinternational.com continues to grow, with an average of **20,000 unique monthly visitors** (2023), and a **weekly e-newsletter** sent to **20,000 industry professionals**.

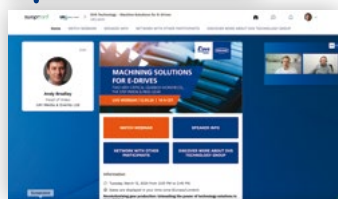
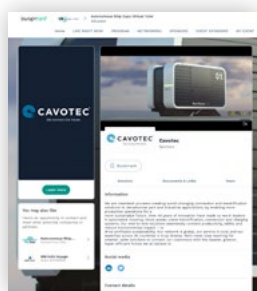
Alongside breaking news, the website includes exclusive features, opinion and videos, as well as opportunities for brands to showcase their expertise and thought leadership via custom-crafted content such as their own webinar, white paper, opinion piece, supplier interview, etc.



WEBINARS

ADAS & Autonomous Vehicle International can host and run 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



ADAS & Autonomous Vehicle 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. It can host product PDFs, case study documents and additional video content.

www.autonomousvehicleinternational.com

DIGITAL ADVERTISING

WEBSITE BANNER RATES

Site header banner	600 x 75 pixels	£1,200 per month*
Main menu banner	900 x 90 pixels	£1,000 per month*
Large banner	300 x 300 pixels	£900 per month*
Junior banner	300 x 150 pixels	£650 per month*

*minimum three months



WEEKLY E-NEWSLETTER

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

12 months **£11,950**

6 months **£6,450**

3 months **£3,450**

EMAILERS

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

International email **£3,600**

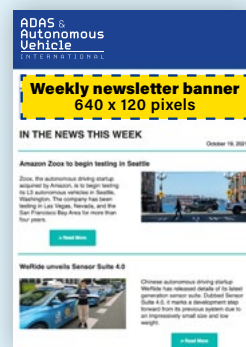
Regional/expo email **£2,150**

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, related to your innovation, service or product. Content is also promoted on weekly e-newsletter.

RATES AVAILABLE UPON REQUEST



CONTACT US

Please contact:

Sam Figg, publication manager, sam.igg@ukimediaevents.com

Rob Knight, sales director, rob.knight@ukimediaevents.com

UKi Media & Events, Parsonage House, Parsonage Square, Dorking, RH4 1UP, UK | Tel: +44 1306 743744



www.autonomousvehicleinternational.com

ADAS & AUTONOMOUS VEHICLE TECHNOLOGY EXPO EUROPE

www.adas-avtexpo.com/stuttgart

ADAS & AUTONOMOUS VEHICLE TECHNOLOGY SUMMIT ★ NORTH AMERICA ★

www.adas-avtexpo.com/california

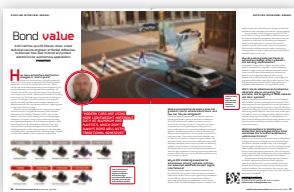
EXHIBITING OR SPEAKING AT ADAS & AUTONOMOUS VEHICLE TECHNOLOGY EXPO EUROPE OR ADAS & AUTONOMOUS VEHICLE TECHNOLOGY SUMMIT?

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 £2,950



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

FROM £2,000



**FEATURE
YOUR
COMPANY
HERE!**



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

FROM £2,150



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

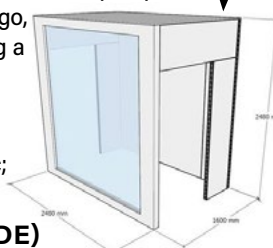
Secure an on-site exclusive video interview
(limited availability) with our editorial team,
filmed by our expert video team for publication
on the magazine website and promoted via the
weekly e-newsletter, social channels, etc;

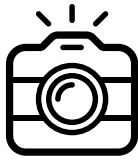
**FROM £2,500 (DISCOUNT AVAILABLE
TO MAGAZINE ADVERTISERS)**



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)**

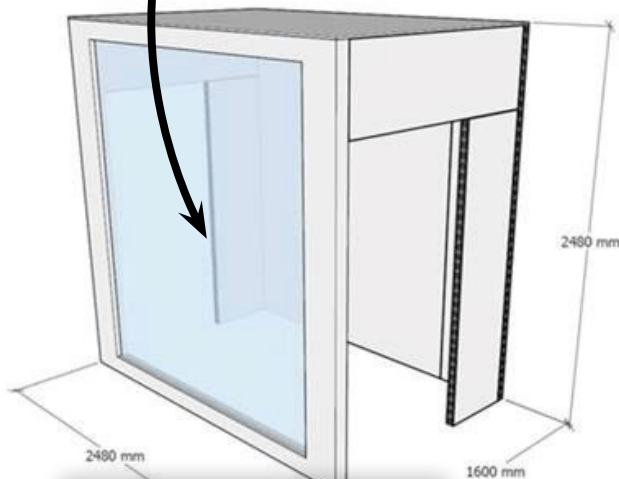




Exclusive photo booth sponsorship

New for this year, a custom-built photo booth featuring a human-scale perspex magazine cover, in **prime position**, presenting a fantastic, fun opportunity for visitors to stop and have their photo taken, for sharing on social media, etc;

ADAS
& AUTONOMOUS VEHICLE
TECHNOLOGY EXPO | EUROPE



Sample
booth

- **Your company logo clearly visible** on the perspex magazine cover, with option to include social media hashtag or handle;
- Photo booth alongside the AAVI and ADAS & Autonomous Vehicle Technology Expo booths, which will promote the photo opportunity to all visitors;
- A **double-page advert** (in first 15 pages or centerfold) promoting your company at this year's exhibition in the official event show guide;
- A single-page 'house' **advert promoting the photo booth** opportunity in the official event show guide;
- A **push notification to all attendees** via the official show guide app to come and have their photo taken;
- **Social media posts** via the AAVI and ADAS & Autonomous Vehicle Technology Expo LinkedIn company pages (15k+ followers) promoting the opportunity to have your photo taken;
- Reference to the photo booth within our **pre-show marketing** content;
- Inclusion of the photo booth within the **official post-show report** published after the event.

For details contact:

Sam Figg: sam.igg@ukimediaevents.com

Tel: +44 1306 743744 • www.autonomousvehicleinternational.com